

## **TRAFFORD COUNCIL**

**Report to:** Executive  
**Date:** 20 February 2023  
**Report for:** Decision  
**Report of:** Executive Member for Economy and Regeneration

### **Report Title**

**Trafford Inclusive Economy Delivery Plan 2022/23-2024/25**

### **Summary**

The Trafford Inclusive Economy Recovery Plan was approved by the Executive in February 2021 and an update on performance is provided as part of this report. To support the delivery of Corporate Priorities and meet new challenges in a more focused and longer-term way, the Trafford Inclusive Economy Delivery Plan has been produced to identify the specific actions to deliver a more inclusive economy in Trafford.

### **Recommendation(s)**

It is recommended that the Executive:

- (i) Notes the progress achieved against the actions contained in the Inclusive Economy and Recovery Plan.
- (ii) Approves the new Trafford Inclusive Economy Delivery Plan 2022/23–2024/25.

### **Contact person for access to background papers and further information:**

Name: Stephen James (Head of Growth, Communities and Housing)  
Oliver Shimell, Inclusive Economy and Communities Manager

Background Papers: None

### **Appendices:**

Appendix 1: Trafford Inclusive Economy Recovery Plan Update  
Appendix 2: Trafford Inclusive Economy Delivery Plan 2022/23-2024/25

*Implications:*

Relationship to Policy Framework/Corporate Priorities	The Trafford Inclusive Economy Delivery Plan has been developed to have a closer relationship with the Council's three Corporate Priorities. The Plan takes account of the Place Directorate Plan actions and has close links to the Poverty Strategy, VCFSE Strategy and is closely aligned to the work of the Council's Cost of Living Group.
Relationship to GM Policy or Strategy Framework	At a Greater Manchester level, the Trafford Inclusive Economy Delivery Plan will support the growth ambitions articulated within the GM Strategy, GM LEP Economic Vision, GM Local Industrial Strategy, and GM's Build Back Better priorities.
Financial	The Plan has been prepared using existing Council resources. In delivering the actions contained within the Plan, consideration has been given as to whether the actions can be delivered using existing Council resources or whether there is a need for identifying additional resources from outside the Council. A number of the actions will require additional finance and plans are in place to identify sources of additional resources such as the Shared Prosperity Fund which was the subject of an Executive report on the 24 October 2022.
Legal Implications:	No legal implications arising from the report.
Equality/Diversity Implications	Delivery of the Plan will be monitored to ensure compliance with the Council's Corporate Equalities Strategy 2021-2025 to understand clearly how different groups may be impacted, and what mitigation or proactive steps need to be taken.
Sustainability Implications	The Plan is consistent with and will support delivery of the Council's Carbon Neutral Action Plan 2020 and the aims and objectives relating to the Council's Climate Emergency declaration along with the Corporate Priority of Addressing our climate crisis.
Carbon Reduction	The Plan contains measures to support the reduction of carbon emissions in the borough. The Inclusive Economy Delivery Plan has clear links to support the Council's agreed Carbon Neutral Action Plan along with the Council's Climate Emergency declaration. For example, specific actions include an approach to make Trafford Park carbon neutral which includes developing action plans from the Trafford Park carbon studies and also encouraging local businesses to sign up to the Growth Hub's Green Business Pledge. The Plan will encourage partners to adopt more measures that will reduce our impact on the environment and help towards our carbon reduction targets such as reducing borough wide

	CO2 emissions (kilotonnes), reducing vehicle miles travelled on roads in Trafford (millions) and increasing the number of electric charging points per 100,000 population.
Resource Implications e.g. Staffing / ICT / Assets	Existing resources have been identified to support the delivery of parts of the Plan whilst some actions will require additional resources to be identified from outside the Council's budget.
Risk Management Implications	Risk to delivery of the actions detailed within the Plan will be monitored and updated as required.
Health & Wellbeing Implications	The activity detailed within the Plan will contribute to improving the health and wellbeing across the borough through helping to support a more inclusive economy.
Health and Safety Implications	None as a consequence of this report.

## 1.0 Background

- 1.1 In February 2021, the Executive approved the Trafford Inclusive Economy Recovery Plan (TIERP) primarily to support residents and businesses to recover from the Covid-19 pandemic. In July 2021, an update on the progress of the Plan was also presented to the Executive.
- 1.2 Although the local as well as the global economy is still considered to be recovering from the Covid-19 pandemic, it is timely to produce an updated Plan to take account of the Council's new Corporate Priorities, new projects, initiatives and available funding; and current challenges such as tackling poverty and the cost-of-living crisis. The Trafford Inclusive Economy Delivery Plan has therefore been produced as a continuation of the IERP but recognising changing circumstances and priorities, with a more longer-term approach to project delivery. The Plan covers quarter four 2022/2023 to 20234/2025 financial year.

## 2.0 Trafford Inclusive Economy and Recovery Plan Update

- 2.1 The Plan identified a comprehensive list of actions/initiatives against nine priority themes to help steer the economy of the borough through the recovery phase. An update on each of the actions/initiatives is provided (see Appendix 1) along with a RAG rating (red, amber and green) as a quick reference guide to show progress against each. Table 1 below sets out the overall performance against RAG rating.

