

Oldham Council LOCAL NEEDS ANALYSIS

October 2020



THE
SOCIAL
VALUE
PORTAL

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Overview & Approach

Delivering projects that address Oldham's needs

This document includes a summary of insights to highlight areas of highest deprivation, needs within the local community and priorities identified by Oldham Council. It aims to provide guidance for stakeholders, suppliers, developers, contractors and others working in Oldham to develop more robust social value strategies.



Working with stakeholders to unlock social value

The [Social Value Action Plan](#) at the end of this document, maps needs and priorities against the activities and interventions that form Oldham's Social Value Measurement Framework. [Action Together](#) is working with stakeholders to connect them with VCFSEs that can help to deliver social value locally.

Overview & Approach The National TOMs Measurement Framework

The three sections of this report include content that is aligned to the National TOMs Measurement Framework. This will allow the analysis to inform social value targets and ensures the recommendations arising from this report can be measured to evidence the social value they are creating. The Social Value Portal is working alongside Oldham Council to develop a bespoke TOMs Measurement Framework that is aligned with their key priorities, strategies and needs.

THEME	OUTCOMES
Jobs: Promoting Local Skills & Employment	More local people in employment
	More opportunities for disadvantaged people
	Improved skills for local people
	Improved employability of young people
	More opportunities for local SMEs and VCSEs
Growth: Supporting the Growth of Local & Regional Business	Improving staff wellbeing and mental health
	Reducing inequalities
	Ethical Procurement is promoted
	Social Value embedded in the supply chain
	Creating a healthier community
Social: Healthier, Safer & More Resilient Communities	Vulnerable people are helped to live independently
	More working with the Community
	Carbon emissions are reduced
Environment: Decarbonising & Safeguarding Our World	Air pollution is reduced
	Safeguarding the natural environment
	Sustainable Procurement is promoted
	Other measures (TBD)
Innovation: Promoting Social Innovation	

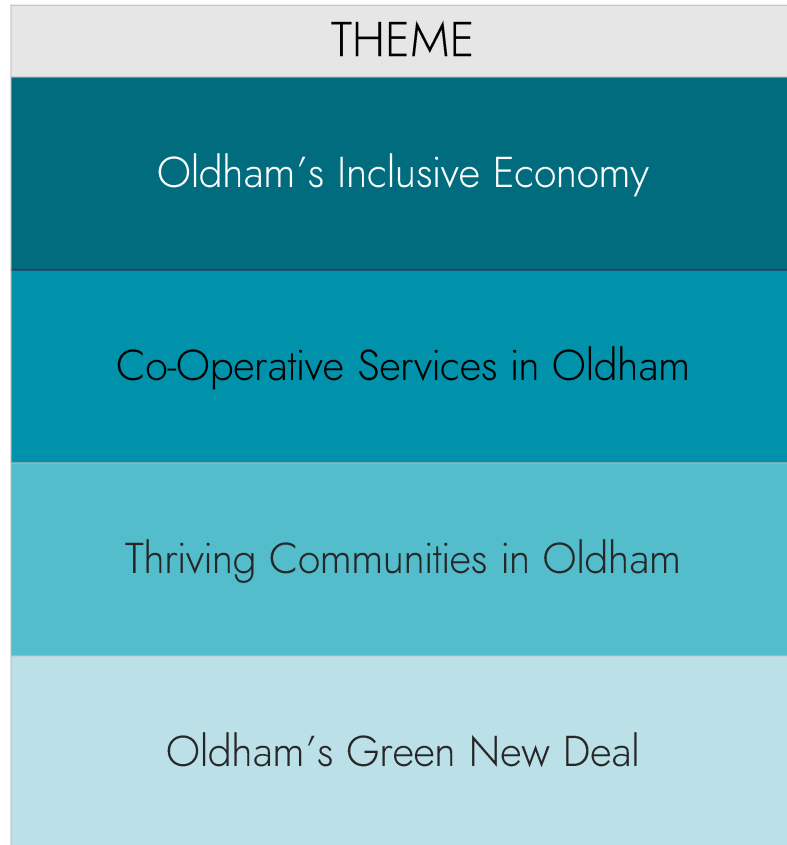
The National TOMs Measurement Framework has been designed to provide a reporting standard for measuring social value.

The National TOMs Measurement Framework includes 5 Themes, 16 Outcomes and 44 Measures

- + 4 Open Outcomes
- + 4 Open Measures relating to social innovation

For more information about the National TOMs Measurement Framework, please see: <https://socialvalueportal.com/national-toms/>

Overview & Approach The Oldham Social Value Measurement Framework



The Themes have been constructed using Oldham Council's policies and priorities and provide a structure to deliver social value in Oldham. These have been used in the following sections to structure the needs and priorities identified in the local area. Activities and interventions have then been mapped in the [Social Value Action Plan](#) section of the report.



Overview & Approach Developing a Measurement Framework

WHY?

The first step in delivering social value in the local area is to recognise the importance of local context.

The purpose of this report is to provide an understanding of the key needs and opportunities when it comes to delivering social value in the local area.

This will help to identify how activities and interventions can make a real and long-lasting difference.

HOW?

To achieve this, three exercises have been carried out and are summarised in this report:

1. A Policy Review:

A comprehensive review of relevant policy documents.

2. A Needs & Opportunities Analysis:

Quantitative and qualitative analysis of economic, social and environmental research and data to understand the key needs and opportunities and inform the delivery of social value.

3. Social Value Action Plan

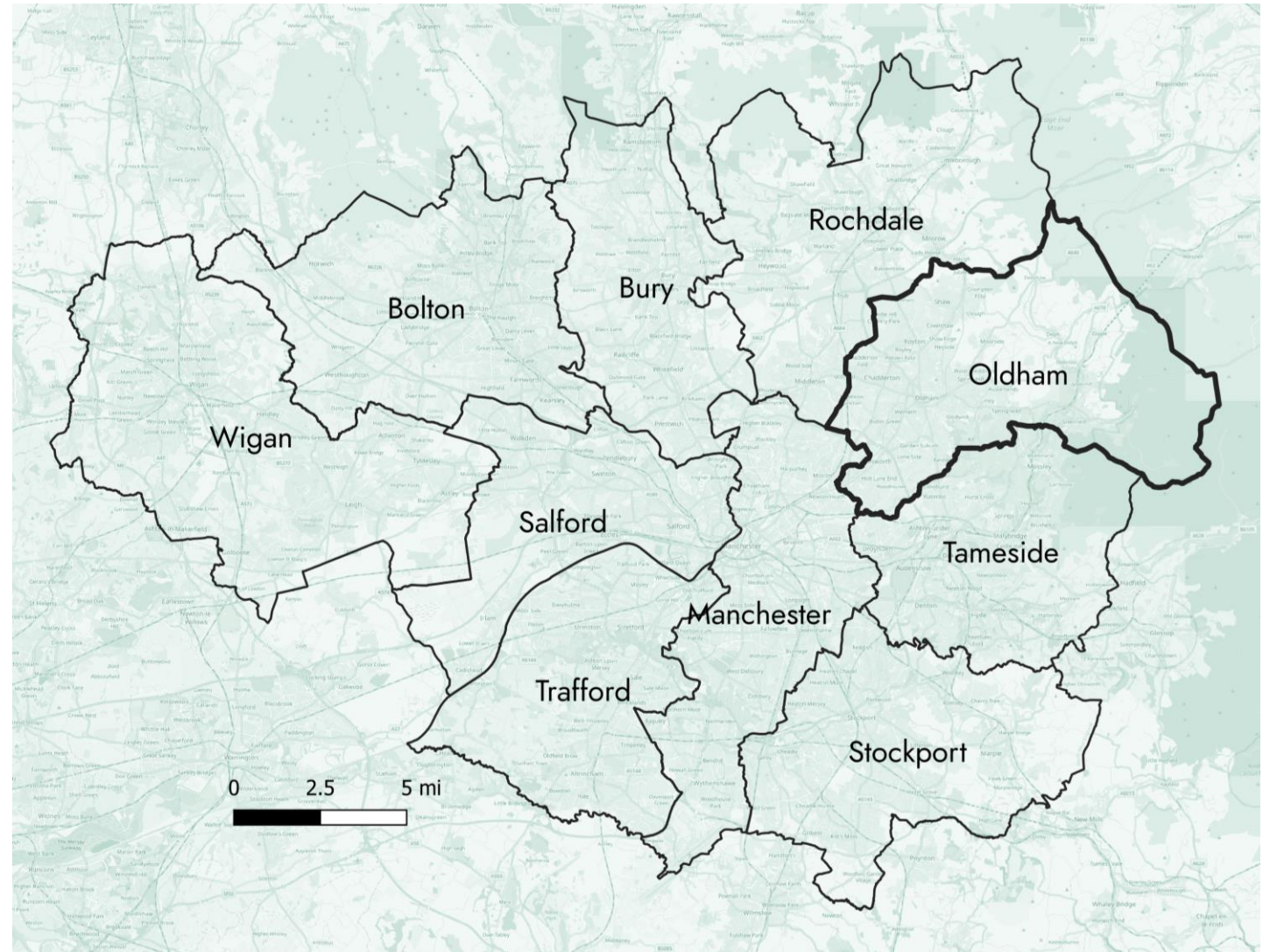
Connecting local needs and priorities with activities and interventions that can help to bring social value for the local community.



Oldham is one of ten local authorities in the Greater Manchester Combined Authority. The west of the borough lies 5 miles from the Manchester city-centre, while over a quarter of the eastern half falls within the Peak District.

The estimated population of Oldham is 235,600 (2018) ([Nomis](#)). It has a growing young population and a working population of 157,000.

The rise in Oldham's younger population may increase demand for universal services and also impact labour supply. The number of older people is also growing which may bring particular challenges for health and social care. There is also a growth of Oldham's Bangladeshi and Pakistani communities, increasing the ethnic diversity of the borough ([Oldham in Profile, 2019](#)).



Policy Review

Social Value in Oldham



The Oldham Model 2017-22



The Oldham Partnership produced the Oldham Plan. It is made up of leaders from a variety of sectors who are committed to working together to make Oldham thrive. Their ambition is, *To be a productive and cooperative place with healthy, aspirational and sustainable communities.*

The Plan is a collective action statement explaining how to best serve Oldham and help its people, districts and businesses to thrive. The themes below outline the Oldham delivery model which is based around three fundamental shifts to deliver the ambitions of the plan:

1. Inclusive Economy - to be a place where everyone has a fair and real chance to access opportunities and improve their own lives. Themes for an inclusive economy include:

1. Investment
2. Human capital
3. Active state and living standards
4. Confident and connected
5. Anchor institutions and social value

2. Co-operative Services – to be a place where radical innovation changes the delivery and impact of public services. Themes for co-operative services include:

1. Devolution, integration and system redesign
2. Brilliant everyday collaborations at scale
3. Community leadership, co-production and early help

3. Thriving Communities – to be a place where society and social action really mean something.

1. Community insight and listening
2. System leadership
3. Co-operative workforce
4. Social action, infrastructure and cohesion

[The Oldham Plan](#)

Oldham previously set up a collective Partnership in 2016, commissioning actions to deliver social value for people in their borough. Their approach is three-fold:

1. Ensuring we get genuine social value out of all contracts: through the use of the Social Value Framework
2. Ensuring we consider the Voluntary and Community Sector (VCS) in commissioning services: through ongoing awareness, training and development with staff
3. Enabling our Voluntary and Community Sector (VCS) to be *market ready*: through ongoing awareness, training and development

The Oldham Partnership have developed principles to guide this work which are aligned to the Oldham Plan. These set goals for how to make Oldham a *place of ambition where people and communities can flourish*.

- Build capacity and sustainability of the voluntary and community sector to enable them to compete for and deliver contracts / services.
- Promote employment and economic sustainability by actively facilitating skills development and progression both within the organisation and through suppliers / contractors.
- Provide access to local jobs and employment opportunities for Oldham residents.
- With a focus on early intervention, resilience and place-based solutions ensure that control of devolved health funding streams maximise social value and benefit to Oldham.
- Promote environmental sustainability by helping to build the low carbon and environmental business sector in Oldham.
- Actively seek community participation and engagement by enabling and equipping communities and individuals with the skills and resources to play an active role in service design, decision making and delivery.
- Make a positive contribution towards Oldham's ambitions for healthy homes, green spaces and local amenities.

[Oldham Social Value Framework 2016](#)

As mentioned previously, Oldham is one of ten local authorities that make up the Greater Manchester Combined Authority. They have led the way in the region by developing their social value policy in 2014.

This policy aims to set out how the combined authority and its members will deliver social value through their commissioning and procurement activities and to set the authority's priorities in relation to social value.

