



TRAFFORD
COUNCIL

Annual Report

2020/21



www.trafford.gov.uk

Foreword by the Leader

This year has seen local government at its best.

The efforts to deal with the effects of Covid has seen all parts of our borough come together in an incredible way.

Vulnerable residents, businesses and workers have all needed a great deal of support and the response has been phenomenal. Our voluntary, community and social enterprise groups have been immense. Their knowledge and expertise of their locality and their sector has been invaluable in helping us deal with this pandemic.

And the Council has been there at the heart of the response. We have helped to co-ordinate the response, setting up community hubs that supported our residents. We have co-ordinated and provided grants to businesses so they stay afloat and retain their staff. We have provided advice and resources to people who have lost their jobs, so that they received the support they needed.

Our public health team has also led the way, advising businesses and residents on how they could manage restrictions and minimise the risk of Covid. They have helped our Trafford CCG partners with the vaccination programme, making sure all eligible people could receive the vaccine so that vulnerable people would be protected and that the infection rate could be reduced.

This pandemic has come at a heavy cost. Many have lost their lives, while mental and physical health has taken its toll. More people than ever have needed our support, which has impacted the Council on what we would like to achieve. But I can only look back on the last 12 months with pride, at how this Council and this borough has responded. And I can therefore look forward to the next 12 months with optimism as we look to build back better and make Trafford an even greater place for our residents.

Councillor Andrew Western
Leader of Trafford Council



Foreword by the Chief Exec

In all my years in local government, these past 12 months have certainly been the toughest. Almost overnight, the way we had to deliver services and support changed. For example, the setting up of our community hubs would normally take months of preparation, consultation and implementation – necessity meant it took just a few weeks so that we could quickly reach and support our vulnerable residents. The whole way we adapted as a Council – quickly, efficiently and effectively – made this a tough year but a very proud one for me.

This yearly report shows the extent Covid has had on the Council. Many services have been affected because of lockdown. The prioritisation of Covid has also meant that some services have not had the resources we would normally devote to it and this can be seen in some of the metrics produced in this report.

Other statistics, however, show the impressive ways we have adapted to the lockdown to provide alternative ways of serving our communities. For instance, throughout the lockdowns, our library buildings had to close – yet we were still able to offer online borrowing and this increased dramatically. Similarly, our priority of maximising the use of technology to transform the way we deliver services has accelerated. This meant businesses could quickly receive grants, and that vulnerable people could swiftly apply for support. It also meant that – even though we had to work from home – we could still continue to work, keep in touch with colleagues and make sure we delivered the right services at the right time for our borough.

Alongside our efforts to deal with Covid have been our plans to build back better. We are determined that, as we emerge out of this pandemic, the future should be bright for everyone in Trafford – residents, businesses and communities alike.

Sara Todd
Chief Executive of Trafford Council



The Priorities and Outcomes for Trafford

The Council has identified seven strategic priorities that we believe are key to enabling Trafford residents, businesses and staff to thrive. Our priorities set out our aspirations for our people, places and communities, and how they can affect and improve their daily lives.

Our people are our greatest resource. Through engagement with our staff we will create an environment for staff to grow and develop life-long skills and see the benefit of their contribution to the borough. We want to be an employer of choice.

These priorities are not just for the Council but for the whole community and have been shared with members of the Trafford Partnerships. In order to make the difference we want to make, we will need to work closely and effectively with partners, residents, businesses and communities to make this a success.

Our corporate plan describes the Council's overall approach and outlines the Trafford vision.



Bridgewater Canal, Sale

Our Priorities



Affordable and Quality Homes

Trafford has a choice of quality homes that people can afford



Health and Well Being

Trafford has improved Health and Well-Being, and reduced health inequalities



Successful and Thriving Places

Trafford has successful and thriving town centres and communities



Children and Young People

Ensuring a Fair Start for All Children and Young People



Pride In Our Area

Creating Pride in Our Local Area



Greener and Connected

Maximising Our Green Spaces, Transport and Digital Connectivity



Targeted support

Supporting our residents when they need it most

🏠 Priority 1:

Building quality, affordable and social housing

Case Study

Nicola Cattell was evicted from a house she was renting from a private landlord and had to live at her mum's - sharing one bedroom with her two children - during lockdown, before being helped by Reza Chenanei, one of Trafford's Housing option officers.