**Table 1 – Performance Against Actions in the Inclusive Economy and Recovery Plan**

<b>RAG Rating</b>	<b>Percentage against RAG Rating</b>
<b>Green</b>	<b>65%</b>
<b>Amber</b>	<b>32%</b>
<b>Red</b>	<b>3%</b>

- 2.2 As can be seen, 97% of the actions in the IERP are either green or amber in terms of delivery. A number of highlights in the IERP include:

### **Business Support and Sustainable Job Creation**

- The Additional Restrictions Grant scheme closed on the 31st of March and c£12m in financial support was provided to Trafford based companies. In total, across all schemes handled by the team, 4,110 payments were made to 2,649 companies. All schemes were managed within budget and final reporting to BEIS has been completed.
- During the pandemic, Information Officers were procured to deliver support to businesses in Trafford's town centres. The officers were funded by the Covid-19 Reopening High Streets Safely Fund, and they engaged with businesses relaying key messages to ensure businesses remained Covid-19 Secure. Between the w/c 28th July 2020 and the w/c 5th October 2020 the officers made/had 2,489 engagements either by circulating communications or engaging with businesses.

### **Green Economy and Sustainable Job Creation**

- Secured funding from GMCA to commission two detailed carbon studies on Trafford Park. The two studies focus on Greening Trafford Park and Low Carbon Trafford Park.

### **Sustainable Jobs and Skills Growth for Local Residents**

- Skills Support for the Workforce (SSW) has supported 121 businesses and 291 Trafford residents. Skills Support for Unemployed (SSU) has supported 444 Trafford residents and 110 moved into employment.
- ESOL Coordinator successfully recruited. Total enquiries: 1218 Assessments completed: 615 Placed on a course/offered a suitable opportunity: 422.
- Social Value Charter and Action Plan produced with a clear aim to support local communities, employment and job creation.

### **Funding and Growth**

- Coordination of 6 bids to Tranche 3 of the Brownfield Land Fund, of which 3 were successful, Botanical Gardens, Tamworth and Stretford Mall.
- Submission of c£20m bid to the Levelling Up Fund Round 2, to deliver the Sale Public Realm and Movement Strategy, and worked with the relevant teams to coordinate the Council's other submissions for Partington and Culture.

### **Strategic Sites Development and Job Creation**

- Supporting the Trafford Waters development through accessing and co-ordination HIF funding.
- Supporting progression of the Carrington Relief Road project.

### **Improved Town Centres for Residents and Businesses**

- Successfully delivered the Reopening High Streets Safely/Welcome Bank Fund project - 30 plus projects were delivered utilising c£270k of funding including various road closures to facilitate safe social distancing, multiple business communications, visitor marketing campaigns, Covid-19 safe messaging in our town centres.
- Altrincham Public Realm works commenced.

### **Inward Investment and Sustainable Job Creation**

- Trafford Business Guide produced.

## **3.0 Trafford Inclusive Economy Delivery Plan 2022/23-2024/25**

3.1 Building from the IERP, the new Trafford Inclusive Economy Delivery Plan (see Appendix 2) has been produced as a focused and longer-term plan to complement Corporate and Directorate Priorities, actions contained in the Poverty Strategy and work to address the cost-of-living crisis. The actions contained within the Plan are ultimately aimed at delivering the Council's Strategic Vision ie. 'Trafford – where all our residents, businesses and communities prosper.' The Plan has been produced to clearly set out a number of key themes and related projects/activities in a delivery orientated approach.

3.2 The Plan contains six themes as follows:

- Business Support
- Town Centres -Regeneration-Shared Prosperity Fund
- Employment and Skills

- Communities, Social Value and VCFSE Support
- Climate Change/Green Economy
- Development Framework

3.3 Within the Inclusive Economy and Delivery Plan, the specific actions required to support Corporate Priorities and a more inclusive economy for Trafford are identified, alongside timescales and performance indicators. The Plan is a 'live' document and may be amended over time as circumstances change and new issues arise. Delivering the Plan will require a strong partnership approach both internally and with external partners and stakeholders.

#### **4.0 Wider Corporate Links**

4.1 The Trafford Inclusive Economy Delivery Plan is consistent with the Council's Corporate Plan and other policies and strategies, including the Trafford Poverty Strategy, VCFSE Strategy and the Carbon Neutral Action Plan. The Plan also complements the Directorate Place Plan along with strong links to the work being undertaken by the Council's Cost of Living Group. At a GM level, it will support the growth ambitions articulated within the GM Strategy, GM LEP Economic Vision and the GM Local Industrial Strategy.

#### **5.0 Other Options**

5.1 Other options are not to progress the Trafford Inclusive Economy Delivery Plan or to prepare a different strategy. The absence of a clear and longer-term plan to support an inclusive economy for Trafford will not provide the Council with a strategic approach within which to make decisions on future activity to support its objectives, prioritise resources and meet ongoing challenges.

#### **6.0 Consultation**

6.1 The Trafford Inclusive Economy Delivery Plan has been produced in consultation with the Executive Member for Economy and Regeneration, the Executive and Labour Group. The Strategic Performance and Policy Team have assisted in terms of identifying key performance indicators.

#### **Reasons for Recommendation**

The Executive is asked to approve the Trafford Inclusive Economy Delivery Plan to provide the strategy for the delivery of economic development and a more inclusive economy in Trafford.

#### **Key Decision Yes**

#### **If Key Decision, has 28-day notice been given? Yes**

In all the circumstances of the case, the public interest in maintaining the exemption outweighs the public interest in disclosing the information.

**Finance Officer Clearance PC**

**Legal Officer Clearance SB**

**DIRECTOR'S SIGNATURE** 

To confirm that the Financial and Legal Implications have been considered and the Executive Member has cleared the report.