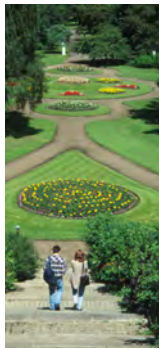




Welcome to Salford



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

December 2024





Now is Salford's time

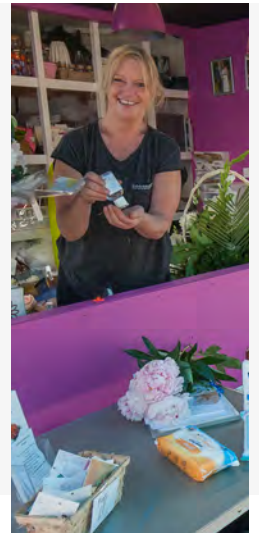
In the last decade Salford has been on a remarkable journey to emerge as a modern global city, attracting record public and private investment and becoming an engine for growth in Greater Manchester.



As one of the fastest growing places in the North of England, Salford has some of the best strategic growth locations in Greater Manchester including MediaCityUK, City Centre Salford, and Salford Innovation Triangle.

With more well-paid jobs, new affordable and social homes, thriving local schools, award-winning green spaces, iconic infrastructure, good public transport links and a vibrant cultural scene, there is much we can celebrate as a city.

Looking to the future we are determined to build on our successes and ensure that more of our people and communities can benefit from the growing opportunities our city has to offer.



Ours is a resilient and innovative city. As work to address the soaring cost of living continues, Salford City Council is drawing on its long history of partnership working to find new and innovative ways of driving inclusive growth and delivering quality public services.

The council plays a leading role as part of the Greater Manchester Combined Authority and has forged ambitious and effective partnerships with other anchor institutions in Salford, including the Northern Care Alliance, NHS Greater Manchester Integrated Health Partnership, University of Salford, as well as local businesses, communities and the city's thriving community, voluntary, faith and social enterprise sector.

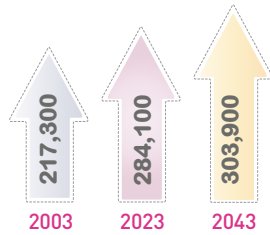
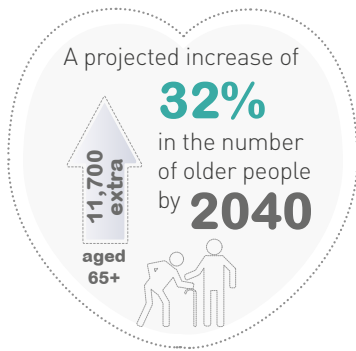
These relationships have provided the foundation for ground-breaking joint projects including the integration of health and social care, the £2.5 billion transformation of Crescent Salford, Port Salford, and the re-development of Salford's town centres, which will bring more opportunities for local people and businesses.

Our Corporate Plan – This is our Salford, describes our priorities for the city over the next four years. These priorities guide how we allocate our resources, plan our activities and work with our citizens and partners. The following highlights offers just a flavour of what makes our city special and some of the great things we are doing to achieve our vision for “building a fairer, greener, healthier, and more inclusive Salford for all.”

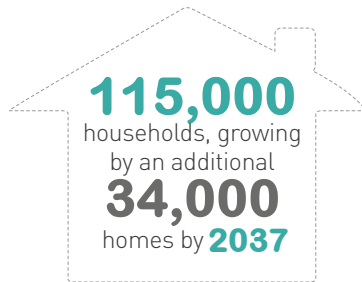
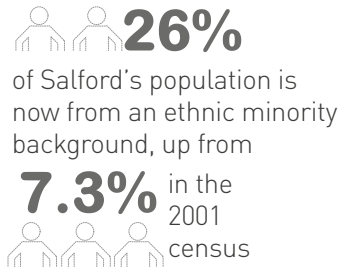




Rapid population growth



Salford projected to be above Greater Manchester and National Averages



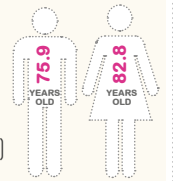
Businesses in Salford

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

2020-22

male life expectancy at birth in Salford was 75.9 (compared to 78.9 in England), and female life expectancy at birth in Salford was 80.1 (compared to 82.8 in England)



