

APPENDIX 1 - TRAFFORD INCLUSIVE ECONOMY RECOVERY PLAN

Issue	Actions	Timescale	Corporate Plan Priority	Lead Officer	Update	RAG Rating
Business Support and Sustainable Job Creation						
Maintain and grow further close contact with the business community	Close working with GM Business Growth Hub, GM Chamber, Altrincham and Sale Chamber, and FSB in relation to sharing and distributing information, organising events, seminars etc	Ongoing	Successful and Thriving Places	Allison Brierley	Quarterly meetings established. Next one to take place 28th June. SLA to be agreed	Amber
	Close working with Public Health Team to provide up to date advice and guidance for businesses.	Ongoing		Allison Brierley	Twice weekly meetings taking place.	Green
	Information Officers/Covid Support Officers to maintain regular contact with businesses in town centres to provide advice, support and gain feedback.	July 2020 to March 2021		Mark Bamford	<ul style="list-style-type: none"> > Information Officers were deployed from July 2020 through to the end of March 2021. > The officers were funded by RHSS until Nov 2020 and then by the Compliance and Enforcement Grant. > The Officers supported businesses and the public, and relaying messages from Environmental Health. 	Green

	Initiate business support drop in sessions at the Town hall/ online with partners to offer business support and signpost to further areas of help and training.	By end September 2021		Allison Brierley	Second round of sessions launched w/c 21st of June 2020. First round of drop-ins generated 10 1-2-1 bookings (Oct - Nov 2020)	Green
	Initiate diagnostic follow up with grant recipients to promote access to other support mechanisms, monitor progress and identify any businesses in distress.	By end September 2021		Allison Brierley	Establish what other surveys have been completed to avoid duplication. Initial discussion framework established.	Amber
	In line with Government guidance provide financial support to the business community through the design, delivery and administration of the Trafford Additional Restrictions Grant Scheme.	By end July 2021	Successful and Thriving Places	Allison Brierley	Circa £7m provided in grant funding to 779 Trafford businesses. Final payments to be made by end of July 2021	Green
	Establish a Business Leadership Forum as mechanism to increase the Council's understanding of the business environment with a view to informing future strategic decision making. Consider adopting a sector based approach.	By end September 2021		Allison Brierley	To link with outcome of Leader's Lounge review.	Red
Significant changes in local economy as a result of COVID affecting many of Trafford's businesses	Survey of local businesses to gain up to date information on the impacts, key issues, support required in longer-term.	By end September 2021	Successful and Thriving Places	Allison Brierley	Survey timeframe to be determined in light of lockdown. Initial questions identified.	Red

Significant number of businesses saddled with debt	Review the Trafford Small Business Loan Fund to assess whether it is now fit for purpose and meets gaps in support available and recommend alternative if required.	By end October 2021	Successful and Thriving Places	Allison Brierley/Elaine Wood	Review commenced	Red
	Prioritise available funding to incentivise innovation, SMEs, 'greener' independents and low carbon industries.	From March 2021 onwards	Successful and Thriving Places	Allison Brierley	Ongoing and linked to above	Amber
Increasing number of business closures	Work with agents and property owners to develop a co-ordinated approach to sharing information on forthcoming vacancies	By end June 2021	Successful and Thriving Places	Allison Brierley/Mark Bamford	Establish process to facilitate	Red
	Produce a specific pack of information for agents/Owners on available support and business advice to attract new businesses.	By end September 2021	Successful and Thriving Places	Mark Bamford/Allison Brierley/Linda Roy	> Brief to Marketing agencies to produce generic piece on what makes Trafford special. > Potential to use the Welcome Back Fund to help facilitate this.	Amber
Gap in support for people self-employed for less than 12 months	Work with partners, including Enterprising You / Business Growth Hub, to provide access to support available.	By end June 2021	Targeted Support	Allison Brierley/Nidi Etim/Becci Page	Partners engaged to develop actions to address gaps in current support.	Amber

