

TRAFFORD COUNCIL

OUR TRAFFORD, OUR FUTURE

Quarter 4 Performance

January - March 2022



Foreword by the Leader



It seems only right to begin with the biggest shock to world events and something that has saddened us all for the last few months – I'm of course referring to the war in Ukraine.

The situation has been dominating the news which continues to deliver daily updates of the horrific reality facing the Ukrainian people. We are doing everything we can to help, including offering the necessary support to those Trafford residents among the many thousands of people who have responded to the 'Homes for Ukraine' scheme. Our thoughts continue to be with the people of Ukraine and the hope of a peaceful solution.

At home, agreeing our Council budget for 2022/23 has been a focus for this quarter. We have committed millions of pounds to our schools, roads, towns, businesses, social care and leisure centres. This will ensure there is solid investment to help drive our recovery following the pandemic.

Getting residents excited about sport and exercise is so important. To help achieve this we've approved a multi-million pound investment in our borough's leisure centres. This will hopefully benefit the physical and mental health of all our residents for years to come.

We're seeing a difference being made at move Urmston already, which finally officially opened in March. It is an impressive facility which offers amazing opportunities around health and wellbeing. Its membership numbers are at an all-time high and its success story is one we will be looking to recreate elsewhere.

It's also a time of transformation for our town centres. This quarter, outline planning approval was granted for the Stretford town centre masterplan. Meanwhile, Altrincham town centre will receive significant investment as we continue to help our high streets do more than survive; we want to see them thrive.

Councillor Andrew Western
Leader of Trafford Council

Foreword by the Chief Exec



After a seemingly never-ending period of being restricted by Covid, it feels like we're finally starting to gather some momentum and see changes in the borough for the better. Unfortunately, though, the impact of the pandemic on many of our residents, young people, businesses and communities, as well as for some of our services, may continue for some time to come.

Another global concern that cannot go unmentioned is the war in Ukraine and the terrible plight of its people. Thank you to the many of you who have already responded to the call for help and have offered up both your homes and your hearts by signing up to the 'Homes for Ukraine' scheme.

The first few months of 2022 have certainly been eventful. It's hard to believe that it's only since the start of the year that we began working towards our three new corporate priorities. One of these is Addressing our Climate Crisis. As part of this, we're increasing both our electric vehicle charging points and the use of electric vehicles to save nearly 21 tonnes of carbon per year from polluting the atmosphere. This is a significant step that will also help to improve the health and wellbeing of our residents in the long term.

Making sure we do the best for our young people in Trafford is something I'm passionate about – they are the future of our borough. So it gives me great pleasure to share the news that in February staff on our specialist Youth Engagement team were awarded a top-class assessment.

The Youth Engagement Service passed the Matrix Assessment, which is a nationally recognised quality mark - and were most importantly given a massive thumbs up by the young people they work so hard to help.

I'll finish with this positive note and look forward to sharing more good news in the next quarter as the great work being done across the borough continues.

Sara Todd
Chief Executive of Trafford Council

Our vision, outcomes and priorities

The corporate plan, "Our Trafford, Our Future" describes Trafford Council's strategic vision, outcomes and priorities for the borough, with the priorities being key to its delivery. It includes an overview of what the council will do and how we will work with our residents, communities, businesses and other partners to deliver change to Trafford in line with these commitments.

This plan is a refresh on the previous 2018 corporate plan and has been developed to set out the most critical things that we need to do over the coming years to recover from Covid-19, deliver public services, and work with communities, businesses and other partners. It reflects the ambition of Trafford's leadership and the values and aims of the Council to provide a blueprint for improving Trafford.

As an overarching plan, it will shape activity within the council, help prioritise resources and assist our financial planning. Importantly, the success of the plan can be monitored through target setting and outcomes that can be measured.

It is also intended as a guide for our partner organisations to help identify shared objectives so we can work together more effectively to achieve far more for Trafford than we ever could working alone.

Through our new vision we will meet the opportunities and challenges that lie ahead and work together to deliver for our residents, communities, businesses and partners.

To achieve this we are focused on three outcomes:

- 1. All our residents will have access to quality learning, training and jobs**
- 2. All our communities will be happy, healthy and safe**
- 3. All our businesses and town centres will be supported to recover and flourish in an inclusive way**

Our vision

Trafford - where all our residents, communities & businesses prosper

This focus on outcomes, rather than just on the services we provide, will help the Council and our partners work together towards shared goals, rather than as individual service providers.

