

**Report To:** EXECUTIVE CABINET

**Date:** 24 March 2016

**Executive Member / Reporting Officer:** Cllr Kieran Quinn – Executive Leader  
Sandra Stewart – Executive Director (Governance & Resources)  
Sarah Dobson – Head of Service (Policy & Communications)

**Subject:** TAMESIDE PLEDGES 2016

**Report Summary:** The report updates Executive Cabinet on the Tameside Pledges 2016 which were announced at Full Council on 23 February 2016. The report asks Executive Cabinet to formally adopt the Tameside Pledges 2016 as Tameside Council policy.

**Recommendations:** Executive Cabinet are asked to formally adopt the Tameside Pledges 2016 as Tameside Council policy and support the communication and delivery of the Tameside Pledges 2016.

**Links to Community Strategy:** The Tameside Pledges 2016 reflect the priorities of local residents and businesses as outlined in the Corporate Plan and the Community Strategy.

**Policy Implications:** The Tameside Pledges 2016 support the delivery of the Corporate Plan which sets the priorities and overall policy framework for the Council.

**Financial Implications:  
(Authorised by the Section 151 Officer)** The cost implications need to be fully evaluated. Any costs that can be absorbed with existing budgets will be maximised, if further budget approval is required details will be included within the Cabinet report.

**Legal Implications:  
(Authorised by the Borough Solicitor)** The Tameside Pledges 2016 support the delivery of the Corporate Plan which sets the priorities and overall policy framework for the Council.

**Risk Management:** A failure to develop robust plans to deliver the Tameside Pledges 2016 and the Corporate Plan would increase the risk of ineffective service delivery.

**Access to Information:** The background papers relating to this report can be inspected by contacting Simon Brunet, Policy & Communications, Governance & Resources.



Telephone: 0161 342 3542



e-mail: [simon.brunet@tameside.gov.uk](mailto:simon.brunet@tameside.gov.uk)

## 1.0 TAMESIDE PLEDGES 2016

1.1 Following the success of the Tameside Pledges 2015 it was decided to repeat the approach in 2016. The Tameside Pledges 2016 build on the success of the approach last year.

1.2 The Tameside Pledges are a commitment to deliver work on a number of priority areas that have been identified as being of importance to Tameside residents.

1.3 The Tameside Pledges 2016 are supported by the strapline:

*'Your Priorities, Our Pledges. Making a difference for Tameside communities'*.

1.4 The Tameside Pledges 2016 are:

- **Honour Our Fallen** – we will name new streets constructed in Tameside after local service men and women who lost their lives in service.
- **Pothole Buster** – we will invest £1m again this year in bringing our roads up to scratch.
- **Lots More Lighting** – we will continue the roll out of super-efficient LED street lighting to cut running costs and our carbon footprint.
- **Big Clean Up** – we will work with you to tackle 160 grot spots across Tameside through enforcement or direct action.
- **Get Tameside Growing** – we will work with the community to get Tameside growing its own food in window boxes, gardens, community space and allotments.
- **Woodland for Wildlife** – we will plant a minimum of 2016 trees to offset Tameside's carbon emissions and support greater biodiversity.
- **Keeping it Green** – we will improve recycling of non-domestic refuse with recycling bins in town centres and Council offices.
- **Refresh Tameside Works First** – we will buy services and goods from local providers as much as possible.
- **Generation Savers** – we will open a credit union account with £10 for each 11 year old starting secondary school in September.
- **Every Child a Coder** – we will facilitate coding clubs for primary school children, run by college students, to give our young people the skills they need for the twenty first century economy.
- **Get Connected** – we will rollout free WiFi across each of our town centres
- **Silver Surfers** – we will combat digital exclusion by offering a range of computer skills workshops and classes for those who want to get connected but lack the skills to do so.
- **Healthy Lives** – we will launch a health and wellbeing website for Tameside. Bringing together all of the information people need to lead healthier and happier lives.
- **Mind Your Health** – we will sign the mental health 'time to change' pledge and support national events promoting good mental wellbeing.
- **Dementia Friendly Tameside** – we will increase the number of dementia friends and dementia champions to make Tameside a dementia friendly Borough.
- **Do more Together** – we will lay on over 40,000 free family activities to support more people to be more active, more often.

1.5 Each of the Tameside Pledges is delivered through a bespoke programme of activity. There will be ongoing communications activity throughout the year both to promote the pledges and the commitments the Council has made, and alongside this update local residents and businesses on progress to date on the delivery of each pledge.

1.6 A particular focus of the Tameside Pledge 2016 will be to work closely with local residents, businesses and stakeholders from other organisations that can help support the delivery of

the pledges. By taking this approach we will be able to maximise the reach and impact of the pledges and the benefits for local communities.

## **2.0 RECOMMENDATIONS**

2.1 Executive Cabinet is recommended to formally adopt the Tameside Pledges 2016 as Tameside Council policy.

## **3.0 APPENDICES**

3.1 The following appendices are attached.

- Appendix 1 – Tameside Pledges 2016 – one page poster.