



Trafford Partnership Annual Report

2013/2014

“The Trafford Partnership is Trafford’s Local Strategic Partnership, a single body which brings together organisations from across the public, private, voluntary, faith and community sectors and local residents.

Members of the Trafford Partnership work together to achieve a common vision to ensure:

Trafford is a place where our residents achieve their aspirations, and our communities are thriving.”



Councillor Sean Anstee,
Leader of Trafford Council and
Chair of the Trafford Partnership

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Welcome from the Chair

Welcome to the Trafford Partnership Annual Report 2013/14

It gives me great pleasure and pride to write this as the new Chair of the Trafford Partnership, working alongside my chair group of Rev. Roger Sutton and Matthew Gardiner. As we saw from last year's national award, Trafford Partnership is a flagship partnership, one that delivers and enables great things to happen, and it is a privilege to be a part of it.

As well as showcasing some of the work of the Trafford Partnership, we hope that we can inspire you to work in partnership with others, and that you will engage, empower and support local residents in delivering our vision for Trafford. As you will see, we have refreshed our vision and Community Strategy to reflect changes in our environment, economy and community. We wanted to focus more on individuals and communities, ensuring we make Trafford a great place for everyone: *a place where our residents achieve their aspirations and our communities are thriving.*

We also wanted to reflect the successes that we have had, and we should not be afraid to do this. Trafford is the safest place in Greater Manchester, its schools and education are excellent; we have a strong economy and excellent parks and countryside. We have great assets, great people, and great communities, let's build on these. As a partnership, we are continuing to achieve positive outcomes. We are working more creatively, doing things differently; collaborating, co-locating, co-producing – in a nutshell doing things better together.

Whilst we are improving services and achieving efficiencies, we must continue to drive forward positive change. We know the economic and social challenges we are facing as individuals, communities, organisations and as a borough. Public sector austerity, an ageing population - there is a reality here which we all have to respond to. We need to do more, and do more with local people. We must continue to encourage all sectors to not only work together, but work with local residents, enabling everyone to take action and improve their community. We need to expand our strong partnership culture to include localities, communities, families and individuals, translating strategic thinking into partnership action, at every level.

From their launch at last year's conference, our Locality Partnerships are steadily establishing themselves, bridging the gap between strategic partners and residents and communities. We are committed to working more closely with local people, and see the Locality Partnerships as a place where local people can influence decisions and develop innovative action in partnership with others.

Thank you for your commitment, effort and dedication to Trafford. We are all part of 'our Trafford', and we all have something to contribute to improve the lives of our residents and strengthen our communities. We want to work with you to continue to achieve great things.

Councillor Sean Anstee

Leader of Trafford Council and Chair of the Trafford Partnership



Highlights 2013/14

Thrive Trafford

Thrive Trafford, our third sector infrastructure support service, completed a very successful first year, supporting over 200 local groups, attracting over £400,000 of external investment and delivering improved community grant events.

Safest place

Trafford is still the safest place in Greater Manchester, with the lowest crime rate and highest public satisfaction and confidence rates.

Educational excellence

At least 90% of Trafford's pupils receive a good or outstanding standard of education for both primary and secondary schools and Trafford is the only authority outside of London to feature in the top 30 for both primary and secondary schools.

Locality Partnerships

Trafford's new Locality Partnerships started work on a range of local issues specific to their area, including reducing child obesity, reducing isolation, improving access to green space and

promoting community learning. Sale Partnership hosted Spring into Sale, a family fun day in Sale town centre which celebrated Sale as a great place to live, work & visit.

Trafford Assist

Trafford Assist, a partnership of the Council, Citizens Advice Bureau, Trafford Housing Trust and others, was launched to provide crisis support to residents. To date there has been over 3,800 applications processed, with 75% of applicants successful.

Get ready for winter

Trafford's partners coordinated their winter messages into a single newsletter, which was distributed to community venues across the borough. The newsletter also promoted the Warm Homes Healthy People project, which supported elderly and vulnerable residents with heating, benefit and health and wellbeing advice.

Supporting young people

Young People entered an Activity Agreement, where one-to-one support was

provided with training and skills, alongside work with the family and carers to reduce the risk of homelessness. The project has been very successful. 85% of participants have moved into education, employment and training, and homelessness has been reduced.

Tackling poverty

A Poverty Response Team has quickly expanded to over 40 voluntary, community, faith and statutory organisations. They have explored issues such as access to finance, food poverty and child poverty, with some positive results, such as the funding of Manchester Credit Union in Partington by Greater Manchester Police.

Trafford is 40

On 1st April 1974 Trafford Metropolitan Borough was formed, which created Trafford as a single place. We are celebrating this 40th year anniversary with a programme of events and activities that will celebrate everything that is great about Trafford, including the Big Trafford Lunch, a day of street parties across Trafford on 1st June, and the search for the 40 Faces of Trafford.

Trafford Vision

The Trafford Partnership Community Strategy and Vision 2021 set out what we want Trafford to be like in 2021, by working together with organisations and communities.

The first Community Strategy was written following wide-scale community consultation in 2007. The areas you saw as the biggest priorities for Trafford are captured in our Key Objectives, each of which contains a set of priority outcomes. These were refreshed three years ago, and in 2014 we have carried out a further refresh of the Community Strategy, its vision and outcomes, to ensure the Partnership retains its focus on achieving improved outcomes over the next seven years. We also want to reflect changes in our environment, economy and community and our accomplishments since 2007.

The new vision and priorities have been developed in consultation within the Trafford Partnership, including the Strong Communities Partnership and the Diverse Communities Board, both of which have community representation on them.

