

Welcome Letter from the Chief Executive

Dear Candidate,

Thank you for your interest in joining Salford City Council in one of our senior leadership roles. Our Deputy Chief Executive and Director of Public Health are pivotal positions, roles that will help shape the direction, culture, and long-term impact of both our organisation and our city.

At Salford, we are driven by a shared and ambitious vision: to create a better and fairer Salford with the highest quality of life for all. This is outlined in our *This is our Salford Corporate Plan*, which sets priorities such as tackling poverty, strengthening our identity as a child friendly city, and improving outcomes across every community. This ambition brings both opportunity and challenge, and it requires leaders of courage, compassion, and integrity.

Salford is a proudly values-driven organisation, grounded in a people-centred ethos and the unmistakable Spirit of Salford. Our values - **Pride, Passion, People and Personal Responsibility** aren't just words; they guide how we work, how we lead, and how we deliver for our communities. We are committed to fostering a culture of empowerment, curiosity, innovation, and continuous improvement. As a member of our senior leadership team, you will play a central role in modelling these behaviours and embedding our leadership framework across the organisation.

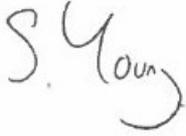
In Salford, leadership is defined by action. It is about enabling high performance, inspiring others, and creating the conditions where people feel trusted to innovate, collaborate and deliver excellent outcomes. Our leadership expectations focus on leading self, leading others, leading outcomes, and leading the way forward. This means championing a positive permission culture, being visible in your values, and working across organisational and system boundaries to achieve meaningful change.

You will join us at a time of significant transformation and complexity, shaped by social, economic and population health challenges, but also a time of great opportunity. We are strengthening partnerships, redesigning services, and embracing innovation to meet both current and future needs. As a senior leader, you will play a vital role in navigating this landscape and ensuring that our work truly reflects the ambitions of our communities.

This is a truly exciting and important time to join us. While the challenges we face are significant, the opportunities to make a meaningful and lasting difference are even greater.

Thank you once again for your interest in joining our leadership team. I wish you every success in the recruitment process.

Warm regards,

A handwritten signature in black ink, appearing to read 'S. Young'.

Stephen Young
Chief Executive, Salford City Council