We will focus on three priorities to help us achieve these outcomes, these priorities set out our ambitions for our people, place and communities.



Reducing health inequalities



Supporting people out of poverty



Addressing our climate crisis

Priority 1

Reducing health inequalities

1. Prevent poor health in children and promote good mental and physical health.
2. Ensure Trafford's mental health services are resilient, accessible and fit for purpose.
3. Ensure more people are in good health for longer.
4. Focus on areas of deprivation and with the highest rates of illness, and reduce the impact of deprivation.
5. Work with partners to improve how services are delivered, and to help reduce health inequalities.
6. Provide effective and sustainable physical activity and sport opportunities for our communities.

Case Study

Children and young people living in more disadvantaged communities are less likely to be a healthy weight, which can have a big impact on their physical and mental wellbeing. However, it is not a simple case of exercising more and eating less, there are lots of different factors involved.

In a new approach – between the public, private and third sector - Foundation 92 recently developed a Family Wellbeing Programme focusing on support around physical activity, diet and mental wellbeing for the whole family.

46 families were referred to the programme which improved their levels of physical activity, decision making, coping mechanisms and their sense of wellbeing among other things.

One participant, who we'll call Nicola, gave her feedback, saying: "Taking part in the family wellbeing programme was fun, interactive and I finally learnt how to skip, so that's good! I got a head start on starting boxing, which was fun.

"It's impacted my mental and physical health – before I started this I'd been quite strong in brute strength but now I have more agility and faster movements instead of just brute strength.

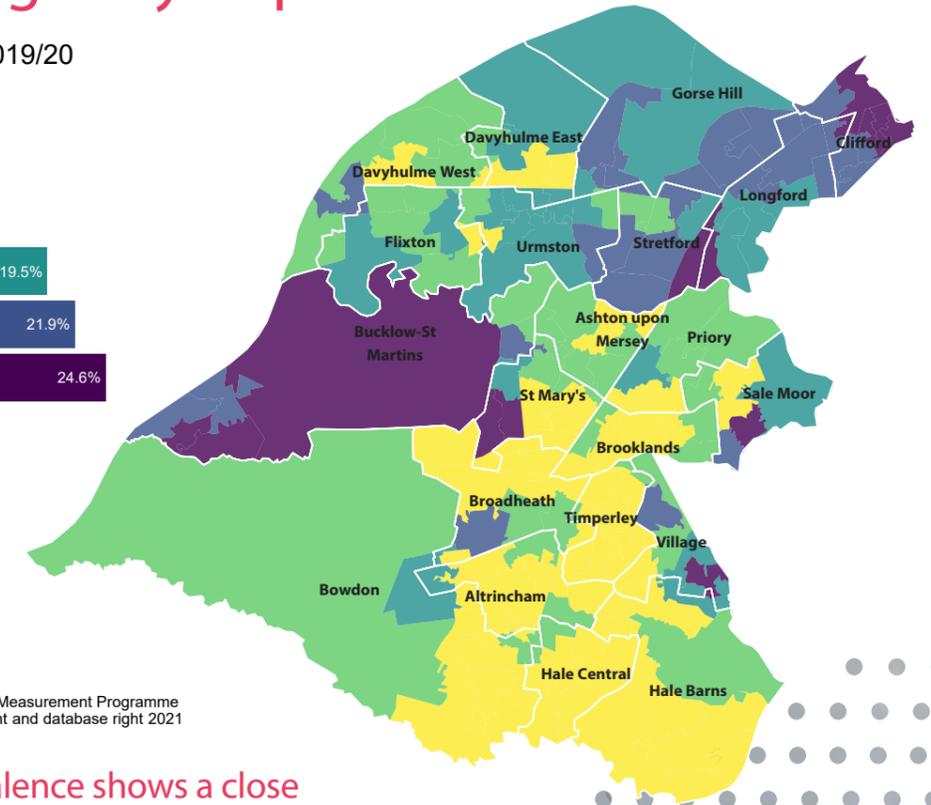
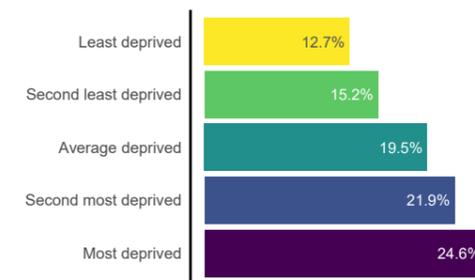
"I've started cooking healthy food with my mum too – we made turkey bacon which is both healthy and delicious, with a side of boiled eggs, mushrooms and potatoes – best meal in the world!"



