



My Tameside



Contents

1. Foreword
2. Vision for Tameside
3. Who we are
4. What our communities told us
5. A closer look at Tameside
6. Supportive Tameside
7. Prosperous Tameside
8. Learning Tameside
9. Attractive Tameside
10. Healthy Tameside
11. Safe Tameside
12. How we will make it happen

Foreword

1



Foreword

Since the publication of Tameside's first Community Strategy – our first plan to make life in Tameside better for every community – we have made great progress. More people feel supported in living full lives. There are more jobs with people earning higher wages than before. Our children's exam results have improved. The borough continues to win accolades for our parks and the environment. Crime is lower. And people are generally living longer, healthier lives.

But there is much more to be done.

This update of our Sustainable Community Strategy reflects Tameside's changing local priorities and the emerging priorities across Greater Manchester. In the last six years we have achieved much success by delivering against our local priorities. This is our refreshed plan. It sets out our six aims and the priorities we will work towards through our Local Area Agreement (LAA) to make Tameside a better place to live for everyone in the borough. Our six aims remain the same. They reflect local people's priorities and include:

- Supportive Tameside**
- Prosperous Tameside**
- Learning Tameside**
- Attractive Tameside**
- Safe Tameside**
- Healthy Tameside**

This new update to the Community Strategy reflects the changing local and sub-regional (Greater Manchester) priorities supporting our aims to ensure effective use of our resources.

This plan sets out the steps we will take through the Tameside Strategic Partnership to make life even better in Tameside. Over the coming decade we will work to reduce inequality and create sustainable communities across the borough at a neighbourhood level. Our LAA will help us make these improvements to our neighbourhoods to tackle our biggest inequalities. We will help to get more people into work, tackle health inequalities, support the most vulnerable people and reduce crime levels. We will build on our strengths by developing a strong economy, providing the right educational environment for everyone to achieve and make the borough more attractive. In these difficult economic times we want to ensure that local companies are well placed to benefit from an upturn in the economy and to provide accessible transport links for local people across Tameside, Greater Manchester (City Region) and beyond.

No one organisation can achieve the change we aim for on its own. We are committed to working together along with the people of

Tameside to achieve lasting change for the borough.



Cllr Kieran Quinn
Chair of the TSP



Peter Martin
Vice Chair of the TSP



Tim Riley
Vice Chair of the TSP

Vision for Tameside



Tameside is a great place to live. We will make it even better. It will continue to be a borough where the people who live here feel at home, are able to get involved in the life of the community, where they can contribute to a prosperous local economy, feel safe and healthy, and take active responsibility for their environment.

TSP Vision

Who we are

3



3. Who we are

The Tameside Strategic Partnership (TSP) has been in existence for more than ten years. During this time the Partnership has been driven by the vision of reducing inequalities across the borough and improving quality of life by delivering agreed aims and priorities.

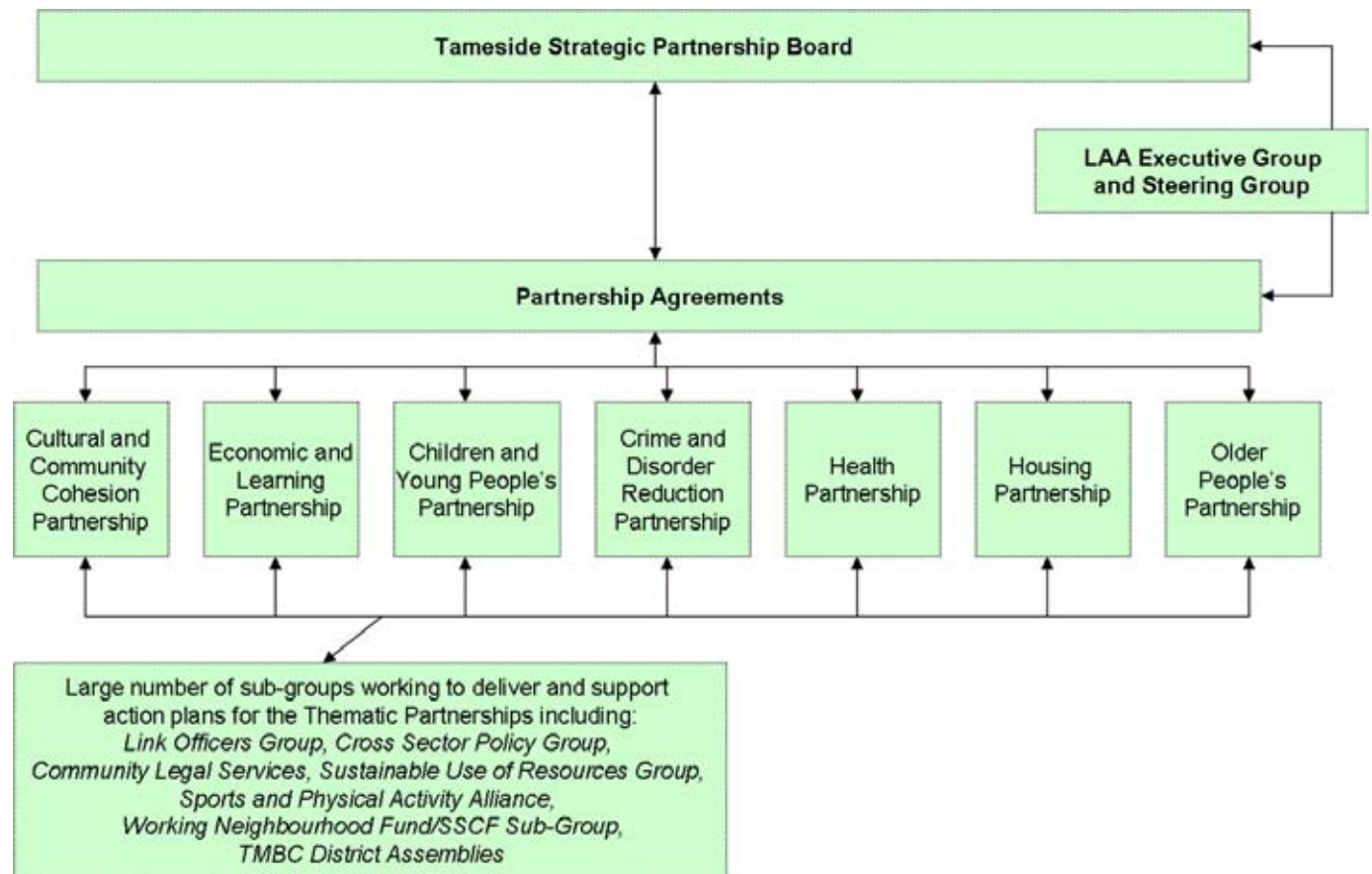
The Partnership includes organisations from the public, private and voluntary and community sectors working together to make life in the borough better. The TSP Board meets quarterly and is made up of 29 members, it's role is to make the decisions that will lead to change by approving strategies and action plans that impact directly in our neighbourhoods and on our streets. District Assemblies provide a key forum for involving local communities in the plans and decisions that affect their area. The District Assemblies also produce town plans which, along with the action plans produced by the seven thematic partnerships support the work of the Board.

