

# The Executive Leader's Annual Keynote Address

Safeguarding Jobs, Economic Prosperity and Protecting Frontline Services – “The Tameside Way”



Mossley Hollins - November 2010

# Foreword by Executive Leader

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In my keynote address this year I will outline some of the main activities and commitments that I as the Executive Leader of Tameside Council will work to deliver with the help and support of my fellow councillors, officers of the council and partners during 2010-2011.

Despite the economic and budgetary challenges that we face, our focus will be on planning for the future and not planning for cuts to services. We have to meet the draconian cuts imposed on us by George Osborne in a measured and managed way. We are not prepared to be panicked or rushed into decisions that affect people's lives and livelihoods. We will not pursue the slash and burn approach that others are considering.

Whilst the Tories continue to denigrate local government, what last year's severe weather highlighted for me is that when the going gets tough everyone - and especially the most vulnerable – can rely on us. Whether it's the caretaker making sure our schools are open, gritting teams keeping our roads open, homecare workers visiting to make sure people are safe and warm, librarians delivering books on sledges,

the head teacher sleeping in the school to make sure it opens the next day, or our patrollers doing essential shopping and picking up prescriptions for people who could not get out and about – examples of our staff going above and beyond and even saving lives go on.

We are well placed for the challenges ahead because we have high quality managers and staff, whose discretionary effort and dedication make Tameside different. We have high quality and hard working members who work as a team with the officers to make this council what it is today – and what it will remain in the future – one of the best – if not the best in the country. This is “the Tameside Way” it's our DNA and it's how we do things now and how we will continue to do things in the future.

I want people to take pride in where they live and work and tell us when things are not right or need improving. When they do I pledge that we will sort it. In the new year we will launch a major campaign to recruit “an armchair army” of people from across the borough who will help us keep Tameside clean, tidy and attractive.

I believe in social fairness – and so we will continue to press the Government to rethink and review decisions on spending cuts. We will press them to return to the issue of where and how much cuts are needed and in so doing, ensure that the poor, the elderly and the most vulnerable are not disproportionately affected



# Investing in our schools and young people

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Millions have already been spent on secondary and primary schools across Tameside. Between 1999 and 2009 we spent £158 million on building and remodelling schools and education buildings.

Over the last 4 years through our BSF programme we have developed a strong working relationship with our Local Education Partnership. This partnership has already brought many benefits to the area and as this relationship strengthens and grows it will help us safeguard existing jobs and bring new ones into the area. It will attract much needed new inward investment to the borough and help us to protect frontline services.

As it stands today we have secured £200 million of BSF funding for new high schools and with 10 under construction our first new schools will open next year – Mossley in February, followed by St Damian's in May and then the New Charter Academy, Samuel Laycock and the White Bridge College Learning Centre in September.

An amazing 5 new schools, Hyde Technology School, Dale Grove, Denton Community College, Key Stage 3 Learning Centre and Droylsden Academy will open in January 2012.

This massive programme of work is not just about bricks and mortar, it's also about transforming the way our young people learn and also providing fantastic resources for the community.

Tameside will have some of the most modern and well equipped schools in the country, If not the world, when the work is completed. Our bespoke approach to designing the schools means that they are unique and more importantly young people have had a major say in the new designs and facilities.

We are already enjoying our best ever exam results – but the best is yet to come if results from Alder since it was established in a new building are reflected in the other new schools as they come into use.

We know that these new schools will deliver improved results – but more than this they will also help to raise the aspirations of our young people and the wider community



# Investing in our local economy and a skilled workforce

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Tameside Works First and the Tameside Business Family continue to support our local businesses. Last year £14 million went into the local economy as direct council spend – and this was multiplied to £62 million across the local economy.

We will develop new economic sites and promote Tameside as a place to invest. We are committed to the continuing development of established strategic employment sites, such as St Petersfield and Ashton Moss and have delivery plans for new strategic employment sites that will contribute to significant economic and employment growth over the next 10 to 15 years.

We should not underestimate the value to the local economy that the BSF project is having. Last year alone £8.8 million was spent with local Tameside businesses, and £27.7 million spent within 10 miles of our boundary. Next year I want to increase the amount spent in the local economy to £12 million.

The recent Meet the Buyer event was a great success. Business was buzzing during the 2 day event – with over 500, face-to-face 10-minute appointments taking place between buyers and suppliers.

We will continue to pay invoices in 10 working days for local SMEs. This year 91% of all their invoices were paid within 10 days.

We will actively promote apprenticeships and ensure that myths are busted and opportunities for those that want them exist. Through TWF and our partners we will remove barriers to apprenticeships.