"Reza was given to me as my case worker. He was great, he talked through all the different options available to me and helped me to make the right decisions. Anytime I had a question he would always do his best to answer it. I didn't want to move too far away from my family, and also because of my children and their school, I wanted to stay in the same area. I could have gone into temporary accommodation, rather than stay at my mum's, but after discussing it all with Reza I realised that wouldn't have been the best option for me. I've now got my own place, which is fantastic."

"I've now got my own place, which is fantastic."

Our Outcomes

Full consultation and engagement on the Draft Trafford Local Plan was carried out, paving the way for planning policies to help secure the right mix and affordability of new homes in the borough.

Housing Completions



Affordable Housing Completions



Priority 2:

Trafford has improved health and wellbeing, and reduced health inequalities

Case Study



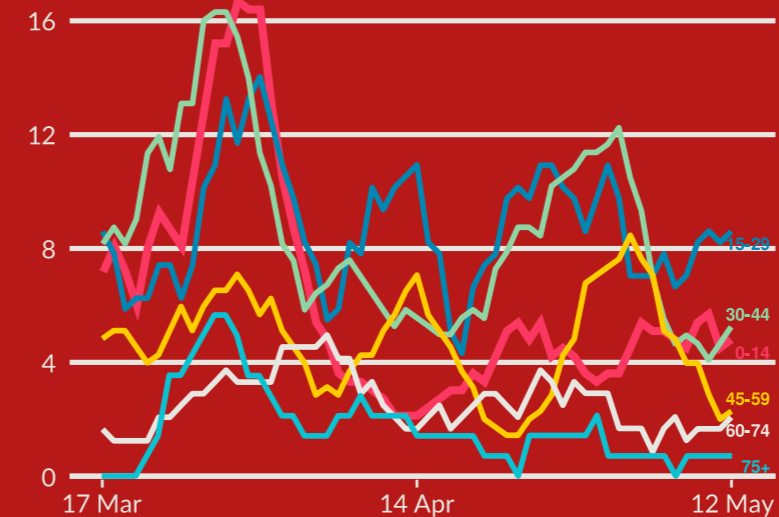
A Holocaust survivor who used his international sprinting skills to inspire Man City legends Mike Summerbee, Colin Bell and Francis Lee became Trafford's first patient to receive the coronavirus vaccine. Eighty-five-year-old Danny Herman, who represented Team GB in the 60-yard dash, said he was 'delighted to come first for a change!' referring to his sprinting loss to an American rival in 1965. He said: 'This is a historic occasion which hopefully signals the start of a new chapter with the vaccination providing a chance to get back to normal life.'

He also said he feels 'lucky to be alive' as he lost more than 30 of his extended family in concentration camps: 'Life should be treasured and celebrated,' he added, "this vaccination will give so many the opportunity to once again embrace life. It's what we've been waiting for.'

Life should be treasured and celebrated,"

Our Outcomes

As of the end of Q4 almost **92,256** COVID-19 first vaccinations and **16,627** second vaccinations were administered to Trafford residents.