The social value policies objectives include:

- Promote employment and economic sustainability – tackle unemployment and facilitate the development of skills
- Raise the living standards of local residents – working towards living wage, maximise employee access to entitlements such as childcare and encourage suppliers to source labour from within Greater Manchester
- Promote participation and citizenship engagement – encourage resident participation and promote active citizenship
- Build the capacity and sustainability of the voluntary and community sector – practical support for local and voluntary and community groups
- Promote equity and fairness – target effort towards those in the greatest need or facing the greatest disadvantage and tackle deprivation across the borough
- Promote environmental sustainability – reduce wastage, limit energy consumption and procure materials from sustainable sources



[GMCA Social Value Policy 2014](#)

The Oldham Green New Deal Strategy sets out to goals to achieve carbon neutrality:

Carbon neutrality for the council by 2025

Carbon neutrality for the borough by 2030

Objectives:

- Make Oldham a leading local authority area for environmental quality and play a leading role in meeting the GM Mayor's Green City Region objectives
- Deliver a sustainable economy, tackling fuel poverty and generating training and employment opportunities in the growing green business sector
- Maintain a high-quality local environment which delivers health and wellbeing benefits for residents, including food and recreation, reducing costs for public services
- Generate inbound tourism for the borough by building on Oldham's reputation for being a green, attractive and forward-thinking sustainable borough
- Keep Oldham at the forefront of development and deployment of cutting-edge environmental technologies, and ensure that the benefits are kept locally
- Future-proof the regeneration of the borough by establishing Oldham as an exemplar Green City on energy, carbon, water and green infrastructure
- Ensure that Council staff and strategic partners, residents, schools and businesses are 'carbon literate' and actively engaged in delivering environmental change

[Oldham Green New Deal](#)

Policy Review Oldham Strategic Investment Framework (2015)

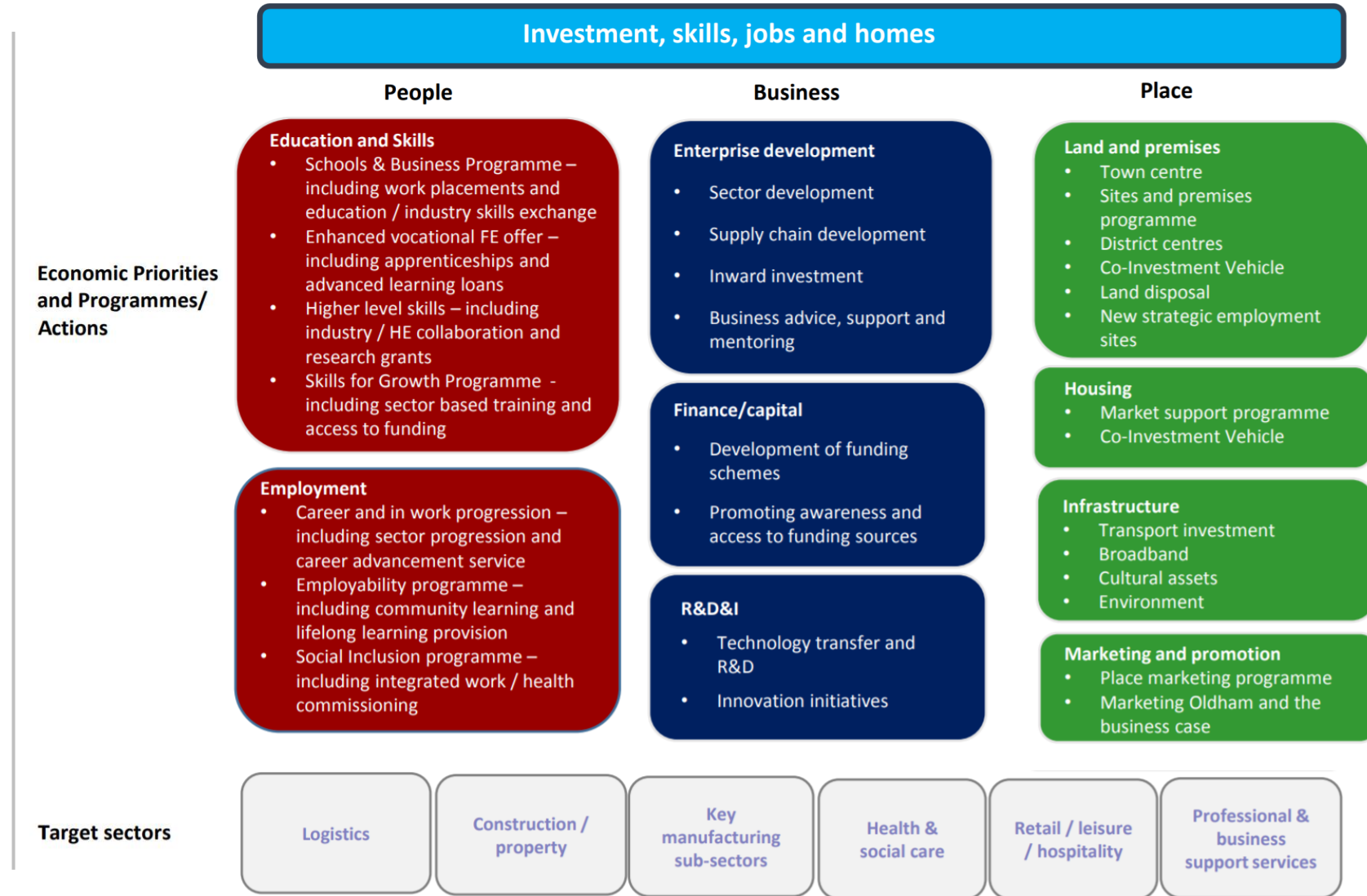
The Oldham Strategic Investment Framework (SIF) has the purpose of directing investment and development activity in the short to medium term. It expresses Oldham's economic and investment ambitions as well as challenges facing the area.

The diagram outlines the programme and actions for the future of Oldham as well as the economic priorities and target sectors.

Challenges outlined in the document include:

- Interrelated challenges in terms of low pay, skill levels, inactivity and poor health
- Create local job opportunities, provide accessible employment that brings people back to work
- Address the 'enterprise gap' due to low rate of business growth and birth by providing business advice and support, developing supply chain linkages and inward investment
- Use the town centre as an asset to re-define its role and function through regeneration – reducing vacancy rates and improving retail expenditure retained in the borough
- Raise aspirations and progression of young people as well as vocation and further education offer
- Provide career support and income progression

[Oldham Strategic Investment Framework \(2015\)](#)



Indices of Multiple Deprivation

Indices of Multiple Deprivation (IMD)

1 WHAT IS IMD?

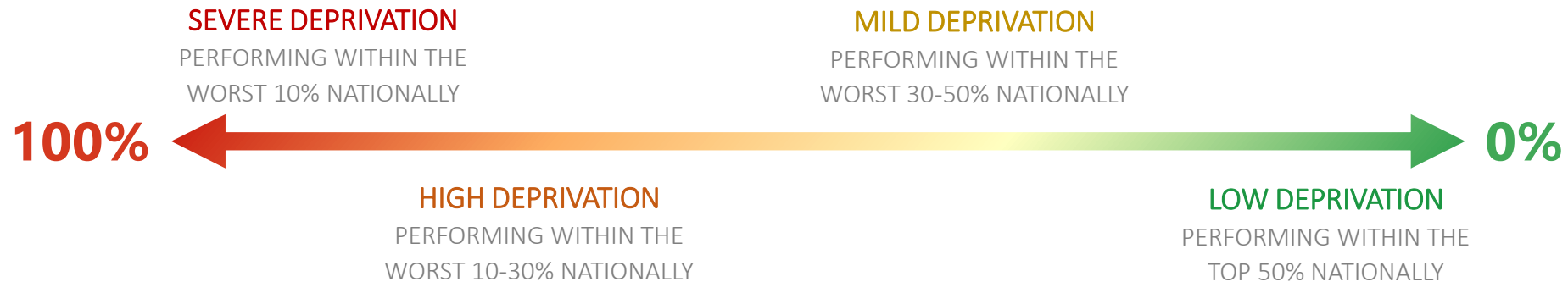
The Indices of Multiple Deprivation (IMD) are a measure of relative deprivation used to rank neighbourhoods across the UK. Deprivation is essentially defined as *'a lack of...'* and the IMD allows for the identification of need, relative to the rest of the country.

2 HOW DOES IT WORK?

IMD measures the deprivation in 32,844 Lower-layer Super Output Areas (LSOAs) in England. These areas have an average of 1,500 residents each. IMD analysis allows for the identification of levels of deprivation by ranking LSOAs from 1 (most deprived area) to 32,844 (least deprived area).

3 WHAT DOES IT MEASURE?








IMD measures the overall deprivation on the basis of the following seven domains: income; employment; education, skills and training; health; crime; barriers to housing and services; and the living environment. These individual domains provide specific insight about what might be causing deprivation. They are further detailed on the following page.



More information about [IMD](#)

Indices of Multiple Deprivation (IMD)

The diagram outlines the seven IMD domains and their various subdomains. N.B. IMD data is released every 5 years. The IMD data from this report was last updated in 2019.

DOMAIN	 INCOME	 EMPLOYMENT	 EDUCATION, SKILLS & TRAINING	 HEALTH	 CRIME	 BARRIERS TO HOUSING & SERVICES	 LIVING ENVIRONMENT
SUBDOMAIN	INCOME DEPRIVATION AFFECTING CHILDREN INDEX (IDAC) INCOME DEPRIVATION AFFECTING OLDER PEOPLE INDEX (IDAOP)		ADULT SKILLS (LACK OF QUALIFICATIONS) CHILDREN & YOUNG PEOPLE (ATTAINMENT OF QUALIFICATIONS)			GEOGRAPHICAL BARRIERS (PHYSICAL PROXIMITY OF LOCAL SERVICES) WIDER BARRIERS SUB-DOMAIN (ACCESS/AFFORDABILITY OF HOUSING)	INDOORS (QUALITY OF HOUSING) OUTDOORS (AIR QUALITY & ROAD TRAFFIC ACCIDENTS)

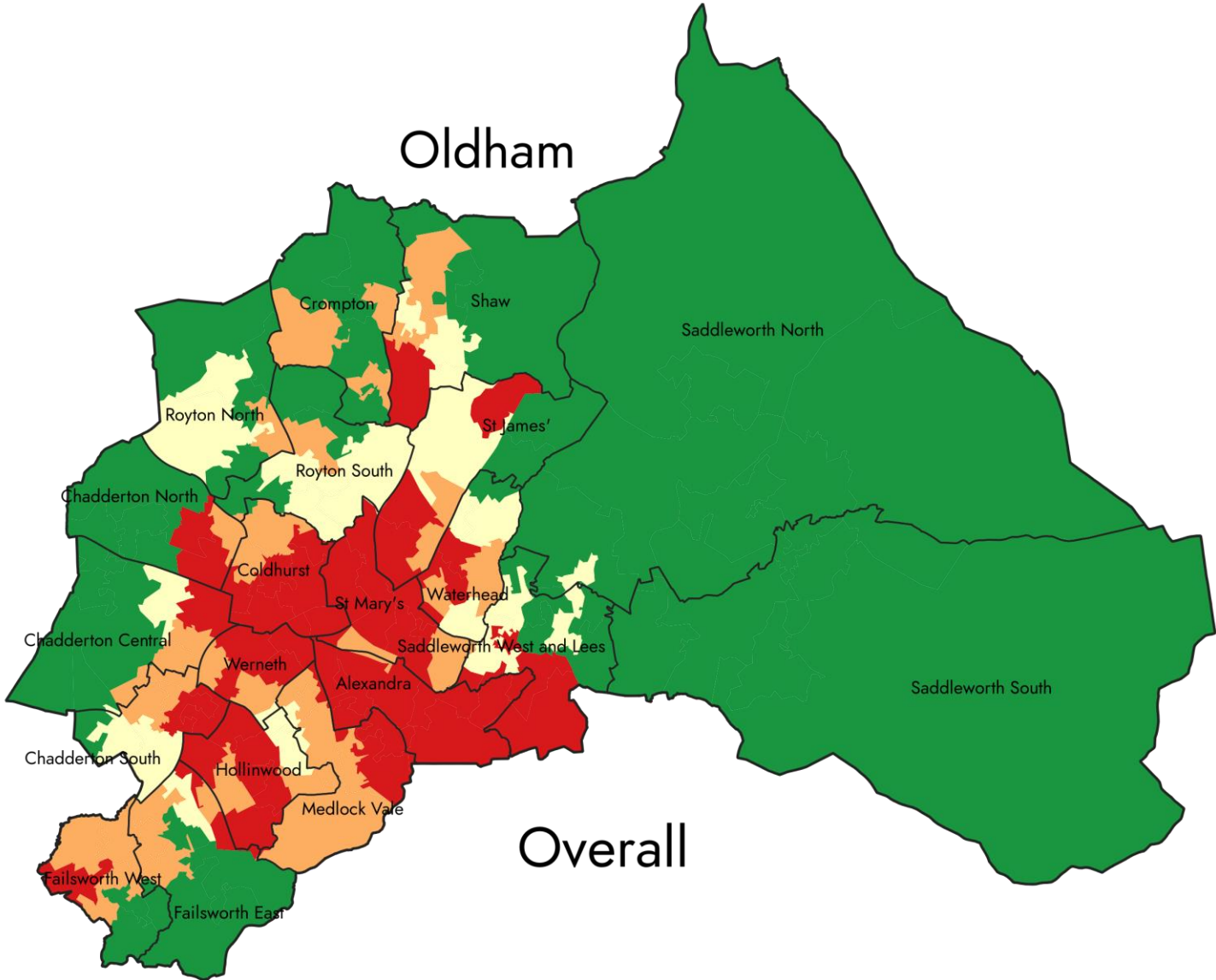
More information about [IMD](#)

Indices of Multiple Deprivation (IMD)

The table presents the proportion of severe-high deprivation in each domain in the local area. It compares the 7 most deprived wards in Oldham as well as the borough as a whole and the North West. *Income, Employment, Education, Skills and Training, Crime and Health* experience particularly high deprivation throughout Oldham. The seven wards identified should be prioritised when addressing needs in the borough or allocating resources.