This document is an update of our existing Community Strategy. We know that we are on the right track due to our achievements and success against our previous and existing LAA. People's priorities have not changed, we have continued to listen to what our communities want and therefore this new Sustainable Community Strategy is an update rather than a new strategy. We are committed to working with sub-regional, regional and national bodies

to ensure that this strategy and the services delivered across the partnership have been developed based on wider issues alongside our local priorities. Tameside's local priorities fit well with those of the emerging Greater Manchester Strategy and North West Single Regional Strategy, and our Sustainable Community Strategy draws them all together.

We have considered how we can ensure that the changes we want to make will be achievable and bring long lasting economic, environmental and social wellbeing. This was done through a Sustainability Appraisal of this strategy.

All members of the TSP Board have approved this Sustainable Community Strategy.



What our communities told us

4



4. What our communities told us

Tameside has a long established commitment to consultation and engagement with its communities, which we believe is an essential element in improving quality of life within the borough. In recognition of its ability to listen to and respond to the needs of residents, Tameside Council recently won a Beacon Award for 'Transforming Services: citizen engagement and empowerment'. Growing evidence confirms that involving citizens in local decision-making and service provision serves a number of benefits and the new 'duty to involve' seeks to ensure that people have greater opportunities than ever to have their say.

Tameside's Community Strategy focuses upon the issues that are most important to local people. Ensuring that the views of local people are taken into account in the development of the strategy has been an essential part of the process. The key aims for the strategy were originally identified following extensive consultation with more than 3000 local residents and organisations. In 2007, 93% of residents questioned as part of the Citizens Panel agreed that the aims identified are still the right ones for the borough.



These are:

Supportive Tameside

Prosperous Tameside

Learning Tameside

Attractive Tameside

Safe Tameside

Healthy Tameside

The document 'What our communities have told us – Sustainable Community Strategy Update: 2009' outlines details of the larger consultation and engagement activities that have recently taken place.

Local people's priorities

Supportive Tameside

Nearly nine out of ten local people say they are satisfied with their area as a place to live. More people from minority groups (96%) feel this way compared to white residents (85%).

Nearly two thirds of local people say that people from different backgrounds in their area get on well together. Significantly more white residents (77%) agree with this than Black Minority Ethnic (BME) residents (63%).

Over a third (38%) of residents agree that they can influence decisions that affect their local area. This is an increase from 33% surveyed in 2007. It was found that white residents were more likely to agree that they can influence such decisions (38% compared with 32% BME residents). We recognise that people are more satisfied when their voice is heard on what happens in their local area. We are committed to ensuring that all our residents are able to have their say on issues important to them. Our regular District Assembly meetings provide a perfect opportunity for local people to do this.

Currently, 27.5% of residents have given unpaid help to a group, club or organisation at least once a month over the past year. We believe that playing an active role in their local community can have a significant impact on creating a cohesive community.

Prosperous Tameside

We conducted a Business Opinion Survey in 2008 prior to the credit crunch and recession, in this survey almost three quarters (73%) of businesses stated they have been based in the borough for over 6 years, an increase from 69% in 2004. This demonstrates the strength of the Tameside economy as it entered the economic downturn.

At the time of the survey only 8% of businesses were considering relocating outside of the borough within the next two years, with a further 12% considering relocation within Tameside during this time. The fact that the majority of businesses plan to remain within the borough highlights that Tameside is increasingly seen as a good location for companies. In fact, 66% of businesses feel that Tameside is a good area for their business to be located, an increase from 62% in 2004.

It is not only the businesses themselves who feel that economic growth and the prosperity of Tameside is important. A quarter of our

residents identified good shopping facilities as an important determinant of what makes an area a good place to live.

We know that recent changes to the global economic climate are important to both our residents and businesses. A recent event organised by Tameside's Economic and Learning Partnership (TELP) gave members of the Partnership an opportunity to share information on the recession. Positive steps, including Tameside Works First initiative, are also being taken to ensure that measures are in place to combat the impact of the recession in Tameside.

Learning Tameside

Three quarters (75%) of young people had an idea about the course or job they would like to do when they leave school. A further 78% agreed that they think they will be able to do the course or job which they would like to do. Young people of white ethnic origin were more likely than their BME counterparts to have an idea of the course or job they would like to do (76% compared with 62% BME). It is encouraging that so many of our young people have aspirations for the future and are determined to make the best use of their skills.

Nearly half of young people (43%) within the borough would like to receive more information

to help and plan their future. This is in line with the national average of 42%. The Children and Young People's Strategic Partnership is committed to ensure that our young people are able to access the information they require to achieve future ambitions.

Almost one third (29%) of residents identified good schools as a top determinant of what makes an area a good place to live (30% white residents felt this way compared with 24% BME). This is in addition to the 35% of young people who also agreed with this (36% of white young people thought this compared with 29% BME young people).

Attractive Tameside

A large proportion (82%) of residents were satisfied with the borough's parks and open spaces with 73% agreeing that local parks are clean and well maintained. A further 70% agreed that our parks are warm and welcoming.

One third (34%) of residents identified clean streets as one of top five determinants of what makes an area a good place to live. A further 61% of residents were satisfied that all public land is clear of litter and refuse.

Almost two thirds (62%) of residents are satisfied with the service for the collection of items for recycling overall, and this is key to Tameside



achieving their aim of increasing the amount of recycling to 33% by 2010.

Safe Tameside

Crime rates are a priority both locally and nationally. A low level of crime has been identified as one of the top priorities in what determines an area to be a good place to live. Almost half (43%) of residents identified this as a determinant of what makes an area a good place to live, as did 53% of young people. 44% of residents felt that crime has stayed the same in the borough over the past two years (39% in 2008).

The issue which a proportion of residents (26%) perceive to be a problem in their local area is teenagers causing a nuisance. This is in line with results obtained in 2004. In our most deprived areas, 46% stated this as an issue.

Almost all residents (96%) said they felt safe when out in their local neighbourhood during the day. Similarly, 87% of residents in our most deprived areas felt safe out in the neighbourhood during the day. White residents were more likely to feel safe when out in their local neighbourhood during the day (97% compared with 89% BME respondents). Feelings of safety after dark in our town centres has also increased amongst residents; from 35% in 2008 agreeing they felt safe after dark to 39% in 2009.

Healthy Tameside

Over half (57%) of local people consider themselves to be in good health, and a further 30% in fairly good health. It is positive that so many of our residents consider themselves to be healthy but we know that we can improve this further still.