Vision 2021

Trafford is a place where our residents achieve their aspirations, and our communities are thriving

By working together:

- Trafford's residents will have equal opportunity to be healthy, safe and prosperous, with fair access to housing, education, jobs in a flourishing, clean, green and sustainable local community.
- Trafford's communities will take positive action to improve their local area and support those living amongst them in vulnerable situations, in partnership with services and businesses.
- Trafford's businesses will have the skills, investment environment and infrastructure to achieve their ambitions and be successful.
- Trafford will be a place people enjoy, with excellent cultural, sporting and heritage attractions and vibrant town, shopping and entertainment centres.

The Trafford Partnership will:

- See residents, communities, businesses and organisations as equal partners.
- Bring people together to achieve things we cannot do alone.
- Share power with local people, and add value to their local activity.
- Align strategic priorities with local communities to deliver joint action.
- Provide the tools and support to local people to take action.
- Share information, skills and resources and collaborate with partners and people.
- Be creative, dynamic, supportive and challenging in order to achieve our shared ambitions.

Trafford Partnership Community Strategy

To achieve the vision, our Community Strategy sets out key objectives and priority outcomes, which are being delivered by our Thematic and Locality Partnerships.

Strong communities

Partners and people will work effectively together to improve outcomes for individuals, families, communities and localities.

Strong economy

Trafford will have a high performing economy and be recognised as a centre of business and investment growth in Greater Manchester.

Safety & reassurance

Trafford will be the safest place in Greater Manchester, and have the highest level of public confidence and satisfaction in the action we take to tackle Crime and Anti-Social Behaviour.

Brighter futures

Trafford will be a place where all children and young people feel safe from harm, feel physically and emotionally healthy and access to outstanding education and personal development opportunities, preparing them well for adult life.

Better homes

Trafford's residents will have access to appropriate housing in safe, secure neighbourhoods, improving their quality of life.

Positive environmental impact

Trafford will be cleaner, greener and more sustainable.

Health & improved quality of life for all

Public health is everyone's business. We will reduce health inequalities through working with communities and residents to improve opportunities for adults and children

Increased sport and physical activity

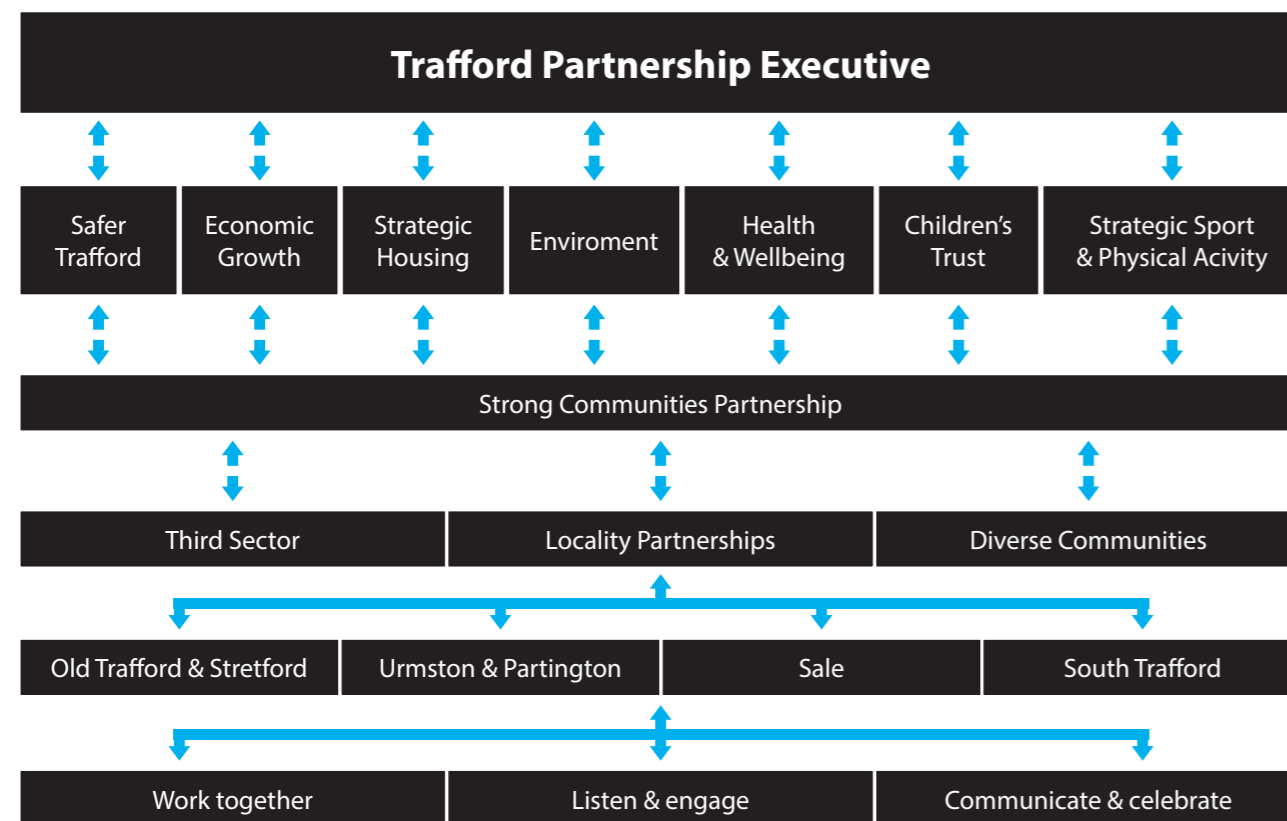
Trafford will have the most active population in Greater Manchester and sport and physical activity will contribute to the reduction of health inequalities.

