

TRAFFORD COUNCIL

OUR TRAFFORD, OUR FUTURE

Annual Report 2021/22



Foreword by the Leader



Little did I expect 12 months ago that the coronavirus pandemic would still be playing such a massive role in our lives.

During the last year we had more restrictions, more heartache and pain for tens of thousands of people and business in the borough. However, once again I was proud of the response of everyone in Trafford to the challenges we faced as people worked together to support those in need.

Despite the major difficulties we faced, we also managed some impressive achievements. We saw the first new social housing development in the borough for many years, we officially opened the redeveloped the leisure centre in Urmston and earmarked millions of pounds of investment in our other leisure centres, we fed our children in the school holidays, secured laptops for pupils to learn at home and worked with health partners to deliver the vaccine rollout.

So we can be rightly proud of the work we have done and continue to do with our partners to improve the lives of people in the borough. To help us focus on this we decided it was an ideal opportunity to have a look at our priorities as a council and whether they were the right ones to help us recover and make life better for residents and businesses in Trafford.

We identified reducing health inequalities, supporting people out of poverty and tackling the climate crisis as key aims for the borough.

To support our aims we have committed millions of pounds to our schools, roads, towns, businesses and social care and I look forward to delivering on our promises during the next 12 months.

Councillor Andrew Western
Leader of Trafford Council

Foreword by the Chief Exec



Delivering frontline services to our residents and businesses remained a real challenge for us during the last year because of the pandemic.

However, working with our partners, we made sure we delivered the right services at the right time across a wide range of areas including mental health, homelessness, town centre regeneration, business support, library and leisure services.

It meant that young people were able to receive thousands of meals and hundreds of hours of free sport, local businesses were given much needed grants, more residents were able to get online, more affordable homes were built and people in debt were helped to get their lives back on track.

It was also the right time to refresh our corporate priorities to help us recover from the pandemic. Reducing health inequalities, supporting people out of poverty and addressing our climate crisis are our focus. Examples of us delivering on these priorities include improving carbon reduction in publicly owned buildings, winter warmer packs were provided to older members of our communities and the launch of the Poverty Truth Commission.

The last part of the year saw the terrible events in Ukraine unfold, but once again the people of Trafford showed the willingness to help by coming forward in their hundreds to offer support to those fleeing the Russian invasion. I really hope this time next year peace will have returned to the war torn country but in the meantime I know everyone will continue to support those refugees who have made Trafford their home.

We still face many challenges in the coming months but I am confident that the plans we have in the place, the great staff we employ and the fantastic partners we have, will allow us to deliver our priorities to improve life for everyone in Trafford.

Sara Todd
Chief Executive of Trafford Council

Our vision, outcomes and priorities

The corporate plan, "Our Trafford, Our Future" describes Trafford Council's strategic vision, outcomes and priorities for the borough, with the priorities being key to its delivery. It includes an overview of what the council will do and how we will work with our residents, communities, businesses and other partners to deliver change to Trafford in line with these commitments.

This plan is a refresh on the previous 2018 corporate plan and has been developed to set out the most critical things that we need to do over the coming years to recover from Covid-19, deliver public services, and work with communities, businesses and other partners. It reflects the ambition of Trafford's leadership and the values and aims of the Council to provide a blueprint for improving Trafford.

As an overarching plan, it will shape activity within the council, help prioritise resources and assist our financial planning. Importantly, the success of the plan can be monitored through target setting and outcomes that can be measured.

It is also intended as a guide for our partner organisations to help identify shared objectives so we can work together more effectively to achieve far more for Trafford than we ever could working alone.

Through our new vision we will meet the opportunities and challenges that lie ahead and work together to deliver for our residents, communities, businesses and partners.

To achieve this we are focused on three outcomes:

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

Our vision

Trafford - where all our residents, communities & businesses prosper

This focus on outcomes, rather than just on the services we provide, will help the Council and our partners work together towards shared goals, rather than as individual service providers.