Almost one fifth of residents (18.8%) participate in at least 30 minutes of sport at moderate intensity at least 3 times a week. Although this figure has increased from 2006 we want the numbers of those participating in regular exercise to rise further.

One in ten residents say they never drink alcohol, although 62% indicated they drink 'once or twice a week' or more. BME respondents were significantly more likely never to drink alcohol (68% compared with 9% white respondents). Encouragingly, 91% of residents state they are aware of government sensible drinking guidelines. Although it is encouraging that so many of our local people are aware of what constitutes sensible drinking, we will continue to work to address alcohol related illnesses and increase awareness around the use of alcohol.

Sexual health of our young people is important. Almost a quarter (24%) of year 10 students claimed to have had sex, with 31% of these stating they did not use contraception. We are



committed to raising the importance of using contraception amongst our young people. Focusing on the prevention agenda should have a positive impact on the borough's teenage pregnancy rate.



A closer look at Tameside



5. A closer look at Tameside

Tameside Borough consists of nine towns in a mainly urban area to the east of Manchester. It stretches from the city of Manchester to the Peak District and shares borders with Stockport, Oldham, Manchester and the borough of High Peak.

The borough has excellent transport connections. Its motorways and rail have helped to attract major investment to the borough. We intend to make the most of this to continue to develop our economy. It is likely that our position will be further strengthened in future following the recent agreement to invest £1.5 billion in transport across Greater Manchester. We will continue to maximise our strategic location in the region to continue to develop our economy.

More people now live in the borough than in recent years. 214,400 people now live in Tameside. Our population will continue to grow. The fastest expanding group will be people aged 60 and over. This strategy reflects this growth and the challenge to service delivery.

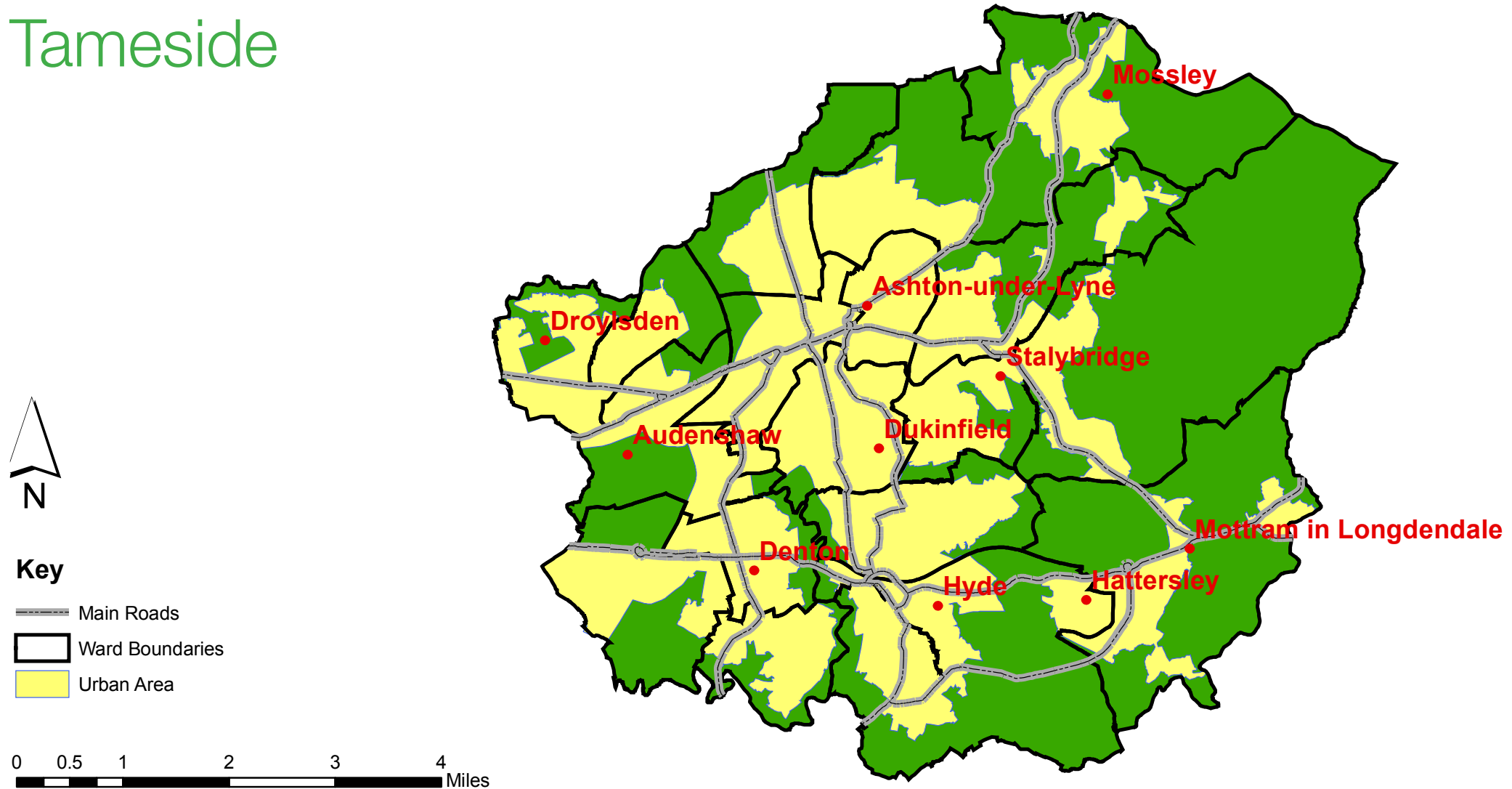
Tameside consists of 9 towns which include 19 wards. Some parts of Tameside are amongst the most deprived nationally. We know that there is more work to do despite our achievements in reducing deprivation and inequality as recognised by the Index of Multiple Deprivation (Tameside recently moved from the 49th to 56th most deprived borough nationally,



an improvement of seven places).

85% of our residents agree that Tameside is a good place to live according to our 2008 Residents Opinion Survey. We want to make it an even better place to live as we face challenges such as responding to the recession, improving skills and transforming our traditional manufacturing economy. This strategy builds on Tameside's heritage and strengths and aims to make Tameside more attractive and safer, improve our infrastructure, support our most vulnerable residents and reduce inequalities in health, learning and economy across our neighbourhoods.

Tameside



This map is reproduced from Ordnance Survey material with the permission of Ordnance Survey on behalf of the Controller of Her Majesty's Stationery Office © Crown copyright. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. Tameside MDC Licence No. 1410000007 2000



Supportive Tameside

We want Tameside to be a place where people get on and look out for each other, and everyone shares in the growing prosperity, so that Tameside is an even better place to live now and in the future.



6. Supportive Tameside

Our Vision

We want Tameside to be a place where people get on and look out for each other, and everyone shares in the growing prosperity, so that Tameside is an even better place to live now and in the future.