Who we are

The Trafford Partnership structure has been designed to enable effective engagement with residents and the community, whilst delivering the activity required to achieve our Vision 2021, and the Key Objectives and Priority Outcomes set out in the Community Strategy.

Each Thematic Partnership brings together appropriate public, private and third sector representatives. The Chair of each Thematic Partnership sits on the Executive, and a representative of the thematic sits on the Strong Communities Partnership Board.

The Locality Partnerships are made up of statutory partners, local Councillors and Community Ambassadors. The Chair Teams of these partnerships also sit on the Strong Communities Partnership Board, enabling a clear line of communication between Executive, Thematic and Locality, through to local communities and residents.



Members of the Trafford Partnership Executive

The Trafford Partnership Executive is chaired by Councillor Sean Anstee, Leader of Trafford Council, supported by Reverend Roger Sutton, Chair of Strong Communities Partnership, and Matthew Gardiner, Chief Executive of Trafford Housing Trust. The Executive brings together the Thematic Chairs, alongside a business and community representative and the Council Executive Member for Communities and Partnerships.

Member	Position
Councillor Sean Anstee	Leader of Trafford Council and Chair of the Trafford Partnership
Rev. Roger Sutton	Chair of the Strong Communities Partnership
Matthew Gardiner	Chief Executive of Trafford Housing Trust and Chair of the Strategic Housing Partnership
Neil Smith	Chief Executive of the Kinetic Group and Trafford Partnership Private Sector Representative
Ralph Rudden	Chair of the Sale West and Ashton Partnership and Trafford Partnership Community Representative
Sir Bill Moorcroft	Principal of Trafford College and Chair of the Children's Trust Board
Chris Fletcher	Deputy Chief Executive of Greater Manchester Chamber of Commerce and Chair of the Trafford Economic Alliance
Mary Doyle	Chief Superintendent of Greater Manchester Police and Joint-Chair of the Safer Trafford Partnership
Theresa Grant	Chief Executive of Trafford Council and Joint-Chair of the Safer Trafford Partnership
Mike Savage	Operations Manager of Red Rose Forest and Chair of the Environment Partnership
Andy Worthington	Chair of the Strategic Sport & Physical Activity Partnership
Dr Nigel Guest	Chief Clinical Officer of Trafford Clinical Commissioning Group and Chair of the Health and Wellbeing Board
Bernie Jones	Chief Executive of Trafford Community Leisure Trust
Councillor John Lamb	Council Executive Member for Communities and Partnerships

Trafford Partnership Conference 2014

Trafford Partnership's annual conference welcomed 200 voluntary, community, faith, private and public sector delegates to the LifeCentre in Sale on April 9th. Cllr Sean Anstee delivered the Chair's opening address, stating his pride in joining the Partnership Executive and taking a lead role in a strong, successful and dynamic partnership. He stressed the need for us to all celebrate and take pride in Trafford, and highlighted the Trafford is 40 programme of activities as a great way for us to showcase our strengths and bring communities together (for more information visit www.trafford.gov.uk/traffordis40). He also outlined his support for locality partnerships, recognising the need for the Trafford Partnership to do more to engage with local communities, with locality partnerships as a place to do this.

The next item saw Rev Roger Sutton take to the stage alongside members of the Chair Teams from the four locality partnerships; Cllr Lisa Cooke (Urmston & Partington), Cllr Mike Cordingley (Old Trafford & Stretford), Cllr John Lamb (Sale) and Jonathan Francis, Trafford Leisure Trust (South Trafford). Roger asked them about the Locality Partnerships in an informative question and answer session.

The conference was then handed over to our guest speaker Cormac Russell. Cormac is Managing Director of Nurture Development and a faculty member of the Asset Based Community Development (ABCD) Institute at Northwestern University, Chicago. He has trained communities, agencies and governments in ABCD and other strengths based approaches around the world. For more information on Cormac visit his website www.nurturedevelopment.org.

Cormac delivered a fantastic set of talks, workshops and activities throughout the day. You can view films of the day on our website.

Cormac closed the conference by highlighting the role of Community Builders, brokering relationships and connecting people at street level and Community Connectors, local, unpaid people who naturally and fluidly build relations, host conversations and value relations. They find hidden, informal associations who come together by consent not control, those who come together not for grant funding, but because they want to.

With them we can build up 'association of associations', where ideas can be shared, as this creates change. Resources are necessary, but the community need to set the outcomes. "You can measure the sustainability of a project by the number of citizen fingerprints that are on it". The Association of Associations concept is being taken forward by our Locality Partnerships.

Finally, Cormac posed three questions for delegates to take forward:

- What could we do in 10 years using community power?
- If community power alone is not sufficient, what help do we need from agencies?
- What's left for the agencies to do?

There are a number of information sheets on our website which will support you through the concepts, challenges and opportunities Cormac walked us through www.traffordpartnership.org/aboutus/partnershipsevent.asp.

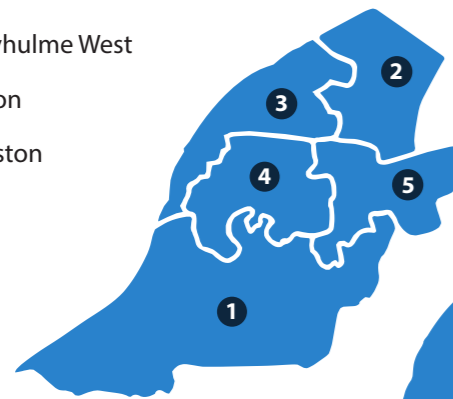
Finally, special thanks go to Trafford Community Leisure Trust for hosting the lunchtime health walk and lifestyle checks, and the post-lunch group activity that got everyone clapping and laughing, and thanks also to the LifeCentre for again delivering a highly professional conference venue.