We will focus on three priorities to help us achieve these outcomes, these priorities set out our ambitions for our people, place and communities.



Reducing health inequalities



Supporting people out of poverty



Addressing our climate crisis

Priority 1

Reducing health inequalities

Trafford is one of the most polarised boroughs in England based on the distribution of most and least deprived lower super output areas (LSOA s) in the borough. This is illustrated by the map below. People who live in the most deprived areas tend to have a lower healthy life expectancy than those living in the least deprived areas, with those in the most deprived areas more at risk of certain health conditions. These inequalities are largely preventable.

Reducing these inequalities across Trafford will improve quality of life, reduce service demand, improve health outcomes, and create a fairer, healthy, economically flourishing environment. Our Health and Wellbeing Strategy has been designed to deliver this, and our emerging Locality Board shares these same goals. Achieving these goals is urgent. It got a lot harder for many people to stay physically and mentally healthy during the pandemic.

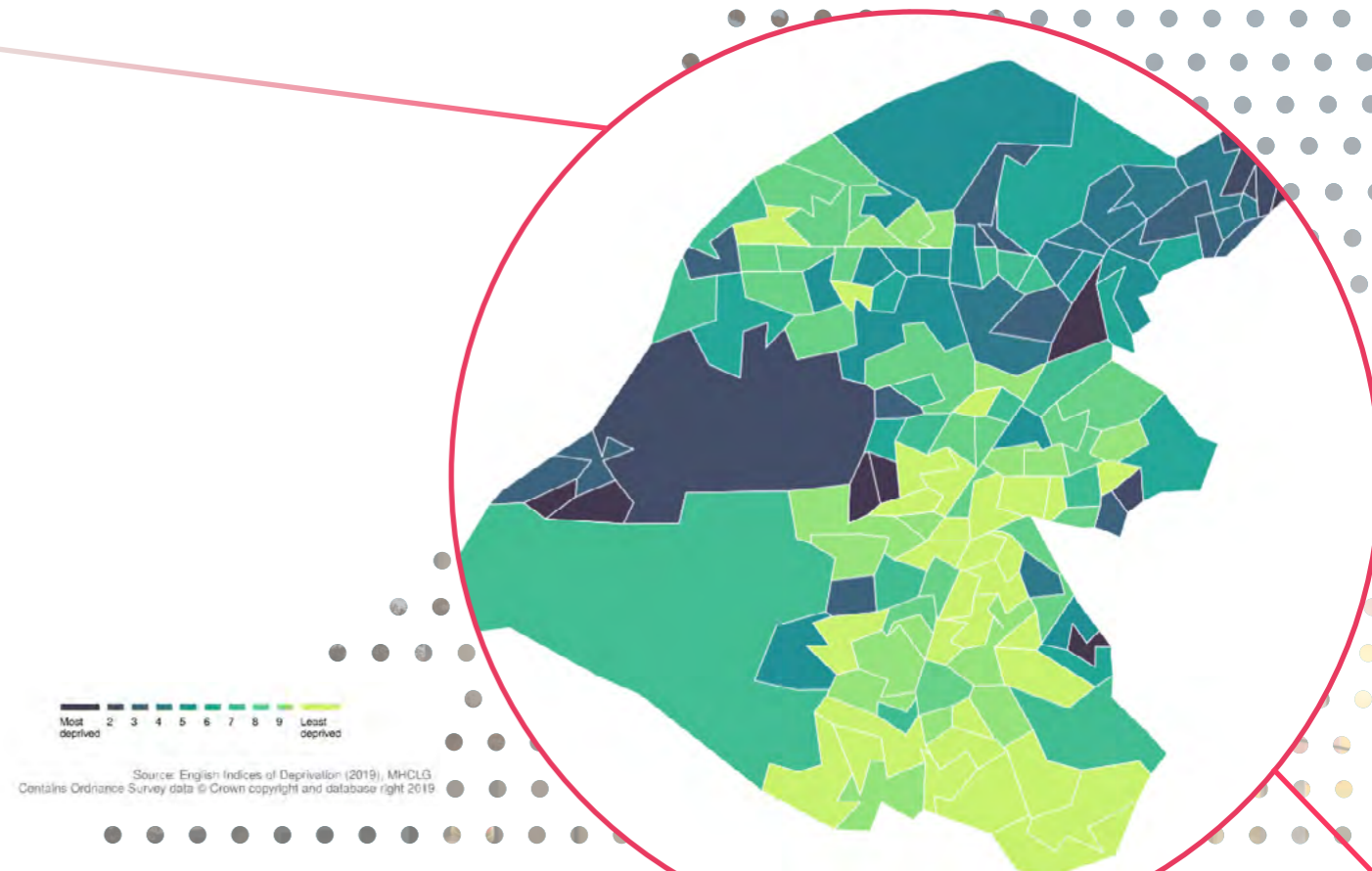
We have a 16 year difference in healthy life expectancy and a 8.5-year difference for males and 7.4 year difference for females in life expectancy between our most affluent and most deprived areas and the pandemic has laid bare these inequalities.