Everyone benefits from living in an area where people trust and respect each other, an area that is proud of its past and is confident in its future. Good relationships between different communities are an important ingredient in improving residents' quality of life.

The majority of our residents, (85%) are satisfied with the area where they live, but we know we need to do better. We know that our residents think the most important elements in making somewhere a good place to live are low levels of crime, clean streets, good transport, schools and shopping facilities and feeling part of their community. We aim to improve each of these through working in partnership.

One in four local people volunteer. We want this number to be higher. We believe that Tameside residents should have the opportunities to play an active role in local life through volunteering. Volunteering can have a significant impact on a person feeling part of their local community. Voluntary sector and statutory bodies have



agreed a code for volunteering including a detailed action plan to encourage people to volunteer and make it easier to do so.

Seven out of ten residents agree that people from different backgrounds in their area get on well together. But we want this figure to be higher. Celebrating the cultures and lifestyles of the many different people living in Tameside through events such as Heritage Day, Diwali and Eid, helps to bring a better understanding between people of different ages, sexual orientation, ethnicity and religious beliefs. We know that taking part in cultural activities such as heritage, arts and sport can play a major role in changing peoples lives and attitudes. Tameside's Culture and Community Cohesion Partnership brings partners and the community together to increase the opportunities for everyone to participate and benefit from taking part. Tameside Voice is also a forum for community, voluntary and faith groups to have their say on key decisions that affect the community and voluntary sector to help develop a supportive Tameside.

Tameside, along with the rest of the UK has an increasingly older population due to many factors including improved health amongst older people. By 2025, the proportion of the population of Tameside aged 65 and over will have increased from 13% to 17%. In addition it is predicted that almost 4000 older people

aged 65 and over will be living alone and will need increased support to live independently in their home. Our focus is on quality of life and improving the well-being of older residents in Tameside.

We want to continue to improve the quality of life for older people, to enable them to have increased control over their lives and to be able to live independently. In order to achieve this we have invested in extra care housing for older people for several years and are now even extending this to younger adults. Beaumont Place was the first extra care housing scheme built in Tameside specifically for adults with learning disabilities, Somerset House has also been added recently.

We have made changes to the way we support people in their own homes including housing-related assistance and jointly commissioned services to support our older residents. We are also working with the vast majority of older people via our Opening Doors project and other initiatives to help provide access to physical and social activities. By working in partnership across Greater Manchester we will continue to deliver improved access to high quality public transport both now and in the future.

Vulnerable people live in our communities. These include the homeless and those with learning disabilities or mental illness. The

partnership commissions a range of housing related support services through the supporting people programme, over 4000 people are supported in this way.

The Tameside Children and Young Peoples' Strategic Partnership is committed to improving opportunities and chances for vulnerable groups. We will continue to focus our efforts on improving attainment for looked after children, building on a rising level of achievement since 2007. The challenging economic conditions mean we have to continue to ensure the younger and vulnerable members of our community are supported.

We want children and young people in Tameside to be healthy and enjoy growing up in the borough, we will continue to support this aim through our child and adolescent mental health and well-being work. We also want to lower teenage pregnancy rates by raising aspirations of young people through a focus on prevention. We will continue to implement our teenage pregnancy communications strategy and action plan; increase access to accurate, up to date, timely data to inform targeted work in schools; and continue to roll out a peer support programme where teenage mums visit their peers to talk about their experiences at school. We will also continue to build understanding between different generations in Tameside. We know that domestic violence accounts

for nearly one in five of all violent crimes in Tameside. It also has more repeat victims than any other crime. This impacts directly on the lives of children and young people and the Tameside Safeguarding Children Board has strengthened its role to help prevent abuse. We will continue to encourage reporting and are committed to effective prosecution.

The partnership has made substantial improvements in how homelessness is tackled in the borough. Building upon the successes already achieved over the past 5 years, a new Homelessness strategy has been developed so that together with our partners we can respond to current trends and develop new schemes to reduce and alleviate the problem.

Our Priorities

- Build sustainable neighbourhoods
- Help people live independently

PRIORITY: Build sustainable neighbourhoods

We will:

Increase the amount of volunteering opportunities across the borough

Promote more inclusive communities through more cultural events and activities to bring residents together from different communities to share common interests

Maximise the opportunities for people of all ages and backgrounds to participate in cultural events and positive activities

Provide and support community events and activities that focus on celebrating communities' common interests and outlooks

Increase 'decency' standards in housing especially for vulnerable people through equity release and energy efficiency schemes

Work to minimise the impact of worsening economic circumstances on childhood poverty

Improve the quality of housing and make sure that the right type of housing is available for Tameside residents in the future

Increase access to debt and benefits advice especially for more vulnerable people and families through an accessible customer focussed approach

Ensure that 'hard to reach' families have access to appropriate parenting courses

Promote early learning for small children in all settings

Provide better and easier routes to accommodation for young adults leaving care

Focus on prevention, provide support and raise aspirations around teenage pregnancy issues and experiences

Maintain housing related support programme to at least the current high level

Deliver ambitious transport programmes in Tameside which will include major infrastructure projects.

PRIORITY: Help people live independently

We will:

Provide more services to support our carers

Increase focus on personal development plans for looked after children

Tackle pensioner poverty by promoting the take-up of benefits amongst older people

Continue with our Opening Doors for Older People Programme

Create more opportunities for younger disabled people to live independently

Continue to promote the principles of self directed support where both individuals and their carers can be increasingly involved in their future

Expand individual budgets and direct payments to let people using social care shape and commission their own services

Further expand the number of Extra Care Housing Tenancies for Older People

We will measure success in terms of:

An increase in:

- People of different backgrounds getting on well together
- Regular volunteering
- Homelessness cases prevented
- Satisfaction with the local area
- Young people taking part in 'Positive Activities'
- Vulnerable people living independently
- Self Directed Support e.g. Direct Payments or Individual Budgets
- Older people continuing to live at home
- People living independently through social care and telecare
- Volunteering by older people
- Achievement in Early Years Foundation Stage across Personal Social and Emotional Development and Communication, Language and Literacy



- Those claiming pension credit, disability or council tax benefits

An improvement in:

- Looked after children's educational attainment
- The gap between the lowest achieving 20% in the Early Years Foundation Stage Profile and the rest

A reduction in:

- Repeat domestic violence incidents
- Accidental fires in a dwelling
- Secondary school absence
- Teenage pregnancies

The following are some of the key documents which will help deliver our priorities and measures of success:

Children and Young People Plan, Teenage Pregnancy Strategy, Housing Strategy, Homelessness Strategy, Tameside Domestic Violence Strategy, Quality of Life, Supporting People Strategy, Culture Strategy and Community Cohesion Strategy, Benefit Take-up Strategy, 2nd Greater Manchester Transport Plan.