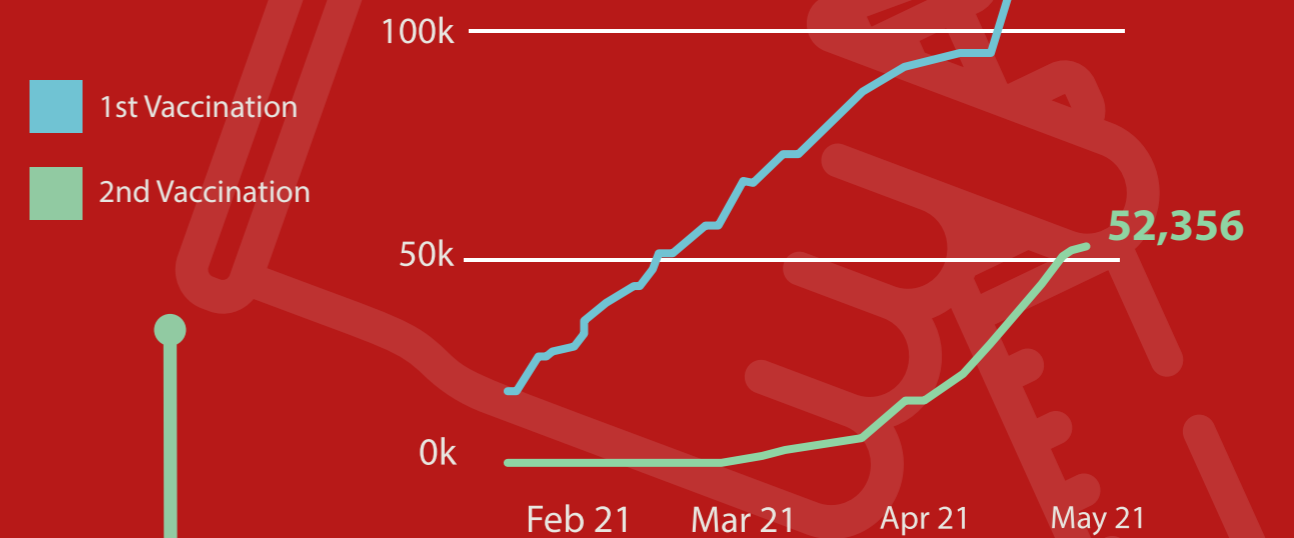


Covid Case Reductions



Age-specific Covid case rates per 100,000 Trafford, 7-day moving average

Increased Covid Vaccinations



Priority 3:

Trafford has successful and thriving town centres and communities

Case Study



Fred Davids - Owner of Kelder

Kelder, an independent wine bar and drinks retailer in Urmston, first received support from the Council in 2017, when the Town Centres team helped the business to find a suitable premises.

Since then, the business has taken advantage of the Council's Town Centre Loan scheme to help with start-up and marketing costs.

Owner Fred Davids said: "Not only did the loan scheme help financially, it also required us to think very carefully about our business plan, and opened the door to some financial training, all of which has helped to make the business more robust."

"In the past 12 months, the prompt administration by the Council of government support grants has been appreciated and we were also signposted to the Business Growth Hub's mentoring service. One of the few positives of Covid has been that we have had the time to take advantage of this, and complete a number of useful training courses that will improve how we run the business."

"The business development team have been a valuable support for us when dealing with other council departments such as planning and licensing: helping save time by putting us in contact with the right person in each team."