We are already working on funding bids to the Regional Growth Fund to support the development of our town centres. These bids will be submitted in January 2011 and will help to safeguard local jobs.

I am also in favor of smarter procurement  
- but I want smarter to mean local.  
Wherever and whenever it is cost  
effective to buy from Tameside-based  
business I want us to do that



# Investing in our transport

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The delivery of Metrolink to Ashton town centre and Droylsden will provide a key opportunity to maximise the impact of the creation of new gateways to these town centres.

We are all aware of the Metrolink growing pains, and the inconvenience and disruption that the track laying work is having on Droylsden and the businesses and people in the area. But it is worth it. We will reap the rewards for many years ahead. Once completed, Metrolink will revolutionise the way we travel in and out of the city centre, easing the traffic pressure on the roads and making our town centres more accessible for all.

The new Ashton bypass work is well under way, and once finalised in 2012 we will also see the completion of the ring road system around Ashton town centre. This will relieve town centre traffic as well as allow further development of the area and contribute to the creation of some 3500 new jobs.

Despite being left out of the DfT spending plans the Mottram bypass

is still very much a priority of this council and of AGMA. In the same way that we worked with David Heyes MP to lobby government to ensure that the Metrolink came to Ashton, we will now work closely with Jonathan Reynolds and Andrew Gwynne to lobby the Transport Secretary, Philip Hammond, to ensure the bypass is a government priority in the future.

Whatever happens in the future we will be standing four square in support of those residents and communities whose life is currently blighted by the traffic chaos in and around Mottram. The congestion in the area is not going to get any better, in fact it will get worse unless new investment is made in a bypass and we must do all we can to help improve the quality of the lives of people who live in the area and suffer on a daily basis with the unacceptable volumes of traffic.

I am sure we can all recall the damage that the winter weather did to our roads. We have now completed £250,000 of repairs to fix the damage caused by last year's freeze –that's over 4000 potholes and several of the worst affected roads have been fully reconstructed.

Our roads, railways and buses are the arteries and veins through which the prosperity of the borough flows. By improving our transport links through the areas we reduce costs, making our businesses more effective and Tameside a better place to live and work



# Investing in our town and communities

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We will continue to Invest in making Tameside an even more attractive place to live.

We have won the North West in Bloom title for the 6th year in a row, and this year have excelled ourselves in the national competition by coming first. None of us should underestimate the value of In Bloom or the impact that living in a bright, attractive environment has on people's pride for the area.

We continue working with police and patrollers to keep Tameside safe but in light of the huge cuts imposed on Greater Manchester Police the task ahead of us will become ever more difficult.

We will continue to work closely with partners delivering more joint operations "Valuables left on View" in vehicles, Operation Treacle, which runs from the middle of October to the middle of November, and concentrates on the identification of unauthorised bonfires and the underage sales of fireworks.

Innovation is a word synonymous with Tameside. We have now completed the first build cycle for the Caterham kit cars. The unique scheme is aimed at stopping young people from being drawn in to anti-social behaviour by giving them a positive distractive activity.

Tameside has a fantastic heritage that we are all rightly proud of. We have also benefited from major investment in sports and cultural provision with over £15 million spent on new facilities and refurbishing existing ones.

I was proud to be involved in the dedicating of the new war memorial in Ashton memorial gardens. We all know that the financial climate is very tough, but the importance and value to the families of the local soldiers remembered on the memorial far outweighs any monetary costs. It is our duty and responsibility to remember the sacrifices made by local people during the many wars and conflicts.

We have ambitious but achievable plans for all our towns which will bring forward new development, new housing, create new jobs and ensure that our town centres can continue to be major economic hubs

# Investing in our low carbon future

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We will also encourage all local businesses to be more fuel and energy efficient. During my visits to local firms I have seen some great examples of businesses recycling their waste materials to heat their buildings and provide their hot water. We are considering a pilot project to generate electricity from solar panels on one of our civic buildings and gain income via the national Feed-in Tariff, helping to preserve local services for people in Tameside.

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We have achieved our best ever recycling rates. In the first half of the year we were achieving between 37-38% which is up on last year's record figure of 33.7%.

Each year we are saving in excess of £1.6 million by reducing the costs of dumping in landfill.

The community panels have helped raise and maintain awareness of recycling by giving funding back to the very people and communities that are doing the work. The hundreds of grants awarded to date are helping people make the connection between recycling and benefits back to them and their communities.