Prosperous Tameside

We want Tameside to be a place where more and better jobs are available for everyone, local people are able to access these jobs and where new and established businesses can flourish.



7. Prosperous Tameside

Our Vision

We want Tameside to be a place where more and better jobs are available for everyone, local people are able to access these jobs and where new and established businesses can flourish.

Tameside is a place defined by its unique location, diversity and character. We want to build on our strengths to secure a long term sustainable future for Tameside's economy. We recognise that our ability to affect certain challenges such as changing global economic circumstances is limited, and we must work in partnership across Greater Manchester to focus on actions and initiatives we can take to ensure that our economy is well placed to benefit when the recession ends. We are committed to meeting the challenges posed by changes to the global economy. Examples of actions we have taken at a local level are the £437 million worth of investment we have attracted to the Tameside Economic Development Zone over the last ten years and the work we have undertaken to reduce worklessness. We want everyone in Tameside to benefit from investment in the economy as we encourage enterprise and attract investment to help create more well paid jobs. We will continue to invest in transport infrastructure to support economic growth.

Regenerating our towns is one of our key



priorities. We will continue to promote Tameside as a business location while facilitating growth of our economic centres through development schemes in our town centres across the borough. Housing will be an important factor in our economic success. Housing must be of the right type and quality to support the in-flow of working households to support the economy. We will ensure that our housing market is balanced and affordable. We must ensure a good supply of affordable housing where local circumstances mean a shortage of options.

Reducing worklessness, especially in our more deprived neighbourhoods and in our most vulnerable groups, is essential to ensure that all people in Tameside benefit from and contribute to the economic prosperity of the borough. As well as improving access to employment it is essential we improve the skill levels of Tameside residents so that they have the appropriate skills to enter work. This will ensure that Tameside is seen as an area where investors can obtain the employees they need and Tameside residents can access the better paid jobs being created.

We are committed to strengthening the local economy. Where appropriate we will take local action to encourage and support business in the borough and to increase the number of local people who are in work. We want to source products and services from local businesses to enable them to grow and compete. Innovative

schemes like Tameside Works First demonstrate the partnership's commitment to support local firms.

Increasing enterprise in the borough is essential to creating a thriving economy. The Tameside Business Family has been developed as a private/public sector partnership to support existing enterprises, enterprise development and to increase entrepreneurial activity and thinking especially to those key target groups which currently have low levels of enterprise activity.

Our Priorities

- Transform the economy and renew our towns
- Increase skills and employment

PRIORITY: Transform the economy and renew our towns

We will:

Drive forward developments across the borough including St Petersfield and Droylsden Canalside Quarter to strengthen the economy

Invest £10.5 million in projects delivered by local companies through Tameside Works First



Deliver an increased number of affordable homes across the borough

Support the Tameside Business Family to encourage local enterprise and competitiveness

Support key groups such as women, young people and people from ethnic communities to help create and foster an enterprise culture

Continue to invest in transport infrastructure programmes and build links with Greater Manchester to develop Tameside's economy

Work with our Greater Manchester partners such as the Commission for the New Economy to deliver growth in Tameside and across the City Region

Promote investment in key economic areas including Ashton Town Centre, Hyde Town Centre and the M60 corridor

Create a sustainable long term development plan for the borough through the core strategy of the Local Development Framework

PRIORITY: Increase skills and employment

We will:

Work with local employers and public sector partners to increase opportunities for Local Employment Partnerships to help improve skills

Ensure older people are supported to access jobs

Support people with disabilities into employment

Help people who have suffered from ill health back into employment

Remove barriers to employment and encourage people back to work in our most deprived areas and disadvantaged communities

Ensure people can easily access appropriate advice and guidance on employment and skills

Develop an enhanced housing advice service to help tackle worklessness

We will measure success in terms of:

A reduction in:

- 16-18 year olds not in education, employment or training



- Working age people claiming out of work benefits
- People on incapacity benefit
- Out of works benefits for people 50 or over

An increase in:

- New business registration rate
- New business supported start ups

The following are some of the key documents which will help deliver our priorities and measures of success:

The Tameside Economic Masterplan, The Adult Skills Strategy, The Tameside Enterprise Strategy, The North West Regional Strategy, The Manchester City Region Sub regional Action Plan, Manchester Independent Economic Review, Manchester Multi Area Agreement and Greater Manchester Strategy.

Learning Tameside

We want Tameside to be a place where expectations and achievements are raised in schools, through exams and in other ways, so that young people have the best possible start in life and also that people in Tameside continue to improve their skills as adults.



8. Learning Tameside

Our Vision

We want Tameside to be a place where expectations and achievements are raised in schools, through exams and in other ways, so that young people have the best possible start in life and also that people in Tameside continue to improve their skills as adults.

We know that learning is at the heart of our communities future success. We have a clear vision for promoting better outcomes for all children and young people in the borough and we are determined to make this vision a reality.

We have had great success and want to make our schools even better to ensure pupils have the best possible chance of achieving the maximum of their potential. Raising standards of teaching and learning is crucial. We have achieved many successes in recent years including 60% of Tameside pupils achieving 5 or more A* - C GCSEs in 2008. We will continue to work towards closing the gap with national results. We will work hard across the partnership to ensure future success by continually refocusing our efforts to support schools and pupils. We want children and young people to enjoy life as well as achieve, we will therefore continue to deliver our play work to develop talent and all round skills as part of our approach.



Our £300 million building schools for the future programme will see all secondary schools and some primary schools in the borough transformed through redevelopment or refurbishment. This programme will provide state of the art schools across the borough creating real opportunities to raise standards.

We realise that learning in Tameside is not just about children and young people, raising skill levels and providing opportunities for our adult population is also a key element of our work. We will work with every member of our community to ensure they have access to the right courses so that they can improve their skills. Developing the basic and higher level skills of Tameside's residents is key to ensuring that local people can access well paid jobs. This area of work is linked strongly to our aims of achieving a prosperous and supportive Tameside. We want all Tameside residents to have the opportunity to better their lives through improving their skills.

Our priorities

- Create schools fit for the future and raise attainment
- Improve the life chances of children and young people and adults

PRIORITY: Create schools fit for the future and raise attainment

We will:

Build new schools and academies

Build replacement schools and pupil referral units in the borough

Use the Greater Manchester Challenge team to raise standards in key subjects

Continue to work with all schools to improve attainment at ages 14-16

Further develop our work on emotional health of children through increased involvement of schools and parents

Close the gap between ages 5-7 and ages 7-11 for vulnerable groups and pupils at risk of underperformance



PRIORITY: Improve the life chances of children and young people and adults

We will:

Publicise activities available for young people by promoting our Families Information Service and Service Information Directory (SID) and delivery of our Play Strategy

Support families to help children and young people best achieve their potential

Work closely with Tameside's Children Centres and extended schools to coordinate services

Work with secondary schools and pupils to target persistent absence

Improve literacy and numeracy amongst our residents

Increase the number of young people completing their courses

Support people to access higher level skills training

Ensure people can access appropriate advice for employment and skills support

We will measure success in terms of :

An improvement in:

- Performance of those aged 7 – 14 in Maths and English
- Those getting 5 or more A*-C GCSEs with English and Maths
- Those progressing in English and Maths between ages 5-11
- Young people participating in positive activities
- Level 1 qualifications in literacy
- Entry Level qualifications in numeracy
- Young people achieving Level 2 and 3 qualifications by 19 years
- The working age population achieving a Level 2/3 qualification or higher

A reduction in:

- Absence in secondary schools



The following are some of the key documents which will help deliver our priorities and measures of success:

Children and Young Peoples' Plan, Children and Young People's Annual Review, Tameside Adult Learning and Skills Action Plan.

