





**The challenge:** We will not accept the inequalities that exist in the borough and the impact of the pandemic, rising costs and other events that are pushing more people to experience crisis, disadvantage and poor life chances. We want to empower our communities to improve their own lives and become resilient to life’s challenges by helping those in the hardest of circumstances get access to the basics and by creating opportunities for everyone to have good work, skills, housing, health, relationships and standards of living. We want our place to offer a good life for those who already live, work and do business here and the new residents, industry and visitors we want to attract. We must transform how we work and target resources and investment in the right places if we are to continue to meet growing demand, provide effective public services and deliver long term impacts with increasingly limited funding

**Council ambition:** Work cooperatively to reduce inequalities and deliver sustainable opportunities and services that will benefit our people, place and planet.

**Council values:** Proud, Passionate and Pioneering

**Council priorities:**

<p><b>People</b></p> 	<p><b>Everyone is succeeding and living well</b></p> <ol style="list-style-type: none"> <li>1. Offer support that will help people to access the basics and opportunities to better their lives</li> <li>2. Deliver integrated all age health services, disease and lifestyle management programmes</li> <li>3. Strengthen support for those with social care needs to live well and independently</li> <li>4. Improve early years, education standards, school places and post Covid catch up for children</li> <li>5. Support people to gain the skills needed to obtain higher value jobs and wages</li> <li>6. Strengthen our approach to protecting people from harm and building cohesive communities</li> </ol>
<p><b>Place</b></p> 	<p><b>A thriving, fairer and sustainable economy</b></p> <ol style="list-style-type: none"> <li>1. Provide space and support for high value business development, innovation and job creation</li> <li>2. Support people in attaining and maintaining good employment</li> <li>3. Create more supply, quality and choice in the housing market (social and high value homes)</li> <li>4. Enhance transport systems to make it easier for people to access services, jobs and amenities</li> <li>5. Regenerate town centres and deliver an enhanced heritage, culture and creative offer</li> <li>6. Improve digital infrastructure, connectivity and make sure no one is digitally excluded</li> </ol>
<p><b>Planet</b></p> 	<p><b>Taking action on climate change</b></p> <ol style="list-style-type: none"> <li>1. Practice responsible consumption and production in our own operations</li> <li>2. Raise awareness and work with communities to encourage and enable climate action</li> <li>3. Support production and utilisation of local renewable and affordable energy</li> <li>4. Help to reduce the energy demand of homes, buildings, transport and infrastructure</li> <li>5. Implement nature based solutions to support healthy ecosystems, biodiversity and wellbeing</li> <li>6. Keep the borough clean by strengthening our approach to managing waste and recycling</li> </ol>
<p><b>Performance</b></p> 	<p><b>Transforming council delivery</b></p> <ol style="list-style-type: none"> <li>1. Implement data and specialist functions to improve decision making and project delivery</li> <li>2. Apply a consistent approach to optimising revenue and funding</li> <li>3. Utilise digital technology to deliver responsive and more efficient services</li> <li>4. Apply ‘good employment’ practices to develop our workforce and be an employer of choice</li> <li>5. Implement public service reform practices to deliver integrated services in neighbourhoods</li> <li>6. Strengthen our partnerships and communications to build the Rochdale brand</li> </ol>

**How we will empower our communities**

- \* Give more power to local people and engage them in decision making, co-design and co-production of services
- \* Practice prevention and early intervention to build independence, resilience and healthy relationships
- \* Make use of the strengths and assets in communities and create more opportunities for local wealth
- \* Remove barriers for those experiencing disadvantage because of certain characteristics or life circumstances
- \* Adopt trauma-informed practices to help those who have had exposure to experiences that might be traumatic
- \* Show compassion and use ‘good help’ as the primary way to inspire people to take action in their own lives