Whilst progress on recycling has been pleasing we still have much to do. Next year we will aim to recycle 40% of our waste, and by 2014/15 we aim to have 50% of all domestic refuse recycled. This is a real challenge that will need significant change to the mind sets of our residents; it will need concerted and comprehensive marketing and publicity to get people on message and on board.

Difficult though this will be the rewards are worth it with further savings in the region of £4 million a year available to us when our recycling rate hits 50%.

Residents embraced recycling, attitudes and behaviors have changed. To deliver the next step improvement we will need to work and communicate even harder with our communities to make them appreciate the benefits. After all it's the people out there in their homes and businesses that do the hard work



# Investing in our health and wellbeing

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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.

Our welfare rights team will continue to work to ensure the poorest get benefits to which they are entitled. In 2009/10 the Welfare Rights Partnership, working with the Pension Service, resulted in benefits of £5.2 million being claimed for older people in the borough.

We are also eagerly awaiting the results of a nationally acclaimed breast awareness campaign pilot to see what the impact has been and to see if we can roll out the initiative across the entire borough.

We are once again running the Kill the Chill and Affordable Warmth campaigns to help people keep warm during the winter – since April 2009 over £2.4 million of warm front grant has been spent by the Energy Saving Trust on homes in Tameside. Our GPs are now actively referring residents, whose health could be at risk because of cold and damp living conditions, into the scheme.

Opening Doors for Older People has seen continued investment of over £1 million, thus ensuring we are supporting older people to live independently and safely in their own homes.

Life expectancy at birth is now higher than it has ever been in Tameside though the gap between Tameside and the national average remains challenging. Along with our partners we continue to focus upon the contributory factors to the main causes of early preventable deaths in Tameside



# “The Tameside Way” - My commitment to Tameside

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1. We will make good the commitment to introduce a fitting tribute to my predecessor Roy Oldham. We will rename Richmond Street sports complex the “Roy Oldham Sports Village”. There will be a new interactive local democracy and local history feature created in the Portland Basin Museum and the Local Studies Archive Centre will be renamed the “Roy Oldham Local Studies and Archives Centre”.
2. We will work with partners to further develop the “Pride of Tameside Awards” to include sports, young people’s achievements, business successes and wider community activity.
3. We will launch the new £500,000 “You Choose” fund to support community groups, where Tameside residents will decide how to spend the monies in their community. “You Choose” will be held in each District Assembly area, and will be open to all local community groups to apply.
4. We will introduce a scheme which will encourage staff and residents to act as the eyes and ears around the borough reporting grot spots, rubbish and problems with street furniture. We want everyone to play a part and take an interest and some responsibility for how the borough looks.
5. We have already reduced our workforce significantly, and will continue to work with our staff and Trade Union colleagues using where we can the processes and procedures we have in place to reduce our head count still further.
6. Working with our local MPs we will continue to press the Government to re-think and review their decisions on spending cuts. We will press them to return to issue of where and how much cuts are needed and in so doing, ensure that the poor, the elderly and most vulnerable are not disproportionately affected.

7. We will press forward in developing the “Tameside Big Society”. We will continue to support the work of the 3rd Sector, working more closely with organisations like St Peter’s Partnership and other social enterprises where we can foster and encourage the “grow your own” philosophy supporting local employment initiatives and helping to get people back into meaningful work.
8. Working with our partners we need to start thinking what only a short while ago was unthinkable and develop and deliver a new model of local service delivery. If we are to meet our financial challenges head on, without radical cuts to services, we must think differently and deliver services differently.
9. We will work with partners including health, New Charter, Age Concern and all the other public and voluntary sector agencies to better join up how we deliver services into people homes. This will not only deliver efficiencies and savings, which are important, but it will also make things easier for the public.

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10. We have a long track record of innovation and have never been afraid to take a calculated risk. Despite the doubters and stone throwers we will continue to innovate and take risks. Our next iPhone application for events will be released shortly and others will be developed to help make accessing information and services more convenient for the public.
  11. We will work behind the scenes with our partners and MPs to lobby the Government and Michael Gove to ensure that we receive the additional investment that we need to rebuild or remodel all of our secondary schools.
  12. We will actively promote apprenticeships across Tameside, ensuring that myths are busted and opportunities for those that want them exist. Through Tameside Works First and with our partners we will remove barriers to apprenticeships.
  13. We will continue holding the highly successful Apprenticeship Fair event. Next year more will be done to work with young people in schools beforehand to help them understand what opportunities apprenticeships offer to help them and their parents make the right choices about their future.
  14. We will not only meet the Government's targets for 20% of young people entering apprentices by 2010. We will exceed that total and do it within the next 5 years. By 2015 we will have at least 25% of young people who leave education gaining skills and real employment opportunities through apprenticeships.
  15. We will renew our Tameside Works First commitment to pay local small and medium sized businesses within 10 working days to help with their cash flow and we will renew our commitment to procure locally wherever we can to support local jobs and employment.