Stretford King St. Rendering

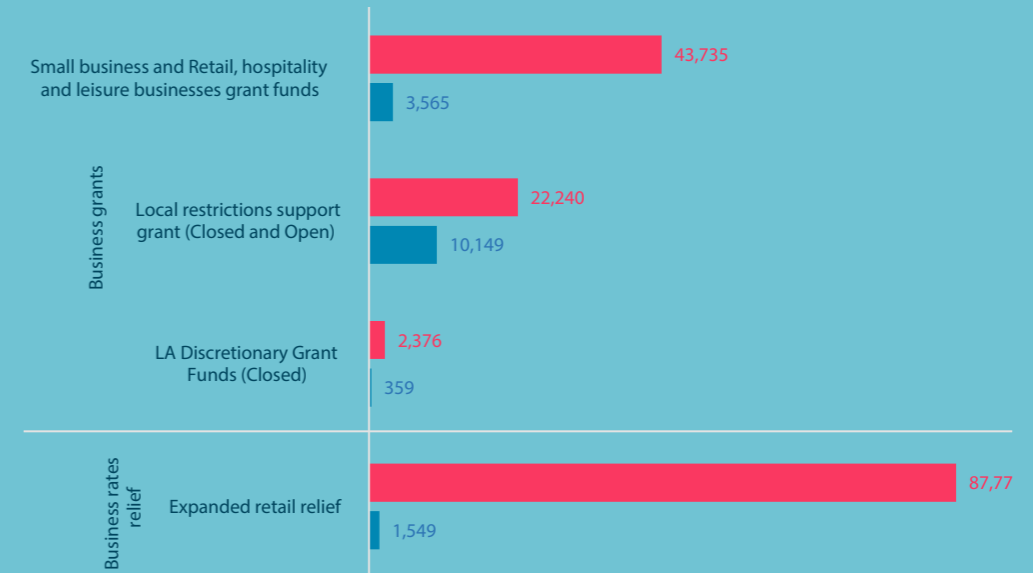
Our Outcomes

An exciting **£17.6m** was received to regenerate and transform Stretford town centre after the Council applied for the funding. Stretford was chosen as one of only four areas of the North West to receive the full allocation from the Ministry of Housing, Communities and Local Government's **£830m** Future High Streets Fund.

71
Apprenticeship starts
Within Trafford Council
year 2020 -2021

Key Covid Business Support Schemes Trafford

■ Estimated value/cost (£ 1000s)
■ Estimated no. grants paid/eligible properties



Library services continue to see large increases of online lending up **9%** in Q4 at **87,080** downloads from the library service. Annual target was **300,000** and the year-end figure was **311,710**.

"Not only did the loan scheme help financially... it also helped to make the business more robust."

Priority 4:

Ensuring a fair start for all children and young people

Case Study

Paul Maguire, manager of Old Hall Road children's home started a new art session for the unit's children. In their first ever 'Art Club', all of the young people spent a creative three hours enjoying art together with staff.

Paul said: "One of our young people, Jacob, is really interested in art and so we got him all of the materials to help with his hobby. When the rest of the young people saw this they asked if they could join in, so we bought more canvasses and paints and Art Club was born. Everybody sat down together and helped and encouraged each other. Some of the children's completed pictures are already hung downstairs and others are in the bedrooms."



"From the start of the pandemic, the Trafford Public Health Team have been there for us and have made an incredible contribution to support us to manage school and college and ensure that our students and staff have access to their work and education."