Limited support available for start-up firms which are largely ineligible for the support packages available.	Establish a business start-up network in Trafford to provide networking and support to new start ups	By end December 2021	Successful and Thriving Places/Target ed Support/Supporting Trafford residents when they need it most	Nidi Etim/Becci Page	Working with TESPN and community support orgs. To secure funding to establish Network and provide support.	Amber
Grow the support for VCFSE organisations	Use the results of the GM State of the VCFSE Sector survey to inform approach and response.	By end July 2021	Successful and Thriving Places	Allison Brierley	Report anticipated from Salford University end June	Amber
	Utilise Social Value offer from Virgin Media as part of their Full fibre contract to offer volunteering support to local community initiatives	By end March 2021	Green and Connected	Nidi Etim	Ongoing liaising with volunteering support at St Johns and other community hubs	Green
Facilitate closer relationships between companies in key sectors	Establishing a pilot sector group for Food and Drink Manufacturing companies in Trafford	By end October 2021	Successful and Thriving Places	Allison Brierley	Explore larger Food manufacturing supporting smaller food manufactures.	Red
Transition Preparedness						
Understand the impact of the UK's transition from the EU in January 2021	Commission review of Trafford Brexit Impact Assessment following agreement on the Trade deal between the UK and EU	January 2021	Successful and Thriving Places	Stephen James/Transition Preparedness Group	Review produced and update on findings to July Executive.	Amber

	Continue to monitor impacts on local businesses in partnership with GMCA and other business representative organisations	Feb 2021 onwards		Allison Brierley	Attendance at GMCA Economic Resilience Group and Growth Company meetings to share information/monitoring	Green
	Monitor the new arrangements for banking and financial services as well as the arrangements for mutual recognition of professional qualifications.	From July 2021 onwards		Stephen James/Transition Preparedness Group	Ekosgen Impact Assessment recommendation	Red
Minimise the impact of the end of ERDF programme and future funding changes	Track and take advantage of new Single Prosperity Fund	From Jan 2021 onwards	Successful and Thriving Places	Mark Bamford	<p>> Existing ERDF programmes still in place however must be complete by the end of 2023. (https://www.gov.uk/government/publications/draft-european-regional-development-fund-operational-programme-2014-to-2020); continue to monitor.</p> <p>> The UK Shared Prosperity Fund is due to be launched in 2022 meanwhile the UK Community Renewal Fund is in place to help local areas prepare for this (https://www.gov.uk/government/publications/uk-community-renewal-fund-prospectus). This is being managed by GMCA in Gtr Mcr.</p>	Amber
Implications on the Council	Continue to lead the Transition Impact Group and review the Transition Preparedness Plan.	By end Dec 2021	Successful and Thriving Places	Stephen James/Mark Bamford	Regular meetings continue.	Green

Green Economy and Sustainable Job Creation

Take advantage of opportunities to grow this sector	Support the delivery of the Climate Change Action Plan and explore opportunities for attracting 'green' businesses, including exploring opportunity for Trafford Park as a geographical cluster.	From Sept 2020 onwards	Green and Connected	Allison Brierley/Nidi Etim	Forms part of Future Trafford Park bid drafted to secure Evergreen funding - liaising with GMCA to finalise	Amber
	Work closely with the Carbon Neutral and Climate Change Commission to support the reduction in carbon emissions and to share best practice and emerging technologies.	From Jan 2021 onwards	Green and Connected	Allison Brierley/Nidi Etim	Linked to determining Business alliance/other models for effectively engaging businesses.	Red
	Support adoption, promotion and communication of the Carbon Neutral Framework Model across the business community, particularly in relation to stakeholder engagement including promotional campaigns.	From Dec 2020 onwards	Green and Connected	Allison Brierley/Comms	Business communications plan to be produced using social media, business bulletin etc. to communicate key messages, activity and opportunities for engagement across the business community.	Red
	Establish Council Business Alliance Model through existing groups e.g. Trafford Park Business Network and Town Centre Partnerships to allow businesses to share best practice and experience. Include sustainability leads where these exist.	By end June 2021	Green and Connected	Allison Brierley	ToR produced - options being considered.	Amber

Actively encourage sign up to the Growth Hub's Green Business Pledge. This is free to sign up to, and gives businesses some ideas of actions they can take to reduce their environmental impact and grow their business. Businesses who sign up will receive a certificate they can use to promote their green credentials www.green-growth.org.uk/pledge	From Dec 2020 onwards	Successful and Thriving Places/Green and Connected	Allison Brierley	Promoted actively with Business through social media/Bulletin.	Red
Engage with identified sectoral partners and potential support organisations e.g. Business Growth Hub and Groundwork in identified clusters of Trafford Park, Civic Quarter, Trafford Centre Rectangle, and Town Centres.	From Jan 2021 onwards	Green and Connected	Allison Brierley	Initial engagement with key stakeholders taken place, further engagement to follow.	Amber
Work with TfGM to promote initiatives such as the Travel Choices for businesses that aims to promote cycling by offering one to one travel advice and sustainable travel plans for businesses as well as providing free Metrolink travel for apprentices	From Jan 2021 onwards	Green and Connected	Allison Brierley/Nidi Etim	Liaison to take place with TfGM to determine full range of support available. Forms part of future Trafford Park bid drafted to secure Evergreen funding. Promotion of offer to apprentices and employers.	Red

