



Pride, Progress, **PARTNERSHIP.**

The Oldham Plan 2024-2030



The population is
**younger than the
national average**
with
a median age
of **37.2 years**

(Av. 40.5 in England & Wales)



Foreword

Oldham's strength lies in our people.

With great ambition, we present this new partnership plan, marking a reset in how we work alongside our residents to shape the future of our borough. Together, we've listened and learned, ensuring that our priorities reflect what truly matters to Oldham's communities.

This plan has been built from the ground up, in collaboration with residents, businesses, and partners across every part of Oldham. Through conversations, feedback, and shared insights, we have developed a clear set of priorities that respond to the needs and aspirations of our communities. Our residents want meaningful, visible outcomes that improve everyday life, making Oldham a fantastic place to live and work. We've also taken care to pay particular attention to our most disadvantaged, who often face the greatest barriers to opportunity. Through this plan, we are committed to championing their needs so that every resident's voice shapes the future of our borough.

Our three priorities – A Great Place to Live, Healthier, Happier Lives, and Green and Growing – are the result of this partnership approach. We've identified these areas with our residents and partners, focusing on what will deliver the biggest impact. These priorities reflect our shared ambitions for Oldham: vibrant, safe neighbourhoods where people are proud to live; opportunities for healthier, more fulfilled lives; and a sustainable, thriving economy.

Civic pride is at the heart of this vision. We want to create a borough where residents feel a deep sense



Leader of Oldham Council,
Cllr Arooj Shah

of belonging and ownership, where they can celebrate the unique identity and heritage of Oldham. By encouraging pride in our communities, we build resilience, unity, and a shared commitment to making Oldham the best it can be.

With the arrival of a new government, we see further opportunities for Oldham. We are ready to work with national leaders to ensure Oldham's missions are delivered, unlocking new resources and support to drive growth and prosperity. This partnership plan is all of us working together to deliver for Oldham. By bringing our collective energy, knowledge, and passion, we will continue to build a future that every resident can take pride in.

Together, we will create a borough where everyone can thrive, and no one is left behind.

Oldham's time is now.



**Oldham has
246,130
residents**

Our Oldham

Oldham is a place with a rich history, vibrant culture, and a wonderfully diverse population. Located in the heart of Greater Manchester, Oldham is proud of its industrial heritage and its strong working-class roots.

Today, Oldham remains full of opportunities. Our population is younger than the national average, and our community is growing. Despite facing challenges like deprivation, we see these as opportunities for positive change. We are determined to break the cycle of generational inequalities and ensure everyone has access to opportunities. Our diversity is one of our greatest strengths, inspiring creativity, innovation, and resilience.

The people of Oldham have shown time and again that by coming together, we can achieve amazing things. Our strength lies in our unity, and through our diversity, we can create a more inclusive and welcoming future for everyone.

Looking ahead, Oldham is a place full of opportunity. Our vision for the future is a place where everyone can thrive, with great education, good jobs, safe homes, and access to necessary services. We aim to build a greener, healthier borough focused on sustainability and well-being for all.

Through the Oldham Plan, we are committed to tackling inequality and embracing opportunity. By working together and celebrating our diversity, Oldham can be a place where everyone can succeed and feel proud to call home.

“The people of Oldham have shown time and again that by coming together, we can achieve amazing things”



Our Future

The Oldham Plan is our shared vision for shaping the future of our borough. It's grounded in partnership, bringing together the public sector, local businesses, community groups, and residents. By working together, we've set three clear goals to achieve by 2030 to make Oldham a fantastic place to live and work.

No single organisation can tackle all our challenges alone. The Oldham Plan brings together leaders from across the council, health services, housing, education, safety, and local businesses. Each one brings their own skills and resources to help make Oldham stronger and fairer for everyone.

The plan outlines specific steps we'll take over the next five years to improve education, boost the economy, enhance well-being, and create a greener environment. We'll ensure accountability to the community, with clear results you can see.

At its heart, the Oldham Plan is more than just a plan – it's a long-term commitment to building a future where everyone can thrive, based on working together and taking shared responsibility.





“This is an exciting time to be part of Oldham’s story and we are ready to play our part.”

Phil Mayall,
Managing Director, Muse

“A big part of our work is social prescribing—connecting people with non-medical services like support groups, fitness activities, and mental health workshops to help them live healthier, happier lives.”

Laura Windsor-Welsh,
Action Together



Our Missions

We've developed three missions to make this plan happen.

Great Place to Live

We know Oldham is a place where people love to live, and we're committed to building on that pride by providing more affordable, quality homes, improving public spaces, and creating a strong local economy with vibrant communities that get on well

Healthier Happier Lives

In Oldham, every individual matters. We aim to build a community where everyone has access to the care, support, and opportunities they need to live a good life. We are committed to tackling poverty, improving health and wellbeing, providing high-quality social care, and promoting lifelong education.