Trafford has established Locality Partnerships, made up of Councillors, partners including the police, health services and council, and Community Ambassadors. There are four Locality Partnerships that will comprise of the following areas:

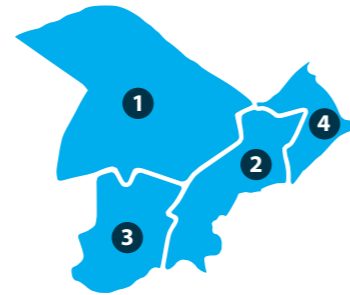
Urmston & Partington

1. Bucklow St Martins (Partington)
2. Davyhulme East
3. Davyhulme West
4. Flixton
5. Urmston



Old Trafford & Stretford

1. Gorse Hill
2. Longford
3. Stretford
4. Clifford

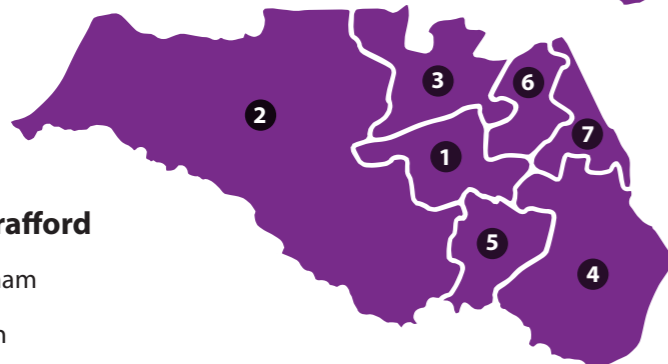


Sale

1. Priory
 2. Ashton upon Mersey
 3. Brooklands
 4. Sale Moor
 5. St Marys
- Bucklow St Martins (Sale)

South Trafford

1. Altrincham
2. Bowdon
3. Broadheath
4. Hale Barns
5. Hale Central
6. Timperley
7. Village



The purpose of Locality Partnerships is to:

- Increase resident and community involvement in local democracy, priority setting and decision making, increasing service responsiveness and accountability.
- Increase co-production between communities and organisations.
- Increase volunteering, social cohesion, community capacity and resilience.
- Increase 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 relationships 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. Overall, the four partnerships 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, Community Ambassador and Statutory Partner, who attend the Strong Communities Partnership, ensuring a link between the strategic partnership and localities.

Each partnership has considered statistical information and local intelligence and agreed a number of priority areas, shaping their work plan:

- Sale - maximising the economic and health benefits of Sale Town Centre. This includes engagement events in the town centre in November 2013 and the highly successful Spring into Sale event in March 2014. It

is 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 Trafford – isolation of older people. The Partnership has successfully bid for funding from Our Place to develop this project, which brings together a range of partners to work innovatively to tackle this key local issue. It has also led improvements to the Voluntary Sector Grants scheme.

- 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, explore new ways to increase physical activity in target hard-to-engage groups and increase use of greenspace such as the Mersey Valley (supported by a successful £19,000 funding bid from Urmston Community Panel for improvement works).

- 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 and the Trafford Pledge to focus discussions on youth employment. Also, the medical offer at the forthcoming Shrewsbury Street development is being discussed and influenced with the developers to help local people.

In addition, the Locality Partnerships have led the Council's 2014 Voluntary Sector Grants process, to allocate £120,000 through participatory budgeting. The events are being used by Locality Partnerships to increase their engagement with the community.

Stronger: Strong Communities

The Strong Communities Partnership is the lead partnership on the delivery of Strong Communities in Trafford.

Our vision

Partners and people will work effectively together to improve outcomes for individuals, families, communities and localities.

What we achieved in 2013/14

- The Strong Communities Partnership led the refresh of the Vision 2021 Community Strategy, bringing together representatives from all thematic partnerships, locality partnerships, lead organisations and the Diverse Communities Board to ensure the new vision and objectives will drive better partnership working and improvements in our communities over the coming years.
- The Locality Partnerships led the Council's Voluntary Sector Grants scheme in 2013, holding five community grant voting events across the borough, where local people voted on which projects should receive funding. Record numbers attended these fantastic events, with many new groups receiving grants totalling £160,000. The events were run by Thrive Trafford.
- Thrive Trafford delivered a hugely successful first year of their three year contract. Starting with a survey of local groups to understand what was needed, they worked with over 200 groups, building capacity and attracting funding, and brought in local businesses to help groups and increase employee volunteering. Year 2 has continued to deliver ahead of target, with increased focus on increasing volunteering, inward investment, quality and diversity within the sector.

- Trafford's Welfare Reform Group brings together housing providers, Welfare Rights, Housing Benefit, Department for Work and Pensions, Citizens Advice Trafford and a range of other employment and wellbeing advisors to work together collaboratively to minimise the impact of Welfare Reform, and support residents into work. It has delivered a project that enabled residents affected by under-occupation to move house.
- As part of a wider project to tackle Hate Crime working alongside the Safer Trafford Partnership, the Diverse Communities Board led the Council's Advancing Equalities Grant Scheme, allocating and monitoring £40,000 of grants to community groups to improve access and quality of hate crime reporting. These projects were showcased at a launch event in November.