Our track record so far...

Percentage of 10-11 year olds who are very overweight by deprivation

Trafford LSOAs, 2015/16 - 2019/20



Source: NHS Digital, National Child Measurement Programme
Contains Ordnance Survey data © Crown copyright and database right 2021

Child overweight prevalence shows a close association with socioeconomic deprivation. The prevalence of very overweight children living in the most deprived areas of the country is more than double that of children living in the least deprived of areas. In Trafford, the percentage of 10 to 11 year olds who are very overweight is almost the double in the most deprived areas (LSOAs) with 24.6% when compared with the least deprived areas that have a 12.7%. The North and West of Trafford have a concentration of second most deprived and most deprived areas along with a higher percentage of overweight children.

Residents received vaccinations at the
Limelight Health and Wellbeing Hub



Priority 2

Supporting people out of poverty

1. Support children out of poverty and to have the best start in life.
2. Give people skills and opportunities to enable them to get out of poverty.
3. Prioritise support for people to avert poverty, and improve the situation for people experiencing poverty.
4. Ensure agencies work well together to minimise the risk of individuals becoming homeless and to support those who are experiencing homelessness.
5. Give people the power to maximise their household income.

Case Study

The first properties which have been built to help solve the housing crisis in Trafford open earlier this year – and already they are fully occupied.

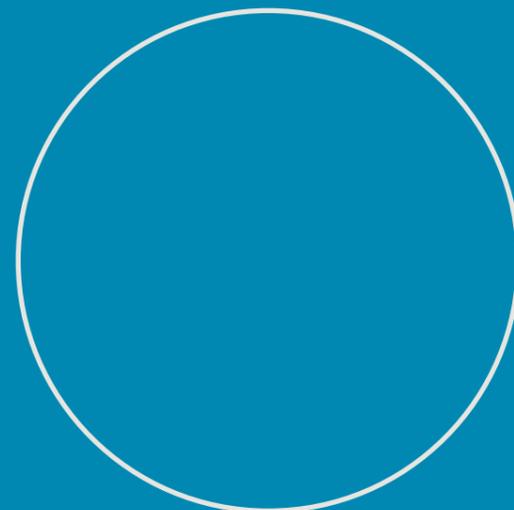
The new state-of-the-art social housing development in Timperley, Bowker Court – named after the late local Councillor Ray Bowker who was heavily involved in the project – is made up of 30 one and two bed flats in a three-storey building on Carrfield Avenue.

Built in partnership between Trafford Council and Trafford Housing Trust, it is the first new-build socially rented housing in the borough in over ten years.

The scheme is in a fantastic location and has lots of other benefits: at a time when fuel prices are dramatically increasing, Bowker Court is entirely powered by electricity and is triple glazed – making it low energy and sustainable.

Trafford, like many other areas, is desperately short of new homes that people can afford to live in and providing them is a key priority for the Council.