Attractive Tameside

We want Tameside to be a place that is clean, green and an attractive place to be for everyone. We are determined to pass onto future generations a better quality of environment than we inherited.



9. Attractive Tameside

Our Vision

We want Tameside to be a place that is clean, green and an attractive place to be for everyone. We are determined to pass onto future generations a better quality of environment than we inherited.

The quality of our environment affects many elements of our lives. We are committed to improving the quality of life in the borough and having a high quality and healthy local environment is essential to this. Creating this type of environment is not just a focus on improving the environment but also the long term health of residents and having a strong economy. To create a sustainable future for the borough the social, environmental and economic needs must be balanced.

We know that people want to live in a clean and attractive borough with 63% of people satisfied with how clean their street is in 2009. We will continue to ensure that Tameside's streets are clean and that people can enjoy nationally recognised parks and open spaces. In 2008 fifteen of our parks and open spaces had achieved green pennants and flags. Winning these awards is a clear sign that we are heading in the right direction and we want this to continue with even greater involvement from our community. Successful relationships are a key element of our Tameside in Bloom work.



We will continue to build on this successful programme to help achieve our aims.

Tameside has eight District Assemblies. These cover each ward in the borough and provide a forum for residents to engage with councillors and make their views heard. They play a key role in managing Tameside's environment and landscape at a neighbourhood level. Through this approach the partnership can solve issues by working with our residents and encouraging them to participate in making Tameside a better place.

Making sure our resources last into the future is at the core of our approach to making Tameside a better place to live and work. Making effective use of our resources in the home and work place will help us achieve our aims, we will tackle energy use and water consumption while encouraging recycling to preserve and manage our resources for the benefit of later generations.

Reducing carbon emissions and improving air quality are priorities for the partnership as we work to combat the effects of climate change. It is estimated that just under a third of greenhouse gas emissions are created through energy consumption by buildings. Transport emissions meanwhile make up a quarter of all man made greenhouse gas emissions across the country and Tameside is no different. We will promote

alternative forms of transport and active travel to help reduce vehicle emissions. We are committed to developing a joint approach to adapt the delivery of services to tackle climate change. Tackling the use of energy across the partnership and by local residents and businesses will be key to our objectives around climate change.

Our priorities

- Improve the attractiveness of the borough
- Promote environmental sustainability

PRIORITY: Improve the attractiveness of the borough

We will:

Maintain our streets to ensure they are clean and accessible

Increase the number and improve the standard of green spaces to meet national standards

Build stronger communities through community involvement in projects such as Tameside in Bloom



Increase access to the countryside and green spaces

Improve links between urban green space and the countryside

Safeguard the diversity of natural habitats, land formations and eco-systems in Tameside

Continue to raise awareness of the environment to develop a shared commitment to improving the attractiveness and environmental diversity of the borough

PRIORITY: Promote environmental sustainability

We will:

Reduce waste sent to landfill sites

Maximise recycling

Work across the partnership to reduce carbon emissions and improve the sustainable use of resources

Raise awareness amongst local people of the need to reduce energy consumption and preserve natural resources

Ensure the majority of homes are adequately and affordably heated

Develop Tameside's heritage to ensure a sense of pride and place

Improve air quality through targeted work where air quality is low

Encourage reduction in unnecessary water consumption in homes, businesses and schools

Increase the number of journeys made on foot, by bicycle or on public transport

Build better sustainable environments with high quality design to create a better quality of life

We will measure success in terms of:

An increase in:

- Household waste recycled and composted
- National awards for green spaces

A reduction in:

- Carbon dioxide emissions

An improvement in:

- Street cleanliness

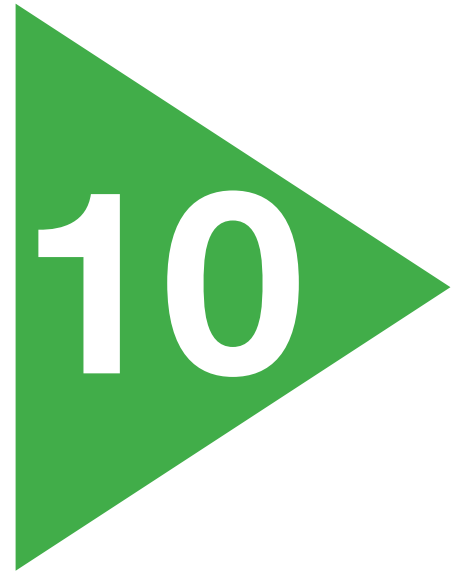


The following are some of the key documents which will help deliver our priorities and measures of success:

Tameside Environment Strategy, Local Development Framework, Tameside Waste Strategy, Tameside Affordable Warmth Strategy, Greater Manchester Local Transport Plan 2, Greater Manchester Joint Recycling Plan and Tameside Local Development Scheme.

Healthy Tameside

We want Tameside to be a place where everyone is healthy – both physically and mentally – and feels positive about the future.



10. Healthy Tameside

Our Vision

We want Tameside to be a place where everyone is healthy – both physically and mentally – and feels positive about the future.

We are determined to help people improve their health and well-being and to reduce health inequalities in the borough. Our work has an impact on personal and community health. This includes housing, transport, community safety, employment opportunities and access to services as well as initiatives that seek directly to promote healthy lifestyles.

Although the health of many people in Tameside has improved over the last 20 years our challenge is to narrow the gap between Tameside and the rest of the country, and also between different areas and groups within Tameside.

Differences in health outcomes are complex, and linked to people's social circumstances, personal behaviour affecting health and access to services. Creating opportunities for everyone to adopt healthier lifestyles and tackling the wider determinants of health is at the core of our health improvement work. We know that there are strong links between poor housing and poor health. We will continue to improve the quality of housing in the borough, especially privately rented housing. This will help us make



a significant reduction to health inequalities.

People live shorter and less healthy lives in Tameside than in other parts of the country. Tameside has some of the most health-deprived communities in the country. Life expectancy for males is 75.3 years and for females is 79.6 years, this is compared to 77.2 and 81.5 nationally respectively. We are on target to increase life expectancy for males in the borough, but know we have more to do to tackle female life expectancy. We aim to see an improvement in life expectancy against national levels and also narrow the gap in life expectancy between the most deprived and least deprived communities.