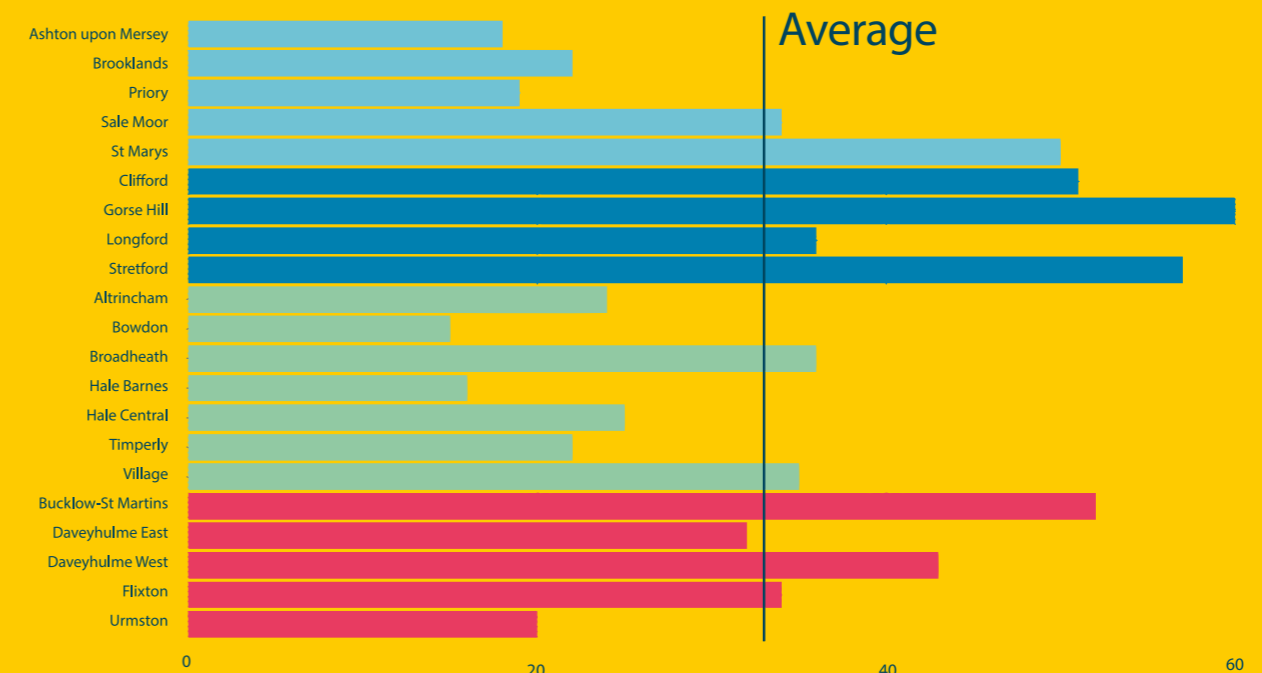
Jude Lomas, Head teacher, Brentwood High School and Community College

Our Outcomes



Trafford continues to maintain a low rate for young people aged 16-18 'Not in Education, Employment or Training (NEET) **2.52%** against a target of **2.5%**.

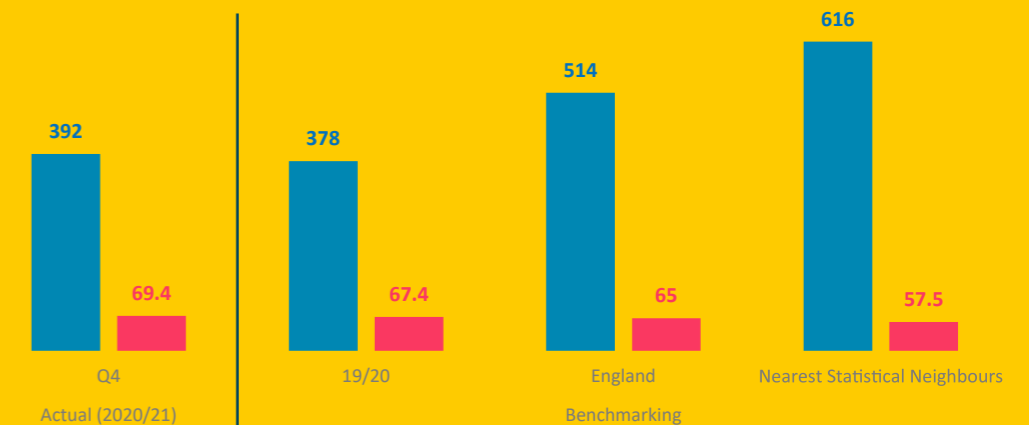
New Education, Health and Care Plans issues by ward



Jan 2019 - Apr 2020

Children in Care, Quarterly Data and Benchmarks

■ Numbers of cared for children
■ Rate of children in care



🏆 Priority 5:

Creating pride in our local area



Case Study

Our Environmental Improvement Team works with a wide range of partners to ensure our neighbourhoods are clean and safe places for people to live and visit and often deliver classes and assemblies to Trafford schools on the impact litter has on local communities and wildlife. To support the work of our street cleaning service the team has recently launched **'Let's Tidy Trafford Together'**. This scheme offers Trafford residents and businesses a free litter picking kit if they sign the **#BeResponsible** pledge on the Council's website. Residents are asked to pledge that they will keep the area around their home clean and tidy; try to reduce and recycle as much waste as possible; not drop litter, and encourage other to be responsible.