Support implementation of EV charging points throughout the borough and potential at key business locations such as Trafford Park.	From Sept 2020 onwards	Green and Connected	Adrian Fisher/Stephen James	Funding proposal to secure specialist consultant support drafted.	Amber
Assess the strength of the green economy in Trafford, and its supply chain, in partnership with MIDAS, to determine an approach to promoting the borough and securing inward investment.	By end June 2021	Green and Connected	Stephen James	Ekosgen Impact Assessment recommendation/Recovery Plan complementary to GMCA strategies	Amber
Continue to align with Greater Manchester's strategic plans to "Build Back a better, fairer and greener economy" and support a green recovery.	From July 2021 onwards	Green and Connected	Stephen James	Recovery Plan and Carbon Neutral Action Plan produced to complement GM strategic plans.	Green
Continue to monitor Government policy around the development of freeports and review the opportunity to encourage the use of non-carbon forms of transport in key sectors such as logistics	From Dec 2020 onwards	Green and Connected	Adrian Fisher/Stephen James.	Continued liaison with GMCA over implications of the policy.	Amber
Promote Green Supply Chain Management and use of Manchester Ship Canal and Bridgewater canal for sustainable movement of goods and materials.	From Dec 2020 onwards	Successful and Thriving Places	Adrian Fisher/Stephen James.	Approach to be determined with stakeholders	Red

	Support the development of the new Liquid Air Battery and associated supply chain and sectoral growth benefits	Sept 2020 onwards	Green and Connected	Stephen James.	MOU in place with public/private sector partners and project group meeting taken place.	Amber
Sustainable Jobs and Skills Growth for Local Residents						
Support unemployed residents	Work with TEES partners to coordinate employment support at a local level to those who need it: *Production of a weekly jobs and opportunities bulletin detailing sources of employment support	From July 2020 onwards	Successful and Thriving Places	Nidi Etim/Becci Page	Bulletin distributed weekly to over 2000 local residents with local job centres uploading this to customer journals. Skills Outreach Officer to continue to produce the Bulletin.	Green
	*Promote details of upskilling opportunities through the Skills for the Unemployed and Skills for the Workforce programmes	From March 2021	Targeted Support/Successful and Thriving Places	Nidi Etim/Becci Page/Rachel Kemp	Skills Brochure completed and distributed to 6 most disadvantaged Wards. Skills Information Officer organising skills advice drop in sessions in community locations	Green
Support employers during/once furlough scheme ends	Establish business engagement to develop intelligence to gain early warning for local businesses in trouble and offer redundancy support to help affected staff reskill and gain help to secure alternative work	Ongoing	Successful and Thriving Places	Nidi Etim	Occurs when early intelligence is gleaned from team or employers themselves. Larger redundancies supported through DWP national employer teams.	Amber
	Targeted support to employers in construction working in Trafford through the local coordination of job and training opportunities available	Ongoing	Targeted Support	Nidi Etim	Construction Subgroup active virtually. New Chair for the group being sought.	Amber

Promote Adult Education training and support local residents with the skills and equipment to access online courses, particularly disadvantaged groups	Secure funding through the AEB LA grant programme to deliver against the themes of alleviating barriers to adult education, digital inclusion, digital connectivity, and ESOL (English as a Second Language).	By end Nov 2020	Successful and Thriving Places/Children and Young People	Nidi Etim/Becci Page	Funding successfully drawn down to fund Skills Information Officer, ESOL Coordinator, Digital Volunteer Coordinator and Laptop Loan scheme. All up and running.	Green	
	Recruit a Skills Outreach Information Officer to promote adult skills training to residents using drop ins in community venues and non-digital methods including the production of a skills/ employment support brochure to be delivered to every household in Trafford promoting courses and sources of help					Rachel Kemp recruited to post Nov 2020. Skills Brochure produced and distributed to residents in most deprived wards and through networks. Funding applied for to extend contract to 31st March 2022 to enable support for people coming out of furlough and expand service to businesses	Green
						Drop in sessions commenced 14th June 2021.	Amber
Set up a smart tablet/ laptop loan scheme for residents to borrow digital kit through the libraries where they don't have access to technology	By end March 2021	Targeted Support/Supporting Residents When They Need It Most	Nidi Etim/Simon Davis/ Riz Hafejzi	Laptop loan scheme up and running being coordinated through Trafford Library service - to date 126 loans to 53 people with highest takeup so far being in Broadheath and Stretford areas.	Green		