Making communities more active is the key to increasing life expectancy and lowering obesity levels. The Tameside Sports and Physical Activity Association (SPAA) brings together key partners from across sport, health, education, environment, community safety and the local voluntary and community sectors with the aim to increase participation in physical activity and sport and reduce health inequalities. A number of refurbished sports centres are being opened across the borough, alongside improvements to our local green spaces.

Misuse of alcohol can have a negative impact on health and cause increased incidents of anti-social behaviour and violent crime. We are

working across Tameside to combat the issue with people of all ages. We want to reduce the number of alcohol-related admissions to our hospitals.

We want to reduce the number of obese children in Tameside, already higher than in other parts of the country. We will promote active travel, increase sporting opportunities in schools and promote healthier food choices. Our successful pilot scheme, '4-11 years pathway' has already been launched in some schools offering information on nutrition and increased sports opportunities. We will support all childrens' emotional health and wellbeing.

We continue to promote healthy life styles amongst our disabled and older population in a variety of ways, from allotments to exercise classes, cycling for all initiatives through to monitoring the nutritional content of our meals services.

We were one of the first areas to have a completed Joint Strategic Needs Assessment (JSNA) identifying 'the big picture' in terms of the health and wellbeing needs and inequalities of Tameside. Our JSNA is now moving into its next stage where we are going to populate our Partnership Information Portal with all JSNA data, meaning ease of access to health data to inform policy and commissioning decisions across the partnership.

Our Priority

- To support people to live healthier lives

PRIORITY: To support people to live healthier lives

We will:

Promote healthy lifestyles campaigns with our partners

Develop lifestyle plans for all sections of the community supported by strategies that support positive behaviour change such as alcohol harm reduction, tobacco harm reduction, physical activity and obesity strategies

Tackle health inequalities in disadvantaged areas and vulnerable groups through our neighbourhood agreements

Address the wider determinants of health including the impact of the current economic situation on health and mental health

Tackle the issue of excess winter deaths by addressing the causes of fuel poverty through our work to improve affordable warmth

Engage with local communities to enable them to improve their own health and access local health services more easily

Deliver a healthy environment and improved sports and physical activity facilities across Tameside

Promote a healthy start in life for Tameside children and young people, promoting breastfeeding and reducing smoking in pregnancy

Develop our health data intelligence to support our JSNA process

Reduce alcohol harm related hospital admissions

Tackle illegal and underage availability of cigarettes and maintain smoke free areas to control the use of tobacco

We will measure success in terms of:

A reduction in:

- Alcohol harm related hospital admissions
- Obesity in reception year children and year 6 children
- Deaths whatever the age or cause
- Deaths relating to cardio vascular disease

-
- The difference between life expectancy within Tameside

An increase in:

- Participation in sport & active recreation
- Breast-feeding at 6 – 8 weeks
- Smoking quitters over 4 weeks

An improvement in:

- Emotional health of children

The following are some of the key documents which will help deliver our priorities and measures of success:

The Health Inequalities Strategy; Substance Misuse Strategy; Alcohol Harm Reduction Strategy; Obesity Strategy; Sports and Physical Activity Strategy; Joint Mental Health Commissioning Strategy; Play Strategy; Children and Young People Plan; Sports Trust 5 year plan; POPPS Plan; OPP Quality of Life Strategy; Housing Strategy; Supporting People Strategy; Cycling Strategy and Walking; and the Joint Strategic Needs Assessment.



Safe Tameside

We want Tameside to be a place where everyone feels safe and secure, where crime and antisocial behaviour rates are low and continue to fall, and where people have respect for each other now and in the future.



11. Safe Tameside

Our Vision

We want Tameside to be a place where everyone feels safe and secure, where crime and antisocial behaviour rates are low and continue to fall, and where people have respect for each other now and in the future.

Feeling safe is a top priority for our residents and businesses. Tameside has a strong Crime and Disorder Reduction Partnership (CDRP) which has grown and developed over time.

Crime has fallen by 27% since 2004 and perceptions of crime have improved, 57% of residents feel safe when out in their neighbourhood after dark compared to 46% in 2007. Despite this long term fall in crime, over the last 12 months some crimes such as burglary have increased. We are working to reverse this blip and continue to decrease overall crime in Tameside. Both regionally and locally we are facing many challenges, we know from past experience that a downturn in the economy can have a negative impact on crime rates. We remain committed to further reductions in crime and the fear of crime and this is reflected in our Local Area Agreement measures and priorities. Key to this will be reducing re-offending and improving the effectiveness of community sentencing. The CDRP is committed to long term sustainable



behavior change through Integrated Offender Management.

In Tameside over 150 uniformed officers police our neighbourhoods and our approach to neighbourhood policing gives all residents and businesses a say on how crime is tackled in their area. Our highly successful Partners and Communities Together (PACT) means everyone is working together for the benefit of our community. We are also building confidence in the criminal justice system through strong partnership working.

The partnership is also committed to working closely with young people to ensure that they are able to influence how we tackle crime and safety risks for young people. This work is a positive example of developing services through engagement.

Burglary, vehicle crime and robbery are higher volume crimes, both nationally and in Tameside, therefore we know and realise if we tackle these crimes and their causes such as drug misuse we can reduce overall crime in our borough.

Violent crime is a priority, it has long lasting and severe effects on its victims, and can affect general public perceptions of crime. We know there are links between alcohol consumption and violent crime. We are committed to promoting sensible drinking in Tameside

through our enforced licensing and innovative projects such as our 'safe and healthy bus' and Safer Tameside Against Night-time Disorder (STAND).

The partnership is also committed to reducing deaths and injuries caused by fire and we have worked hard to reduce fires in homes by just under half since 2002. Our approach has ensured that we can target our work in those communities that are more likely to experience fires.

We want every child and young person to be safe and healthy. Our Tameside Safeguarding Children Board is committed to ensuring that safety is at the forefront of the partnership's work. In recent years there have been big drops in road accidents involving children and young people in Tameside, we will keep working to improve this figure and we know there are other areas where we must keep improving. Reducing bullying is a priority to make sure that recent reductions in pupils reporting bullying continue to fall. Our multi agency Tameside Adult Safeguarding Partnership is committed to ensuring that vulnerable adults and older people are effectively safeguarded from future harm when concerns of abuse or neglect are raised.

Fear of crime is an issue for all communities; in Tameside we are committed to tackling the

most visible crimes, reassuring residents and increasing public confidence in the Police and its partners so they can feel safe in our borough.

Confronting reoffending is a priority; we know a small minority of offenders commit a disproportionate amount of crime.