Over 2,500 litter heroes have taken the **#BeResponsible** pledge and received a free litter picking kit.

Over 2,500 litter heroes have taken the #BeResponsible pledge

Our Outcomes



Percentage of household waste which has been collected for recycling

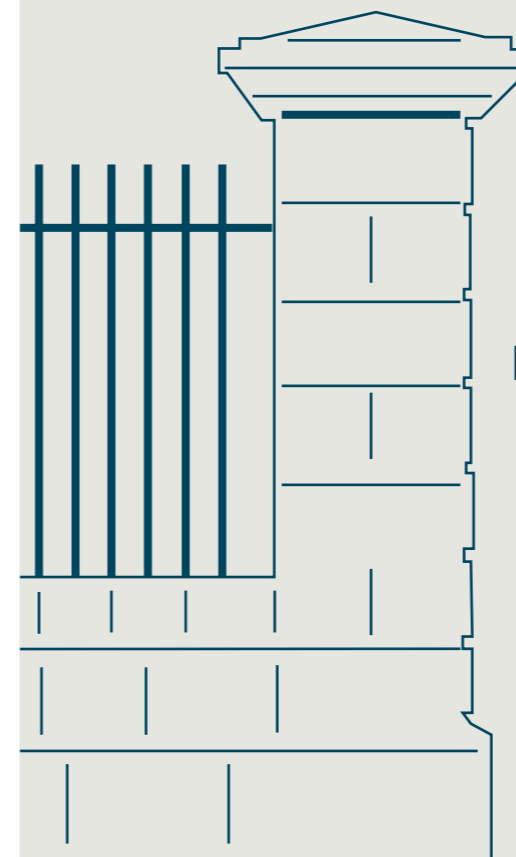
■ Achieved
■ Target



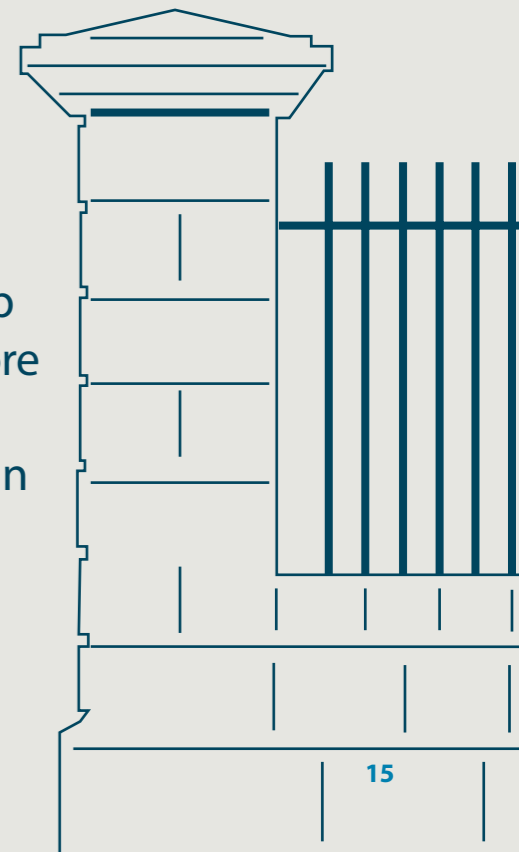
In Q4 Trafford continued to maintain one of the lowest crime rates in the Greater Manchester area at only **14.9** reported crimes per **1000** population.



93.8%
of adopted streets and paths scored at grade B or higher.



The One Trafford Partnership has completed works to restore the heritage gates at the Hartley Road entrance of John Leigh Park.



Priority 6:

Maximising our green spaces, transport and digital connectivity

Case Study

One Trafford Partnership's Wilding Trafford project was presented with a Bees' Needs Champions Award 2020 by the Department of Environment, Food and Rural Affairs (DEFRA) in November 2020.