	Recruit a Digital Volunteer Coordinator to manage the loan scheme and recruit and train a team of digital volunteers to provide support for residents accessing kit to help them use it and get online	By end Oct 2020	Supporting Residents when they need it most	Nidi Etim/ Simon Davis	Holly Wade recruited to role Nov 2020. Now upskilling Digital volunteers.	Green
	Recruit an ESOL coordinator to extend the services of Manchester's ESOL advice centre to Trafford; promoting ESOL, managing waiting lists and coordinating support (to be delivered through Trafford College's ESOL team)	By end Feb 2021	Green and Connected	Nidi Etim	Steph Carter recruited to role May 2021 working with Trafford College. Starting series of drop in sessions in June.	Green
Work with partners to increase employment opportunities available for residents who were disadvantaged in the labour market prior to COVID-19 and. For those with physical and learning disabilities. Work to ensure that young people do not become disengaged in the pursuit of a career.	Establish a Trafford Pledge Youth Employment Task Force with TEES partners and employers to address high levels of youth unemployment using DWP's Kickstart initiative to incentivise employers to take on young people into jobs and apprenticeships	By end Nov 2020	Successful and Thriving Places	Nidi Etim/Becci Page	Task force established with meetings every two months ongoing. Ensuring Kickstart opportunities in Trafford are promoted to young people and they are receiving wraparound employability support.	Green

Encourage people to remain in education and training and increase their skills related to in-demand occupations would help those impacted to adapt to a subdued labour market and ensure that training related funding prioritises the Health and Social Care sector and careers within the Green Economy.	Ongoing	Targeted Support/Successful and Thriving Places	Nidi Etim/Becci Page	Ekosgen Impact Assessment recommendation/priority for TEES. Being taken forward through the AEB skills group and new Green Economy Skills group.	Amber
Work with Centre for Ageing Better and GMCA to pilot new ways to support over 50's into employment	By end March 2021	Children and Young People	Nidi Etim/Becci Page	Funding applied for to test one concept recommended by Humanly. Ongoing with DWP.	Amber
Increase knowledge of Access to Work provision for disabled employees and jobseekers	Ongoing	Targeted Support/Supporting Residents When They Need It Most	Nidi Etim/Becci Page	Focus area for TEES to address barriers.	Green
Work with TEES partners to identify barriers for disabled residents and residents with learning difficulties seeking employment and devise actions to address those barriers.	From April 2021 onwards		Nidi Etim/Becci Page	Ongoing work through the Employment Sub-group. Funding applied for to engage with and provide support to SEND young people who are NEET and not accessing Kickstart and other employment opportunities .	Amber

	Support GMCA's programme for apprentices who are made redundant and help to secure alternative employment to complete their apprenticeship	Ongoing		Nidi Etim/Becci Page	Supported through close liaison with GMCA / good working relationships.	Amber
	Utilise GM levy matchmaking service to support the creation of new apprenticeships in priority sector of health and social care, construction, digital and Green Economy.	From Oct 2020 onwards		Nidi Etim/ Becci Page	Working with HR to write a Policy paper to support Trafford businesses in key sectors with a focus on Health & Social Care	Amber
Aspiration to re-skill and up-skill workforce into new / emerging sectors as some sectors shrink	Help employment and skills building up a more tailored skills programme based on local employer needs and local further and higher educational offer - supported through the new ESF Skills for Growth programme aimed at filling the gaps for employers in different sectors	From March 2021 onwards	Successful and Thriving Places	Nidi Etim	Taken forward through the AEB skills group Working closely with Trafford College, UA92, DWP and employers. Funding applied for to continue and expand the role of the Skills Information Officer to provide skills information to school career advisers.	Amber
	Identify forthcoming new employment opportunities through inward investment/ expansion and diversification to upskill residents ready for the new job opportunities e.g., Saica, Therme, construction	Ongoing	Successful and Thriving Places	Nidi Etim	Support commenced with advice for Saica and dialogue with Therme.	Amber