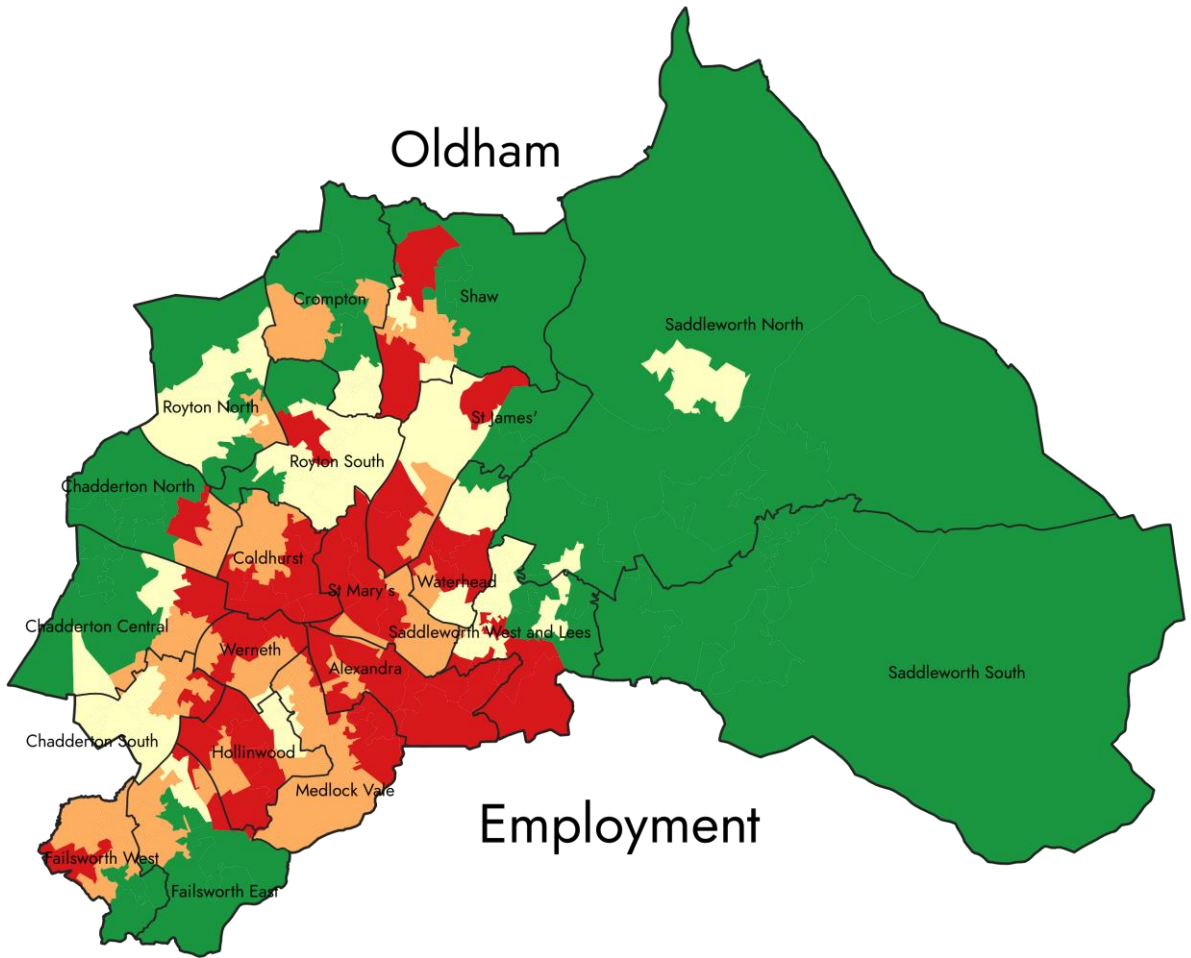
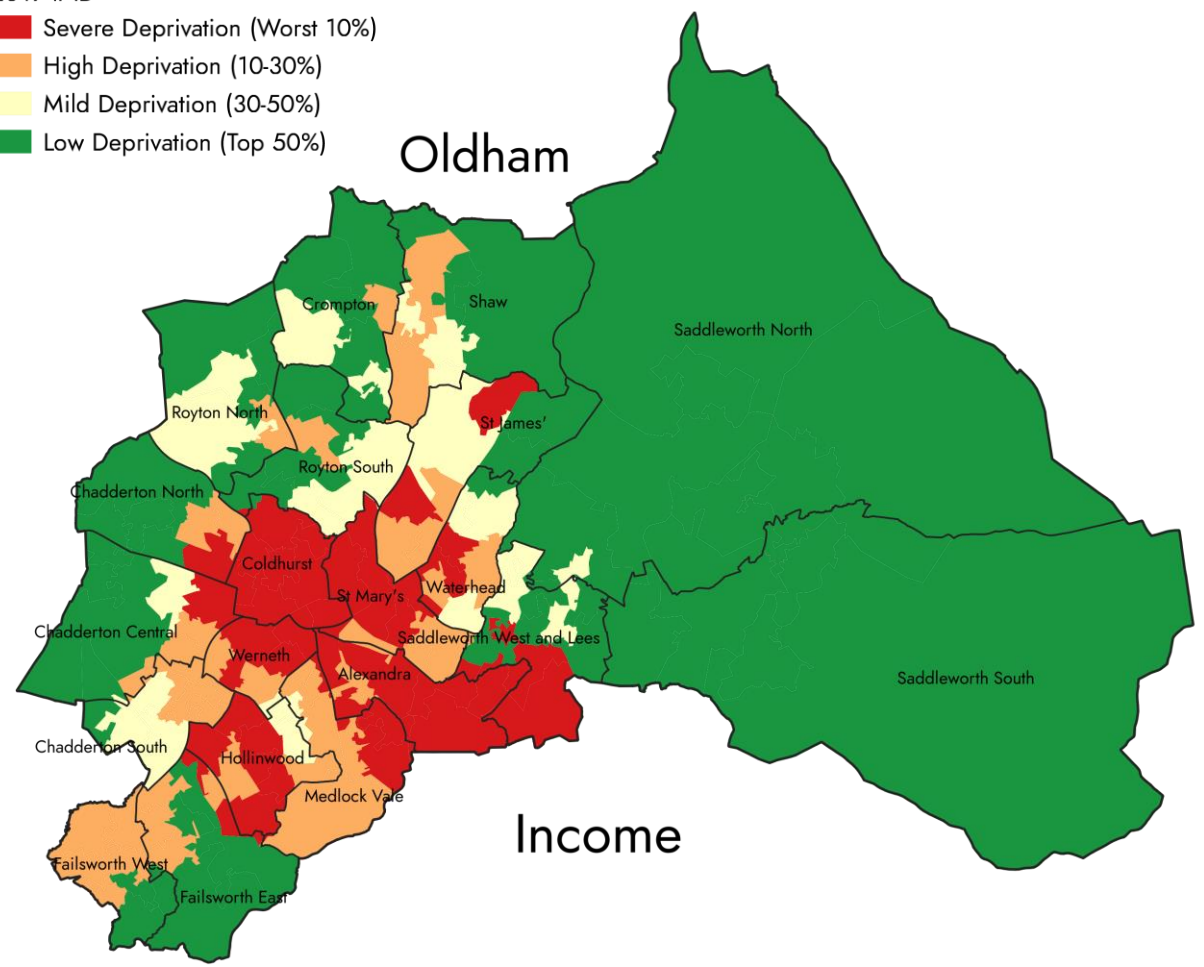
% of LSOAs experiencing Severe-High Deprivation	Alexandra	Coldhurst	St Mary's	Hollinwood	Werneth	Waterhead	Medlock Vale	Oldham	North West
Overall	100.0%	100.0%	100.0%	87.5%	100.0%	62.5%	62.5%	54.6%	44.2%
Income	100.0%	100.0%	100.0%	87.5%	100.0%	62.5%	62.5%	52.5%	41.4%
Employment	100.0%	100.0%	100.0%	87.5%	100.0%	62.5%	62.5%	53.9%	45.9%
Education, Skills and Training	100.0%	100.0%	100.0%	100.0%	83.3%	62.5%	62.5%	55.3%	38.6%
Health	100.0%	85.7%	100.0%	87.5%	100.0%	50.0%	50.0%	60.3%	57.8%
Crime	100.0%	100.0%	71.4%	100.0%	100.0%	100.0%	100.0%	74.5%	42.3%
Barriers to Housing and Services	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	10.6%
Living Environment	14.3%	42.9%	14.3%	25.0%	0.0%	25.0%	25.0%	30.5%	20.4%

Indices of Multiple Deprivation (IMD)



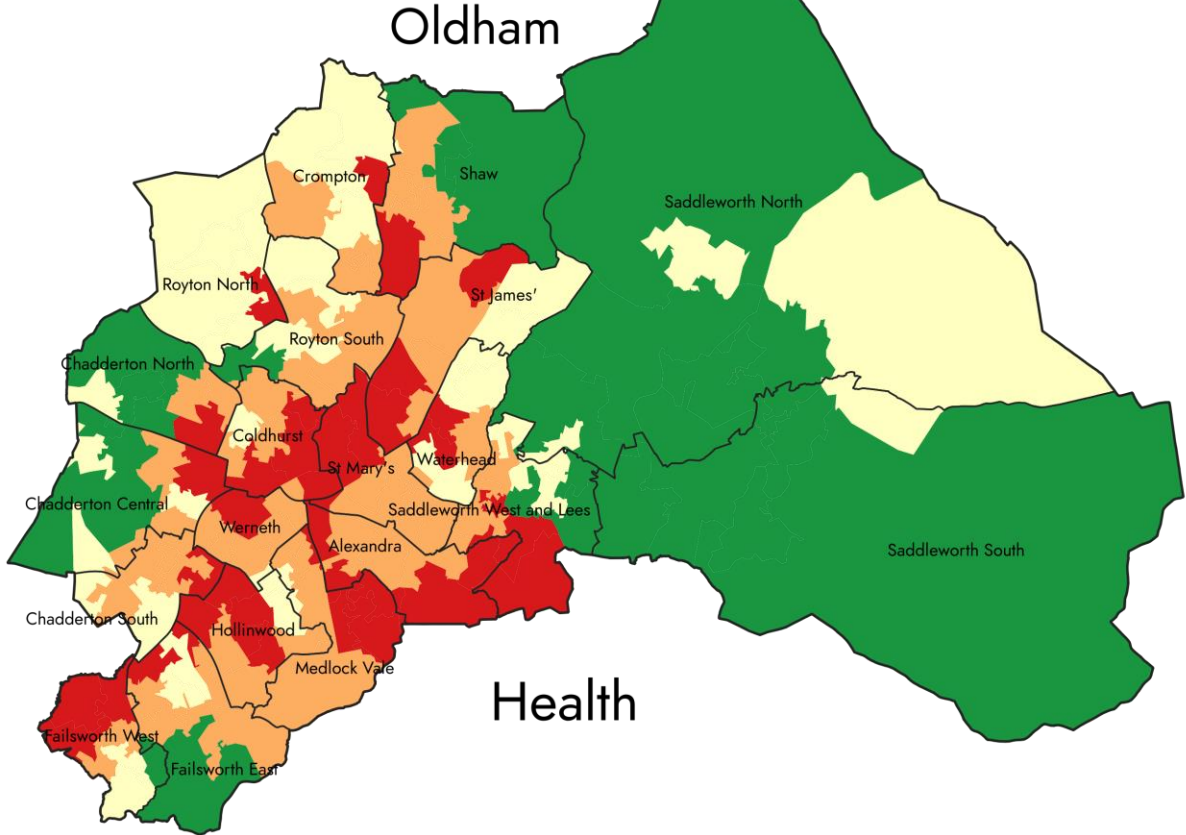
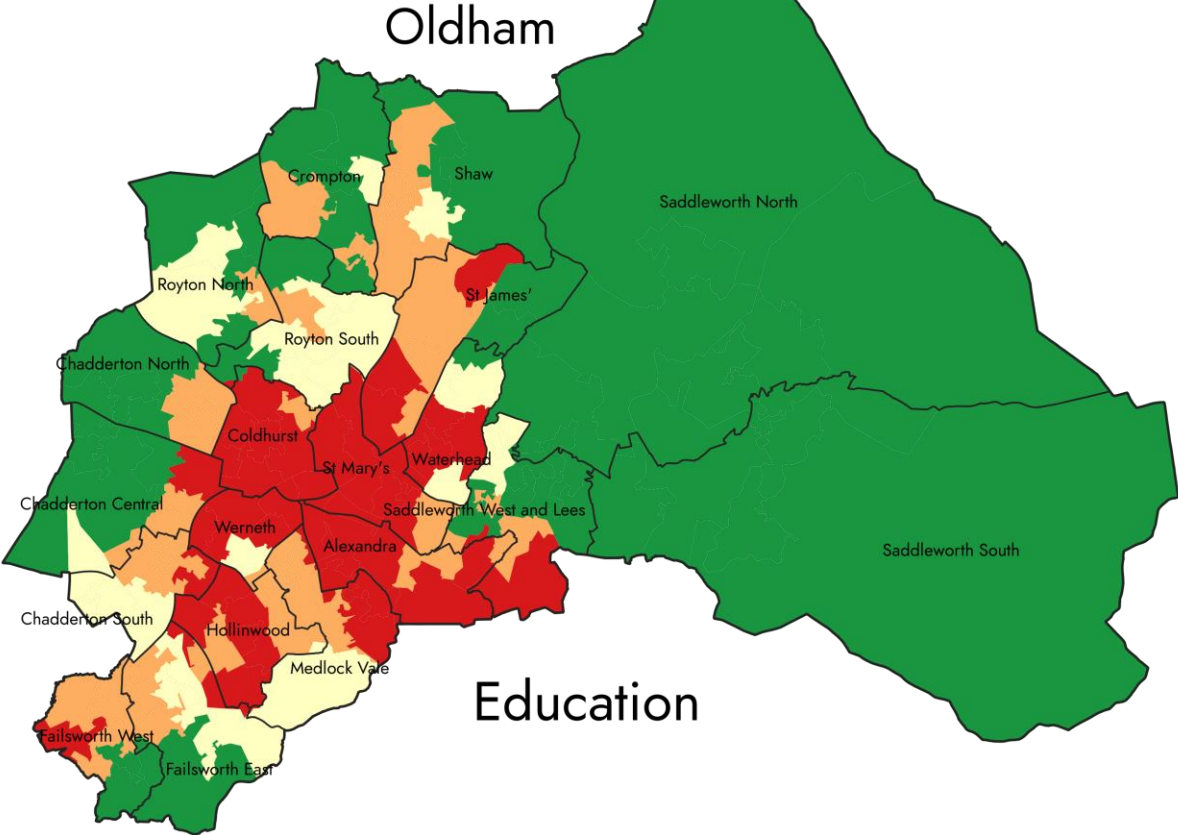
Indices of Multiple Deprivation (IMD)