The prestigious award recognises how the project has helped to support the bee population in Trafford by creating pockets of a nature rich areas where they can thrive.

The project is run by One Trafford, Friends of Parks groups, In Bloom groups and The Conservation Volunteers (TCV), and in the last three years, has introduced better habitats for bees, insects and other pollinators by creating wildlife corridors in our green spaces.

Over £100,000 has been invested into habitat improvement; going towards new bulbs, wildflower seeds and hundreds of shrubs planted to create wild corridors in seven parks in Trafford; Hullard Park, Seymour Park, Longford Park, Turn Moss Park, Lostock Park, Moss Park and Gorse Hill Park.

The Council has kept its promise to provide more affordable homes by submitting a planning application with housing developer Seddon Development Ltd to build 48 townhouses and 38 apartments – including at least 21 affordable – on the site of the former Sale Magistrates Court off Ashton Road.

In addition, a state-of-the-art social housing development - named in honour of one of the borough's most popular councillors, Cllr Ray Bowker – will provide 30 social housing units – 20 one-beds and 10 two-beds – in a three-storey development at Carrfield Avenue in Timperley.

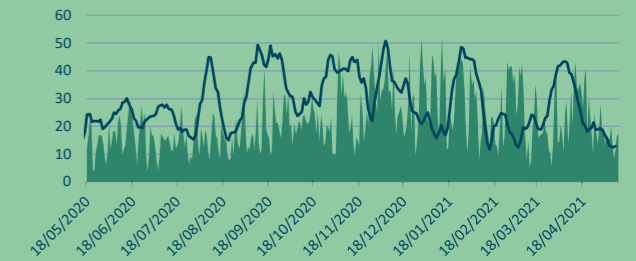
Our Outcomes



Trafford Libraries announced a new laptop lending scheme to enable people who do not have their own device to get online and access digital services.



The highest mean annual level of nitrogen dioxide at any of the monitoring stations in 2020 was **21 µg/m³** and in 2019 the annual mean level of nitrogen dioxide was **30 µg/m³**. This demonstrates there has been a reduction in the level of nitrogen dioxide.



The Council distributed laptops to disadvantaged children, families and young adults across the borough

646 laptops & 118 4G dongles in total.

Our ambitious plans to support safer and greener borough-wide travel led to the creation of a cycle lane along the A56.

TfGM "network intelligence data" points to more journeys being made by bike across GM, cycle trips up **25%** compared to March 2021 vs March 2020). Trafford has one of the highest increases – **139% increase**



The collection of green bins returned to a weekly service.



Priority 7:

Supporting our residents when they need it most

Case Study



Volunteer Shelly

Shelly, a volunteer from Stretford Public Hall coordinated the delivery of food parcels to those in need during the coronavirus pandemic. She said: "I love being a part of the Stretford community and helping in any way I can. I don't drive so I can't deliver the parcels myself – but I can organise the deliveries and complete the admin tasks associated with them – so this is what I do. I give around an hour each day and it makes me feel good for the rest of the 23 hours – knowing I've helped someone who needs help. All the delivery drivers are wonderful people and it has been a pleasure to get to know them. Meeting them each day at the hall at 3pm gives me a chance to leave my house and talk to someone other than my family!"

"It makes me feel good... knowing I've helped someone who needs help."