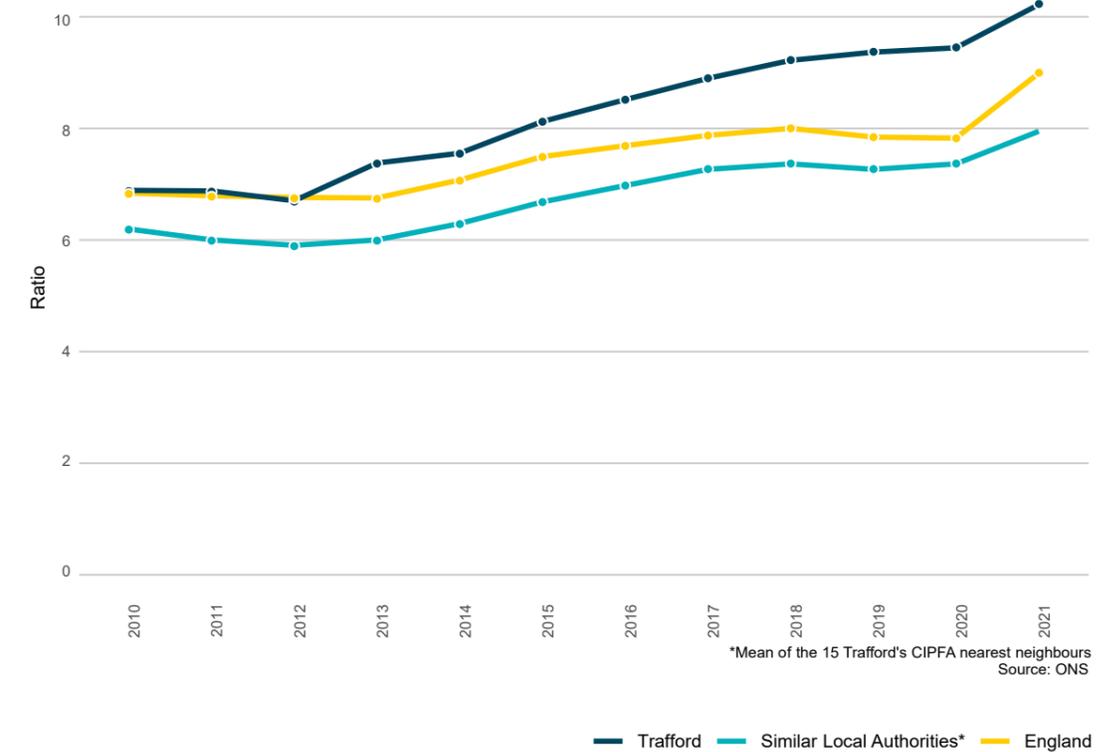
These superb new social housing units are the first of many the Council plans to open as part of its commitment to give people a helping hand onto the housing ladder and to support them out of poverty.



Bowker Court

Our track record so far...

Ratio of median house prices to median earnings



Affordability ratios are calculated by dividing median house prices by median gross annual workplace-based earnings. Higher ratios tend to indicate less affordable housing. Since 2013 Trafford has maintained a higher affordability ratio when compared to England and the average of similar local authorities. Trafford's affordability ratio for 2021 was **10.3** which means that the median house price is more than ten times the median annual earnings for the borough. That was more than one point higher than England's ratio at 9.05, and more than two points higher than the average of similar local authorities which had a ratio of 8.



Trafford Homeless Team

Priority 3:

Addressing our climate crisis

1. Reduce our carbon footprint and increase the amount we re-use, repurpose and recycle.
2. Ensure that new housing developments are adaptable, sustainable and low-energy use, while working with partners to increase the energy efficiency in our homes.
3. Reduce the amount of food waste in our borough and encourage surplus food to be donated to foodbanks.
4. Promote and increase environmentally friendly travel, such as walking and cycling.
5. Put in place the measures in the GM Clean Air Plan and develop our leisure offer, parks and green spaces.
6. Promote sustainable, healthy and lower-carbon diets, such as locally grown and seasonal food.

Case Study

The option to 'go electric' - as far as vehicles are concerned - is being thoroughly explored in Trafford as we look for significant solutions to the climate crisis.

As part of this, our plans to speed up the roll-out of electric vehicle charging points have now been given the go-ahead.

The scheme – aimed at helping the transition from using fuel to electric vehicles following the approval of the Greater Manchester Clean Air Plan last year - will see 150 points installed across the borough, making it quicker and easier for residents to keep their electric vehicles running.

A mixture of fast, rapid and ultra-rapid charging options are being introduced in Altrincham, Ashton on Mersey, Bucklow St Martins, Flixton, Hale, Longford, Sale, Stretford, Timperley and Urmston.

But the love for electric doesn't stop there – in addition, the One Trafford Partnership, a collaboration between the Council and Amey, is introducing 16 new electric vehicles to its fleet.

This will save nearly 21 tonnes of carbon per year – and an estimated 143.17 tonnes over the next seven years - from polluting the atmosphere.

