

Spotlight

Issue 1



You may have heard about a commitment that I and my colleagues in the Salford Strategic Partnership Executive have recently made to a new approach called **Spotlight**. I want to take this opportunity to explain what this is and why it is so important to the city and I want to ask for your support in making it a success.

Councillor John Merry, leader of Salford City Council and chair of Partners IN Salford

Spotlight is a new way to help public services and residents in Salford to deliver together on key issues for the city. This is about action in our communities.

About Spotlight

Spotlight has been designed as a very rapid and urgent way to:

- Get us a detailed picture of the cause and effects of issues like crime, unemployment and low skills in a small local area
- Become clear about who does what about this issue in that area, and decide quickly how this can be improved in the short, medium and long term
- Release energy and ideas from local communities and front line workers to design new local solutions

This will help us to work together locally on the issues that can lock areas and people into a cycle of disadvantage which can often run across generations.

We will regularly take stock of our progress to keep the focus and momentum going and to make sure that accountability for delivery in and with our communities is at the heart of everything we do.

Why do we need Spotlight?

Salford is changing rapidly. We have been very successful in attracting much needed investment and redevelopment and there is no doubt that the future prospects for the city are bright.

But we are clear that regeneration is not all about development. We are absolutely determined to bring about a similar transformation in the prospects of Salford's people. This means helping them to deal with the challenges they face, equipping them with skills and confidence and connecting them with opportunities to progress and achieve all they aspire to - and we want these to be raised aspirations.

Funding a few new 'extra' projects will not deliver the scale of transformation we need.

Spotlight has been designed as a new, mainstream approach to community regeneration - to enable us to get the full team - services and communities - behind the job. We believe that it can make a huge difference.

Why now?

We need to act now because the economic conditions are better than they have been for a long time. There is a new confidence in the city and we have to make sure our people share in this confidence and benefit from the economic opportunity. This is about developing Salford's people at the same time as its landscape.

We know that out in our communities members of our teams and local residents are working together to find new solutions to old problems. Some services are being completely transformed - our education service for example is driving towards a new and exciting future. We are also increasingly integrating our work across agencies - but we know that we need to go deeper and further with this joined up approach.

Spotlight will help take our recent work to develop a Local Area Agreement for the city to the next local level, developing more joined up approaches on key community issues.

So we must act now because we are confident that the conditions for real change are here. We have a huge responsibility to make sure Salford's residents feel the benefit of change in the city and I think that rather than ask 'why now?' we should ask:

If not us then who?

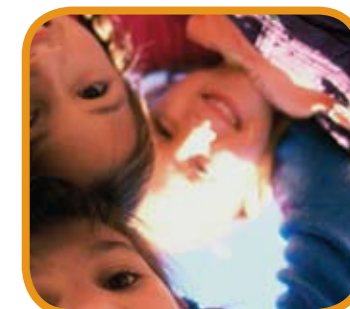
If not now then when?

What will it achieve and when?

We are clear that the issues we are looking at can not be solved overnight. However **Spotlight** will deliver some immediate results, which will be followed by big changes in the way we respond to key issues where this is needed.

We have already seen in some areas of the city that innovations at a local level can really have an impact. For example GPs working with employment support teams to help people from ill health and into work has made a huge difference to people's lives.

Crucially, **Spotlight** will release energy and ideas by bringing people together in new ways. We will support new ideas for delivery that arise through **Spotlight**, and this will empower communities and front line workers to be part of the design of new solutions - unleashing the potential of our local creativity.



What's next?



What's next?

We have four **Spotlight** trials planned as follows -

Area	Issue	Spotlight period
Charlestown and Lower Kersal	Young people not in education, employment or training	15 October to 19 November
Ordsall and Langworthy	Safe, clean and green	29 October to 3 December
East Salford	Worklessness	5 November to 10 December
Little Hulton	Lone parents	7 January to 11 February



These trials will help us to test the model. However, they are not just a dry run! They will also lead to change in these areas as a result of the **Spotlight** process and we will be able to roll out ideas in other areas if appropriate.



How can you help?

Spotlight is important for everyone involved in Partners IN Salford and we need your energy, support, ideas and constructive comments as we roll the process out.

You may be asked to get involved in one of the trials or a later **Spotlight** as we develop and roll out the process - either way you can be sure you will be part of the **Spotlight** story!

This is such a critical time in Salford's history, and we are all determined to leave no stone unturned to ensure that Salford's residents benefit as fully as possible from the dramatic change in our economic fortunes.

We hope that **Spotlight** will be effective as one of the tools for this job so please do everything you can to support this critical work.

For more information, please contact any of these people or visit www.partnersinsalford.org/spotlight

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