Our Outcomes



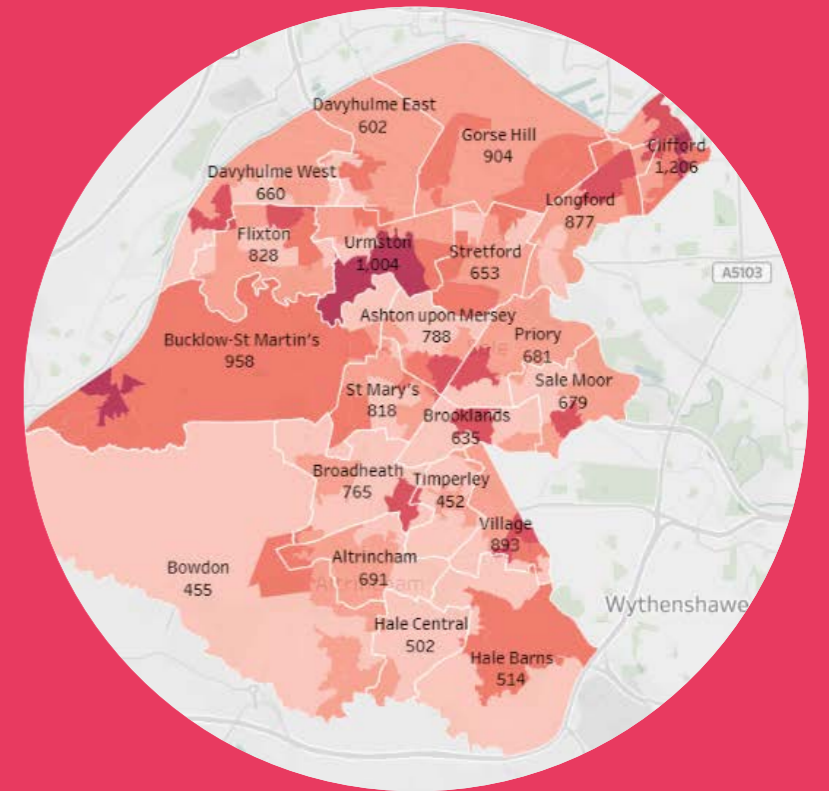
Our Community support lines responded to a massive

34,296

calls throughout the year

Our work helped to keep over **14,000**

Covid Shielding patients safe throughout the pandemic across all our wards.



Opened a new six bedroom property for homelessness on Chester Road as part of the 'A Bed Every Night scheme' (ABEN). The property has had a good turnover rate with some residents moving on to more permanent accommodation.

Central Services



Case Study: Communications

Dealing with coronavirus has been a significant challenge and one of the key tools in the fight against it has been communications. The Communications Team has been at the forefront, ensuring the Council's key messages are conveyed to a wide range of stakeholders, internally and externally.

To help do this, the team introduced a digital daily staff update designed to keep people who were working at home up to speed with what was happening. It was picked up as good practice by local trade unions and received praise nationally from the TUC as the only daily staff update produced by a GM authority.

Traditional media – newspapers, radio and television – was also used effectively to get messages out. For example, the team worked hard to publicise free school meals over the October half-term holidays. In less than 48 hours more than 2,000 parents had applied.

There was even a supportive tweet from Manchester United star Marcus Rashford who led the campaign.

Case Study: IT

When the coronavirus pandemic hit, the Council suddenly went from typically having 150 staff logged on remotely each day to 1,500 employees needing to work from home.

Jon Thomson, Head of IT Operations, said: "Our number one priority was to keep our core critical services running, regardless of where teams were operating from. It was a huge challenge, one which was overcome by issuing 150 laptops and 100 desktops to staff and quickly getting them equipped to work in a totally new way, this meant staff could continue to deliver and support our critical services to our residents.

"For some teams this proved more difficult than others. With Exchequer Services, for example, we developed a home working solution which allowed a large team to take and manage calls as if they were still in the office. This meant that we minimised any calls being lost at such a critical time to residents and businesses. Had we not been able to come up with an IT solution to meet their needs, businesses in dire need would have potentially lost out on the chance to receive one of the grants they were issuing.

To support our day to day business activity we launched Microsoft Teams for all Council staff within a two week period at the beginning of the pandemic. This enabled staff to communicate and collaborate effectively with their work colleagues, continue to have team meetings in the new virtual world and minimised disruption with our service delivery. We then implemented the same technology to get Council meetings back up and running, by enabling them to take place virtually."

The technologies delivered during this challenging period have helped accelerate our agile working plans, enabling staff to be more flexible whilst supporting the Council's digital agenda.



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