- 2019 IMD
- Severe Deprivation (Worst 10%)
 - High Deprivation (10-30%)
 - Mild Deprivation (30-50%)
 - Low Deprivation (Top 50%)



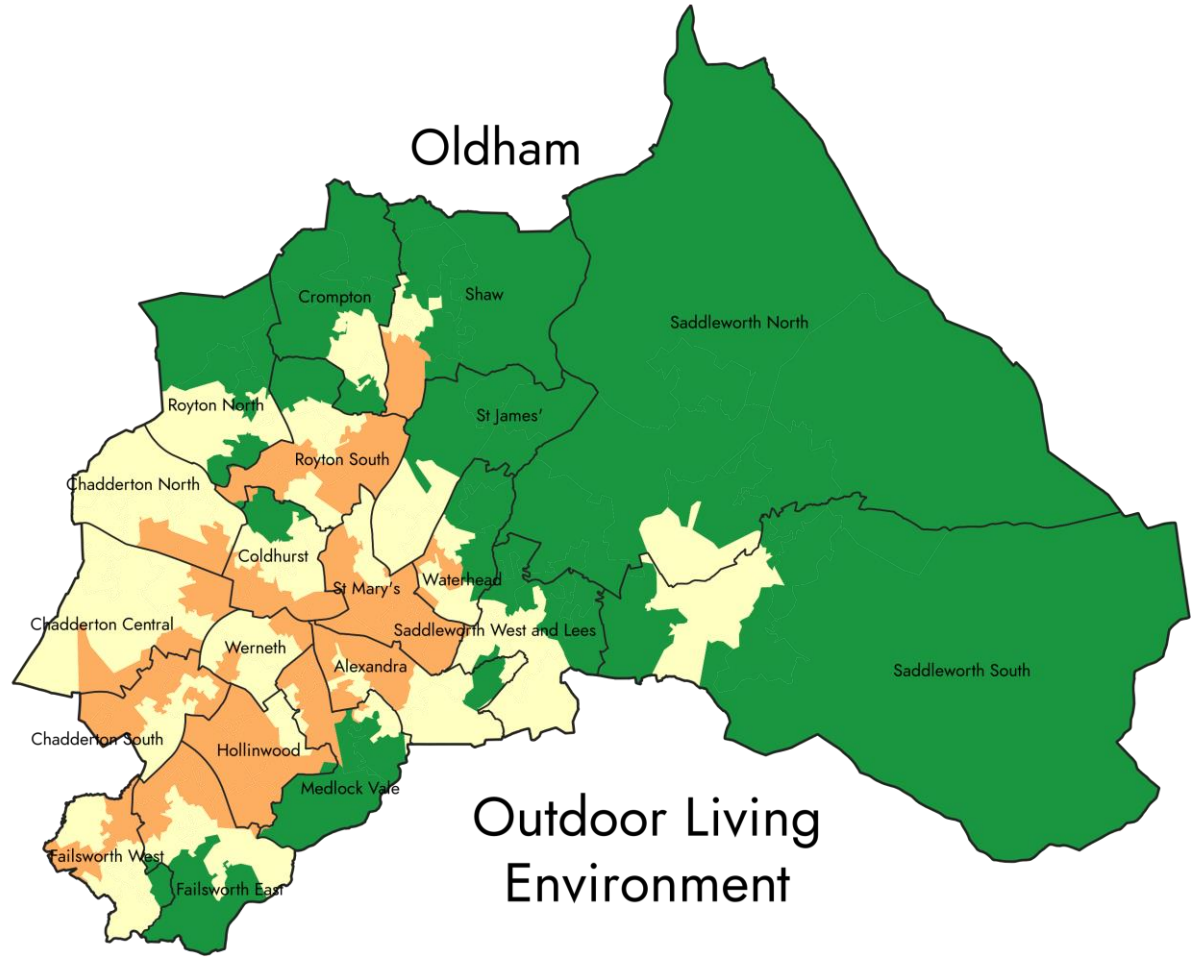
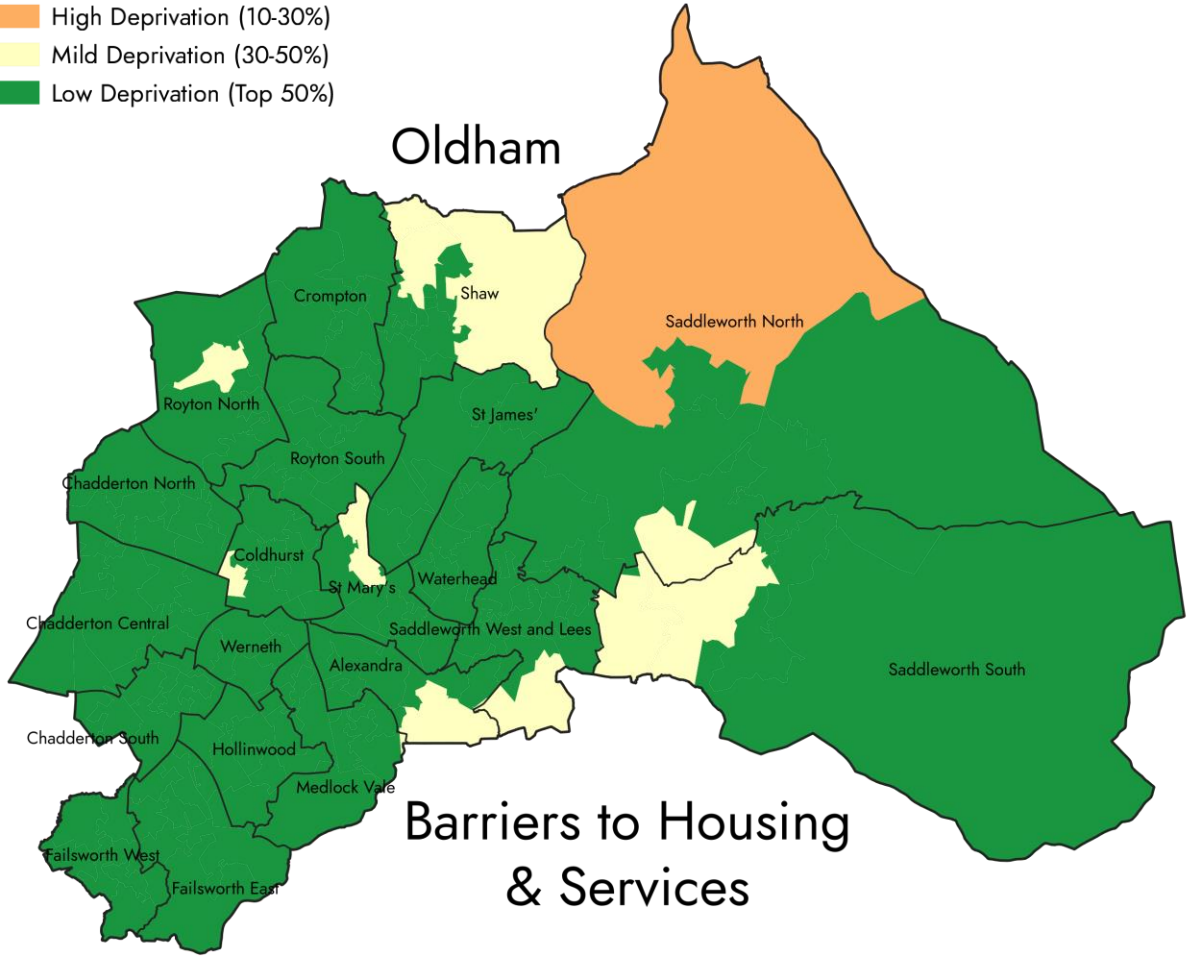
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Indices of Multiple Deprivation (IMD)

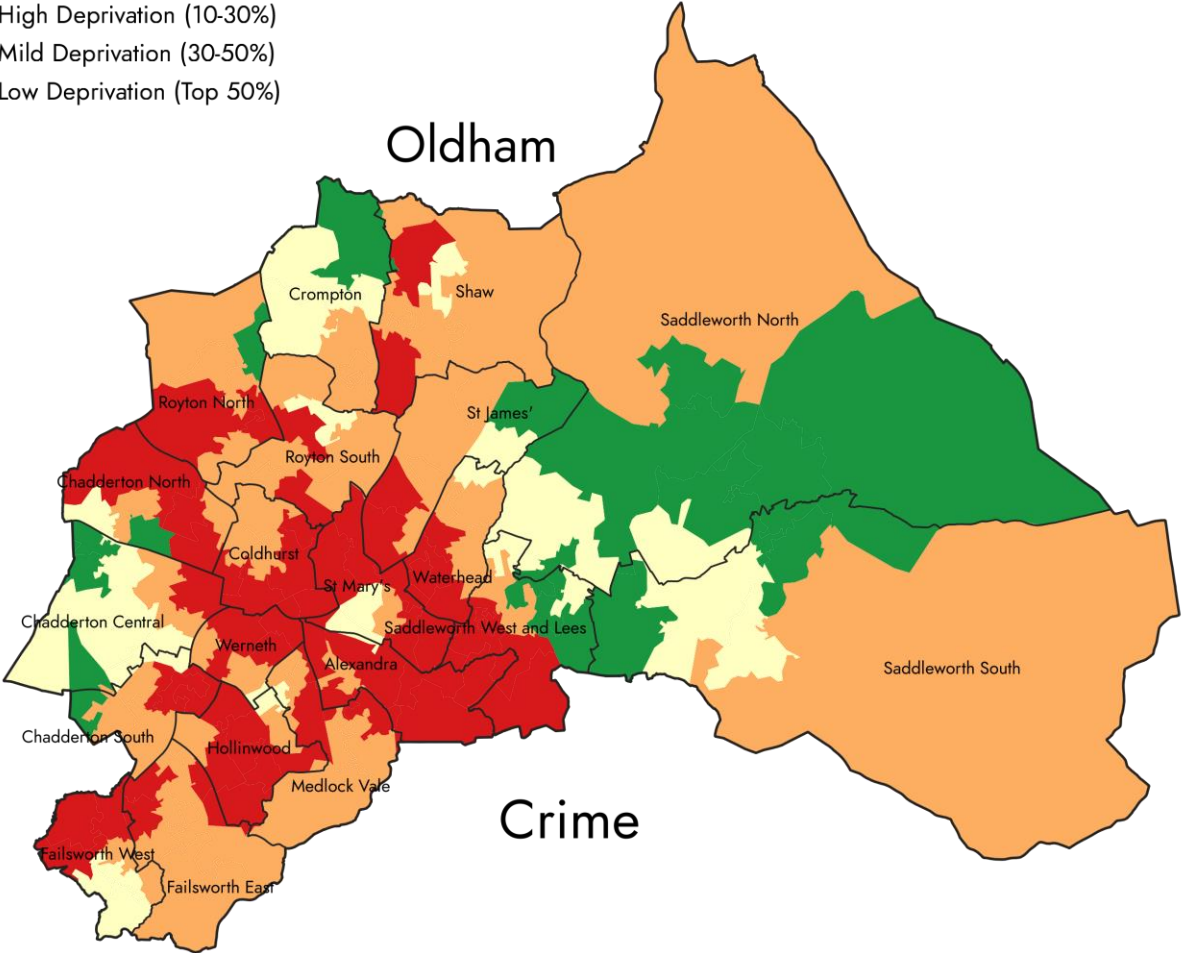
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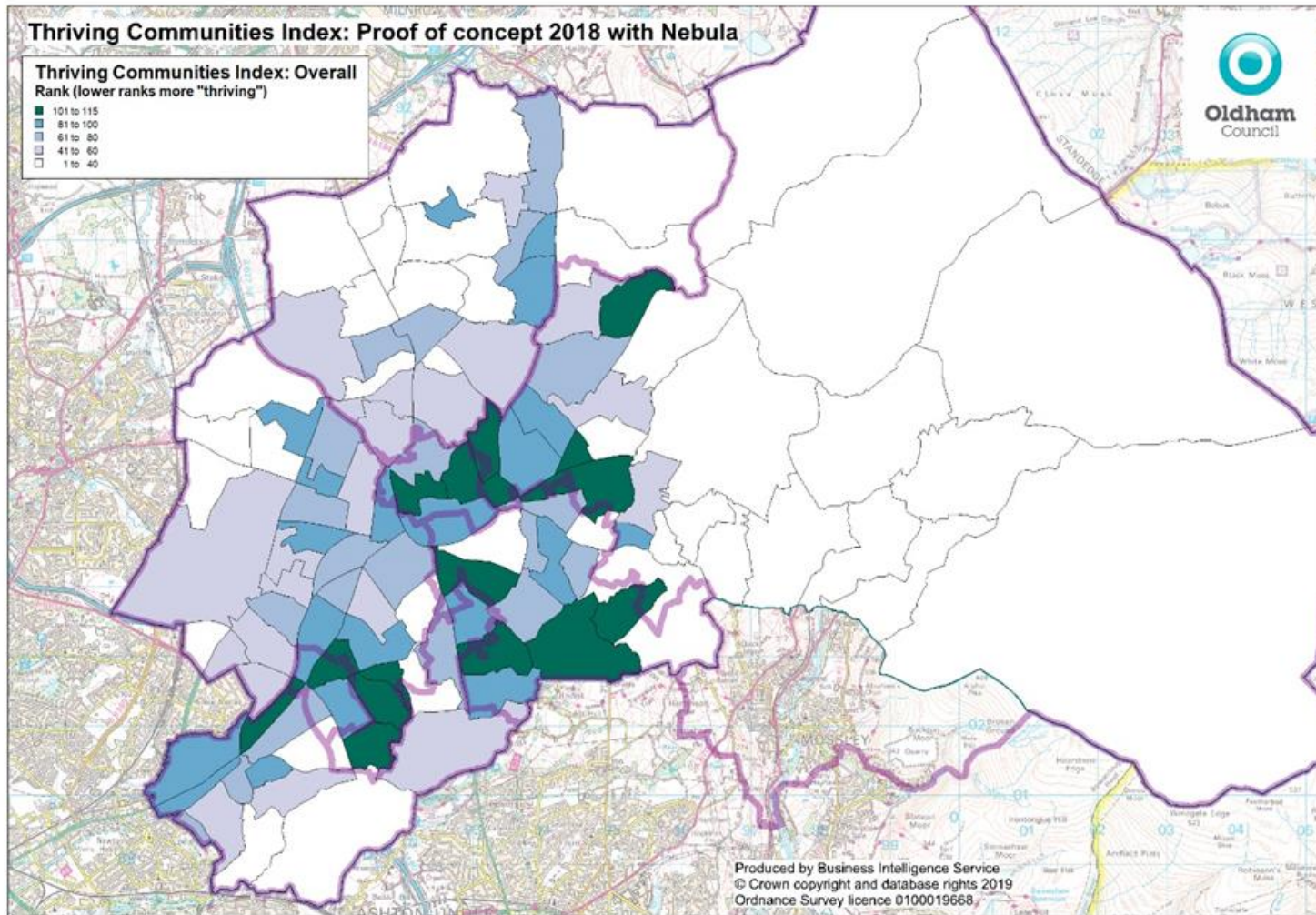
2019 IMD

- Severe Deprivation (Worst 10%)
- High Deprivation (10-30%)
- Mild Deprivation (30-50%)
- Low Deprivation (Top 50%)



Key Needs & Opportunities

Thriving Communities Index



The Thriving Communities Index was put together by Oldham Council in order to better understand the needs and priorities in their various neighbourhoods and communities in the borough. The map (left) indicates the overall rank of Oldham's neighbourhoods in terms of 'thriving.'