Our focus for 2014/15

- Locality Partnerships to support community action by bridging the gap between local people and the strategic partnership.
- Support Thrive and third sector partners to deliver the Third Sector Strategy.
- Ensure effective use of Voluntary Sector Grants through the Diverse Communities Board and Locality Partnerships.
- Ensure all partners play an active and coordinated role in the Stronger Families Initiative.
- Lead the Trafford Partnership's response to Poverty and Welfare Reform in Trafford, minimising the impact on individuals and building resilience in communities.

Project showcase: Stronger Families

The Stronger Families approach promotes a different approach to working with families in order to help them to change or turn their lives around:

- By working with the whole family in a way which recognises they interact and influence each other rather than viewing them as individuals with problems;
- Using a dedicated worker if dedicated team to get to the underlying problems, rather than containing and monitoring their problem;
- By developing a relationship with the family, being persistent and building trust with them in order to challenge them to make the changes they needs, step by step, rather than containing and monitoring their problems;
- And, where necessary drawing in specialist services in sequenced way at the right time for the family rather than services being

available on a basis of meeting thresholds and availability.

To date we have 332 families identified for help and being worked with in the programme, from which 257 families have achieved an outcome. For example:

- Offending – 147 families were identified under the offending category and throughout the process. We have seen a 67% reduction in the number of recorded crime incidents to date.
- Persistent absence – 92 families were identified under persistent absence and to date we have seen a 76% improvement in this area.
- Families progressing to work or in work – 285 families were identified on benefits and since then we have seen a 15% improvement on the number of individuals either on a work programme or actually engaged in full time employment.



Stronger: Strong Economy

The Trafford Economic Growth Board is the lead partnership on the delivery of a Strong Trafford Economy.

Our vision

Trafford is a high performing economy and is recognised as a key centre of business and investment growth in Greater Manchester.

What we have achieved in 2013/14

- The Stretford Masterplan was produced that sets out a comprehensive vision for the town centre, identified areas for future development and set out key actions required to deliver growth, produced following public consultation in Summer 2013. A detailed Public Realm and Movement Strategy will now be commissioned to identify specific town centre environmental improvement. A feasibility and delivery strategy will also be completed to progress the proposed redevelopment of the Lacy Street site.
- A range of initiatives have been implemented over the last 18 months to engage businesses. An account management service has been enacted for all business enquiries to ensure a single point of contact and effective referrals/follow up, and some 253 enquiries have been handled, covering Business Start-ups, Business Support and Inward Investment. A Business Relationship programme was launched to develop closer working relationships with businesses through face to face meetings, with 35 local companies visited (eg. Unilever, Apadmi, Pozzoni, Think Money).
- The 'Trafford – First For Business' brand (including 'Trafford – First for Investment') was established, alongside a suite of Inward Investment marketing brochures, including

Trafford – First for Investment, Trafford – First for Manufacturing, Trafford – First for Digital & Creative, and Trafford Park Brochure. Brochures are used by both Trafford Council and MIDAS to promote the borough to potential inward investors.

- Trafford continues to play a key role in the procurement and delivery of the GM Broadband Programme, Get Digital Faster. Of the eight local authorities involved (which are each contributing equal funds to the programme), and independent economic survey identifies that Trafford stands to make approximately 45% of the total economic benefit generated by the programme.

Our focus for 2014/15

- Supporting the development of new-starts and the growth of existing businesses.
- Attracting inward investment, businesses and jobs.
- Creating the right physical environment to generate business and residential growth, targeting major strategic sites including Trafford Park and Carrington.
- Supporting the development of a highly skilled and competitive workforce.
- Ensuring all residents are supported to fully access the workplace.
- Regenerating the main towns as places where residents and business can thrive.

Project showcase: Partington Pledge

Partington Pledge was launched on 30th April as a joint initiative with DWP to match the 85 young unemployed people in Partington with local employers who committed to offering employment support to the young people through offering; jobs, apprenticeships, work

