

TRAFFORD COUNCIL

Report to: Executive Briefing
Date: 15 January 2024
Report for: Information & Approval
Report of: Executive Member for Communities and Safety

Report Title

Update on Trafford Community Collective

Summary

Trafford Community Collective (TCC), a registered charity since March 2021, was established to support, promote, and connect the Voluntary, Community, Faith and Social Enterprise (VCFSE) sector in Trafford. The Collective is a membership organisation for VCFSE organisations with the aim of organisations working together to increase opportunities for the sector to develop its role as a strategic partner and support the development of community-based, holistic, person centred, services at a neighbourhood level. This report provides an update on the activity and outcomes of the Collective in 2022/23.

Recommendation(s)

It is recommended that Executive:

1. Notes the content of the report; and
2. Approves the proposal that a further progress report on the delivery of the VCFSE Strategy is presented in 2024.

Contact person for access to background papers and further information:

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Implications:

Relationship to Policy Framework/Corporate Priorities	<i>The Collective is one of our strategic partners, helping to deliver the Trafford VCSFE Strategy and the Council's corporate priorities reducing health inequalities, supporting people out of poverty, and addressing the climate crisis.</i>
Relationship to GM Policy or Strategy Framework	<i>The Collective's activity compliments the objectives of the GM VCSE Accord.</i>
Financial	<i>Funding from Council and NHS GM (Trafford) agreed up to 24/25. There are no direct financial implications arising from this report.</i>
Legal Implications:	<i>Any legal implications will be outlined within the report</i>
Equality/Diversity Implications	<i>The work of the Collective supports the equality duty on the Council</i>
Sustainability Implications	<i>The Collective supports sustainability of the VCFSE sector in Trafford and Trafford VCFSE Strategy.</i>
Carbon Reduction	<i>The Collective aims to improve life opportunities which can assist in supporting carbon reduction</i>
Resource Implications e.g., Staffing/ICT /Assets	<i>No direct impact on the Council staffing nor asset budgets</i>
Risk Management Implications	<i>No direct implications</i>
Health & Wellbeing Implications	<i>Health and wellbeing of residents will be improved through the activity of the Collective</i>
Health and Safety Implications	<i>No direct impact</i>

1.0 Introduction

Trafford Community Collective (the “Collective”) is a Charitable Incorporated Organisation that represents the VCSFE sector in Trafford. The organisation became a registered charity in March 2021 following two years of consultation and engagement with VCFSE organisations, Trafford Council, Trafford CCG (as known in 2021), and other key statutory partners.

The Collective recognised the increased opportunities for the VCFSE sector to develop its role as a strategic partner in Trafford. As a strategic partner, the Collective aims to:

- Support the development of community-based services at a neighbourhood level.
- Effectively communicate, engage, and involve individuals, families, and communities at a local level.
- Effectively communicate, engage, and involve communities of interest at a local level and across Trafford.
- Provide a focus on the wider determinants of health and new ways of working designed to reduce health inequalities.

Throughout the period of development, Thrive Trafford, the Local Infrastructure Organisation for Trafford provided significant support to establish the Collective. In April 2022 Thrive and the Collective submitted a successful partnership application for the infrastructure contract for the period 2022 – 2025.

This briefing provides an update on the activity and outcomes of the Collective in 2022/23 and outlines the plans for the future.

2.0 Background and context

Discussions around the concept of the Collective began in 2019/20 when the benefits of an organisation such as this were presented by key VCFSE sector representatives to strategic boards.

In 2020/21, the VCFSE sector led the community-based response to Covid, and this became the catalyst to create the Collective. At this stage, Trafford Council and Trafford CCG allocated £20,000 to support the development of the Collective. Development of the organisation involved identifying trustees, member VCFSE organisations as neighbourhood leads, creation of a website and registration with the Charities Commission.

As part of the ongoing support Trafford Council and Trafford CCG allocated £75,000 for the two-year period 2021-2023. This allocation was used to fund the core costs of the Collective and included:

- Lead partner payments – 4 x £6,000 a year - £24,000
- Management information and administrator payments - £6,000 a year
- Chief Officer payment - £6,000 a year

Five organisations applied and were appointed to the role of lead partners for their neighbourhoods for the Collective:

- Our Sale West – lead partner for the Central Neighbourhood (Sale)
- The Counselling and Family Centre – lead partner for the South Neighbourhood (Altrincham)
- St Johns Centre and Stretford Public Hall – lead partners for the North Neighbourhood (Old Trafford and Stretford)
- Age UK – lead for the West Neighbourhood (Partington, Carrington, Flixton, Urmston)

The lead partners provide strategic leadership in the following areas:

- Developing the sector at a neighbourhood level through communication, engagement and involvement with colleagues from the sector to promote the role of the Collective and to support and connect the sector at a neighbourhood level.
- Working with organisations to share information, network, share ideas and provide support to each other at a local level.