Similar to the IMD findings, areas in the western half of the borough generally rank lower. Neighbourhoods in the following wards rank the worst in terms of 'Thriving Communities'

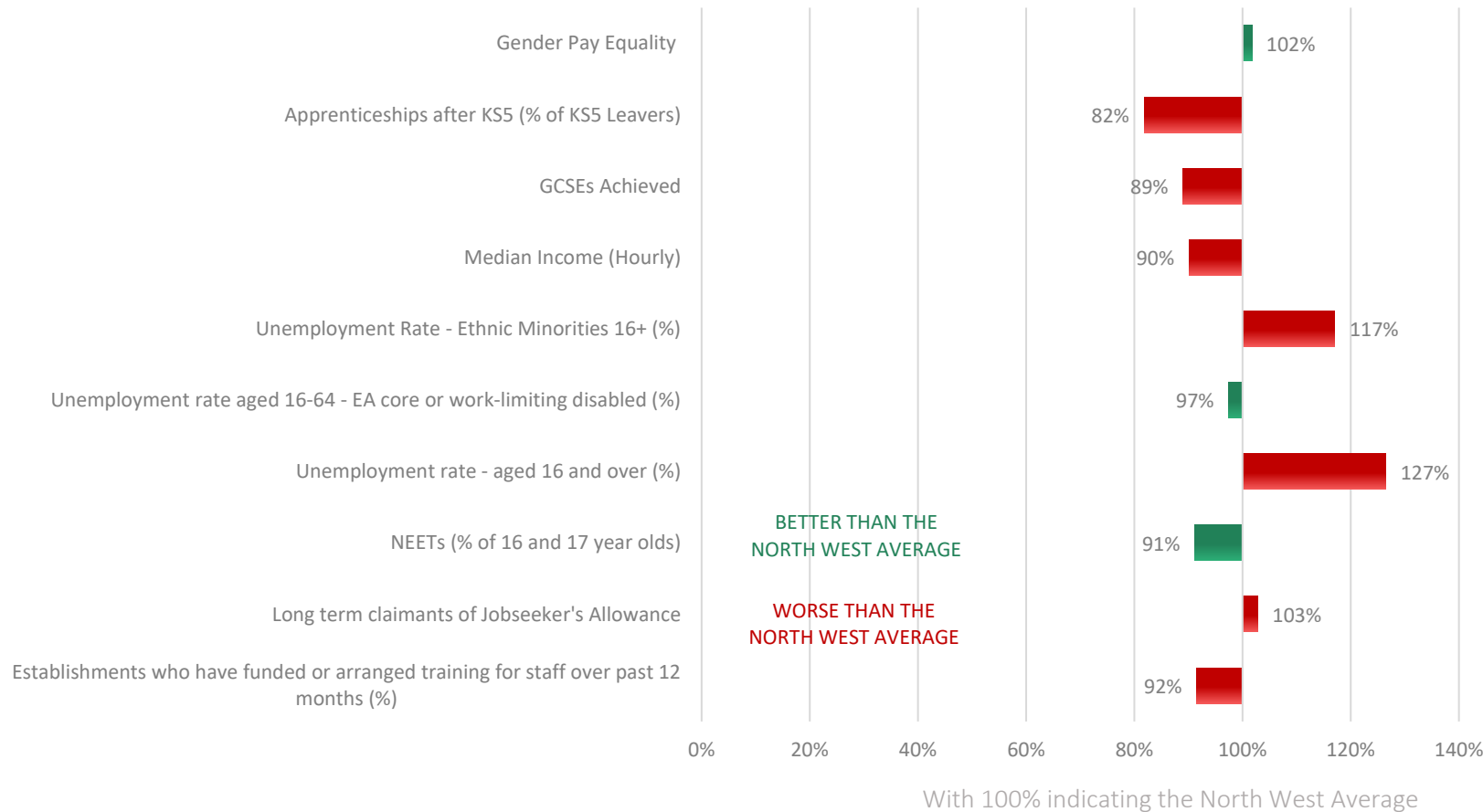
- Coldhurst
- St Mary's
- Waterhead
- Werneth
- Alexandra
- St James'
- Hollinwood
- Failsworth Earl
- Medlock Vale

The lowest ranking neighbourhoods depicted through the Thriving Communities Index should be prioritised for added social value.

The [Social Value Action Plan](#) provides more details in terms of geographic priorities. See the [Appendix](#) for several maps detailing some of the indicators that influence the Thriving Communities Ranking.

Oldham's Inclusive Local Economy

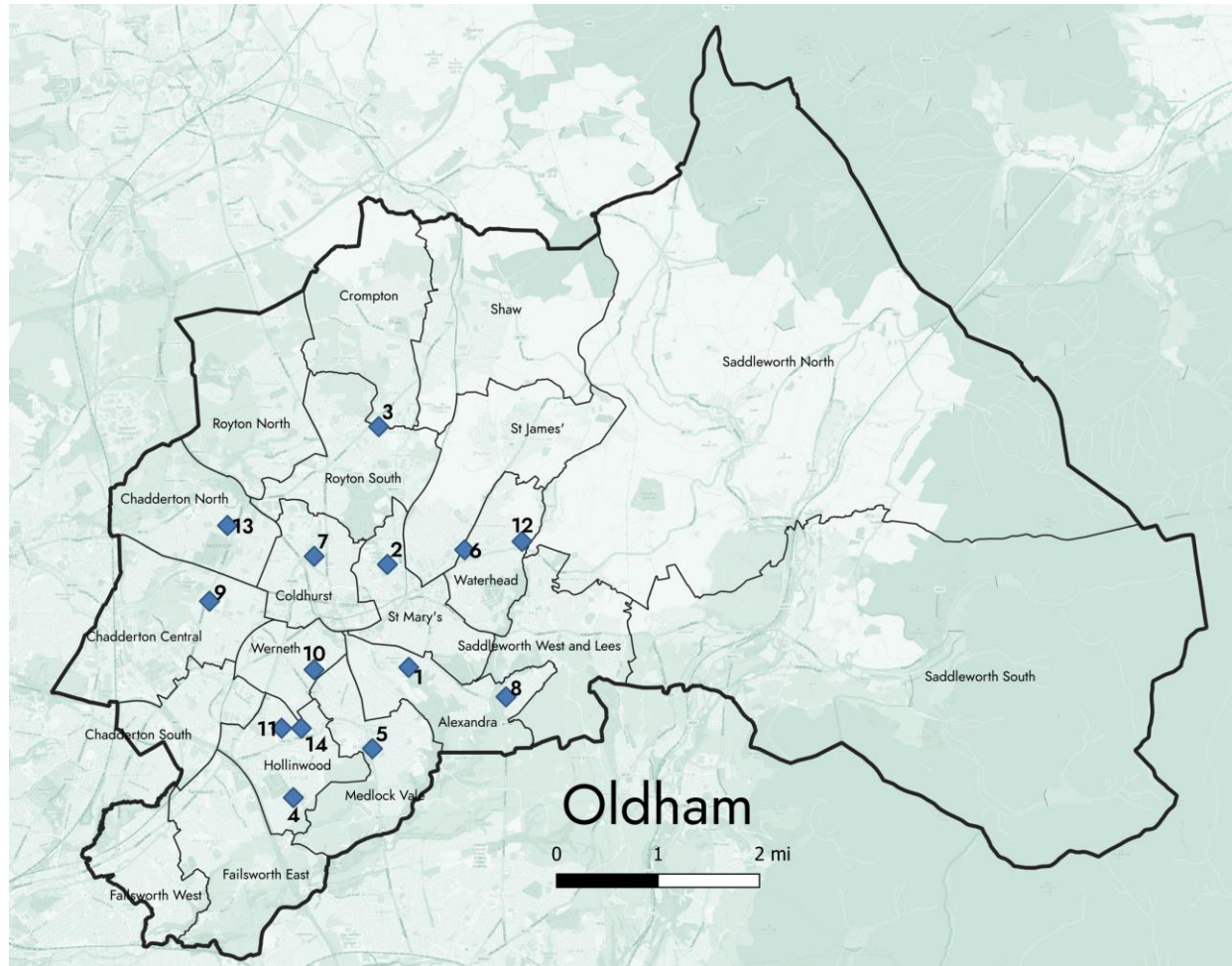
Oldham's Inclusive Local Economy



Oldham performs relatively poorly when compared to the North West average in the following indicators:

- Apprenticeships after KS5 are 18% worse
- Number of GCSEs achieved are 11% worse
- Median income is 10% worse
- Unemployment rate for ethnic minorities is 17% worse
- Unemployment rate 16+ is 27% worse
- Long term claimants of jobseeker's allowance is 3% worse
- Establishments who have funded training for staff is 8% worse

Targeting areas with the highest deprivation will be important to support young people and minorities into work. Oldham Council produces [Monthly Labour Market Reports](#) that can help to prioritise specific geographic areas when developing a social value policy.



School name	School Type	Ofsted Rating
(1) Alexandra Park Junior School	Primary	3
(2) Beaver Primary School	Primary	3
(3) Blackshaw Lane Primary & Nursery School	Primary	3
(4) Holy Family RC Primary School	Primary	3
(5) Holy Rosary RC Junior Infant and Nursery School	Primary	3
(6) Littlemoor Primary School	Primary	3
(7) St Hilda's CofE Primary School	Primary	3
(8) St Hugh's CofE Primary School	Primary	3
(9) St Luke's CofE Primary School	Primary	3
(10) Werneth Primary School	Primary	3
(11) Oasis Academy Oldham	Secondary	4
(12) Waterhead Academy	Secondary	3
(13) The Chadderton Preparatory Grammar School	Independent	3
(14) Spring Brook Academy	Special Education School	3

The Ofsted Rating system measures schools on a range from 1-4: Outstanding (1), Good (2), Requires Improvement (3), and Inadequate (4). The schools recommended for potential engagement opportunities were identified due to their Ofsted rating of 3 and 4. This indicates that the effectiveness of the school requires improvement or is inadequate.

Oldham Opportunity Area (OA) was launched as one of 12 OAs by the government to raise education standards. They have a delivery plan and programming to help children and young people to use their talent and education as far as it can take them. To learn more, visit the Oldham OA [website](#).

Co-Operative Services in Oldham – Local Economy

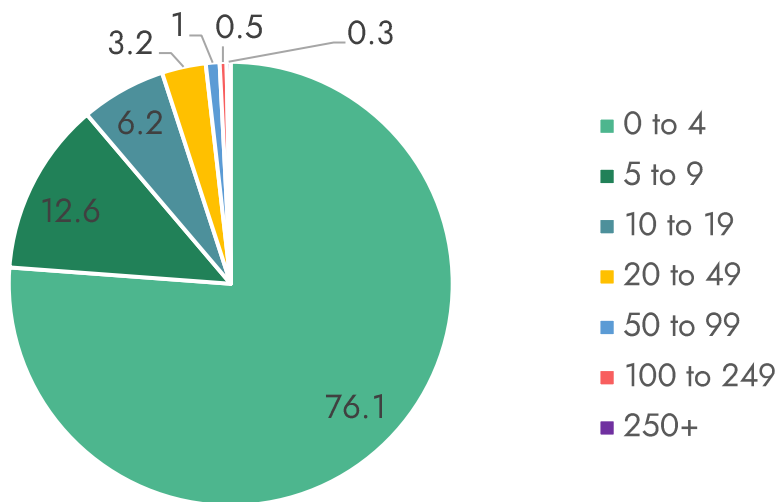
Improving staff wellbeing:

Due to the high health deprivation in the borough, it is important that local businesses promote wellbeing practices and support for their workforce. Median annual earnings in Oldham (2015) were £22,810 compared with the GM average of £25,500 ([Oldham SIF](#)). Encouraging organisations to pay a Real Living Wage could help to address this need.

More opportunities for local Small to Medium Enterprises (SMEs):

As depicted in the pie chart (below), the majority of businesses (76.1%) in Oldham have 0 to 4 employees and 12.6% of businesses have 5 to 9 employees. Between 2005-2014, GM saw 19% growth in active enterprises compared with 7% in Oldham ([Oldham SIF](#)). With one of the lowest growth rates in GM, it is important that micro and small businesses be supported.