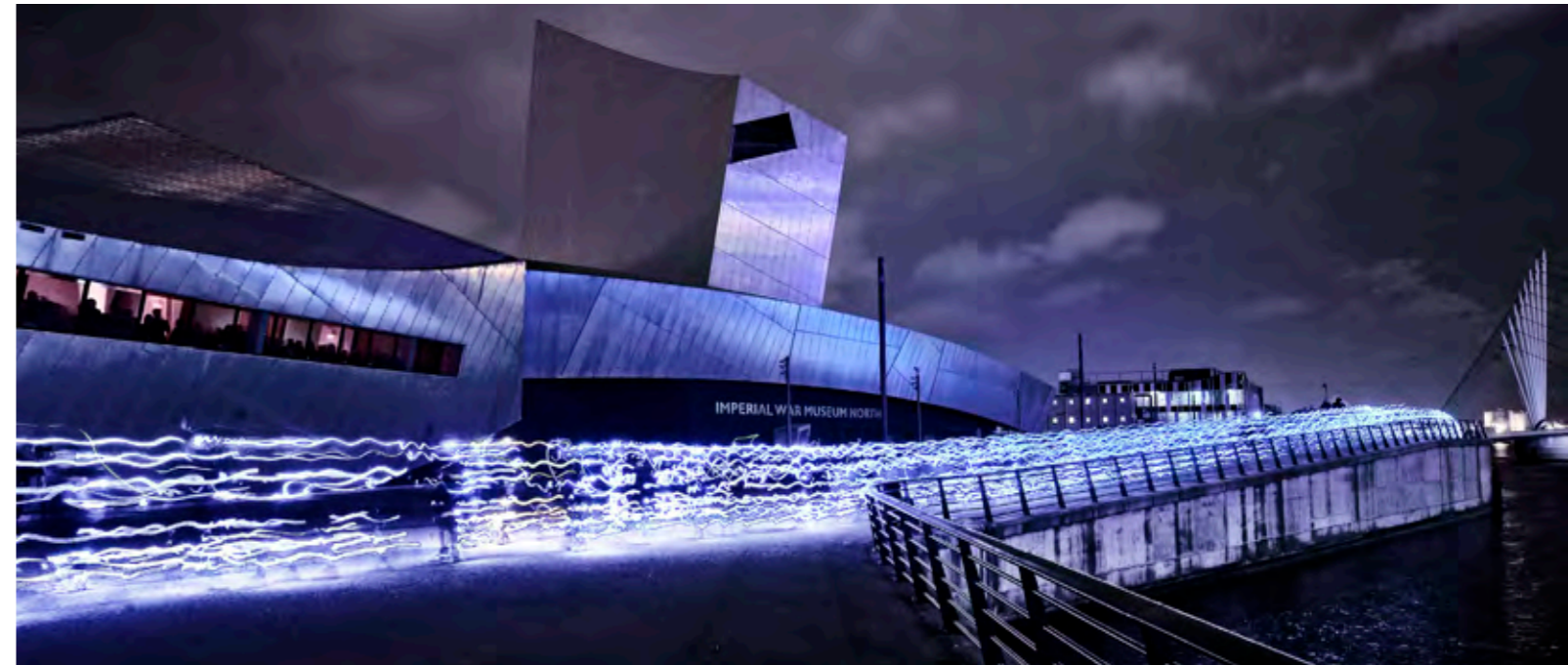
experience, mentoring support or practical help. Major employers have signed the Pledge, including SAICA, Manchester United, Alstom, Duro Fuelguera, Premier Inn, and Carrington Business Park.

The pilot period was from 1st May 2013 to 31st October 2013, and the outcomes were:

- A total of 38 Partington residents were supported into employment through the initiative.
- 41 young people received employability skills support through additional provision delivered by the initiative.

- 18 businesses have now signed up to the Partington Pledge.
- Seven young people were matched with business mentors to support them to find employment.
- Cost benefit analysis shows that for every £9,540 invested this project saved over £120,000 in Government spending across the same period.

This collaborative project was very successful and it is intended to roll-out the Pledge borough-wide in July 2014.



Safer: Safety and Reassurance

The Safer Trafford Partnership is the lead partnership on the delivery of Safety and Reassurance in Trafford.

Our vision

Trafford will be an exceptionally safe place to live, where crime continually reduces and fear of crime is not a constraint to daily life and investment. Trafford will continue to be the safest area to live in Greater Manchester.

What we achieved in 2013/14

- Trafford remains the safest place in Greater Manchester.
- Trafford has the lowest level of Anti-Social Behaviour (ASB) in Greater Manchester (32 incidents per 1,000 residents, compared to 47 in Salford and Stockport, and a force average of 69 per 1,000 residents).
- Altrincham Town Centre was one of the most improved areas in terms of crime, which is overall down by 28%.
- Between 2007/8 and the end of 2012/13, crime in Trafford more than halved and ASB Incidents reduced by over 60%.

Project showcase: Operation Bank

This multi-agency initiative, using legislation provided by the Proceeds of Crime Act and actively involving Trafford Council (Trading Standards, Environmental Health), GMP, HMRC, and the Benefits agency, focuses on the illicit activity of those in the community who consider themselves to be untouchable by the criminal law, exploiting members of the local community and using their illicit income to fund serious criminal activity.

In a recent example of this scheme in action fourteen people were arrested in February 2014 in a series of drug and firearms warrants across Greater Manchester. The raids, which were

carried out at twelve addresses and a yacht in south Manchester, Trafford, and Cheshire recovered firearms, cannabis farms and a large amount of cash in excess of £100,000.

Firearms recovered include a loaded machine gun, a sawn off shot gun, a hand gun and ammunition. Cannabis factories were also found at five of the addresses as well as Class A drugs. Approximately 100 officers supported financial investigators and neighbourhood officers on the raids in properties in Broadheath, Timperley, Hale, Mere, Baguley and Wythenshawe.

Detective Inspector Frank Morris who was coordinating the operation said: "This is an excellent result and these arrests are part of an on-going investigation into the criminal activity of members of an organised crime group. The operation has been made possible due to the excellent partnership activity between Operation Bank, the Trafford Council Benefit Fraud Investigators and the Department of Works and Pensions Investigation team".



Our focus and change for 2014/15

The focus for the Safer Trafford Partnership is clear. It is to ensure that Trafford's position as the safest place in Greater Manchester is retained and to uphold the perception that the Police and Council are dealing with the issues that matter the most to the public.

A new operational structure has been adopted by the partnership to clarify and enhance the linkages between the Safer Trafford meetings, other thematic partnerships, locality partnerships, and the wider Greater Manchester and Police Crime Commissioner governance. It promotes an enhanced focus on a smaller number of agreed priorities, directly related to the Safer Trafford Partnership Crime Strategy.

**HATE
CRIME**

**CHALLENGE IT
REPORT IT
STOP IT**

Trafford against hate crime



The Children's Trust Board is the lead partnership on the delivery of the Children and Young People's Strategy 2011-14.

Our vision

Trafford will be a place where all children and young people feel safe from harm, feel physically and emotionally healthy and access to outstanding education and personal development opportunities, preparing them well for adult life.