- Represent the sector in the development of neighbourhood networks and plans.
- Lead and support the development of local initiatives for partnership and collaborative work.
- Identify funding opportunities for delivery at a local and Trafford wide level.

In March 2023, Trafford Council and NHS GM (Trafford) committed £130,000 over the period 2023-25 to enable the Collective to continue and build upon the existing work. This funding will support the work of the lead partners, administration costs, marketing and to continue the post of Chief Officer/Strategic Lead at the Collective.

This core funding has enabled the Collective to generate inward investment into Trafford. As a result, this has enabled the Collective to expand its current deliverables and enable growth and aid sustainability; in 2021/2023 the Collective generated circa £350,000 into the borough (in partnership with Thrive Trafford and other partners) since establishment.

3.0 Meetings and representation

To maintain engagement and communication with the members of the Collective, a framework for engagement has been established:

- Collective meetings every six weeks
- Lead partner meetings every month
- Reference Group meetings every six weeks
- Trustee board meeting every two/three months.

Representatives of the Collective sit on several boards as a strategic partner to ensure representation of the VCFSE Sector. These boards include:

- Trafford Provider Collaborative Board (TPCB)
- Trafford Locality Board
- Trafford Social Value Steering Group
- Trafford Partnership
- Living Well in my Community Strategic Coordination Group (lead)
- Neighbourhood Network Meetings (North, West, Central, South)

4.0 Activity and outcomes 2022-23

The activity of the Collective is outlined below and detailed in the accompanying presentation.

4.1 Integrated Care System for Greater Manchester

Over the last two years the Collective has represented the VCFSE sector in the development of the new Integrated Care System for Greater Manchester, with representation on the Trafford Locality Board and Trafford Provider Collaborative Board.

The Collective have contributed to the development of the emergent 'Engagement Framework' recently supported by the Locality Board (October 23), which will be our collective commitment to ensuring the public's voice is at the heart of all planning, design and delivery of health and care; the Collective are uniquely positioned in communities to bring the voice of the sector and their staff and service users into this process and have enabled that over the past 12 months.

4.2 Neighbourhood Programme

In collaboration with Public Health and Trafford Local Care Organisation the Collective have led on the neighbourhood planning workstream; a key area of this work has been the development and delivery of neighbourhood workshops to support the development of integrated community-based services.

Workshops have been led by the Collective in all four neighbourhoods across Trafford which has led to the development of regular Neighbourhood Network meetings.

The Collective have been integral to the development of the four Neighbourhood Plans for Trafford, which identify priorities to be addressed over the life course of the Trafford Locality Plan.

4.3 Reference Groups

The Collective operate three reference groups: the Children's Service Reference Group, Mental Health Reference Group and Diverse Communities Group.

Each group is made up of 15-20 different organisations that provide services. The groups work alongside Trafford Council and other key partners to make a positive contribution to service development and delivery.

The development of a Children's Mental Health Link Worker has been an outcome of the Mental Health Reference Group facilitated by the Collective. This role is funded by the West Primary Care network, employed by the Counselling and Family Centre (the Collective's lead partner for the South), to provide early intervention and preventative support to children young people, their carers and families experiencing mental health issues.

This lead partner is also delivering mental health support to young women aged 16-25 through funding secured by the Collective from the Pilgrim Trust. The project delivers holistic, person centred, community-based support that recognises the impact of the wider determinants of housing, employment, and peer support on mental health.

In partnership with the Collective, Beyond Barriers is delivering a piece of work in the South neighbourhood focused on the development of a community-based approach to trauma; the work is funded by GMCVO.

4.4 Volunteering

In 2023, with support from Thrive Trafford, the Collective secured £340,000 from the National Lottery Communities Fund to support the development of volunteering opportunities at a local level. This funding enabled employment of part time volunteer coordinators in each of the six community hubs to recruit and support volunteers across the sector in their area, providing a more community based, coordinated approach to volunteering.

The Collective is now exploring a long term coordinated approach to volunteering in the borough, alongside Thrive Trafford.