Percentage of businesses by employment size



More opportunities for Voluntary, Community, Faith and Social Enterprise organisations (VCFSEs):

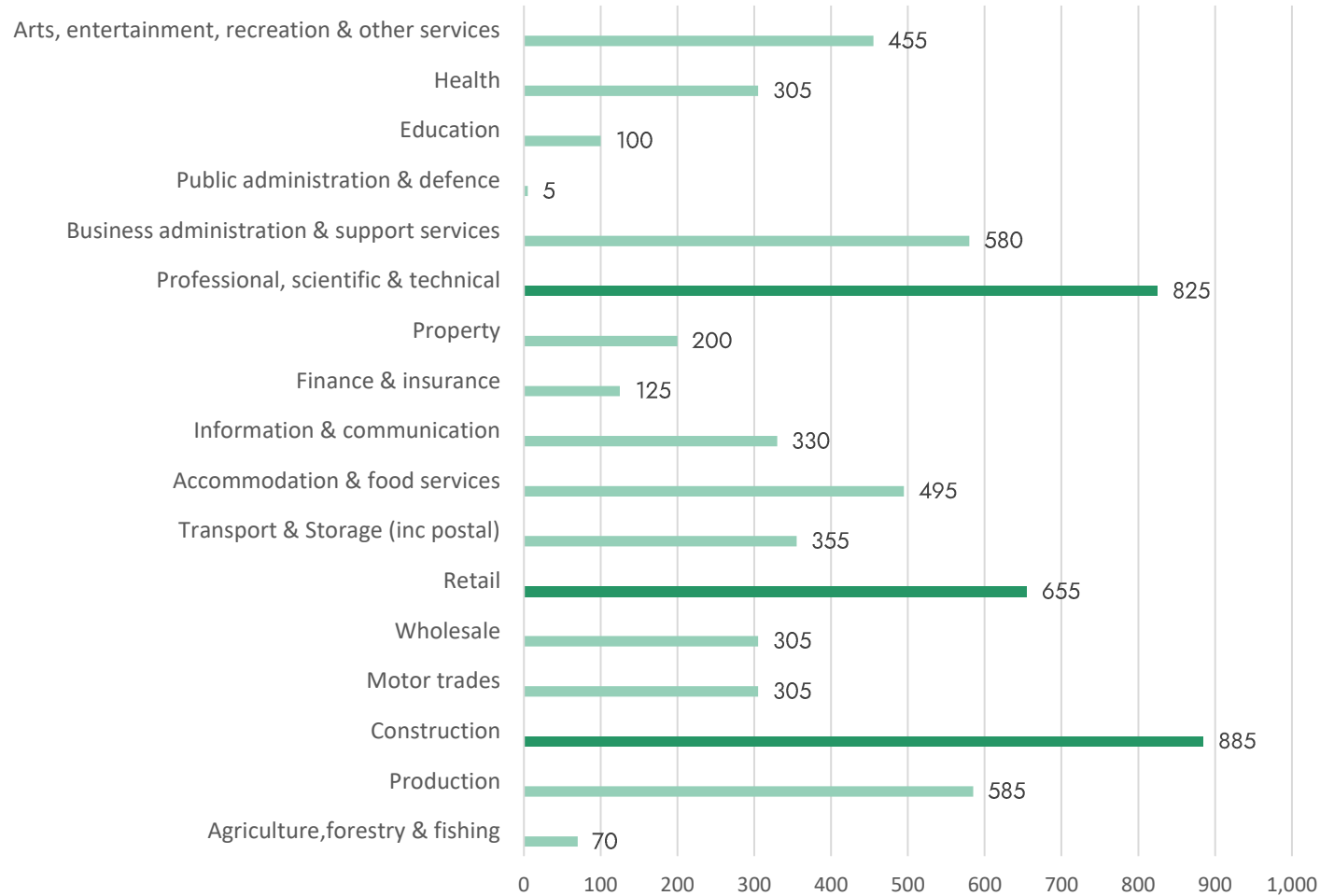
Oldham has a rich community of VCFSE organisations. There is estimated to be a total of 1,231 VCFSE organisations in total including registered charities, social enterprises and groups that are not registered or 'below the radar' (BTR). 89% of these organisations are micro or small with incomes less than £100,000. 44% of organisations work in a specific neighbourhood or community in Oldham which can be useful for building partnerships for localised projects. 43% of organisations work in health and wellbeing, 41% in community development, 32% in sports and leisure and 29% in education, training and research.

The diagram (above) indicates that the sector is largely supported by volunteers, however there is also estimated to be 2,200 FTE staff employed by the VCFSE sector. As 37% of organisations have reserves of less than one month's expenditure, it is important VCFSEs continue to receive the support they need to thrive ([Oldham State of the Voluntary, Community and Social Enterprise Sector 2017](#)).

[Action Together](#) supports the network of VCFSEs in Oldham and is a useful resource to learn more about local partnerships that can add social value for Oldham's community.

Co-Operative Services in Oldham – Local Economy

Oldham Industry Data, 2019



The graph (left) presents the industry break-down in Oldham from 2019. The largest industry is construction followed by professional, scientific & technical and retail.

A workforce and culture that reflects the diversity of the local community:

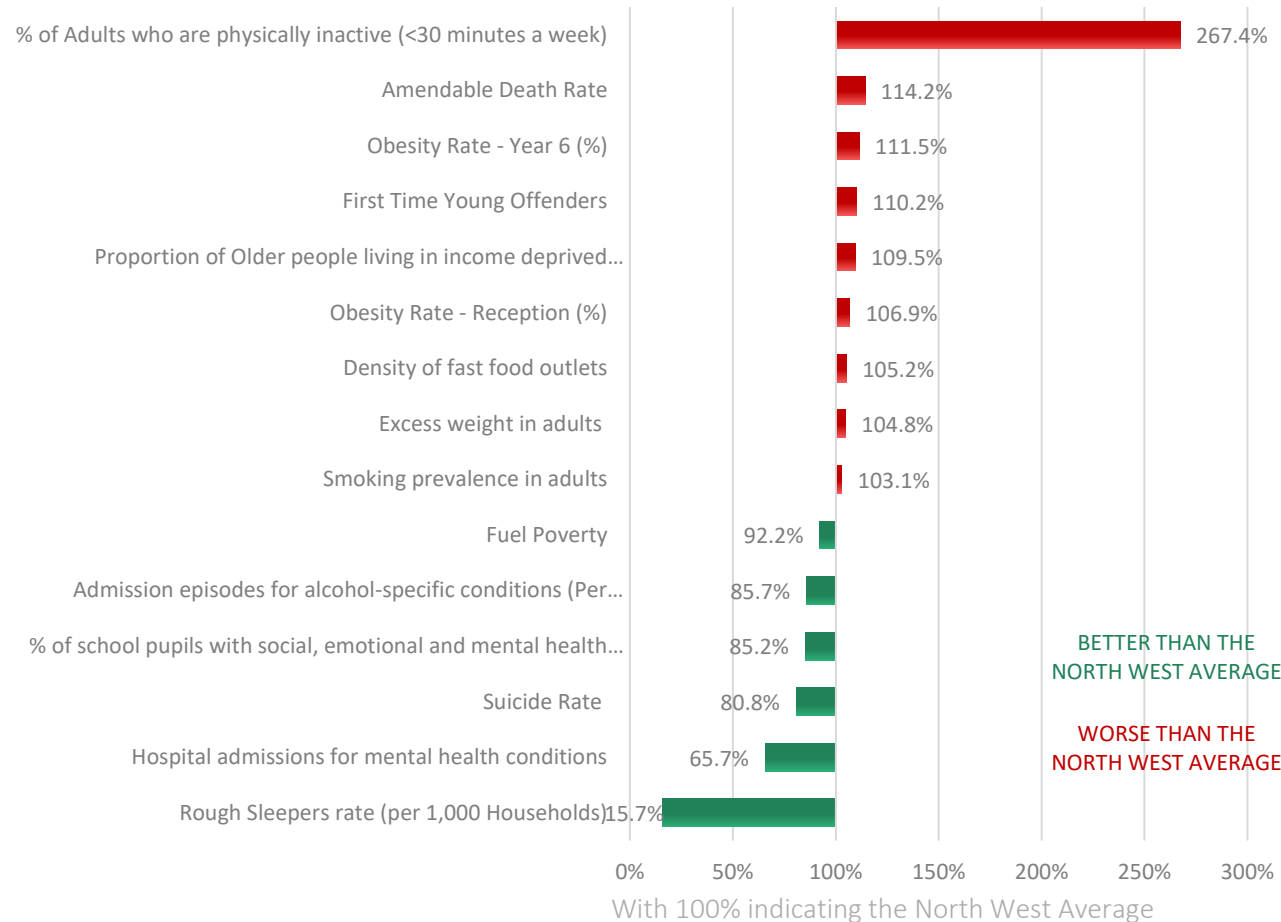
As oldest and youngest populations of the borough continue to grow along with ethnic minorities, it is important that local businesses establish practices that create opportunities for everyone in Oldham. This includes people of all ages, skill-levels and backgrounds.

Promoting ethical procurement and embedding social value in the supply chain:

Oldham is already looking to increase social value through their commissioning and procurement services. Continuing to encourage social value commitments for contractors and their supply chains will help to support a healthy economy in Oldham.

Thriving Communities in Oldham

Thriving Communities in Oldham



Oldham performs relatively poorly compared to the North West average in the following indicators:

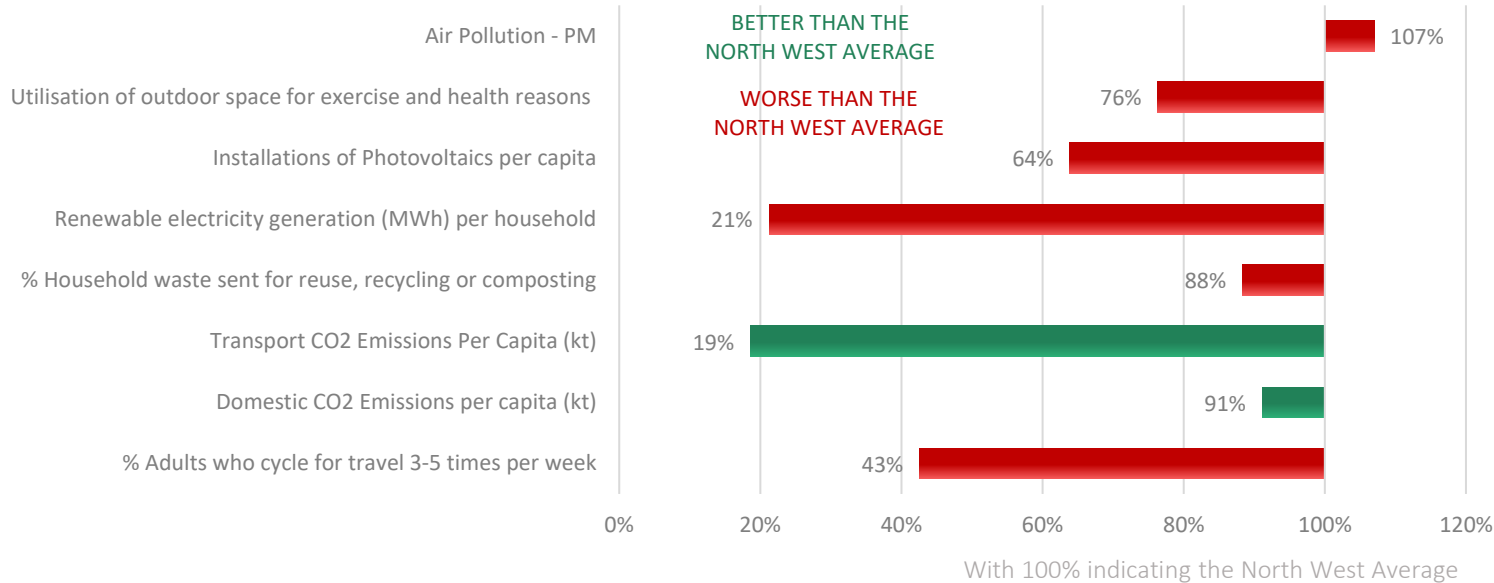
- Adults who are physically inactive is 167% worse
- Amendable death rate is 14% worse
- Obesity rate – year 6 is 12% worse
- Number of first time young offenders is 10% worse
- Proportion of older people living in income deprived households is 10% worse
- Obesity rate – reception is 7% worse
- Density of fast food outlets is 5% worse
- Excess weight in adults is 5% worse
- Smoking prevalence in adults is 3% worse

Health deprivation is wide-spread throughout the borough, even with some mild deprivation in the more rural areas of Oldham. Helping people to get active, eat healthy and reduce smoking will help to bring significant social value. Community partnerships to deliver programming and education will be essential to address this need.

Although mental health may not be as severe in Oldham in comparison with the North West average, in 2018, 11.2% of people in Oldham were recorded as having depression. As a result, it is important that this need continues to be addressed ([JSNA](#)).

Oldham's Green New Deal

Oldham's Green New Deal



Oldham performs relatively poorly compared to the North West average in the following indicators:

- Air pollution is 7% worse
- Utilisations of outdoor space for exercise and health reasons is 24% worse
- Installation of photovoltaics per capita is 36% worse
- Renewable electricity generation per household is 79% worse
- Household waste sent for reuse, recycling or composting is 12% worse
- Adults who cycle for travel is 57% worse

Education is a priority for improving deprivation in terms of the environment. Spreading awareness around waste reduction, renewables and cycle training will help to improve the deprivation across these indicators. Improving green space provision will also help to have wider health benefits.