Green and Growing

We will make Oldham a place where economic growth benefits all residents, creating opportunities for businesses to succeed while ensuring our community and environment thrive. By attracting new investment, supporting local businesses, and leading in green technologies, we will generate quality job opportunities and equip people with the skills they need to succeed.

These missions were developed after we spoke to thousands of people across Oldham, including residents, businesses, and partner organisations.

That means we can confidently say these are Oldham's missions.



“We are ready to work with national leaders to ensure Oldham’s missions are delivered, unlocking new resources and support to drive growth and prosperity.”

Councillor Arooj Shah, Leader, Oldham Council



Our Plan

Each of our missions will deliver real improvements to the lives of Oldham people. By 2030 we will see the following results:



MISSION

Healthier Happier Lives

People in Oldham will live healthier and longer lives.

Our children and young people will have the chance to reach their full potential.

Everyone will get the right health and care support, in the right place, when they need it.

More people will feel involved and connected to their communities.

Residents of all ages will see improvements in their mental health and wellbeing.



Case Study



At Action Together, our charitable purpose is to strengthen Oldham's Voluntary, Community, Faith, and Social Enterprise Sector (VCFSE), to enable positive social change and promote social justice. We do this by supporting people and groups to make more of a difference and give their time to the things that matter most, and by facilitating action groups and networks that bring together diverse perspectives to address the root causes of poverty and inequalities.

An example of this is we lead a partnership of charities to deliver the Oldham Social Prescribing Service, where we connect people to local community groups, activities and organisations that support residents to improve their overall health, wellbeing and social connections. Many things that affect our health and wellbeing cannot be treated by doctors or medicine alone, like loneliness, isolation or social stressors related to housing or financial pressures. Social Prescribing connects people to non-medical support within their local community, making it easy for residents to find the right support, such as local walking groups, befriending services, or support groups. We work closely to link both health services and local groups and organisations to help people to improve their mental and physical health and improve their general wellbeing.

Social prescribing plays a pivotal role in the approach to preventative work in Oldham. Social prescribing is embedded in both statutory and health care services, working well as a step-down from services and providing continuity for the people of Oldham to improve their health and wellbeing. Through collaboration with Oldham's health services and local organisations, we're building a stronger, more connected support network to help people and communities thrive.

Laura Windsor-Welsh,
Action Together



MISSION

Great Place to Live



More people will have access to good, affordable homes that suit their needs.

Residents will feel proud of where they live and more connected to their community.



Our neighbourhoods will be safer, more welcoming, and better connected.

Everyone will have the chance to enjoy great arts and culture right here in Oldham.

Oldham will be a fairer place where those who need help can easily get it.

Case Study

**GREATER MANCHESTER
POLICE**



“Oldham’s Neighbourhood Policing Team are committed to making our community safer and stronger. Over the next few years, we’ll be focusing on preventing crime and antisocial behaviour by increasing patrols, stepping in early to prevent problems, and engaging more closely with local residents. You’ll see more of us in the town centre, where we’ll be working to keep everyone safe and listening to community concerns.

Preventing youth crime is also a big priority for us. We’re partnering with schools and youth groups to offer activities and education that give young

**Estelle Mathieson,
Chief Superintendent,
Greater Manchester Police**



people positive alternatives and help them stay on the right path. By doing this, we hope to reduce crime and build more trust with the community.

We know that working together is key. That’s why we’re teaming up with housing providers, health services, and the council to tackle the root causes of crime, like poverty and social issues.

By strengthening these partnerships, we’re aiming to create a safer, more supportive community and make Oldham a better place for everyone.”



MISSION

Green and Growing

Our town centres and high streets will be lively places where people want to visit and shop.

More local businesses will start, grow, and succeed, creating good jobs for residents.

Every resident will see the benefit of Oldham's growing economy.

Oldham will lead the way on green projects across the country.

We'll support the growth of tech, green industries, and advanced manufacturing in the borough.



Case Study

MUSE

“Oldham is a diverse and dynamic town with huge potential as a place to live, work, and visit. Working together with Oldham Council we have a vision for a new town centre neighbourhood which is set to deliver up to 2,000 mixed-tenure homes.

“Building on Oldham’s industrial heritage, our approach has the potential to attract significant investment, drive job creation, and forge new opportunities for the community to thrive. By implementing our sustainability framework and working in partnership with Oldham to drive their ambitions, we’re proud to be able to deliver great places to live ready for Oldhamers to lead healthier, happier lives.

“Regeneration at this scale cannot happen without strong and effective partnerships. The collaborative approach of the Oldham Partnership – made up of public, private and third-sector organisations – to deliver the Oldham Plan, will be fundamental to driving positive outcomes for communities and the economy up to 2030 and beyond.

“This is an exciting time to be part of Oldham’s story and we are ready to play our part.”

Phil Mayall,
Managing Director, Muse

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Estelle Mathieson, Chief Superintendent,
Greater Manchester Police



Our Delivery

To achieve our missions, we need everyone working together. Here's how we'll use the strengths of our key partners:

Leading Oldham, The Oldham Partnership

The partnership brings together leaders from the council, health services, housing, education, police, fire services, VCFSE, and local businesses. They will guide important conversations, track progress, and solve issues along the way.