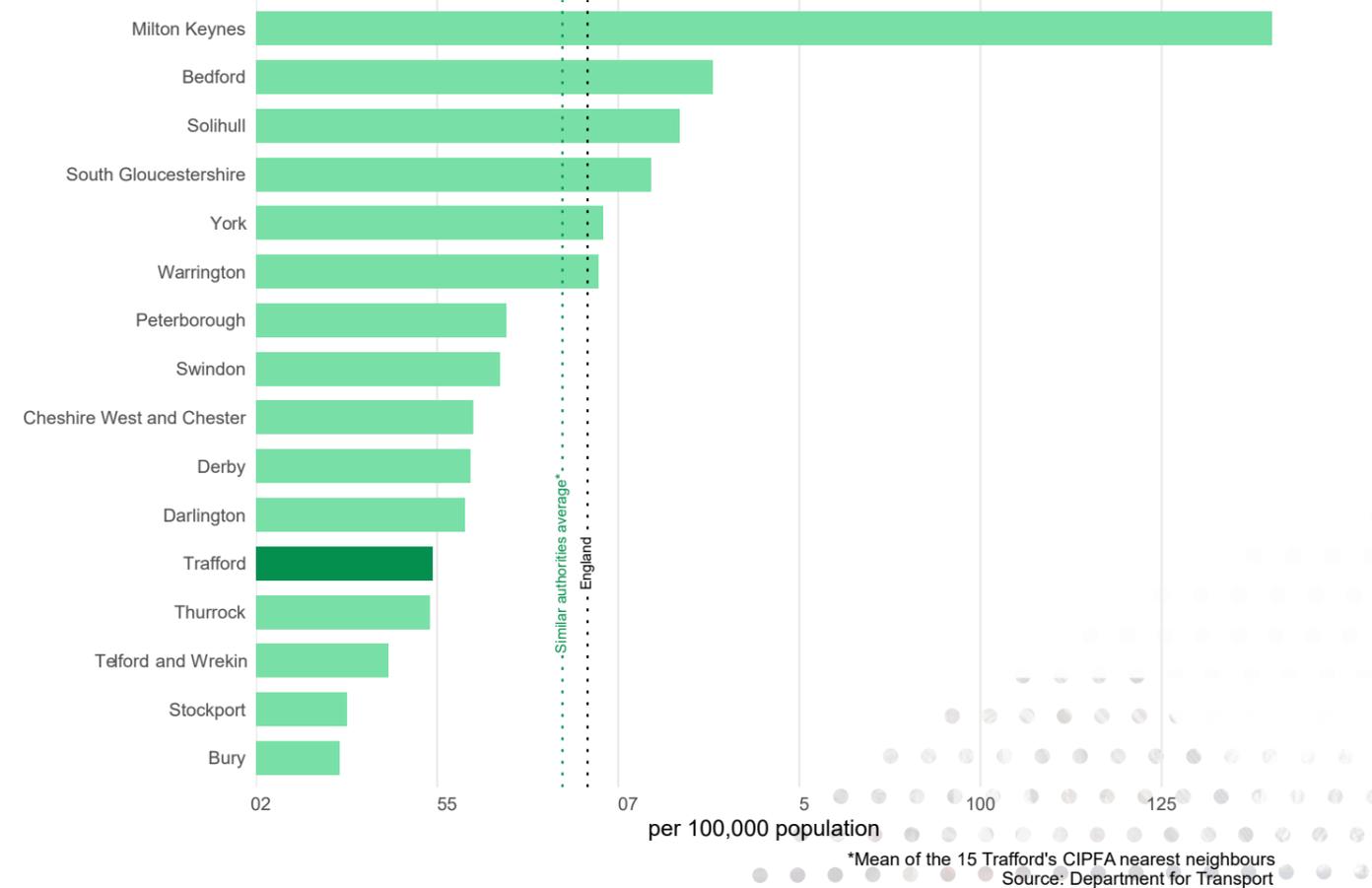
These are big strides forwards in our commitment to decarbonising the borough and helping improve the health and wellbeing of our residents.

Read more about Trafford's Climate Emergency at www.trafford.gov.uk/climatechange.

Our track record so far...

Public EV charging points - all speeds

Trafford and similar authorities, April 2022



Trafford had **24.4 electric vehicle (EV) charging devices** (at all speeds) per **100,000 population** available to the public on **1st of April 2022**.

The average of similar authorities was **42.3** per 100,000 population, almost the double of Trafford's figure. Milton Keynes had almost 6 times more charging points per 100,000 population than Trafford which is behind 11 out of 15 similar authorities on availability of EV charging devices.



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