Nationally, new inequalities have emerged and existing inequalities have intensified. We are responding to these changes in order to reduce these inequalities so all our residents can live long and healthy lives.



Key Highlights

- Covid response targeted vaccination campaigns.
- Health and Wellbeing Strategy.
- Equality and Safety Survey was launched to discuss potential measures to protect women and girls in the borough alongside a workshop with Trafford Carers Centre, with over 100 people responding to the survey.
- Winter Warmer Packs were provided to older members of our communities to keep well at home, with 5,000 special packs containing blankets, gloves, information on exercising at home and eating healthily.
- Trafford Moving physical activity strategy agreed, as well as multi-million pound investment for refurbishing Altrincham, Sale and Stretford Leisure Centres.
- Breastfeeding Rates have been increasing in every area except the South (which has the highest rates) since 2018/19. There is still a gap between the South at 69% and the West at 56%, though it is promising that the gap has narrowed.
- Diabetes Services working with National Diabetes Prevention Programme with 641 referrals between 1st April 2019 and 30th November 2021. To support people to change their diet and physical activity habits in order to reduce their risk of developing diabetes, especially people at high risk of developing type 2 diabetes. We are now working with local community groups to increase uptake in our more deprived communities.



Priority 2

Supporting people out of poverty

This priority focuses on both tackling the root causes of poverty and on helping to raise people out of poverty. To do this, we must provide the necessary opportunities, information and advice to give residents the power to make choices.

Trafford Council is committed to directly supporting people experiencing challenges and by raising awareness of the support available. Established last year in 2021, Trafford's Poverty Action Group monitored the delivery of the Trafford Poverty Strategy 2021-22 whilst working in partnership to develop a three year Partnership Strategy to tackle poverty in our communities. Living in poverty can prevent people from reaching their potential and can impact people's health and wellbeing. Whilst the rising costs of living cannot be directly influenced by Trafford's organisations, we can work together locally to support residents who are experiencing poverty.

These are challenging times residents of Trafford with rising Cost of Living: ONS survey highlighted nearly 9 in 10 adults are impacted by the cost of living.

Recent data from OPN showed that 87% of adults reported that their cost of living had increased; this is an increase from 62% when this measure was first recorded in November 2021.

The most common reasons reported were an increase in

(1) the price of food (88%)

(2) gas or electricity bills (83%)

(3) the price of fuel (77%)

Food prices being the main reason closely followed by energy and fuel.

We are committed to working together to focus on fuel poverty, food poverty, welfare rights and digital access. The 2022-25 Poverty Strategy will be interlinked and connected to strategies already published or currently in development including the Trafford VCFSE Strategy and Trafford's Homelessness Strategy 2019-2024.