	Research details of job roles needed in growing sectors, e.g., digital, green economy etc, and qualifications/ skills needed and provide details to Career's advisers, Connexions advisers working in schools to promote opportunities to young people before they finalise their career decisions.	Ongoing	Green and Connected	Nidi Etim	Green economy working Group established with representation from UA92, Trafford College, Groundwork and DWP . First meeting taken place in June.	Amber
	Encourage employers to use SWAPs (the Department's Sector Based Work Academy Programme) to upskill local residents.	Ongoing		Becci Page	Sector Work based academy being put in place for Bruntwood and others as required.	Amber
Support delivery of the Trafford Poverty Strategy prioritising reduction and prevention over alleviation	Support creation of a Poverty Action Group in Trafford to coordinate and deliver the Trafford Poverty Strategy	From Dec 2020 onwards	Targeted Support	Nidi Etim/ Allison Brierley	Partner meetings chaired by Cllr Whitham every two months.	Green
	Work with providers and employers to improve the quality and provision of further education and apprenticeships	From Dec 2020 onwards	Targeted Support	Nidi Etim/Allison Brierley	Re engaged with UA92 - Digital degree apprenticeships due to start in January 2022.	Amber
	Support Real Living Wage employment, secure and flexible work and productive and healthy workplaces.	From Jan 2021 onwards	Targeted Support	Nidi Etim/Allison Brierley	Ongoing work to promote.	Amber

Work with GMCA to expand the Good Employment Charter as initial way to drive development of a Living Wage City Region; encourage inclusivity and diversity in company leadership; and ensure employers have mental health and wellbeing support in place.	From Jan 2021 onwards	Targeted Support	Nidi Etim/Allison Brierley	Ongoing work and support to GMCA to achieve. Promoted to Trafford employers through the Trafford Pledge.	Amber
Work with GMCA and other partners to ensure local residents benefit from the green economy through training and skills opportunities and taking advantage of jobs growth in this sector.	From Jan 2021 onwards	Targeted Support	Nidi Etim/Allison Brierley	Green Economy Working Group established with representation from UA92, Trafford College, Groundwork and DWP - first meeting held in June.	Amber
Continue to tackle inequalities and maximise Community Wealth Building	ongoing	Targeted Support	Nidi Etim/Allison Brierley	Ekosgen Impact Assessment recommendation/activity identified above	Amber

Inward Investment and Sustainable Job Creation

Increased promotion of Trafford as an investment location	Develop an 'SLA' with MIDAS to agree approach for better co-ordination and the exchange of up to date information.	By end Sept 2021	Successful and Thriving Places	Allison Brierley/Mark Bamford	Meeting arranged with MIDAS to establish SLA.	Amber
	Promote Trafford as a UK distribution and production base for companies targeting UK market.	From July 2021 onwards	Successful and Thriving Places	Mark Bamford/Allison Brierley	Ekosgen Impact Assessment recommendation/work to commence.	Red

Updated marketing material to drive overall awareness of Trafford offer	Review and update Trafford Investment Guide and review website/social media platforms	By end October 2021	Successful and Thriving Places	Mark Bamford/Allison Brierley	Funding proposal drafted to commence work.	Amber
Support and drive delivery of the GM LEP Economic Vision	Work with GMCA and GM LEP to deliver the Building a Greater Manchester, Making a Greater Britain economic vision providing a blueprint for building a fairer, greener and growing economy	From July 2021 onwards	Successful and Thriving Places/Green and Connected	Mark Bamford	Ongoing liaison and working with GMCA.	Amber
	Develop an implementation plan to attract research, development investment and drive innovation.	From July 2021 onwards	Successful and Thriving Places/Green and Connected	Mark Bamford	Work to commence as per timescale.	Amber
Funding and Growth						
Potential for reduced Business Rates revenue and lower growth in Council Tax	Work with Finance and Exchequer Services to better track financial position and better assess work to increase business and residential growth	From March 2021 onwards	Successful and Thriving Places	Stephen James	Meeting to be arranged with Exchequer Services.	Red
Attract further funding to support growth by showing diversity of Trafford offer.	Track all available funding and bid for new funding where appropriate including Brownfield Land Fund, HIF, Growth Deal, Single Prosperity Fund etc.	Ongoing	Successful and Thriving Places	Stephen James/Mark Bamford	Ongoing work to bid/support bids for external funding. Levelling Up Fund Round 2 to be next focus.	Amber