16. We will continue to run the successful “Meet the Buyer/Seller” event next year and will do so for as long as the local economy and local businesses benefit.
17. We will promote and support local consortia to better bid for larger contracts.
18. We will continue to work closely with the all parties to ensure that more and more benefits from our BSF programme are realised in this borough. Over the next 12 months I have set a target that £12 million pounds of BSF spend should be spent locally in Tameside, further boosting jobs and also boosting local communities.
19. We will continue to build on our existing good working relationships with the Local Education Partnership to exploit the expertise and business acumen that our partners can bring into other areas of our business. This will help to safeguard jobs and attract new investment into the local economy.



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20. Next year in partnership with the Local Education Partnership we will be expanding our horizons further and new schemes outside of the BSF programme are being planned. These include a new residential respite centre which will be for people with severely disabled children. It will replace Boyds Walk and will cost £1.188 million.
  21. We will continue to engage more and more with local businesses through visits and our summit meetings and will we launch a new "Key Account Management Programme" to help build stronger relationships with Tameside's key employers.
  22. We will develop new economic sites and promote Tameside as a place to inwardly invest. We are committed to the continuing development of established strategic employment sites, such as St Petersfield and Ashton Moss and have a strong focus on the next phase of development and investment in the Borough, with plans for new strategic employment sites that will contribute to significant economic and employment growth over the next 10 to 15 years.
  23. We will work with the Campaign for the New Economy (CNE) to bring next generation internet access to Tameside to support and encourage new media companies. This is another benefit of the Metrolink extension work that will give Tameside a technological edge.
  24. We are already working on funding bids to the Regional Growth Fund to support the development of our town centres. These bids will be submitted in January 2011 and will themselves help to safeguard jobs in the borough.
  25. We will now work closely with Jonathan Reynolds MP and Andrew Gwynne MP to lobby the Transport Secretary, Philip Hammond, to ensure the Mottram Bypass is a government priority in the future and I will continue to work with the AGMA Leaders to ensure it remains a priority in the LTP 3 plan.

26. Whatever happens in the future we will be standing four square in support of those residents and communities whose life is currently blighted by the traffic chaos in and around Mottram.
27. We will continue to invest in making Tameside an even more attractive place to live and I can announce that next year we will be taking our In Bloom entry to the next level where we will take on the best that Europe has to offer.
28. We will continue to work with police and patrollers to keep Tameside safe but in light of the huge cuts imposed on Greater Manchester Police the task ahead of us will become ever more difficult.
29. We will continue to work closely with partners delivering more joint operations.



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30. We have now completed the first cycle of building Caterham kit cars. The unique scheme which is aimed at stopping young people from being drawn into anti-social behaviour by giving them a positive distractive activity will continue to operate next year.
  31. For the years ahead we have developed a new cultural offer that will retain and in many cases increase the amount of cultural opportunities and activities in Tameside whilst significantly reducing costs. The new cultural offer will increase the support provided to local groups and it will maximise the community use of the fantastic new schools which are being built.
  32. It also important that we show our support and gratitude to the troops that continue to fight for Queen and Country. We will foster our ties and relationships with the Duke of Lancaster's and Mercian Regiments.
  33. We will introduce a new bylaw that will enable us to deal with individuals who deface and desecrate our war memorials.
  34. Our commitment to reducing our carbon footprint will continue beyond 2010 because it is not only the right thing to do, in terms of doing our bit to help save the planet but also because saving energy simply makes economic sense.
  35. We will support and work closely with local companies who are developing innovative energy savings products and help them to further innovate and excel in this field.
  36. We will also encourage all local businesses to be more fuel and energy efficient.
  37. Next year we will look into piloting the use solar panels on one of our civic buildings, and gain income via the national Feed in Tariff, helping to preserve local services for people in Tameside.

38. Next year we will aim to recycle 40% of our waste, and by 2014/15 we aim to have 50% of all domestic refuse recycled. This work will be supported by a concerted and comprehensive marketing and publicity campaign to get people on message and on board.
39. Prevention and early intervention are key issues in dealing with the significant challenges around health, and health 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 and this will be a priority next year.
40. With our partners we will continue to support the development of services for older people.





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Mossley Hollins - November 2009