1. An Overview of Salford

Salford is located to the North West of Manchester. With excellent road and public transport links to all parts of the UK, the city is well placed as a visitor and commercial centre. And Manchester International Airport, gateway to over 200 international destinations, is just a few miles away too.

The city of Salford covers 37 square miles and the five districts of Salford, Eccles, Worsley, Irlam and Cadishead, and Swinton and Pendlebury. Some 220,000 people are proud to call Salford their home. Salford's closeness to Manchester city centre makes it an important part of the economy and culture that is driving England's north west forward. Salford and Manchester enjoy a unique situation: their connection creates a wealth of opportunities ranging from the potential for business relocation and development to establishing Salford's waterways and watersides as key regional and national visitor attractions and turning the city into a residential area of choice within Greater Manchester. Media City is also located on the landmark redevelopment area of Salford Quays to the south of the City and is now a globally important home for creative, digital and media industries. This 36 acre site is home to BBC North and the University of Salford who have opened a campus for 700 students and staff.

Over half the city is made up of green spaces and features forests, nature reserves, mosslands, parklands and picturesque villages. There are hundreds of acres of beautiful park with a variety of wildlife habitats. Salford has the UK's only orange canal, wetland, ponds and a fishing lake. As one of the world's first industrial cities, Salford is flooded with historic achievements - including the world’s first free public library. Worsley village was the site of the transport revolution thanks for the Bridgewater Canal and there is 600 years of history packed into the haunted Tudor house, Ordsall Hall. Salford Museum and Art Gallery is starting an exciting redevelopment programme which will transform it into a national centre for social history.

2. The Health of the Public in Salford

About 70% of Salford's population live in areas classified as highly deprived, with 5% of Salford residents living in the least deprived (best off) areas. Demonstrating the impact of this, men in Salford live, on average, three years less than the average for England, while women live around two and a half years less. There are variations across Salford, with life expectancy for men 11.5 years lower in the most deprived areas than in the least deprived areas, and 8.5 years lower for women. These differences in average life-span and in healthy life-span, are examples of health inequalities for Salford as a whole in comparison with England, and within Salford, related to levels of deprivation.

Population trends

Looking at Salford's population over time, we are able to predict changes in the future. By 2025, it is estimated that Salford’s population will have:

• A higher proportion of young children and young adults than the national average.
• A moderate growth in the older age groups, with a smaller elderly population increase than the national average.

• A wider population spread than the national average for adults aged 20–44 years. Ethnicity is a contributory factor to health. Salford has a high proportion of white population (90%).

The majority of the 10% of the population from Black Minority Ethnic groups is of Asian origin (40% of this group). 3.3% of Salford’s population is from the Orthodox Jewish community, compared to 0.5% for the whole of England. The full impact of economic migration into Salford is difficult to quantify, but has effects on the size and structure of the population.

The most recent Director of Public Health’s report provides more statistics and background on the City and the epidemiology of its citizens.

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**Headline Health Facts**

1. 236,597 people live in Salford. By 2015 this will be 246,400.
2. There are currently 45,705 children aged 16 and under living in Salford, this will reach 49,069 by 2015, an increase of 7.4%.
3. Deprivation is higher than average and about 13,100 children live in poverty.
4. Currently 34,220 adults living in Salford are aged 65 and over. By 2015 this will reach 35,624, an increase of 4.1%.
5. The health of people in Salford is generally not as good as the England average.
6. Life expectancy for both men and women is about 3 years less than the England average.
7. The difference in life expectancy between least and most deprived wards is 12.1 years for men and 8.2 years for women.
8. Over the last ten years, rates of early deaths under the age of 75 have fallen BUT:
9. Early death rates from cancer, heart disease and stroke remain higher than the England average.
10. The rate of infant death under the age of 1 in Salford has not shown the same downward trend as England and the figure for 2008-2010 stands at 6 deaths per 1000 live births (compared to 4.6 in England).
11. Levels of hospital stays among those under 18, teenage pregnancy, alcohol-specific admissions and smoking in pregnancy are all higher than the England average.
12. Levels of breast feeding initiation and GCSE attainment are lower than the England average.
Future Direction of Travel

Despite the challenging circumstances for many of the City’s residents, and for those working to address the inequalities locally, we have seen a great deal of improvement in recent years. For example:

- **Salford is growing faster than most other Local Authority areas.** There will be an 8% total population increase by 2021 and this will include an in migration of younger people aged between 20 and 40 years old. So, unlike most other places, although we will have more older people in the City in 2025 they will be proportionally less than elsewhere (6.3% of total population compared to 11.7% in England).

