

TRAFFORD COUNCIL

Report to: Health and Wellbeing Board
Date: 1st April 2014
Report for: Information
Report of: Adrian Bates, Partnerships Manager, Trafford Council

Report Title

Trafford Partnership update April 2014

Purpose

To update the Health and Wellbeing Board on current activity of the Trafford Partnership

Recommendation(s)

That the Health and Wellbeing Board note the progress

Contact person for access to background papers and further information:

Name: Adrian Bates
Extension: 5558

Community Strategy refresh

The Trafford Partnership has undertaken a review of the Vision 2021 Community Strategy, its seven key objectives and priority outcomes, to ensure there is clarity over what the Partnership wants to achieve in the next 7 years, what it has achieved to date, and to focus future partnership activity on achieving our strategic vision.

The refreshed draft Community Strategy has been considered as a single document by the Strong Communities Board and Partnership Executive, exploring the connectivity, inter-dependencies and relationships that will enable the partnership and partners to achieve their individual and collective aims. (see Appendix 1)

Overall, there was a feeling that we have achieved a great deal in Trafford by working in partnership, so we are starting from a strong position. There is a great deal of connectedness already, with Thematic Partnerships working together, and we are already seeing how strategic priorities are being taken forward locally by the locality partnerships. However, we must build on this culture of partnership working, ensuring there is clarity of role and expectations at different levels, with opportunities and openness to challenge where required. We must also continue to improve our engagement with local communities, through existing partnerships and networks such as the Community Partnerships, and improve the links between local activity and strategic partnerships. The Thematic Partnerships must understand and add value to local delivery.

Public consultation on the refreshed strategy will take place over the coming months.

Trafford Partnership Executive

Aligned with the refresh of the Community Strategy, the Partnership Executive has chosen two cross-cutting outcomes they wish focus on over the next year:

- Worklessness and low-paid employment
- Healthy weight

The Executive are also establishing three task and finish groups to consider cross-organisational priorities:

- Staff, organisation and community working culture
- Asset management
- Social Value

An Executive workshop was held on 24th March to begin exploring obesity and worklessness. Volunteers are currently being sought for the cross-organisation groups.

Trafford Partnership Conference 9th April 2014

The Trafford Partnership Annual Conference will take place at the LifeCentre in Sale on April 9th 2014. Capacity is 200, and initial invites have gone to the Locality and Thematic Partnership members and Ward Councillors, with the Locality Partnerships asked to identify key people in their local area to invite.

This year the Partnership will welcome Cormac Russell, a leading speaker in Asset Based Community Development. In addition to Cormac's facilitated workshops, we will showcase the work of the Partnership and the Locality Partnerships over the last year,

and highlight the new Sports Partnership. More information about Cormac, and Asset Based Community Development, can be found here

<http://www.nurtureddevelopment.org/>

The objectives of the workshop are for delegates to:

- Recognise the connectivity, interdependencies and relationships that will achieve the vision
- Identify opportunities for how we can work better together, and the challenges and risks this may bring
- Understand, and have practical examples of, how to best use local assets

Our intended outcomes are that delegates:

- Are inspired to take positive action, in partnership with others across sectors
- Actively engage, empower and support others, including local residents, in delivering our vision

Furthermore, as with previous partnership events, we also want to:

- Celebrate success of partnership working
- Raise awareness of the Trafford Partnership, its thematics and localities
- Engage communities and partners in working with us to achieve our common vision
- Provide a space for networking and the development of new opportunities

Locality Partnerships

Trafford has established Locality Partnerships, made up of Councillors, partners including the police, health, housing and council, and Community Ambassadors. There are four Locality Partnerships (*note name changes*) that will comprise of the following areas:

- Old Trafford & Stretford - Gorse Hill, Longford, Stretford, Clifford
- South - Altrincham, Bowdon, Broadheath, Hale Barns, Hale Central, Timperley, Village
- Urmston & Partington - Bucklow St Martins (Partington), Davyhulme East, Davyhulme West, Flixton, Urmston
- Sale - Bucklow St Martins (Sale), Ashton upon Mersey, Brooklands, Priory, Sale Moor, St Marys

Their purpose is to:

- Increase resident and community involvement in local democracy and decision making, increasing service responsiveness and accountability
- Increase involvement in local priority setting
- Increase volunteering, increasing social cohesion, community capacity and resilience
- Enable improved engagement with residents and communities