What we achieved in 2013/14

Health and Well-Being

- The Breast Feeding rate at 6-8 weeks was 54.4% compared to 36% the previous year and reflects the works done through the peer support service to support women to both initiate and continue breast feeding. Extra support and training has been targeted towards lower achieving areas and rates, particularly in the West Area, have significantly improved
- The locality approach to reducing childhood obesity project (LARCO) has funded a number of community groups to encourage primary school age children to eat healthily and to be physically active

Closing the gap for vulnerable groups

- The attainment of pupils eligible to receive free school meals achieving 5+ A*-C grades rose to 47% narrowing the gap between these pupils and their peers
- Trafford is a Pathfinder for the single Education, Health and Care plan for children with special educational needs and disability
- Multi-Systemic Therapy for children at risk of custody or entering care has had a 93% success rate in helping young people stay with their family

Closing the gap for localities

- The Family Information Service (FIS) achieved the Families First Quality Award. Trafford FIS provides access to a bank of valuable information relating to all aspects of family life and receives over 60,000 hits per month.
- The number of active Common Assessment Frameworks for children living in the most deprived areas (65.5%), significantly increased as a proportion of the total number from 2012/13 (47.4%).

Achieving Educational Excellence

- 88% of Trafford schools are rated as 'Good' or better by OFSTED compared to 66% nationally
- 49% of Trafford schools are rated 'Outstanding' compared to 22% nationally
- The number of 11 year olds achieving Level 4+ in English and Maths was the second highest in the country

Preparing for Adulthood

- Trafford has the lowest proportion of 16-18 year olds who are not in employment, education or training (4.1%) in Greater Manchester
- 70.3% of pupils attained 5+ A*-C Grades at GCSE compared to the national average of 60%
- Performance at Key Stage 5 bucked the national trend for reductions in top grade passes with; A* Grades up from 10.0% to 12.1%, A*-A grades up from 34.8% to 40.5% and A*-B grades up from 64.3% to 60.6%

Safeguarding

- The provision of long term stable placements for children in care provides the foundation on which children can grow and achieve positive outcomes. The out turn figures for 2013/14 maintained an exceptional level of performance 4th highest in the country

The Children's Trust Board recently signed off the Children and Young People's Strategy 2014/17. This strategy reflects what children, young people, parents, carers and professionals across Trafford have told us and has been written with their views at the centre describing our ambition to improve the outcomes for children, young people and families across a range of areas.

Our focus for 2014/15

- Continue to improve the health and wellbeing of our children and their families
- Ensure that children have the best start in life through high quality learning and development
- Support children in the most vulnerable groups to achieve their potential and have the best possible health outcomes
- Close the gap in outcomes for children, young people and families based on their localities
- We will look at the strategy every year to check how we are doing against the priorities and revise our ambitions or goals to reflect where we need to be.



Better: Better Homes

The Strategic Housing Partnership is the lead partnership on the delivery of Better Homes in Trafford.

Our vision

Trafford's residents will have access to appropriate housing in safe, secure neighbourhoods, improving their quality of life.

What we achieved in 2013/14

- National Affordable Housing Program 2013/14 unit completion stood at 187 units going into the final year of the program.
- A Housing Strategy is being developed directly with partners in Trafford to deliver under three themes; Deliver (Safer and Secure Neighbourhoods), Develop (Economic and Housing Growth) and Grow (opportunities for residents).
- The Trafford Homelessness Strategy has been produced. Its aim is to prevent homelessness wherever possible through the provision of appropriate advice and/or support to those at risk, and intervening at an early stage as is practical. Efforts will be targeted at providing people with options to enable them to make informed choices and improve the quality of their lives.
- Assisted in creating a network of signposting and assistance, with our partners, for people impacted by Welfare Reform.

Project showcase: Shrewsbury Street Development

The development of the Old Trafford Community Centre on Shrewsbury Street is part of The Old Trafford Masterplan which aims to "create a vibrant, sustainable community, with quality housing, excellent environment, and good connections to employment

opportunities together with improved retail and community facilities." The proposal is to create a vibrant community hub with state of the art health facilities and 80 Extra Care apartments.

Since October 2013 Trafford Housing Trust (THT) has been working with the Old Trafford Community to create plans for the new Shrewsbury Street Community and Health Development. The Community have been involved throughout the process, helping to guide and influence the plans, with hundreds of people contributing, through drop in sessions, one to ones, by attending special visioning events and input through the Old Trafford and Stretford Locality Partnership. This input along with information gathered by a team of neighbourhood researchers who interviewed local residents to get their views on the proposals has given THT high quality feedback which has enabled them to develop the designs and guide the principles of the project.

Local people have told THT that the building needs to be bright, attractive, flexible, accessible and affordable, values which have been included in the design and will be reflected in the management of the building. In addition local people highlighted the importance of a building that was warm and welcoming and to be multi functional, points which will guide the interior design and layout of the building. It is the community involvement in this development that makes it special, with local people being involved from the outset, it will be possible to create a development that will best service the needs of the local people that will use it the most.



Our focus for 2014/15

- Drive forward the development of the new Housing Strategy with partners and developers
- Consult on and adopt the Prevention of Homelessness Strategy
- Work closely and collaborate with partners to look at site assembly issues in Trafford
- Take advantage of government initiatives to encourage house building on brownfield sites and increase the flow of affordable housing in the borough.



Greener: Positive Environmental Impact

The Environment Partnership is the lead partnership on the delivery of a Positive Environmental Impact in Trafford.

Our vision

Trafford will be cleaner, greener and more sustainable.