- **The Reception year obesity rate of 9.5% is a slight increase from the previous year of 9.3%, but down on the year before (10.8%).** The long term trend since 2007/08 (9.8%) is down.

- **Alcohol specific hospital admission for under 18s in 2010/11 - 2012/13 is 21% lower than 2008/09 - 2010/11.** A fall from 189 to 153 young people.

- **Teenage pregnancy is down 40% in five years from 266 in 2007 to 156 by 2012.**

- **Infant mortality down from 5.9 per 1000 live births in 2008/09 to 3.9 per 1000 live births by 2011/13.**

- **On Average, the proportion of low birth weight in Salford has been steadily decreasing over the past 10 years and has been consistently lower than both England and the NW in the last 2 years from 2012 to 2013.**

These are just some examples of the improvement Salford is seeing, and early indications from the Greater Manchester Public Health Network suggest this is favourable when compared to other areas in Manchester. The Council is proud of its strong partnership approach and with Public Health fully embedded within the Local Authority, opportunities to further improve these outcomes by looking at the wider determinants of health are now also available.

3. **Salford City Council**

The council's mission statement is "to create the best possible quality of life for the people of Salford."

Salford City Council comprises 20 electoral wards with three councillors representing each ward. The city council is currently controlled by the Labour party. Uniquely in Greater Manchester, Salford has an elected Mayor, Ian Stewart. The Mayoral Team consists of the City Mayor, his Deputy, two Strategic Assistant Mayors, and 11 Assistant Mayors. Each member of the Mayoral Team takes an individual portfolio of responsibility. Decisions can be made by the City Mayor, Deputy City Mayor, Strategic Assistant Mayors, Assistant Mayors, the Mayoral Team, full council and Chief Officers.

All decisions are recorded and decision notices are published. Other councillors perform a scrutiny role as members at select committees, monitoring the way the council works and examining decisions to check they meet the needs of residents. The membership of these committees reflects the overall political composition of the whole council.

With the recent announcement of “Devo Manc”, in which more political changes and greater political autonomy for Greater Manchester from Westminster will occur, this unique (to Greater Manchester) political environment provides an exciting and dynamic placement for Public Health Trainees to experience a different model of Local Government.
4. **Salford’s Health and Wellbeing Board**

The board is chaired by the city Mayor, Ian Stewart and the Deputy Chairs are the Assistant Mayor for Health and Wellbeing, Councillor Lisa Stone and the CCG Chair, Dr Hamish Steadman. The Joint Health and Wellbeing Strategy articulates clearly 3 priorities for the population of Salford, and more details on the strategy and the Joint Strategic Needs Assessment that informs it can be found here: [http://www.partnersinsalford.org/salfordhwbboard.htm](http://www.partnersinsalford.org/salfordhwbboard.htm)

5. **Key Partners**

Salford Council has very strong links with the CCG, the Foundation Trust (Salford Royal, who also provide the community services such as school nursing and district nursing) and the voluntary sector. This makes for a really strong partnership collaboration across the City, allowing innovation such as the development of and Integrated Care Organisation, now a national Vanguard site, a partnership between the CCG, Council and Salford Royal.

6. **Academic Links**

Salford has strong links with the Manchester Academic Health Sciences Network universities, especially Salford University and Manchester University. Opportunities for collaborative working on research and applied projects is possible by negotiation; a split placement may also be an option and we are actively working to develop this.

7. **Salford City Council’s Public Health Team**

The “traditional” public health team consists of around 25 people, located on the 2nd floor of Unity House, Salford Civic Centre in Swinton, although a recent integration with the Council’s Policy, Strategy and Change team means that the newly formed “Public Health, Strategy and Change Team” consists of more like 100 people from a range of backgrounds with a much broader overview of the Council’s work, including intelligence, performance management, business planning and commissioning.

8. **Salford City Council’s Public Health Trainers**

There are 3 qualified trainers at Salford: David Herne, Director of Public Health and Ian and Ashworth and Siobhan Farmer, Consultants in Public Health.
David started life in education before moving first into local government working within Environmental Health and then within health policy in West Lancashire and Knowsley. He moved into the NHS to manage a health promotion service before qualifying as a Public Health Consultant working in South Lancashire. He moved to Salford in 2009 and was appointed to the DPH position in 2014 after acting up for the previous year. He has been a tutor for the OU and written text on health promotion and public health for a variety of post 16 courses.

