



**Business
Intelligence
Unit**

Corporate Plan 2024 – 2027 Scrutiny Update

Cllr Tom Ross

Leader of the Council

July 2024



**Business
Intelligence
Unit**

The Journey So Far...

Corporate Plan: Where are we now?

Trafford had a Corporate Plan from **2018-2022** with seven priorities.

It was refreshed in **November 2021** following the impact of covid and to simplify the council's focus. Consultation with residents and staff took place.

Three corporate priorities were agreed in 2021 and the current plan runs from **2021 to 2024**.

Our Trafford, Our Future: 2021-2024



Vision

Trafford – where all our residents, communities & businesses prosper

Outcomes



All our residents will have access to quality learning, training and jobs



All our communities will be happy healthy and safe



All our businesses and town centres will be supported to recover and flourish for the benefit of everyone

Priorities



Reducing health inequalities



Supporting people out of poverty



Addressing our climate crisis

'better health, better jobs, greener future'

So much has changed....

Post covid recovery

Trafford narrative

EPIC values

Devolution Trailblazer

Elections

Carbon Neutral Action Plan

CCG and ICB integration

Finance and Change

NHS Waiting lists

Cost of Living

Places for Everyone

Culture Strategy

Levelling Up Fund

Children's Mental Health

Budget position

Census

Growth Agenda

New Leader

Inequality widening

Ofsted

Strategic Partnerships

Poverty Truth Commission

Corporate Plan: Current position

The new **3-year plan** retains the vision and the outcomes.

The priorities have been expanded to contain **five priorities**, which better reflect the breadth of Council activity.

Each priority is supported by 'We Will' statements and are outlined in the following slides.

The new Corporate Plan will go to **Council** on 17 July 2024.

The work on the new Corporate Plan is helping us to prepare for the **Peer Review in January 2025**.

VISION & PRIORITIES





Priority 1: The best start for our children and young people

We will

1. Work with our local education and business partners to ensure our young people in Trafford have the best possible access to education, apprenticeship and employment opportunities.
2. Encourage and promote good mental and physical health in children.
3. Provide the right help at the right time for families.
4. Work with our partners to support our children and young people who have Special Needs and Disabilities.
5. Be ambitious for children by continuing to invest in services for Children and Young People and delivering in house youth services.
6. Work positively with our Children in Care, and our young people who have experienced care, to ensure we put them at the heart of what we do.



Priority 2: Healthy and independent lives for everyone

We will

1. Improve health and wellbeing to reduce the impact of poverty, concentrating on communities with the greatest need.
2. Work with our partners to provide fair and accessible services to maximise our residents' physical and mental wellbeing.
3. Work in partnership with communities and the voluntary sector to deliver our priorities.
4. Make sure our residents and carers receive the right level of support at the right time.
5. Safeguard our residents through the right, coordinated response.



Priority 3: Thriving economy and homes for all

We will

1. Help people to gain skills and improve access to employment, to improve household income.
2. Enable an economy that works for all by supporting businesses, increasing investment, and improving our economic resilience.
3. Deliver on our regeneration priorities in town centres and key locations.
4. Work in partnership with agencies to prevent homelessness and to support those who are experiencing homelessness back into housing.
5. Deliver new housing developments that are affordable, adaptable, sustainable, and low-energy use, while working with partners to increase the energy efficiency in our homes.
6. Ensure accessibility for all by improving our highways, streetlighting, footpaths and resurfacing.



Priority 4: Address the climate crisis

We will

1. Show leadership by reducing Trafford council's carbon footprint and increasing the amount we re-use, repurpose and recycle, as well as encouraging partners to do the same.
2. Adapt to climate change impacts, to increase local resilience and protect residents.
3. Ensure our green spaces are biodiverse and provide opportunities for residents to be social and active.
4. Work with businesses to reduce carbon output by decarbonising Trafford Park industrial estate and promoting it as area of good employment.
5. Expand electric vehicle charging infrastructure across Trafford.
6. Promote active and public travel by delivering our Walking, Wheeling and Cycling Strategy and ensuring Trafford's streets are safer and accessible.



Priority 5: Culture, sport and heritage for everyone

We will

1. Expand access to culture and creativity, embed the new Cultural Strategy and attract further investment in arts and culture.
2. Invest into Trafford's leisure centres and deliver the programme in Partington.
3. Provide accessible, effective and sustainable physical activity and sport opportunities for our communities.
4. Ensure that Trafford's rich and diverse heritage is enjoyed by residents and visitors.
5. Expand and enhance the long-standing sporting heritage of Trafford to maximise future opportunities for businesses and communities.

Corporate Plan Outcomes

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

Corporate Plan Timeline



Feedback from our engagement activities

- Engagement activity included hearing from residents, colleagues and partners, to find out what they thought about our new priorities and 'we will' statements.
- This activity included a feedback survey, discussion at Department Management Team meetings, attendance at partnership events, drop-in sessions for staff and promotion of the changes through our internal communications and social media.
- **Majority of survey respondents felt that the priorities were the right ones to focus on.**
- 77% of the respondents either 'strongly agreed' or 'agreed' that our priorities can meet the Council's current and future challenges.
- **Respondents supported the new 'we will' statements** and these have been ranked according to feedback from the survey

What is most important to people?

- Good provision for children in Early Years
- Support for those with additional needs and older people
- Timely access to assessment and support services when these are needed
- Support for people living in poverty
- Access to great public transport
- Building cohesive communities
- Strong supported living provision
- Access to green spaces and opportunities for physical activity

Next Steps

- Present the new Corporate Plan at **Council on 17 July**
- Continue to **develop the Key Performance Indicators (KPIs) and success criteria** to shape the Annual Delivery Plan
- Commence half yearly reporting including KPIs and case studies to Executive
- **Embed the corporate plan by:**
 - Presenting at Let's Talk events July/August
 - Preparing videos for each priority
 - Newsletters, team meeting briefings
 - Liaising with businesses, schools and voluntary sector
 - Delivering social media plan
 - Updating key documents i.e. EPIC check in
- **Prepare for the Local Government Association Peer Review**
- Bring further updates to Scrutiny

**Thank you and any
questions?**