Our City

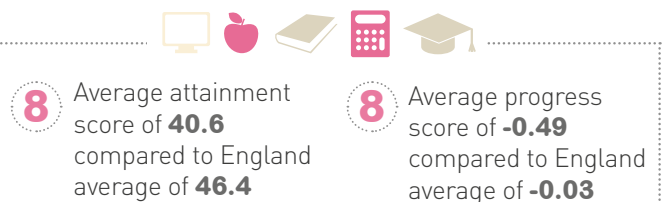
key facts about Salford and how it is changing

Looked after children

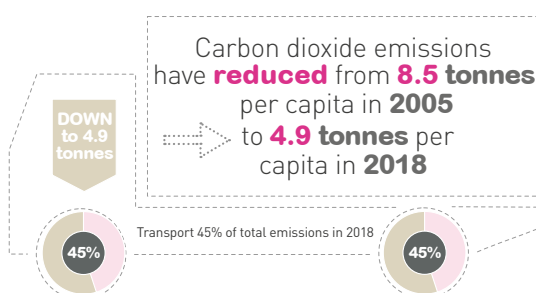


Key stage 4

(state-funded schools) in 2022-2023



Climate change



2023-24 Pupils achieving GCSE grades **4** or above in English and Mathematics

55% in Salford

65% in England



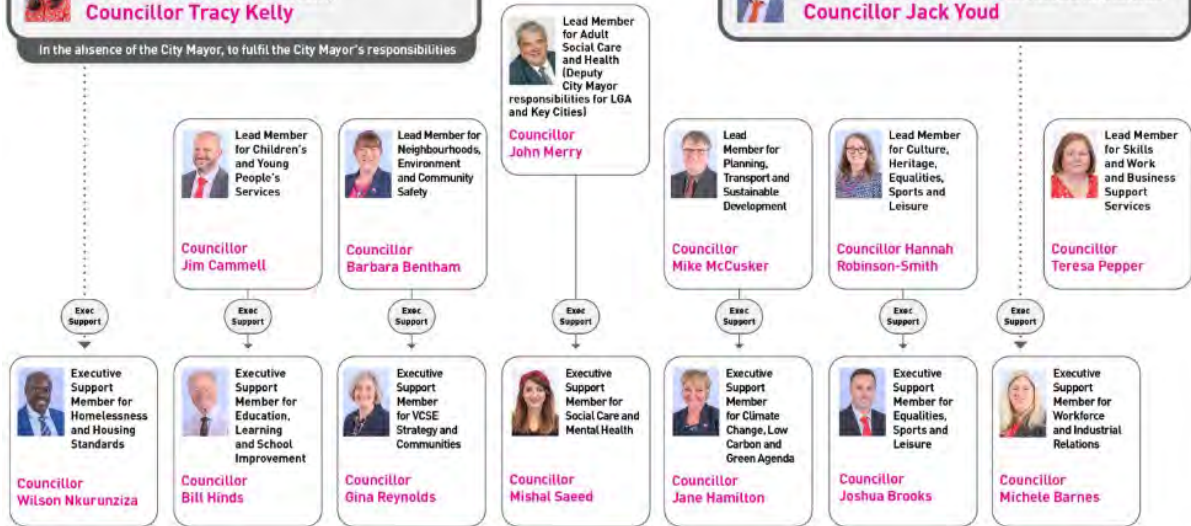
The political make-up of Salford City Council

The Mayoral Team

City Mayor – Paul Dennett
 Communications, Strategy and Policy, Social Value / Social Impact and Salford Way Strategy Refresh

Statutory Deputy City Mayor
 Lead Member for Housing and Anti-Poverty
Councillor Tracy Kelly
 In the absence of the City Mayor, to fulfil the City Mayor's responsibilities

Deputy City Mayor
 Lead Member for Finance, Support Services and Regeneration
Councillor Jack Youd



50 Labour	7 Conservative	2 Liberal Democrat	1 Independent
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Our vision and priorities

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

To help achieve our vision we have created our Corporate Plan which details Salford's key priorities:

- ▶ Good growth.
- ▶ A good home for all.
- ▶ Tackling poverty and inequality.
- ▶ Creating places where people want to live.
- ▶ A child friendly city.
- ▶ Responding to climate change.
- ▶ Healthy lives and quality care for all.



