



This is Salford

An introduction to Salford for potential candidates for senior positions with Salford City Council

August 2023





Now is Salford's time

In the last decade Salford has been on a remarkable journey to emerge as a modern global city, attracting record public and private investment and becoming an engine for growth in Greater Manchester.



As the western gateway to the city region, Salford has some of the best strategic growth locations in Greater Manchester including MediaCityUK, City Centre Salford, and the Innovation Triangle. Despite the disruption caused by COVID-19, the city is well placed to exploit

future growth opportunities and deliver continued regeneration for the benefit of its diverse communities. We believe that Salford can respond by building back a better and fairer city and that the reasons for Salford's exceptional economic development remain sound.



Ours is a resilient and innovative city. As the work to address the soaring cost of living continues, Salford City Council is drawing on its long history of partnership working to protect residents and the local economy and deliver vital public services. The council has forged ambitious and effective partnerships with other anchor institutions in Salford, including Northern Care Alliance, NHS Greater Manchester Integrated Health Partnership, and the University of Salford. These relationships have provided the foundation for ground-breaking joint projects including the integration of health and social care and children's social care, and the £2.5 billion Salford Crescent masterplan.

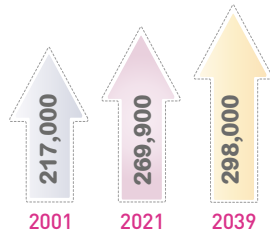
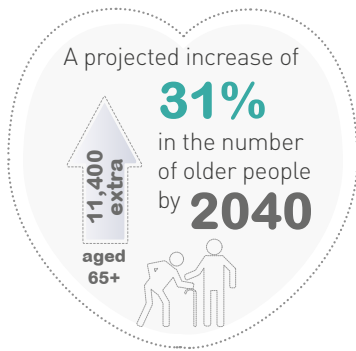


Our core priorities, the Great Eight, guide how we allocate our resources, plan our projects, and engage with our citizens and partners. The following offers just a flavour of what makes Salford unique and how we are doing things differently to achieve our vision for 'a fairer, greener and healthier Salford'.

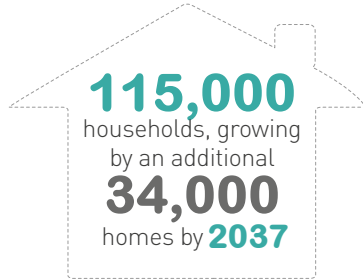
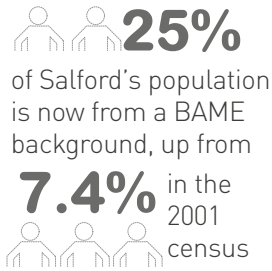




Rapid population growth



Salford projected to be above Greater Manchester and National Averages



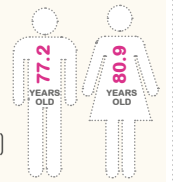
Businesses in Salford

11,000 businesses in Salford and counting

£6.5 billion of GVA in 2018, forecast to **increase by £3.2 billion or 49% by 2038**, which is the highest proportionate increase of anywhere in Greater Manchester

2020

male life expectancy at birth in Salford was 77.1 (compared to 79.6 in England), and female life expectancy at birth in Salford was 80.5 (compared to 83.2 in England)



Our City

key facts about Salford and how it is changing

Looked after children

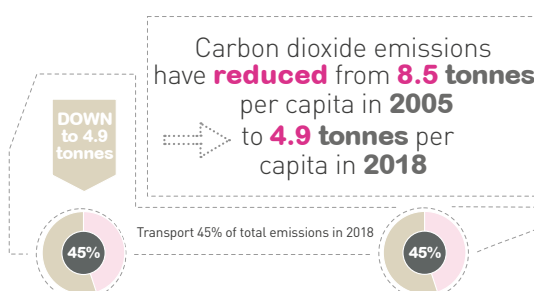


Key stage 4

(state-funded schools) in 2021-2022



Climate change



Pupils achieving GCSE grades **4** or above in English and Mathematics

60.7% in Salford
64.3% in England



The political make-up of Salford City Council



Elected City Mayor – Labour

Councillors

49

Labour

8

Conservative

1

Liberal Democrat

2

Independent

Our vision and priorities

The council has a vision to create 'a fairer, greener and healthier Salford.'