We are passionate about understanding lived experience of poverty and this is why we are delivering a Poverty Truth Commission in Trafford. The Trafford Poverty Truth Commission brings together residents with lived experience of poverty, and leaders in the public, private and third sectors to develop ideas and proposals to tackle poverty. We started this process in October 2021 with an initial launch and have formally launched with our Community Commissioners and Civic Commissioners meeting together for the first time. As the findings from the Trafford Poverty Truth Commission will be of such significant importance, we will review our three-year Trafford Poverty Strategy in Spring 2023 to ensure it reflects and supports the recommendations from the Commission.

Key Highlights

- Breathing Space and Breathing Space Mental Health Crisis Debt schemes launched with Citizens Advice Trafford to help residents struggling with problem debts with a 60-day break.
- Go with The Flow launched to support our residents to access free sanitary products; over 100 people completed surveys at launch events and 40 schools have signed up to the campaign.
- Holiday Activity Fund provision delivered 5,700 meals and over 500 hours of sport for young people and engaging 3,000 children during the summer holidays.
- Credit Union and Bee Smart scheme actively promoted through awareness days
- Citizens Advice are offering face to face support in each of our Community Hubs and in 2021/22 Trafford's Welfare Rights team have supported residents to secure a total of £1 million in income that they were entitled to.
- Poverty Truth Commission launched, jointly sponsored with Trafford Housing Trust and led by Stretford Public Hall, to bring together residents with experience of living in poverty with leaders from the private, public and voluntary sectors.
- Engage Trafford Mentoring Scheme an early intervention programme to work with Young People aged 8-18 and up to 25 for SEND, providing mentoring sessions and place-based group work.
- Trafford Job Fair attended by over 200 people, with 27 businesses, training providers and VCFSE sector organisations involved.
- Brown Street Affordable Housing development and community car park opened in Hale providing 12 affordable shared ownership apartments and ten town houses.



Trafford Homeless Team

Priority 3:

Addressing our climate crisis

In October 2018, the UN Intergovernmental Panel on Climate Change (IPCC) published a report warning that the risk of catastrophic climate change including extreme heat, drought, flooding and climate-related poverty would significantly increase unless global warming could be kept to a maximum of 1.5°C compared to pre-industrial levels. The report stated that global warming is likely to reach 1.5°C between 2030 and 2052.

Impacts are already being felt here in Trafford, with a greater frequency of extreme weather events such as February's Storm Franklin leading to road closures and flood warnings up and down the Mersey valley. It is clear urgent action is needed.

Given that the majority of emissions occurring within the borough are beyond the Council's direct control (See Figure 1), there is a clear need to co-ordinate action in this sphere, meaning that every individual and organisation present within the borough has a role to play if we are to successfully reduce emissions and achieve carbon neutrality.

Trafford Council was one of the first local authorities to declare a climate emergency in November 2018, whilst Greater Manchester has committed to being carbon neutral by 2038 through the Greater Manchester Combined Authority.

Across the council and in partnerships across Trafford, we are continuing to make progress with measures that will support the borough as well as reducing our own operational carbon footprint - putting us on a pathway to carbon neutrality by 2038. In doing so, we will help to improve the health and wellbeing of our communities, our environment and our economy. The impact of climate change affects us all but the most disadvantaged communities are often those that are most vulnerable and most severely impacted.