The Growth Board

The Growth Board creates jobs and helps Oldham's economy grow. They will work closely with local businesses, developers, and schools to attract new investments and improve job training.

The Health and Wellbeing Board

The Health and Wellbeing Board works to improve the health and happiness of Oldham's residents. They will team up with doctors, hospitals, the council, and community groups to make healthcare more accessible and support mental health.

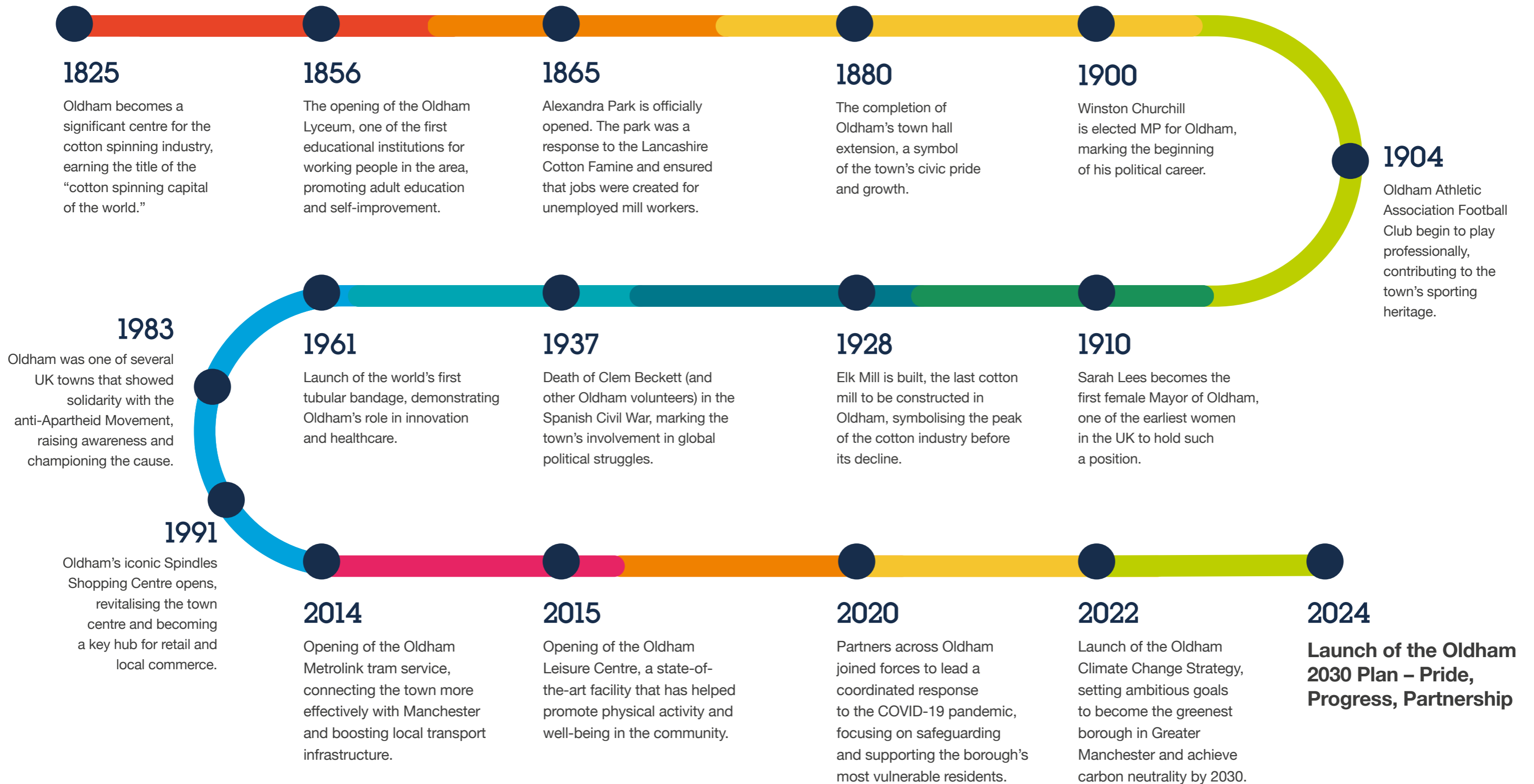
The Communities Board

The Communities Board makes sure Oldham's neighbourhoods are strong, welcoming, and safe. They will work with local organisations, volunteers, and community leaders to support projects that bring people together and improve public spaces.

By working together, we will transform Oldham into a thriving, dynamic place to live, work, and grow.

Our Oldham Story

Throughout its history Oldham has always led and always looked to the future - this plan sits as the latest milestone in our great story.



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a borough
where everyone
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and no one
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Councillor Arooj Shah,
Leader, Oldham Council