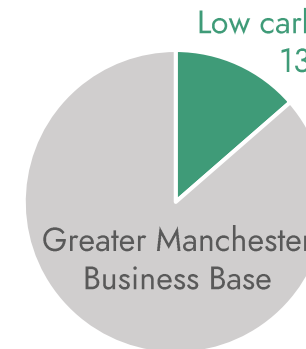
There are **2,400 low carbon sector companies** in Greater Manchester.



These employ **45,100 people.**

Greater Manchester's green economy as a whole continues to grow and thrive. Oldham's low carbon sector and green economy is expected to see particular growth with the pledge for a carbon neutral borough by 2030.

Working to support low carbon companies and green businesses will be key to Oldham's sustainable future. Education, training and apprenticeships that helps people to gain skills to work in this emerging sector will help to promote a more sustainable local economy and environment.

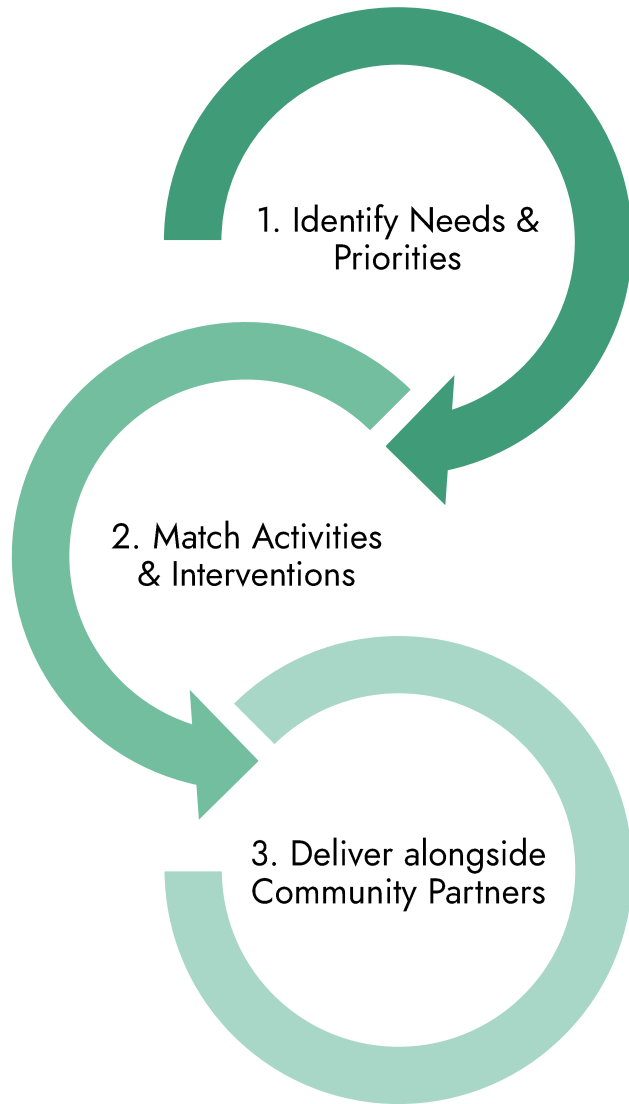


The low carbon sector represents **13.6% of the Greater Manchester business base** (based on GVA) and **3.2% of Greater Manchester employment.**

[The Potential of the Low Carbon Sector in Greater Manchester 2018](#)

Social Value Action Plan

Social Value Action Plan



The Social Value Action Plan for Oldham:

1. The following themes have emerged through the identification of Oldham's needs and priorities:
 - Oldham's Inclusive Economy
 - Co-Operative Services in Oldham
 - Thriving Communities in Oldham
 - Oldham's Green New Deal
2. Through matching activities and interventions, Oldham's partners and stakeholders are able to add social value through the delivery of services and projects
3. To help deliver these activities and interventions, Oldham's **Action Together** will connect stakeholders with potential community organisations and VCFSEs to maximise social value. Contact information and more about how you can work together is found on [page 42](#).

Links to maps within the report as well as external resources have been listed under 'Geographic Priority.' This is to enable stakeholders to localise social value strategies to support neighbourhoods and areas experiencing the greatest need.

Social Value Action Plan Oldham's Inclusive Economy

More opportunities for Oldham's most disadvantaged residents

Need	Intervention	Geographic Priority
Unemployment rate for ethnic minorities is 17% worse than the NW average	Training opportunities offered for people from BAME backgrounds (NT9a); Percentage of BAME employees hired on contract (RE58)	<ul style="list-style-type: none"> ▪ Oldham Monthly Labour Market Report
Long term claimants of jobseeker's allowance is 3% worse than the NW average	Number of employees on contract who are long term unemployed (NT3)	<ul style="list-style-type: none"> ▪ Oldham Monthly Labour Market Report
Number of first time young offenders is 10% worse than the NW average	Number of employees on the contract who are rehabilitating young offenders (NT5)	<ul style="list-style-type: none"> ▪ Thriving Communities - Crime

Improved skills for Oldham's residents

Need	Intervention	Geographic Priority
Number of GCSEs achieved are 11% worse than the NW average	Number of staff hours spent on local school and college visits (career talks, curriculum support, etc.) (NT8)	<ul style="list-style-type: none"> ▪ Priority Local Schools
Apprenticeships after KS5 are 18% worse than the NW average	Number of apprenticeships on contract (NT10)	<ul style="list-style-type: none"> ▪ Oldham Monthly Labour Market Report

Reducing pay inequalities in Oldham

Need	Intervention	Geographic Priority
Median income is 10% worse than the NW average; Median annual earnings in Oldham (2015) were £22,810 compared with the GM average of £25,50	Percentage of staff on contract that is paid at least the relevant Real Living wage as specified by Living Wage foundation (NT41)	<ul style="list-style-type: none"> ▪ Income Deprivation

Social Value Action Plan Oldham's Inclusive Economy (cont.)

Improved employability of young people

Need	Intervention	Geographic Priority
Unemployment rate (16+) is 27% worse than the NW average	Number of hours dedicated to support young people (16-24 yo) into work (e.g. CV advice, mock interviews) (NT11) ; Meaningful work placements that pay Minimum or National Living wage (NT13)	<ul style="list-style-type: none"> ▪ Oldham Monthly Labour Market Report

Growing Oldham's Local Employment

Need	Intervention	Geographic Priority
Unemployment rate 16+ is 27% worse than the NW average	Number of local direct employees hired on contract (NT1) ; Number of residents from sub-localities (most deprived) employed directly or on contract (NT1a)	<ul style="list-style-type: none"> ▪ Oldham Monthly Labour Market Report ▪ Employment Deprivation

Green and Low Carbon Innovation

Need	Intervention	Geographic Priority
The borough as pledged to become carbon neutral by 2030	Support a 'just transition' for workers by supporting those in 'traditional' high carbon industries to retrain (NT54)	<ul style="list-style-type: none"> ▪ Outdoor Living Environment

Social Value Action Plan Co-Operative Services in Oldham

Increased collaboration with Oldham's MSMEs and VCFSEs

Need	Intervention	Geographic Priority
76% of businesses in Oldham have 0 to 4 employees; 2005-2014, GM saw 19% growth in active enterprises compared with 7% in Oldham	Local spend with VCFSEs and Micro and Small Enterprises (NT19); Provision of expert business advice to VCFSEs and MSMEs (NT15)	<ul style="list-style-type: none"> ▪ Oldham Strategic Investment Framework (2015)
Oldham's Strategic Investment Framework outlines the need to build wealth within the borough	Total amount spent in Local supply chain (NT18)	<ul style="list-style-type: none"> ▪ Oldham Quarterly Economic Bulletin
There are several wards in the west of the borough that experience significant levels of overall severe deprivation	Total amount spent through contract in specified sub-localities (high deprivation areas) (NT18a)	<ul style="list-style-type: none"> ▪ Oldham Quarterly Economic Bulletin

Social Value embedded in the supply chain

Need	Intervention	Geographic Priority
Need to deliver genuine social value on all contracts	Percentage of contracts with the supply chain on which Social Value commitments, measurement and monitoring are required (NT23)	<ul style="list-style-type: none"> ▪ Overall Deprivation

Social Value Action Plan Thriving Communities in Oldham

Creating a healthier Oldham community

Need	Intervention	Geographic Priority
Although homelessness is not as severe in Oldham, it remains to be a major challenge for the surrounding area	Initiatives taken to tackle homelessness (supporting temporary housing schemes, etc.) (NT25) and initiatives to support rough sleepers (NT63)	<ul style="list-style-type: none"> Health Deprivation
Adults who are physically inactive is 167% worse and Excess weight in adults is 5% worse than the NW average	Initiatives to engage people in health interventions such as physical activity for adults (NT26)	<ul style="list-style-type: none"> Health Deprivation
Obesity rate – year 6 is 12% worse and Obesity rate – reception is 7% worse than the NW average	Initiatives to engage people in health interventions such as physical activity for children and healthy food programming (NT26)	<ul style="list-style-type: none"> Health Deprivation
Amendable death rate is 14% worse, density of fast food outlets is 5% worse and smoking prevalence in adults is 3% worse than the NW average	Initiatives to engage people in health interventions such as stop smoking, alcoholism, etc. (NT26)	<ul style="list-style-type: none"> Health Deprivation

Improving staff wellbeing and mental health

Need	Intervention	Geographic Priority
11.2% of people in Oldham were recorded as having depression	Mental health campaigns for staff on the contract to create community of acceptance, remove stigma around mental health (NT39)	<ul style="list-style-type: none"> Health Deprivation

Continued overleaf

Social Value Action Plan Thriving Communities in Oldham (cont.)

Crime is reduced

Need	Intervention	Geographic Priority
Number of first time young offenders is 10% worse	Initiatives aimed at reducing crime such as local youth groups, lighting for public spaces, etc. (NT24)	<ul style="list-style-type: none"> ▪ Thriving Communities - Crime

Vulnerable people are helped to live independently

Need	Intervention	Geographic Priority
Proportion of older people living in income deprived households is 10% worse	Initiatives to support older, disabled, or vulnerable people to build stronger community networks (NT27)	<ul style="list-style-type: none"> ▪ Thriving Communities – Age Friendly

More working with the Oldham Community

Need	Intervention	Geographic Priority
Health deprivation is wide-spread throughout the borough, so helping people to get active, eat healthy and reduce smoking through community projects will unlock significant social value	Donating time and resources to local community projects (NT28/29); draw up Community Charter or Stakeholder Plan (NT30)	<ul style="list-style-type: none"> ▪ Overall Deprivation ▪ Thriving Communities - Overall

Social Value Action Plan Oldham's Green New Deal

Improved skills for a low carbon transition

Need	Intervention	Geographic Priority
Apprenticeships after KS5 are 18% worse than the NW average and a need to reduce air pollution as 7% worse than NW average	Apprenticeships relating to low carbon economy (NT10b); 'just transition' for workers by supporting those in high carbon industries to retrain (NT54)	<ul style="list-style-type: none"> ▪ Community Energy Apprenticeship

Carbon emissions are reduced

Need	Intervention	Geographic Priority
Installation of photovoltaics per capita is 36% worse and renewable electricity generation per household is 79% worse than the NW average	Policy and programme to achieve net zero carbon by 2030 (NT44); Carbon Certification achieved (Carbon Trust Standard or Planet Mark) (NT45)	<ul style="list-style-type: none"> ▪ Outdoor Living Environment Deprivation

Air pollution is reduced

Need	Intervention	Geographic Priority
Air pollution is 7% worse than the NW average	Record car miles driven using low or no emission staff vehicles (NT33) ; fleet emissions monitoring programme (NT66)	<ul style="list-style-type: none"> ▪ Outdoor Living Environment Deprivation
Adults who cycle for travel is 57% worse than the NW average	Save car miles on project through cycle to work programme (NT32); subsidised cycling schemes and storage; cycle training and education	<ul style="list-style-type: none"> ▪ Outdoor Living Environment Deprivation

Social Value Action Plan Oldham's Green New Deal (Cont.)

Safeguarding the natural environment

Need	Intervention	Geographic Priority
Utilisations of outdoor space for exercise and health reasons is 24% worse than the NW average	Volunteering with environmental conservation initiatives (RE48a); donations towards environmental and biodiversity conservation (NT67)	<ul style="list-style-type: none"> ▪ Thriving Communities – Access to Green Space

Resource efficiency and circular economy solutions are promoted

Need	Intervention	Geographic Priority
Household waste sent for reuse, recycling or composting is 12% worse than the NW average	Support for MSMEs and VCFSEs to adopt circular economy solutions (NT69); Industrial waste diverted away from landfill against benchmark(RE45)	<ul style="list-style-type: none"> ▪ Outdoor Living Environment Deprivation

Oldham Green New Deal

- Carbon emissions are reduced and skills are improved for low carbon transition
- Air pollution is reduced through low emissions vehicles, cycle to work and green transport programmes
- Safeguarding the natural environment through volunteering with environmental conservation initiatives
- Resource efficiency and circular economy solutions are promoted through support MSMEs and VCFSEs to adopt circular economy initiatives

Oldham's Inclusive Economy

- More opportunities for disadvantaged people through employment for ethnic minorities, hiring people who are long-term unemployed and supporting rehabilitating young offenders through employment
- Improved skills through local school and college visits and apprenticeships
- Reducing inequalities through paying the Real Living Wage
- Improved employability of young people by supporting young people into work
- More local people into employment through hiring local people and local employment fairs

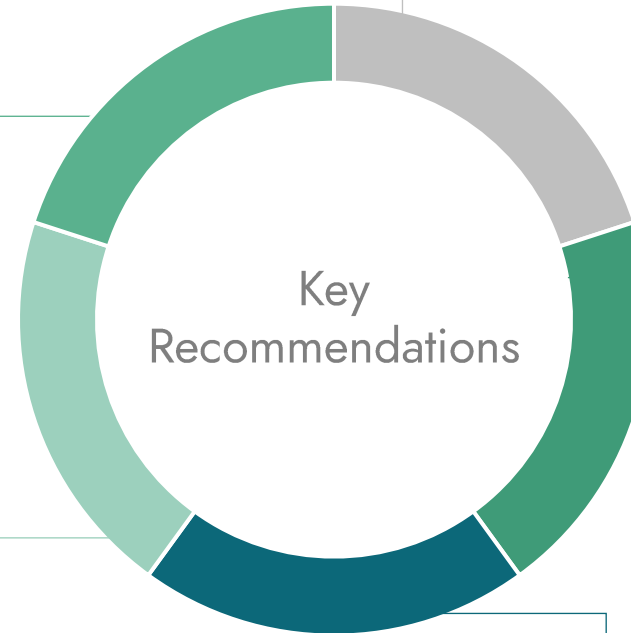
Use Action Together to identify local community partners

Thriving Communities in Oldham

- Creating a healthier community through initiatives to tackle homelessness and health interventions such as physical activity for adults and children, healthy food programming and stop smoking and alcoholism interventions
- Improving staff wellbeing through mental health campaigns
- Vulnerable people are helped to live independently through initiatives to support older, disabled and vulnerable people to build stronger community networks
- Crime is reduced through initiatives such as youth groups and lighting in public spaces
- More working with the community through donations to local community projects

Co-operative Services in Oldham

- More opportunities for local MSMEs and VCFSEs through local spend and provision of expert business advice
- Social value is embedded in the supply chain through social value commitments





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What we do...