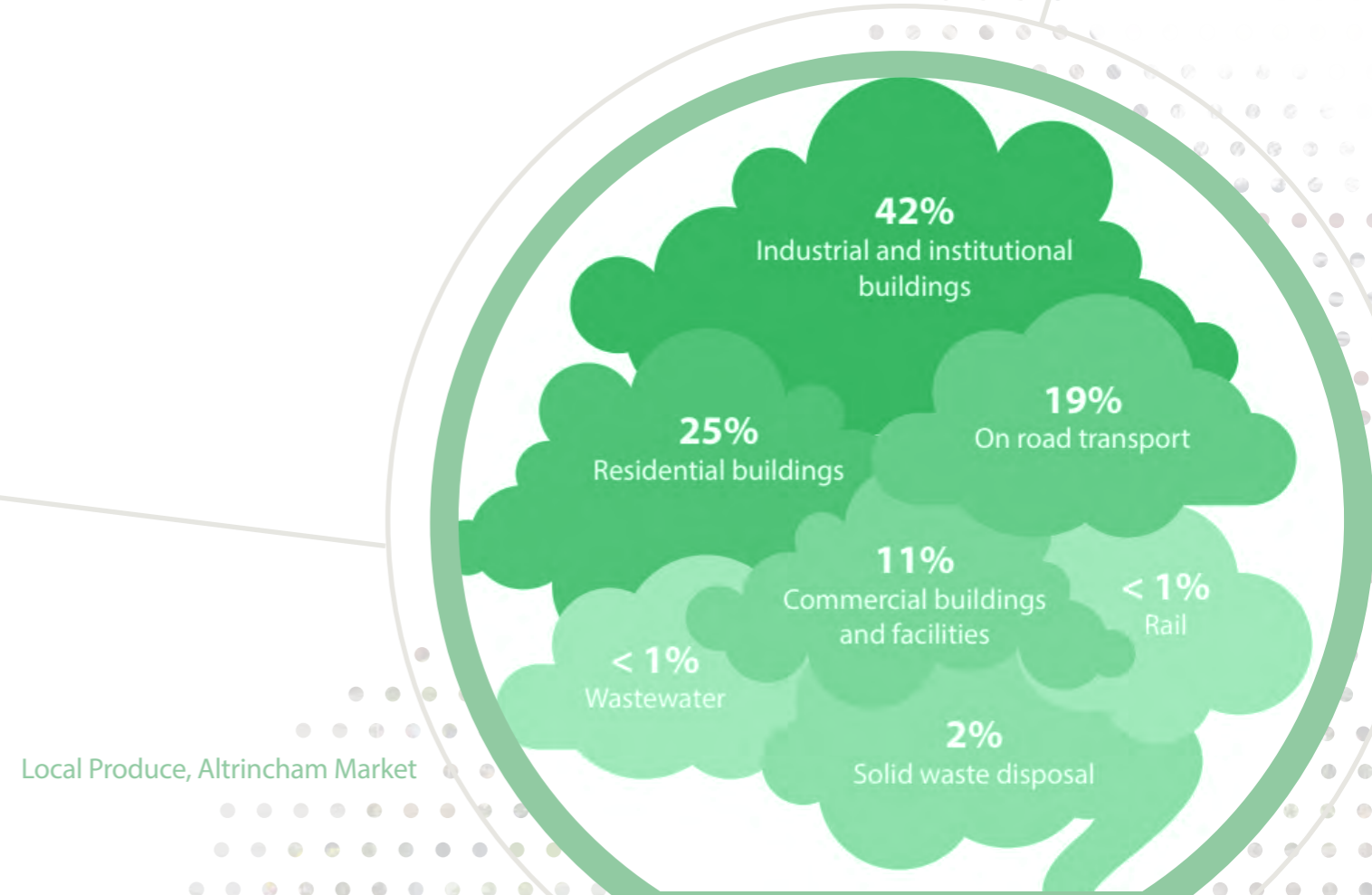
Tree Planting

Our track record so far...