Our Priorities

- Reduce burglary, vehicle crime and robbery and the harm caused by drugs and alcohol
- Reduce violent crime
- Improve quality of life and residents' feelings of safety
- Reduce reoffending

PRIORITY: Reduce burglary, vehicle crime and robbery and the harm caused by drugs and alcohol

We will

Continue to develop our existing CCTV system including state of the art equipment and a 24-hour monitoring station

Reduce risk through environmental improvements to vulnerable areas such as

town centre car parks.

Continue to target offenders and learn by looking at motivations of crime such as the misuse of drugs and alcohol and the management of offenders

Continue to act quickly by talking to our communities through PACT (our approach to neighbourhood policing)

Help communities keep property and belongings safe by raising awareness and through specific operations to tackle the root cause of crime

PRIORITY: Reduce violent crime

We will

Keep Tameside a safe place for everyone through enforcing effective licensing

Work with schools to improve understanding and help promote safety messages

Provide better support and protection for victims

Improve information sharing with partners so we can continue to identify problem areas

Continue to launch operations such as Safer Tameside Against Night-time Disorder (STAND)

and tackle knife crime through specific programmes with young people

PRIORITY: Improve quality of life and residents' feelings of safety

We will

Continue to address residents' perception of crime in Tameside, particularly around anti social behaviour

Increase confidence in the ability of police and partners in dealing with crime, anti social behavior and the criminal justice system

Implement and promote Contact point to ensure effective information sharing in Tameside

Continue to police our neighbourhoods effectively through the use of PACT and support our residents and businesses.

Improve our analysis of crime by better hotspot analysis and evidence gathering

Provide information about services for children through the families information service

Reduce the amount of young people experiencing bullying in our schools



PRIORITY: Reduce reoffending

We will

Identify and work with people to divert them away from crime

Work with young people to tackle the particular factors (e.g. personal, family, educational or health) that put them at risk of offending

Support hard to reach families to prevent reoffending

Ensure that punishment is proportionate to the seriousness and persistence of offending

We will measure success in terms of :

A reduction in:

- Overall crime
- Crime inequalities between wards
- Serious violent crime
- Burglary, vehicle crime and robbery (acquisitive crime)
- Re-offending
- Arson
- Perceptions of anti-social behaviour
- Perceptions of crime in Tameside
- Children experiencing bullying

The following are some of the key documents which will help deliver our priorities and measures of success:

Alcohol Harm and Reduction Strategy, Anti-social Behaviour Strategy, Crime and Disorder Partnership Plan, Opportunities Strategy and our Licensing Policy.





How we will make it happen

*Change will only happen by everyone
working together to achieve the
same goals.*



12. How we will make it happen

Change will only happen by everyone working together to achieve the same goals. This is at the heart of our partnership values, 'Many Partners, One Direction'. We have worked hard since the partnership began to create the right relationships and have had great success. The TSP is a modern and flexible partnership, we have and will continue to adapt our structures and plans to make sure we can deliver. We have also listened to our communities and made sure every voice is heard across the partnership. Listening to and involving the people of Tameside in creating plans such as this is essential and we will continue to ensure this remains a priority. Having the right information to make decisions is key to achieving change but we also recognise the importance of being able to manage improvement effectively through monitoring our progress.

Involving local people

The Partnership has long been committed to effective engagement with the communities it serves. We listen to what people have to say and make sure they are involved every step of the way in what we do. The partnership has developed an approach to consultation and engagement across the borough. This strategy will guide our approach to involving the communities we serve. Tameside Voice is the key representative network for voluntary, community and faith groups in Tameside. Voice



along with District Assemblies provide key forums for involving our community in the key decisions made by the partnership.

The Partnership Information Portal (PIP)

Having the right information to make decisions is key to achieving change but we also recognise the importance of being able to manage improvement effectively through monitoring our progress. The Partnership Information Portal (PIP) provides the information at the core of the partnership. In order to successfully make plans to improve the borough and then deliver that change we need to know what is happening in our neighbourhoods. PIP is an online information tool which contains up-to-date social and economic data across the six aims of this strategy on which we can base our decisions.

Monitoring progress

We have set measures of success against our aims and priorities throughout the strategy. These measures are contained in our Local Area Agreement (LAA) which is the key document for monitoring progress against this updated Sustainable Community Strategy. The measures reflect the areas where improvements are a priority. The LAA is monitored by an Executive and Steering Group as well as the TSP Board. All the partners across the partnership are

committed to achieving these measures and ensuring their individual organisations plans support what we are trying to achieve.

The main aims of this strategy will also be delivered through the action plans and partnership agreements of each TSP thematic partnership. The partnership agreements include a number of measures based on the local priorities of that partnership. The Board receive progress reports on these annually to monitor improvement. Other key documents such as Neighbourhood Agreements and District Assembly Town Plans will also provide focus to how we improve quality of life across Tameside.

Local Development Framework

The Tameside Local Development Framework (LDF) provides a vision and the planning framework for the borough and is the spatial expression of this strategy. It is essential that this strategy and the LDF are developed together to ensure they provide the infrastructure and resources for us to deliver our vision and aims. Through effective planning and identification of projects we will be able to ensure that we have the infrastructure in place to deliver our aims over the long term. We are committed to planning for now and the future and have embedded sustainability within our LDF.

We realise that good design, high quality and affordable living are important to delivering all our aims and especially supportive, healthy and safe communities. Our Housing Strategy, LDF and this updated strategy will be closely aligned to ensure we deliver our aim of developing a Tameside people can be proud of.

Resources

The TSP Board plays an important role in making decisions and approving strategies to shape public sector spending and commitment to our aims and priorities. Through joint working and planning the partnership has aligned resources to achieve our common goals. To deliver this strategy we know we must continue to work together in partnership to further develop our co-commissioning to ensure our resources combine to have a greater impact. The Area Based Grant will also support the delivery of our LAA by bringing together a range of funding streams.

The partnership is committed to the effective use of all resources by re-prioritising funding where necessary and also utilising our communities to support the delivery of the community strategy through activities such as volunteering.

We are ambitious and we know that to deliver our aims significant investment is needed from the private sector to support the regeneration

of our towns and neighbourhoods. We are committed to working with and encouraging the private sector to continue to invest in Tameside.

We recognise that our spending can help achieve the aims of the Sustainable Community Strategy and where appropriate we will take local action to encourage and support businesses in the borough and to increase the number of local people who are in work.

Further information

This strategy has been produced to be an accessible document for all. More detailed and technical information about the partnership and our plans can be found through our website (www.tameside-strategic-partnership.org.uk) in the following key documents:

- Tameside Together: Local Area Agreement
- Tameside Strategic Partnership Guide
- Sustainability Appraisal
- What our communities told us

**Partnership working in the
borough is strong...the Tameside
Strategic Partnership is highly
effective and has a passion for
raising aspirations of local people
and improving the quality of life**

Audit Commission