	Develop successful propositions for various funds for locally based actions, business support measures and training and employment support actions to support the economic recovery, support local businesses and address skill shortages in order to address the combined impacts of Brexit and Covid-19.	Ongoing		Stephen James/Mark Bamford	Ekosgen Impact Assessment recommendation/Ongoing work to bid/support bids for external funding.	Amber
Strategic Sites Development and Job Creation						
Ensure a sustainable future for Trafford Park	Produce Trafford Park Action Plan to set out strategy for future promotion and identify interventions required to ensure long term sustainability/viability of a major economic asset.	By end October 2021	Successful and Thriving Places	Adrian Fisher/Stephen James	Forms part of Future Trafford Park bid drafted for Evergreen funding.	Amber
	Create a 'Trafford Green Energy Park' an area of Trafford Park as a 'green district' focussed on attracting low carbon renewable industries through a review of the Trafford Park Strategy and the revitalisation and evolution of the Park.	From March 2021 onwards	Green and Connected	Adrian Fisher/Stephen James	Forms part of Future Trafford Park bid drafted for Evergreen funding	Amber
Trafford City	Support delivery of Therme and Trafford Waters opportunities and raise awareness throughout the borough.	From September 2020 onwards	Successful and Thriving Places	Stephen James/Nidi etim	Ongoing work and opportunities for local jobs/apprenticeships/training etc. to be identified.	Amber
	Understand long term future of Intu Trafford Centre	From Sept 2020 onwards	Successful and Thriving Places	Adrian Fisher	Ongoing liaison with new owners.	Amber

Carrington	Support preparation of the funding strategy for the delivery of enabling infrastructure, including the Carrington Relief Road.	From Sept 2020 to March 2023	Successful and Thriving Places	Adrian Fisher/Mark Riorden	Ongoing review of costings and funding packages for the Relief Road in partnership with HIMOR, Homes England and TfGM.	Amber
	Support the delivery of Future Carrington site and wider regeneration of Partington, Carrington and Sale West.	From 2022 to 2037	Building Quality, Affordable and Social Housing	Adrian Fisher/Stephen James	Linked to Places for Everyone adoption timeframe. Ongoing liaison with landowners taking place.	Amber
Timperley Wedge	Support delivery of the Timperley Wedge site to support significant housing and employment growth, including increased links to Manchester Airport	From 2022 to 2037	Successful and Thriving Places/Building Quality, Affordable and Social Housing	Adrian Fisher/Stephen James	Linked to Places for Everyone adoption timeframe. Ongoing liaison with landowners taking place.	Amber
Trafford Civic Quarter	Support preparation of the Trafford Civic Quarter AAP.	From Sept 2020 to Jan 2022	Successful and Thriving Places	Ruth Cook/Stephen James	Work ongoing to produce the AAP	Amber
	Support delivery of the Trafford Civic Quarter AAP to support significant housing and employment growth, including maximising impact of assets such as UA92 and Lancashire Cricket Club.	From Jan 2022 onwards	Building Quality, Affordable and Social Housing	Ruth Cook/Stephen James	Linked to production and adoption of AAP.	Amber
Stretford Regeneration	Support preparation of the Stretford Area Action Plan (AAP)	From Sept 2020 to Sept 2022	Successful and Thriving Places	Stephen James	Work ongoing to produce the AAP.	Amber

	Support the delivery of the Stretford AAP to achieve wholesale regeneration of the town	From Sept 2022 onwards	Building Quality, Affordable and Social Housing	Stephen James	Linked to production and adoption of AAP.	Amber
	Deliver and monitor the Future High Streets Fund once bid confirmed to support the regeneration of Stretford.	Oct 2020 to Dec 2023	Successful and Thriving Places	Stephen James	c£17M funding secured and project manager appointed.	Amber
Sustainable jobs and opportunities for local residents	Ensure that all development schemes have a social value benefit for local residents in terms of training, apprenticeships and job opportunities for all	Ongoing	Targeted Support/Supporting Residents When They Need It Most/Successful and Thriving Places	Nidi Etim/Becci Page	Social Value Plan produced and Internal Project Group to be established.	Amber
HS2	Work with HS2 to identify construction and other job opportunities and measures/initiatives for all local residents to take advantage of them.	From end 2021 onwards	Successful and Thriving Places	Stephen James/Nidi Etim/Becci Page	Liaison with HS2 ongoing.	Amber
	Develop an action plan with HS2 to future proof all local residents having the skills needed to access jobs.	By June 2022	Successful and Thriving Places	Stephen James/Nidi Etim/Becci Page	Linked to above.	Amber
Improved Town Centres for Residents and Businesses						