They will do this by:

- Enabling the community to contribute to the solution to key challenges, ensuring improvements are more sustainable and more effective, whilst influencing public sector services to redeploy resources more effectively
- Brokering engagement between strategic partner organisations and local residents and communities, utilising more effective methods of engagement

Since being launched in April 2013, the four Locality Partnerships have met six times (with the sixth round in March 2014). Overall, the feelings across the four partnerships are that they are well attended, with a good atmosphere, balanced views and a drive to take action and make a positive impact. Each partnership has a Chair Team, made up of a Councillor (who is the LP Chair), Community Ambassador and Statutory Partner. They are working closely together to drive forward the partnership, set agendas and manage activity. The Chair and Community Ambassador of each LP now attend the Strong Communities Board, ensuring a link between the strategic partnership and localities.

Each partnership is developing a common understanding of the capacity, talent, skills, knowledge, connections, relationships and physical assets in the locality, aligning the data and information with their local knowledge and the views of local people. Workshops took place in July 2013, and from these have emerged initial themes for the partnerships to focus on:

Sale - maximising the economic and health benefits of Sale Town Centre – this includes engagement events in the town centre in November 2013 and March 2014. They are also beginning an innovative Stronger Families pilot project, to develop local sustainability into this strategic priority. The partnership has successfully applied for funding from Our Place to support this project.

South – isolation of older people, intergenerational activity and child obesity. The partnership has successfully bid for funding from Our Place to develop the isolation project.

Urmston and Partington – tackling obesity in children and families, and employment and skills – three working groups have been established, to increase take up of Community Learning, increase use of greenspace such as the Mersey Valley and explore new ways to increase physical activity in target hard-to-engage groups

Old Trafford and Stretford – child obesity and healthy eating, and education attainment and youth employment. The initial focus has been on making Community Learning more accessible to specific areas of Stretford, and exploring the role School Governors can take in promoting healthy eating. Links are being established with Trafford Park to focus discussions on youth employment.

Working groups have been established made up of locality partnership members and other statutory and community partners, such as Trafford College and Red Rose Forest. Exciting links are being made between the localities, Thematic Partnerships such as the Environment and Sports Partnerships, and statutory agencies, developing greater engagement between residents, communities and organisations, and bringing in new resources to tackle some of these most challenging issues. If successful, the pilot projects being delivered in localities can be rolled-out across the borough.

In addition, the Locality Partnerships have developed plans for the Council's 2014 Voluntary Sector Grants process, to allocate £120,000 through participatory budgeting.

Engagement of partners and residents in the work of the locality partnerships is increasing, with development of website and social media, and attendance at public events to understand key local issues and involve local people in delivery of actions.

Trafford is 40

On 1st April 1974 Trafford Metropolitan Council was formed, which created Trafford as a single borough. This 40th year anniversary presents the Trafford Partnership and Council with a great opportunity to celebrate everything that is good about Trafford, such as its sporting icons, thriving town centres and diverse communities.

Trafford is 40 will go live on 1st April, with its launch on 9th April at the Trafford Partnership Conference.

40 Events - To showcase the vitality of Trafford and its communities, a brochure of 40 events taking place between April and December will be produced for distribution. The first brochures will be distributed at the Partnership Conference. The events will include business, community, sport and environment to highlight the breadth of activity in Trafford. Supplementing the brochure will be an on-line events calendar, enabling more community groups and stakeholders to include their events in the celebration programme and benefitting from the branding and coordinated marketing and communication.

The Big Trafford Lunch – Sunday 1st June - In addition to the organised events, we want to enable communities to get involved and deliver their own events. A focus for this will be “The Big Trafford Lunch”, which is aligned with The Big Lunch, a national event building on the success of Olympic and Jubilee events, where residents will be encouraged to hold street parties and community events. Information packs and free support will be made available. To ensure this is more than a ‘one-off event’, the street parties will provide a platform to promote the development of resident groups, enabling residents to support each other to improve the quality of life of the people that live around them.

40 Faces of Trafford - Finally, we want to celebrate the people who have made Trafford. The Trafford Partnership will work with partners, stakeholders and local communities to identify the 40 Faces of Trafford, people who have contributed to the borough, through business, education, community, health, environment, over the past 40 years. The winners will be chosen by the Trafford Partnership Executive. It is proposed that those selected will be invited to a celebration event in summer hosted by the Mayor.