To help achieve our vision we have created the Great Eight, which are Salford's key priorities:

- ▶ Tackling poverty and inequality.
- ▶ Creating vibrant places and spaces.
- ▶ Tackling the climate emergency.
- ▶ Skills and education (A Learning City).
- ▶ Affordable housing and reducing homelessness.
- ▶ Promoting transport and digital connectivity.
- ▶ Creating an economy for all.
- ▶ Tackling health inequalities and providing the best possible care.

The Great Eight are:

Tackling poverty and inequality.



1

Creating vibrant places and spaces.



2

Tackling the climate emergency.



3

Skills and education (A Learning City).



4

Affordable housing and reducing homelessness.



5

Promoting transport and digital connectivity.



6

Creating an economy for all.

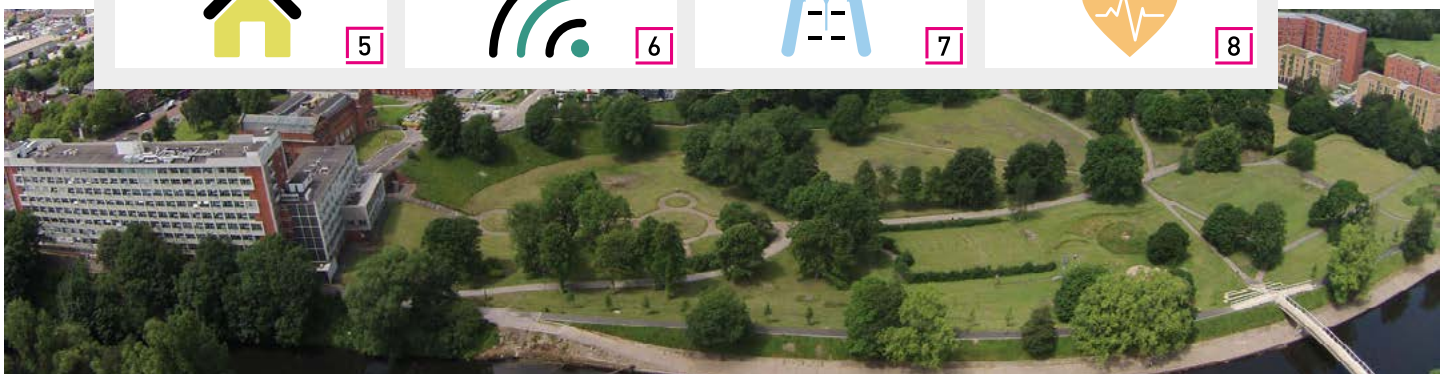


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Tackling health inequalities and providing the best possible care.



8





Our assets and achievements

We are very proud of our track record in regeneration and improving and reforming public services. Our list of assets and achievements is impressive.

Salford has attracted more than **£2.6 billion** of private sector investment in the last decade

As a member of Greater Manchester Combined Authority, Salford City Council has been at the forefront of the most ambitious devolution project in the country, with **£8 billion** of public spending devolved to the city region.

MediaCityUK and the Quays has grown into one of Europe's leading digital, creative and technology clusters

Marketing Manchester has rated The Lowry, home to the works of L.S.Lowry, as the top visitor attraction in Greater Manchester.

Port Salford is the UK's first tri-modal port facility and could create up to **10,000 new jobs** as this major distribution hub comes on stream.

The continued regeneration of Greengate will deliver major mixed-use developments and is a natural extension of Manchester city centre. The area has the potential to deliver over **100,000 sqm of commercial floor space**, new residential units, hotels, restaurants, bars and retail units.

In 2016, Salford brought together 2,000 health and social care staff (district nurses, social workers, hospital staff, and mental health professionals), from the city's NHS organisations and the council to create an Integrated Care Organisation (ICO), hosted by Salford Royal Hospital - at the time the first of its kind in England.



Salford

Integrated Care Partnership



New Bailey, Salford's new commercial district has seen **£200m of investment since 2013** - creating 700 new jobs as well as homes, hotel rooms and office space.