<p>Minimise the significant impact on Town Centre businesses during lockdown</p>	<p>Implementation of the Reopening the High Streets Action Plan, delivery of communications to businesses and the visiting public, and social distancing interventions (including floor stencils, signage and highways adjustments)</p>	<p>From July 2020 ongoing</p>	<p>Successful and Thriving Places</p>	<p>Mark Bamford</p>	<p>Initiatives are being delivered, and to date have included:</p> <ul style="list-style-type: none"> - floor messaging - lamppost mounted messaging, - Information Officers, - Leaflets, posters etc. providing information for businesses - temporary highways adaptations (e.g. temp TRO), including new TROs in Goose Green and on Moss Lane and extending the TRO around Altrincham Market. <p>Welcome Back Fund proposals have been drafted to deliver interventions through to March 2022.</p>	<p>Green</p>
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<p>Drive town centre business engagement</p>	<p>Lead Information Officer role in the Town centres to deliver up to date guidance, advice, overall support and understand any trends in feedback.</p>	<p>July 2020 to October 2020</p>	<p>Successful and Thriving Businesses</p>	<p>Mark Bamford</p>	<p>Funded by the Reopening High Streets Safely Fund - Information Officers were deployed in town and district centres,visiting 9 key locations on a daily/weekly basis.</p> <p>Officers were deployed between 1st July 2020 and the 7th November 2020.</p> <p>Information Officers supported high street and town centre businesses, ensuring compliance with restrictions and being Covid-19 Secure.</p>	<p>Green</p>
	<p>Support safe growth in the night-time economy and the licensing/police liaison work to achieve this</p>	<p>July 2020 onwards</p>	<p>Successful and Thriving Places</p>	<p>Mark Bamford</p>	<p>Purple Flag award status included in the draft Welcome Back Fund proposals.</p> <p>Altrincham Unlimited are launching Purple Flag in Altrincham in autumn</p>	<p>Amber</p>

Launch Covid Support Officers in the town centres and other retail centres to promote Covid safe measures for businesses and residents.	November 2020 to May 2021	Successful and Thriving Places	Mark Bamford	<p>Covid-19 Support Officers were funded by the Compliance & Enforcement Grant and deployed across Trafford following the end of the Information Officers (funded by Reopening High Streets Safely fund).</p> <p>Officers were deployed between 16th November 2020 and the 31st May 2021.</p> <p>Due to the nature of the funding the Support Officers were able to work with businesses across Trafford (not just on the high street) and with members of the public.</p> <p>Officers role was to help ensure compliance with Covid-19 interventions/regulations and they worked with Environmental and Public Health, supporting some of their activities. .</p> <p>> The officer contract finished at the end of May when the Compliance and Enforcement Grant funding was fully spent</p>	Green
Establish Town Centres contact database to facilitate increased engagement with local businesses	By September 2021	Successful and Thriving Places	Mark Bamford	Work to commence	Red
Increase engagement through targeted use of social media	Ongoing	Successful and Thriving Places	Mark Bamford	Work to commence	Red

	Survey of Town Centres businesses to better understand issues, needs and support required	By end June 2021	Successful and Thriving Places	Mark Bamford	Work to commence. Factored into the Welcome Back Fund proposals.	Red
Town Centre Performance	Utilise partner organisations to gain better insight on footfall, state of the market etc.	Ongoing	Successful and Thriving Places	Mark Bamford	Currently, footfall data for Altrincham, Sale and Stretford is shared with the Council by Altrincham Unlimited, Stanley Square Shopping Centre and Bruntwood.	Amber
	Work closely with Exchequer Service to set up a 'red flag' system to secure data on missed payments to identify trends and where businesses may be struggling	By September 2021	Successful and Thriving Places	Mark Bamford	Work to commence by timeframe.	Red
Innovate to attract and support new businesses and create jobs	Review Town Centres Business Loan scheme to assess whether it is fit for purpose to meet business needs and the regeneration of the town centres	By end September 2021	Successful and Thriving Places	Allison Brierley/Elaine Wood	Work on review commenced	Amber
	Produce a specific pack of information to support businesses moving into the Town Centres	By end October 2021	Successful and Thriving Places	Mark Bamford	Included in the draft Welcome Back Fund proposals.	Amber

