ROCHDALE
BOROUGH COUNCIL

Prosperous people and places

Our Corporate Plan 2019-2022

Our vision:

Make our borough a great place to grow up, get on and live well

Councillor Allen Brett
Leader of Rochdale Borough Council

Prosperity is the condition of being successful or thriving and that is what we want for our people and places. Prosperous people are healthy, safe, happy and able to participate fully in life. Prosperous places continually grow and change and they have strong local economies that provide opportunities and quality of life.

Everyone in the borough will make things better for themselves and others. We will enable individuals and communities to lead change in their own lives and neighbourhoods, by having conversations and drawing upon their experiences and expertise to design and deliver the right services.

We will also provide specialist support to those that are struggling and in need of extra help. As a Cooperative Council we are committed to working with citizens and partners to make our borough a great place to grow up, get on and live well.

We are ambitious for our people and place and our Passion to strive for excellence is what underpins our corporate plan. For many years councils have faced significant financial challenges, having to do more with less.

While we have demonstrated resilience and have continued to deliver services and make improvements to the local area, we cannot ignore the ongoing financial difficulties that we face and the inequalities experienced by some people that live in the borough. We must adopt a Pioneering and Open approach to meet the different needs and aspirations of our diverse communities.

This involves responding positively to change, being realistic about what is practical and affordable, and working together to deliver outcomes. We are committed to our role as ambassadors for the borough and we want everyone to join us in making the borough of Rochdale a place to be Proud of.

Steve Rumbelow
Chief Executive of Rochdale Borough Council

Our outcomes:

People get a good start	People are protected	People are resilient	People are healthy	People fulfil their potential
Place is age friendly	Place is inclusive	Place is welcoming	Place provides opportunities	Place supports sustainable growth

Our indicators of success:

All children are healthy and ready to succeed when they start school and all children and young adults achieve their potential.

More mothers breastfeeding for longer

Fewer mothers smoking in pregnancy

More children school ready

All pupils achieving at all key stages

More young people participating in apprenticeships and learning

All residents are protected from harm, through support in times of need and by safeguarding and protecting those who are vulnerable.

Reduced risk of deliberate harm, accidental injury and neglect for both children and adults

Reduced rates of children and adults needing protection and care

Fewer children and young people entering the youth justice system

More people with Special Educational Needs and Disabilities supported to know their rights and receiving joined up support

More carers receiving appropriate support

More families staying together through early intervention

Our indicators of success:

All residents have good mental wellbeing, are resilient, enjoy life, and are able to cope with life's challenges.

Children and young people have high self-esteem and are satisfied with their life, including being free from bullying at school

Fewer people have common and severe mental health disorders

People have good levels of social contact and are not lonely or isolated, including adult care users, older people and carers

Fewer households living in fuel poverty

Fewer people living in deprivation, suffering the impact of Welfare Reform or living in poverty in later life

More households prevented from becoming homeless

All residents feel healthy and remain in a good state of health for as long as possible.

More people are physically active including the over 50's

More people are a healthy weight

Reduced harm from drugs, alcohol and smoking

Fewer people dying early from diseases

More children have good oral health

Fewer older people suffering from falls

Fewer people experiencing lengthy hospital stays through reablement and care at home

Our indicators of success:

All residents have the opportunities they need to enable them to help themselves, their loved ones and their communities to achieve their full potential.

People have access to good or outstanding places of learning

People have higher levels of qualifications and skills, including being able to access and use technology

More people have higher earnings

More Rochdale employees receiving the living wage, getting a fair day's pay for a fair day's work

More people in good employment or engaging in meaningful activity during the working day

The borough is a place where people age well, can live with dignity and have equitable access to services and opportunities.

Younger and older people engaging in intergenerational activities

More people aged 50-64 in employment, training or volunteering

More older people participating in community activities

People supported to live well with dementia

People have access to quality home care, residential and nursing care services

Our indicators of success:

The borough is friendly, inclusive and co-operative.

People come together through creative and cultural opportunities

More people engaging in volunteering, acts of kindness and doing things for each other

Fewer people experiencing discrimination and greater consideration of the needs of people who are disadvantaged or suffer inequality

More people living in harmony together, whatever their background, religion or culture

More people have their voice heard through engagement and consultation, especially young people

The borough is safe, resilient, and clean and has good quality places where people choose to live, work and invest.

More and a better mix of affordable and higher value homes, including land being made available to support development

Sustainable homes that have age and environmentally friendly features

More empty homes being brought back into use and an improved private rented sector

Air and land free from pollution and infrastructure that protects against climate change by using natural/renewable sources

Accessible, quality highways and transport options, including cycling and walking

Reduced crime and antisocial behaviour

Our indicators of success:

The borough has thriving growing businesses and new enterprises and creates the conditions for high skill levels and high quality jobs.

More jobs created and good quality apprenticeships

Higher proportion of skilled work in the labour market

Town centres offer a balance of employment, commercial, leisure, community, housing, healthcare and educational use

More businesses relocating, starting up or expanding in the borough

More land and sites for employment

The borough has sound finances and is able to provide services to meet residents needs now and in the future.

Maximised income through investment, sponsorship, funding and rates and through better use of the local environment, heritage and buildings

People spending money on local goods and services to keep more of the Rochdale pound in Rochdale

Reduced demand on health and care services (A&E, hospitals, GP's)

Healthy, stable and quality workforces, particularly in key sectors (care, social work etc.)

Improved availability and reliability of online access including better internet speeds and public wifi

Service delivery models making use of technology and data

Our ways of working:

Everyone in the borough will make things better for themselves and others

Cooperation

Public services, partners, citizens, businesses and the voluntary and community sector will share decision making and jointly design and deliver services.

Strengthening community assets

Individuals and families will use their skills, experiences and kindness to develop and improve their own communities.

Prevention and intervention

Public services, citizens and businesses will take action to stop problems from arising or becoming worse.

Collective change

Individuals will practice self-help and make choices so that they are able to look after themselves and others.

Integrated and local

Public services, partners and the voluntary and community sector will share skills, expertise and resources to deliver services at the right time and in the right places.

Addressing the climate emergency

Public services, partners, citizens, businesses and the voluntary and community sector will increase their efforts to remove carbon dioxide from the atmosphere and reduce their own impact on the planet, to help to address the climate emergency.