Ian started his career by delivering health improvement programmes across the North West. He completed his MPH at University of Liverpool in 2009 prior to commencing the NW training programme in 2010. During specialty training, Ian has worked across Greater Manchester and more recently enjoyed practising population healthcare approaches in Liverpool Community Health NHS Trust. Ian is currently leading on public health commissioning, health improvement, integrated care for older people, the redesign of neighbourhood facing services in Salford.

Siobhan spent six years working in Health Improvement, including leading a sex education programme in Hartlepool, and then working in Healthy Schools in Redcar and Cleveland and St. Helens. She graduated from the NW Training Scheme in 2014 and now leads on Intelligence, Wider Determinants and Academic Links, as well as supporting the CCG. She has just taken on the lead trainer role

9. Key Project Supervisors in Salford

As well as the consultants, the team has several key staff members who can supervise projects. In particular Debbie Blackburn and Jean Mullineux lead on Public Health Nursing and Health Protection, and Debbie has oversight of the 0 to 25 year old transformation agenda. Jacque Russell is the Assistant Director for Strategy and Change and can supervise work on policy development and business planning, as well as provide useful insight to the Local Authority governance arrangements and aspects of Commissioning such as Community Impact Assessments. Members of the team can also supervise on an ad hoc basis; for example, the Council has a strong intelligence team who can support with more epidemiologically focussed learning outcomes.

10. Approach to Training & Working in Salford

Trainees in Salford are very much treated as part of the team from Day 1. Trainees will be located with the team, and allocated their own laptop to allow agile working in accordance with the Council’s policies.

You will attend Senior Management Team meetings with the Director which will give you an invaluable insight into operating at that senior level in the Council. You will be given projects that stretch and challenge you but that support both your needs and the needs of the team. Examples of projects undertaken include:

- Response to the PHE TB Strategy consultation (ST1)
- Domestic Violence Needs Assessment (ST4)
- Drug and Alcohol Needs Assessment (ST4)
- Contribution to the DPH Annual Report (ST1)
- Commissioning for Integrated Wellbeing programmes (ST3)
- Contaminated Land/ Cancer Concern Investigation (ST3)
- ‘Knowledge Nugget’ Programme Part A/B preparation (ST1/2/3)
- Homelessness Review and Commissioning Redesign (ST3)
- Public Health Financial Spend Profiling (ST3)
- Increasing Cancer Screening uptake for people with learning difficulties. (ST1/2)
11. What Previous StRs Say About Salford

We receive good feedback about training in Salford. Here are a selection of quotes from StR placement reflections:

“Salford has been a really enjoyable, challenging and rewarding place to work from both a learning and experience perspective. From the outset I felt part of the team and have come to feel like a valued and integral member of the PH department rather than a temporary member of staff. It is a very friendly and collaborative department which emits a sense of drive and passion for public health. The Public Health Support Team has been really helpful and supportive, signposting me to relevant people, documents and departments as well as enabling me with any practical issues such as meetings. In terms of training the department work programme covers the entire Public Health Curriculum and has therefore provided a broad range of training opportunities (as evidenced by the range of projects I undertook during my placement, see section 3). Ideas for work have been proactively presented to me from across the team and I have always been supported and accommodated to talk through any work that I have not been directly involved with but that may have been of interest to my learning.”

“I can only speak highly of my time at Salford. Professionally it has been challenging and demanding, given the wide variety of unfamiliar projects and portfolio of work I have been encouraged to take on. It has forced me to step out of my comfort zone on multiple occasions. This I feel has been crucial in developing my skills and confidence in tackling complex public health challenges.”

“Training in Salford has been an excellent experience. I have felt welcomed, supportive, and challenged throughout the two years. The team have been extremely helpful, friendly and accommodating, enabling me to feel like a valued team member. I have been impressed by the breadth of knowledge, skill and styles that are present and embraced in the team at Salford. Having this dynamic, which is present at every level, creates an environment that comes across as just the right balance of professional, passionate and approachable.”

“Overall my experience at Salford was great, I found the environment to be particularly friendly and welcoming. The work I was tasked with was varied and interesting and the level of responsibility I was given was appropriate to my stage of training.”

12. Further Information

If you have any questions about training in Salford please contact us:

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1 http://www.salford.gov.uk/aboutsalford.htm
2 http://www.salford.gov.uk/salfordsna.htm