Find out more - [This is our Salford, Corporate Plan 2024 to 2028](#)



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 **£3.1 billion** (figure based on the last 7 years) 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.

We are committed to the **re-development of our town centres** and have purchased Eccles town centre. We have also secured £5.4 million funding to support the redevelopment of the centre.

In 2024 we purchased the **Salford Community Stadium**, allowing us to recommit to deliver our vision of a community stadium for the city and its people. Development of the site is expected to create 790 new jobs, attract £65 million of private sector investment and deliver £28 million of value to the Salford economy.



Salford

Integrated Care Partnership



Salford was named **City of the Year** at the EG Estates Gazette Awards 2024 with judges commenting that Salford is “Pioneering. An exemplar, A city setting the bar when it comes to building a fairer, greener and healthier city for all.

£23 million has been invested in the Trafford Road Scheme, one of the biggest walking and cycling schemes delivered in Greater Manchester. Every junction, crossing and bus stop has been improved and upgraded, along with extra pedestrian and cycle lanes as part of the Bee Network.

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, with Outstanding Leadership and Care Leaver Support. 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 is building a new **Youth Zone** in Pendleton. This new young people’s leisure activity facility is planned to open in 2025 and is also creating jobs and volunteering opportunities for local people.



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.

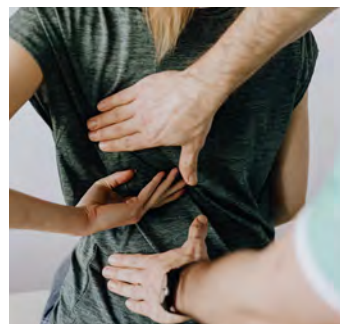
In 2023/24 a total of 402 affordable homes were delivered, working with our Registered Provider housing partners and through the council's own local housing company Derive.

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 our award-winning **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. We have also invested over £400,000 into welfare rights and debt advice services, which has helped secure over £9 million in verified financial gains for Salford residents (income directly into resident's pockets).

Salford has a vibrant Voluntary, Community, and Social Enterprise sector with an estimated **1,665** organisations, with 61,828 volunteers and committee / board members, contributing 210,299 hours of their time each week. In 2021, the estimated contribution of volunteers in Salford was **£104 million**.



And finally, Salford City Council was recognised as the **“Best Place to Work”** at the 2024 Local Government Chronicle Awards for the way we embrace a people-centred culture, promoting the values that reflect our rich and diverse communities and also how we encourage our colleagues development, both professionally and personally.



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.



Last year, the council, Homes England and Greater Manchester Combined Authority agreed to develop a 'strategic regeneration partnership' to combine their expertise and create a forum for developers to work with them on regeneration sites and opportunities across the city.

The partnership is a new option for large regeneration projects in Salford, with the aim of accelerating development projects for the benefit of residents and communities.

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.





Work has begun on creating a new city district with the council, University of Salford and ECF. 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**.

The council is working with local housing providers to deliver an extra 350 high quality, affordable and low carbon homes per year. This also includes a target of 600 more council homes delivered through our own development company Derive by 2028.



Salford is working in partnership with the National Literacy Trust and Dolly Parton Imagination Library to raise literacy levels for children and adults in the city including establishing a new **Salford Literacy Hub** and providing free books to all Salford children under five to nurture a love for reading.





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

Salford has received a funding boost of **£749,600** from the Arts Council England National Lottery Projects Grants. We will work with Salford Culture and Place

Partnership to deliver a high-quality creative and cultural offer across the city, including free access to events and activities.

Working with our partners we will increase the number of **Accredited Real Living Wage** employers based in Salford to ensure more local people are paid fairly for the work that they do, on a wage they can reasonably live on. We will also work towards the first-ever Living Age High Street in Salford.







This is our **Salford**