We believe that local people can improve local lives and communities, when we pool all our strengths and work together

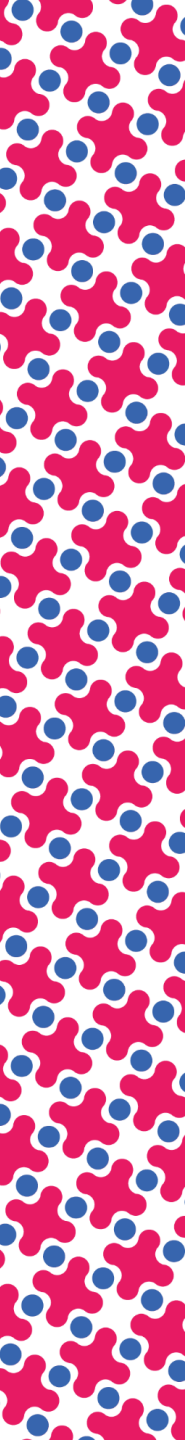
We are the Voluntary Sector infrastructure and membership charity based in Oldham, Rochdale and Tameside with turnover of £1.7m, 60 staff and 930 volunteers

<https://www.actiontogether.org.uk/about-us>

We provide practical community and organisational development support to people, voluntary, community, faith and social enterprise groups and orgs and public sector partner agencies

We are a trusted broker; creating new partnerships, connecting people and organisations and helping to influence social change

We are a Grant funder with £1m invested and fundraise/ broker SCR/ facilitate skills and 'good cause' exchanges. Through our Action Oldham Fund, and a growing number of local business partners <https://www.actiontogether.org.uk/action-oldham-fund>



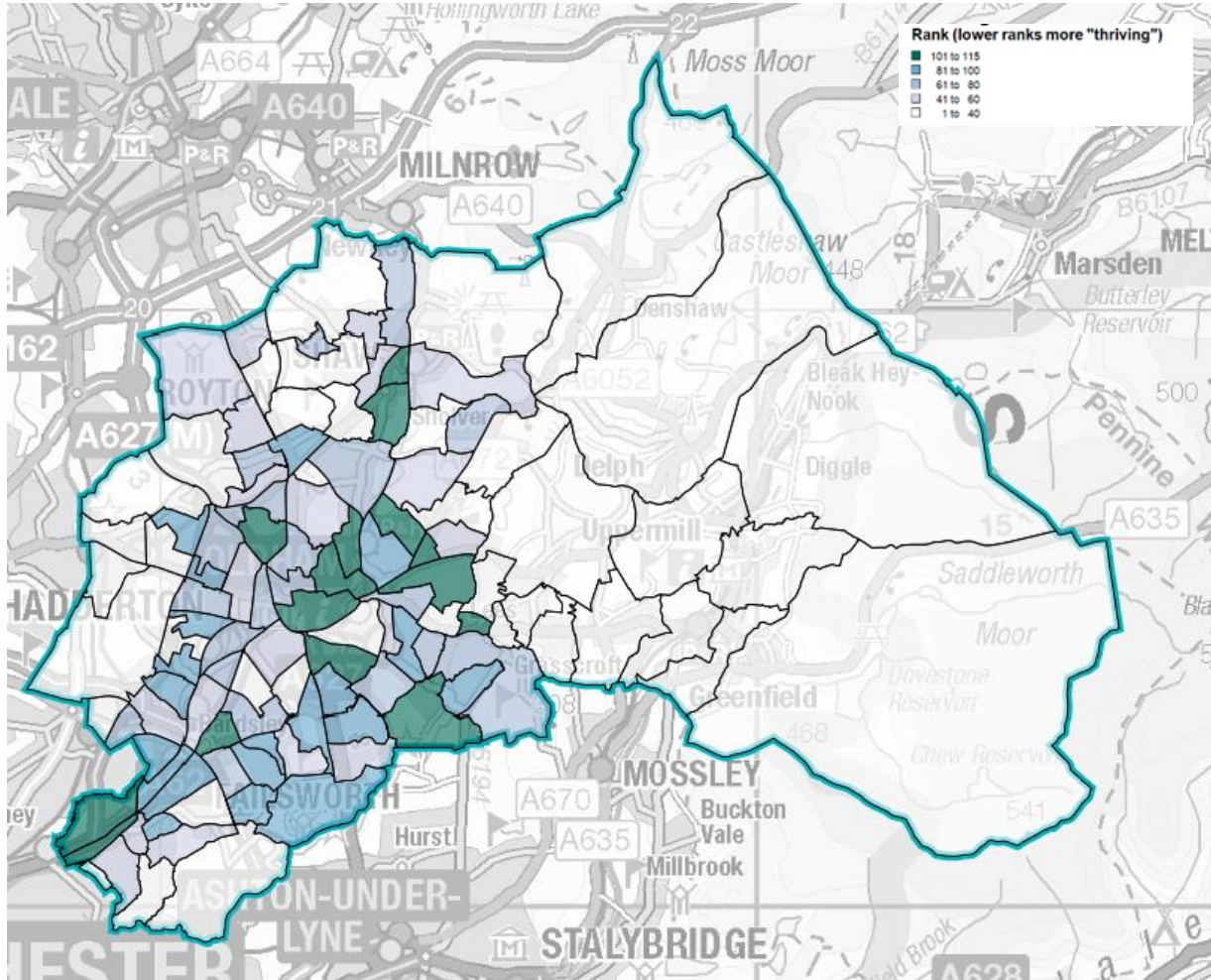


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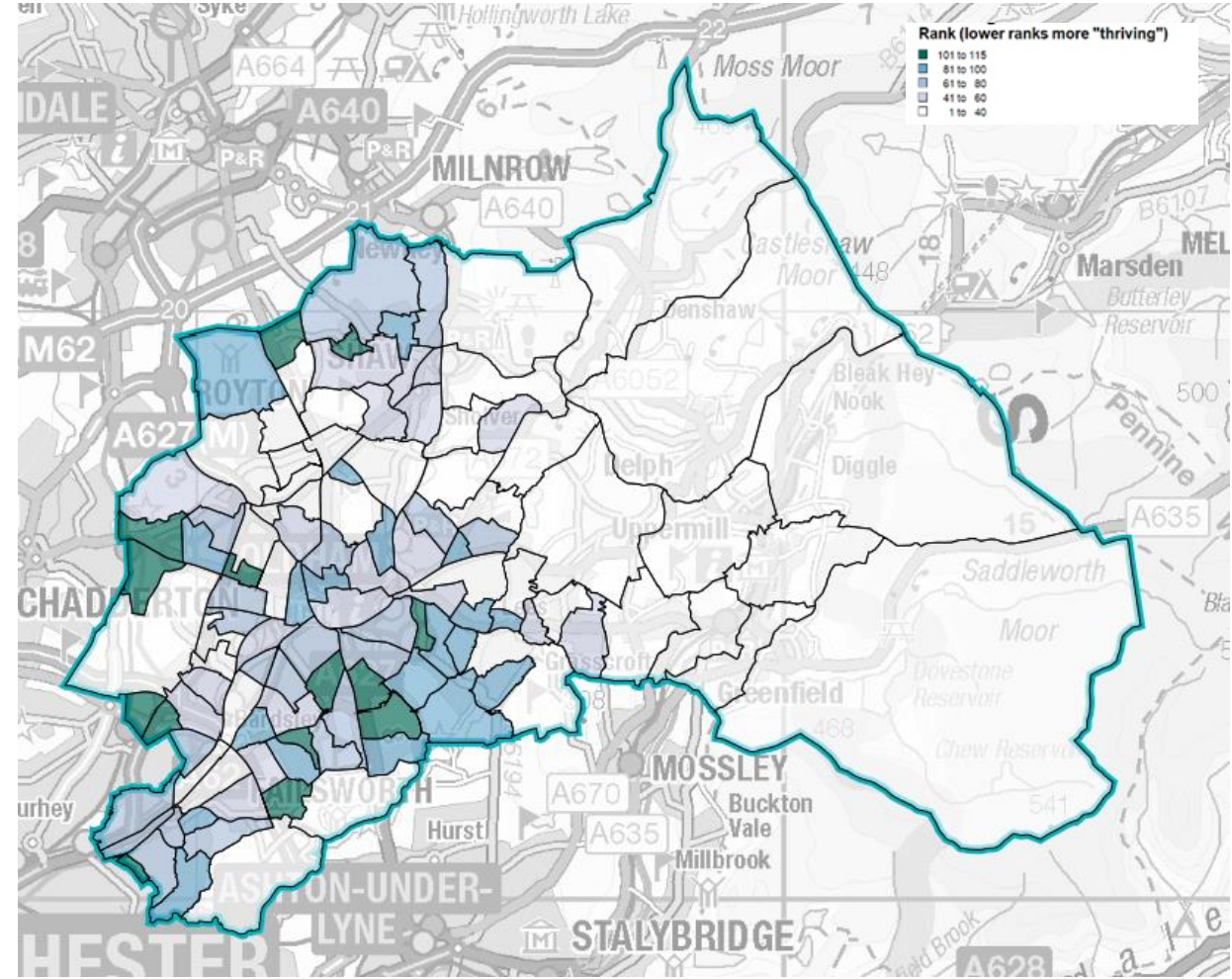


Appendix

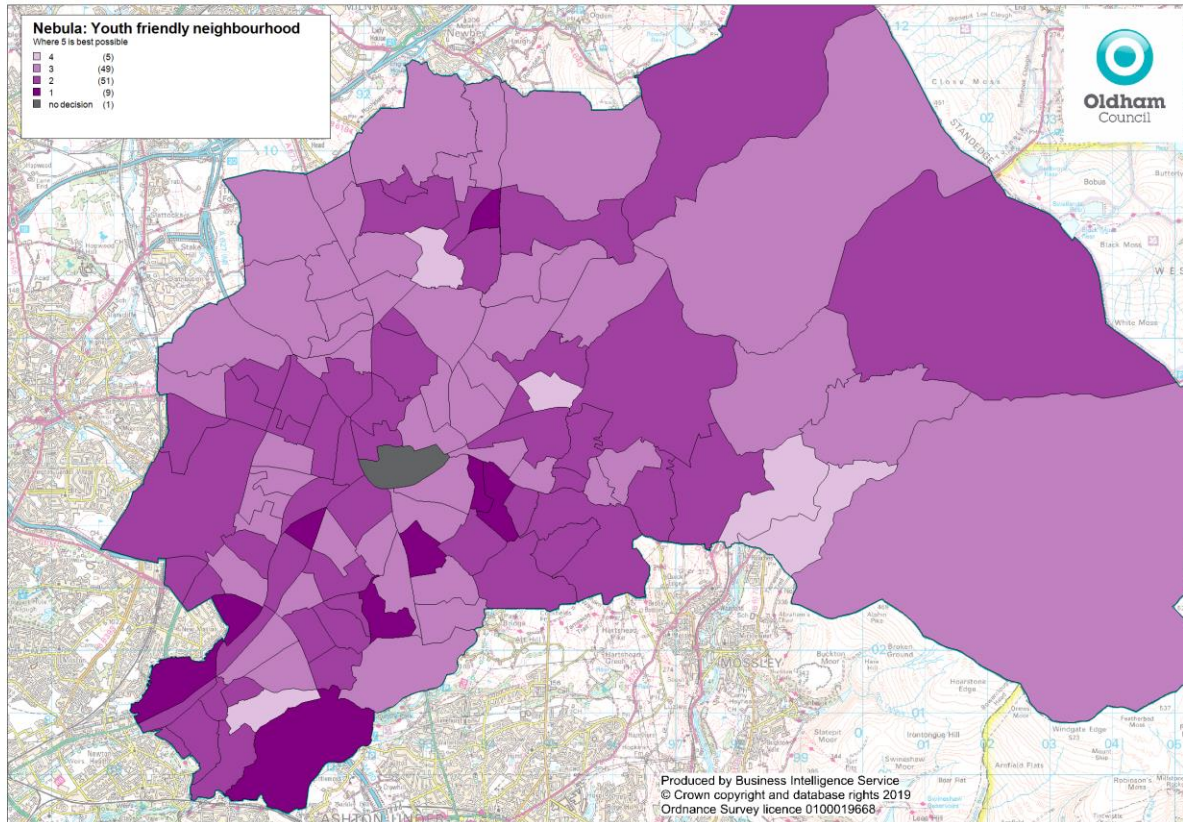
Thriving Communities Index – Crime



Thriving Communities Index – Access to Green Space



Nebula – Youth Friendly Neighbourhood



Nebula – Age Friendly Neighbourhood