Improve accessibility in the Town Centres for all	Produce and adopt new Highways Policy to reduce obstacles on the high street (e.g. A boards)	By end Dec 2021	Successful and Thriving Places	Mark Bamford	Work with Highways department. Draft policy been drafted - next steps to be agreed.	Red
	Produce accessibility action plan	By end September 2021	Successful and Thriving Places	Mark Bamford	Survey of public on how use town centres, issues etc to be produced.	Red
	Utilise funding from the Mayor's Cycling and Walking Challenge fund to improve access in and around the Town Centres (e.g. Urmston pilot work)	Ongoing	Green and Connected	Mark Bamford/Amey	Consultation exercises been undertaken to inform proposals. Collaborating with TFGM.	Amber
Improve the overall environment of the Town Centres for all to enjoy	Implement next Phases of Altrincham public realm improvements including George Street, Stamford New Road, Market Street, Regent Road, Moss Lane (programme in development).	Ongoing	Successful and Thriving Places	Mark Bamford	Design works underway. Consultation delayed due to Covid restrictions and local elections - timeframe to be set and agreed.	Amber
	Secure public realm improvements for Sale through the Sale-Sale Moor-Sale Waterpark MCF scheme	By 2023	Successful and Thriving Places/Green and Connected	Mark Bamford/Amey	Explore via Mayor's Challenge Fund	Red
	Work with Community Safety Team to implement Public Spaces Protection Orders in town centres experiencing issues with buskers, beggars and other anti-social behaviour.	Ongoing	Successful and Thriving Places	Mark Bamford	Options being identified. A Buskers Code of Conduct has been produced by the Community Safety Team and subsequently consulted on.	Amber

Collaborate with key partners to secure improvements in the Town Centres	Continue to support the work of the Altrincham BID following successful re-ballot	Ongoing	Successful and Thriving Places	Stephen James/Mark Bamford	BID Board meetings attended and support provided to new BID manager.	Green
	Support the work of the new private sector led Sale Regeneration Group including being part of Governance, Marketing and Economy sub-groups	From July 2020 onwards	Successful and Thriving Places	Stephen James/Mark Bamford	Sub-groups attended and supported.	Amber
	Support the work of the Urmston Town Partnership and promotional activity for the Town Centre	By end March 2021	Successful and Thriving Places	Mark Bamford	<p>Sec 106 funded work completed. The project was to promote Urmston town centre. Key activity:.</p> <ul style="list-style-type: none"> - Social media activity promoting Urmston businesses - Events, including Christmas activity and Manchester Food Festival fringe activity - Promotions around Easter, Mother's Day, Valentines Day etc. - Establishment of the Love Urmston brand <p>Social media campaign to support 'welcome back' delivered.</p>	Green
Improve marketing of the Town Centres to drive footfall and income	Develop a strategy to better promote the Town Centres in partnership with private sector and Marketing Manchester	By October 2021	Successful and Thriving Places	Mark Bamford	Brief produced and conversations are ongoing with Marketing Manchester. Potential to fund through the Welcome Back Fund.	Amber

Work with pace to bring forward town centre development sites	Work with Council Development Team, Bruntwood JV and private developers to bring forward development sites such as the regeneration of Stretford and identify potential public sector funding support.	Ongoing	Successful and Thriving Places	Mark Bamford	Regular, weekly meetings in place regarding the redevelopment of Stretford Mall.	Amber
	Work closely with The Square Shopping Centre in Sale to support their re-development plans for the site	Ongoing	Successful and Thriving Places	Mark Bamford	Relationships established with owners, ongoing liaison on support needs.	Amber
Consider role and function of District and Local Centres	Adopt Place Plans for Sale Moor and Hale and explore opportunities for securing resources to implement identified actions	From Sept 2020 onwards	Successful and Thriving Places	Mark Bamford	Place Plans produced and further consultation to take place.	Amber
Increase Visitor Economy						
Support recovery of Traffords visitor attractions	Continue to lead the 'Driving the Trafford Visitor Economy' group of key stakeholders to support and increase the visitor economy.	June 2021 onwards	Successful and Thriving Places	Allison Brierley	Forward plan of meetings to be confirmed and recovery focused meeting to be arranged.	Amber
	Support the implementation of the Cultural Strategy to increase visitors into the borough	From April 2021 onwards	Successful and Thriving Places	Allison Brierley	Strategy to be produced.	Red

Last updated 18.6.21