4.5 Addressing Inequalities

Working with Thrive Trafford, the Collective partnered with Manchester University on an application to UK Research and Innovation valued at £1.3 million of funding to develop a community-based approach to reducing inequalities faced by people from diverse communities. While the outcome of the application is awaited the partnership established demonstrates the capacity of the VCFSE sector to lead on a large-scale programme of work.

As part of this work, the Collective led a community-based project to develop the Patient Carer Race Equality and Inclusion Framework for Mental Health services. This work was carried out by members of the Collective who worked directly with people from the African, Caribbean, Indian, Pakistani, Bangladeshi and Chinese Communities in Trafford. People were supported to talk about their experience of using mental health services and the barriers they experienced in using these services.

The North neighbourhood leads from the Collective have delivered the Thriving Communities research project funded by the National Lottery Heritage Fund. The research explored the beneficial impact that community projects can have on individuals' physical and mental wellbeing. It highlighted the impact of a range of factors that include the quality of relationships, the frequency and timing of activities and the range of different kinds of support.

4.6 Partnership working with Primary Care

The Collective made a successful application through 10GM to become a Test and Learn site aimed at promoting partnership work between Primary Care Networks and the VCFSE sector.

The Collective in partnership with Thrive Trafford, Trafford Public Health and Central Primary Care network applied for the funding to demonstrate how the VCFSE sector and Primary Care Networks can work together to reduce health inequalities.

The application was targeted at 3 LSOAs in Central Neighbourhood with a view to improving outcomes in cancer screening, mental health, and COPD. Feedback from the Evaluation Team indicates the project has been a success and provides a blueprint for partnership work for the future.

In November 2023, the Collective was successful in securing a further £140k from the Local Authority Urgent and Emergency Care support fund to support the sustainability and mobilisation of the Test and Learn work into each of the 4 neighbourhoods and this planning work is now underway, under the stewardship of the TPCB.

4.7 RESET Event

The Collective, in partnership with Calm Connections, delivered the annual RESET event which brings children, families, and young people together with service providers from the VCFSE sector, statutory services, and commissioners to develop a shared understanding of the impact of mental health on children, families, and young people.

This year's event was a public facing event in Stretford Mall. One of the highlights was a marketplace for organisations to present their service offer and talk to each other and the public; 30 different statutory and VCFSE organisations took part.

4.8 Addressing Social Isolation

The Collective have delivered the 'Know your neighbour' scheme via the West neighbourhood lead. The scheme is designed to increase access to advice, information and support while reducing loneliness and social isolation by actively linking into WhatsApp groups at a community and street level.

4.9 The development of community-based roles

Working with partners from Trafford Council the Collective has secured funding to develop a range of community-based roles designed to support engagement and community-based service delivery.

These roles include:

- VCFSE broker in Trafford Team Together
- VCFSE Mental Health Strategic Lead
- Mental health Children's Service Link Worker
- Reducing Parental Conflict Coordinator
- Violence Reduction Coordinator

The impact of these roles will support the future development of the Collective as a strategic partner and through effective monitoring and evaluation provide evidence and opportunities to develop the model within a wider partnership framework.

5.0 Planning for the future

From a simple idea – **working together in a Collective and Collaborative way** - Trafford Community Collective has gone from strength to strength.

Over the period 2023 – 2025, the Collective aims to build on the achievements of the last two years to support the delivery of the aims of the Trafford Corporate Plan through:

- Developing a sustainable VCFSE sector in Trafford.
- Supporting the development of community-based early intervention and prevention services at a neighbourhood level.
- Effectively engaging with individuals, families, and communities at a local level and communities with common interests.
- Providing a focus on the wider determinants of health and leading on the development of new ways of working designed to reduce health inequalities.

Work on the sustainable VCFSE sector for Trafford will be developed through the development of the neighbourhood plans and the governance arrangements in this area.

The Collective will also support the delivery of the Trafford VCFSE strategy; the strategy has been aligned to the GM VCFSE Accord that aims to promote the role of the sector in the development and delivery of services at a Locality and GM level.

6.0 Executive are recommended to

1. Note the contents of the report; and
2. Approve the proposal that a further progress report on the delivery of the VCFSE Strategy is presented in 2024.

7.0 Reasons for recommendation

It is recommended that the Executive note the progress by the Collective in the last two years and the plans for the future, which will build on the existing achievements and continue to develop a sustainable VCFSE sector.

Key Decision: No

If Key Decision, has 28-day notice been given? N/A

Finance Officer Clearance: GB

Legal Officer Clearance: DS

DEPUTY CHIEF EXECUTIVE & CORPORATE DIRECTOR'S SIGNATURE: Sara Saleh

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