£33 million is being invested in improved junction layouts, pedestrian access provisions, bus priority measures and cycle infrastructure as part of the Salford Bolton Network Improvements

In July 2022, Salford successfully moved to a fully integrated NHS and social care system and formation of a new Salford Integrated Care Partnership (ICP) – led by the council's Chief Executive.

Our children's services have been rated as good by Ofsted which is a fantastic achievement. And all our children's homes in Salford are rated as good or outstanding.

In January 2020 we opened **Route 29** which is our innovative and co-designed approach to supporting young people in care or on the edge of care. Young people aged 12-17 can now access the professional support they need through the Route 29 hub. We are proud that our young people have been involved throughout designing the service that they want ranging from choosing the name and designing the interior of the hub but more importantly describing and helping choose the type of staff they want to work there.

Salford has undertaken unprecedented action to tackle the Covid-19 crisis: paying out **£70 million** to support local business, fielding hundreds of calls from residents to the Spirit of Salford helpline, distributing food parcels and essential supplies to vulnerable residents throughout the crisis, and setting up a local COVID-19 testing centre in 24 hours.



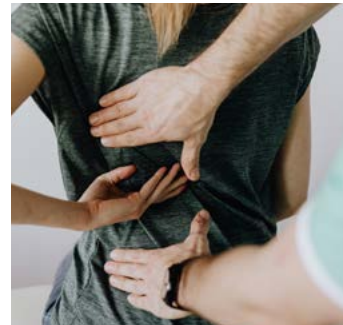
Following our annual report to UNICEF in 2022, we retained our Baby Friendly Gold Award for our Early Help and 0-19 Service - the first in the North West to achieve the gold award in baby friendly standards.

In a partnership with IN4.0 group, a Salford-based operator of digital and technology hubs, Salford has launched Skills City – a new training academy that provides fairer access to digital and technology careers to people from disadvantaged and under-represented backgrounds through bootcamps and other training opportunities.

In 2019 the University of Salford was the fastest growing university in the North West and one of the fastest growing in the United Kingdom

95% of Salford GP practices were rated “**outstanding**” or “good” by CQC in 2019, above the England average of 86%.

Through its **Tackling Poverty Strategy**, Salford has taken wide ranging action to address poverty in Salford, by empowering people with lived experience of poverty to shape Salford’s response to the issue.



Salford’s has a vibrant Voluntary, Community, and Social Enterprise sector with an estimated **1,513** organisations, with 46,800 volunteers and committee / board members, contributing 115,400 hours of their time each week. In 2017, the estimated contribution of volunteers in Salford was **£104.4 million**.

The council has achieved over 50% reductions in CO2 emissions across its estate since 2010. **Friends of the Earth has named Salford as the most climate-friendly council in the North-west** and the fifth most climate-friendly in the country.



Our future

In Salford we have ambitious plans to transform our city further and improve the lives of our residents. Here are some examples of the projects and developments Salford has planned.



City Centre Salford has the potential to grow significantly, with up to **12,500 new jobs**, 120,000 m2 of employment floor space, **14,000 new homes** and **20,000 new residents**.

Further development at MediaCityUK and the Quays between now and 2030 will see further investment of up to **£1 billion** aimed at doubling the size of MediaCityUK.



The Greater Manchester Western Gateway provides an opportunity to create a **tri-modal inland waterway** that will transform the way goods are transported, not just in the northwest, but across the Northern Powerhouse.



The council and University of Salford are creating a new city district. The **240 acre Crescent Masterplan** area will capitalise on the expansion of City Centre Salford connecting the Crescent and University. This will be the biggest urban regeneration scheme in Europe with a forecast to create **3,000 jobs**.



RHS Bridgewater opened in Spring 2021. The fifth RHS garden is expected to generate £13.8m a year for the local economy by 2029, with 140 jobs in the garden itself and 180 more in the surrounding area.

Salford has bid successfully for **£60 million** from the Greater Manchester Walking and Cycling Challenge Fund to improve walking and cycling infrastructure in Salford





Salford declared a climate change emergency early in 2019 and has committed to a city target of **carbon neutrality by 2038**.

Dérive Salford – a wholly owned company of Salford City Council – will develop affordable 117 affordable homes in Salford, with the first 20 handed over in November 2019.

Salford is developing a new **Inclusive Economy Strategy** to ensure that the benefits of economic growth are broadly shared by Salford's communities.







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