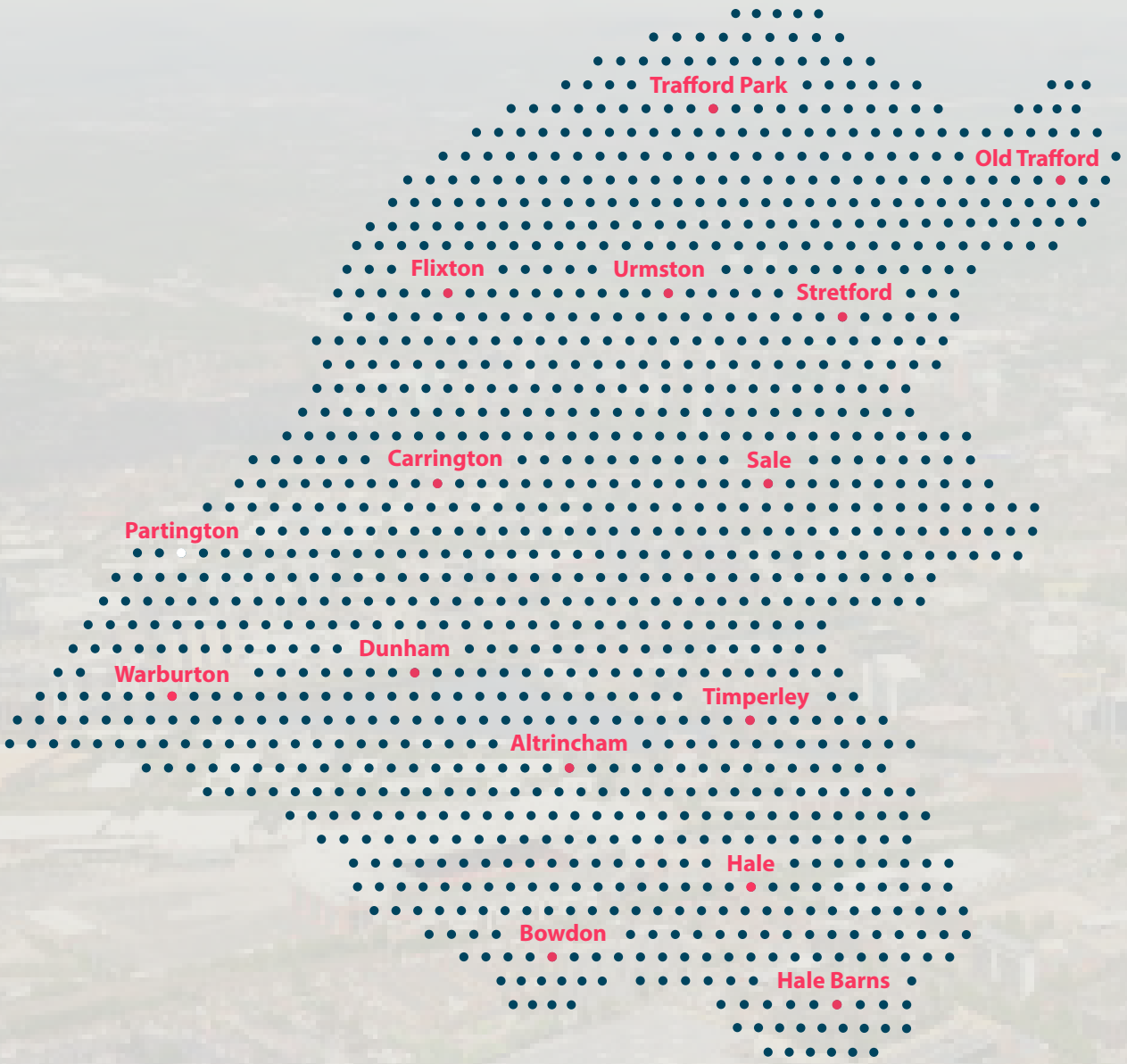
- City of Trees delivered Tree Planting projects to improve green spaces and biodiversity, along with £100,000 funding being invested into the Wellacre Country Park.
- Public Buildings Decarbonisation schemes in place, with 14 sites including school buildings, to work towards improving carbon reduction in publicly owned buildings.
- Energyworks scheme promoted to help residents to change energy providers, access grants for new boilers and insulation and offers free energy efficiency equipment.
- Electric Vehicle Charging Points with £500,000 invested into 92 new electric vehicle charging bays across the borough.
- Citizens' Panel on Climate Crisis first part event with 25 local residents from different equality groups to represent Trafford and feedback on key climate issues and priorities.



Cycle to Work Scheme



Local Produce, Altrincham Market



TRAFFORD
COUNCIL

www.trafford.gov.uk