What we achieved in 2013/14

- New cycle parking has been installed at three schools, and a new scooter pod is being installed at a fourth school.
- Over 200 families have changed their behaviour following their involvement in the sustainable School Transport project in 2013/14. Families have, variously, moved from lone car use to walking, cycling, scooting or car sharing.
- Successfully engaged with the Urmston and Partington Locality Partnership on countryside management issues at Urmston Meadows and Mersey Valley areas and successfully obtained a grant of £19,000 from the Urmston Community Panel to implement an access project there.
- Launched the #BeResponsible dog fouling campaign.
- The phased introduction of a weekly food waste recycling service in 2013/14 has increased overall recycling rates in Trafford to above 60% saving over £1m to the Council.

Project showcase: Eco Streets

Eco Streets ran for two years in Trafford and successfully supported 13 groups and schools to deliver a range of sustainability projects. Examples of projects are:

- Improving Davyhulmes Environmental Awareness (IDEA) who ran cooking courses

to encourage people to learn to cook and enhance their skills and knowledge so that they waste less food.

- Gorse Hill Action Group used their Eco Streets grant to fund 'Project Buzz' – a project aimed at creating a 'hive of activity' within Gorse Hill Park including an orchard and new planting areas that would encourage bees to the area.
- St Margaret Ward Primary in Sale West used their grant to restart the Eco Warriors group within the School and install compost bins and energy monitors at school to educate the children about saving energy and wasting less.

Residents were supported through the grant application and management process and received free training on Developing a Sustainable Project, Making a Successful Funding Application, Managing Funding and Strong Roots: Building a Successful Food Growing Project.

Trafford residents also benefitted from a free one day sustainability conference at Trafford Ecology Park – Future Foundations: The Good Life for the 21st Century. The Conference offered workshops on fruit tree grafting and pruning, mushroom growing, seed sowing, composting and a talk about the Incredible Edible initiative. People were encouraged to travel using sustainable transport and everyone shared a low carbon vegetarian lunch. Residents also came together on Monday 28th April at Bean and Brush Art Café in Sale to celebrate what they had achieved during the two year programme.

Feedback from the scheme from local people was excellent and highlighted the high quality and sustainable use of partnership funds and community engagement in Trafford, facilitated by the Environment Partnership and delivered by our close partners Groundwork.

Our focus for 2014/15

- Focus on the further implementation of the Trafford Countryside Management Partnership.
- Launch the Trafford 2014-17 Environment Strategy.
- Encourage take up of the Green Deal and in Trafford and promote energy efficiency.
- Build on successful recycling campaigns to further increase recycling rates.
- Maintain the environment and promote social responsibility.
- Work closely and collaborate with partners to look at site assembly issues in Trafford
- Take advantage of government initiatives to encourage house building on brownfield sites and increase the flow of affordable housing in the borough.



Healthier: Health and Improved Quality of Life for All

The Health and Wellbeing Board is the lead partnership on the delivery of improving health and wellbeing in Trafford.

Our vision

Public health is everyone's business. We will reduce health inequalities through working with communities and residents to improve opportunities for adults and children

What we achieved in 2013/14

- Revised and published the Children and Young People sections of the Joint Strategic Needs Assessment (JSNA) on the InfoTrafford web portal.
- Trafford Council signed up to the Local Government Declaration on Tobacco Control.

- Successfully delivered on the target for NHS Health Checks for our local residents.
- Achieve on maintaining and improving breastfeeding rates to improve maternal and child health to give children the best start in life.
- Developed plans to tackle childhood obesity in three of the Locality Partnerships.
- The progression of a further two dementia friendly communities focusing on Stretford Mall and Hale Town Centre has gained a partnership approach and was complimented by the launch of the dementia friendly kite mark in June 2014.

Project showcase

Old Trafford Asian community are more comfortable using Skype technology to keep in touch with international relatives. This is an appropriate tool with this group to use expand the Skype Counselling pilot and develop it further.

Sale West residents suggested activities such as keep fit, yoga, dance and relaxation/stress therapies to help improve their wellbeing. The activities cater for all ages including the keep fit session for over 60. The yoga class is attended by a range of people and is also a regular programme for a group of adults with Downs Syndrome.

Our focus for 2014/15

We will support a reduction in health inequalities by maintaining and improving service quality through the development of an integrated approach with Trafford Clinical Commissioning Group, Trafford Council, Locality Partnerships, Public Health England, Trafford's primary care practices and other key partner organisations such as housing, voluntary third sector in the Borough.

This integrated approach will support health and social care, children and young people services, primary care and other key stakeholders to:

- Promote individual lifestyle changes by offering a choice of wellbeing services (e.g. NHS Health Checks, sexual health services, drugs and alcohol advice);
- Engage with and encourage communities which are less likely to access services;
- Ensure patients are engaged and make an informed decision about participation in national screening programmes, and ensure inequalities are addressed;
- Promote wellbeing by treating patients and service users holistically in terms of mental and physical illness;
- Promote effective self-management for people with long-term conditions



Healthier: Increased sport and physical activity

The Strategic Sport and Physical Activity Partnership is the lead partnership on the delivery of increasing sport and physical activity.

Our vision

Trafford will have the most active population in Greater Manchester and sport and physical activity will contribute to the reduction of health inequalities

What we achieved in 2013/14

- The Sport and Physical Activity Partnership delivered a 100 day plan within its first 100 days. The Partnership has been working with partners to support and produce a wide range of innovative funding applications which it is hoped will bring in excess of £1million into the Borough to deliver a range of projects which aim to increase participation.
- There has already been a good increase in participation. Currently 41.1% of residents participate in sport for at least 30 minutes at least once a week, compared to 38.6% from the previous year (2011/12). This is above the average in England (35.7%), the North West (35.8%) and the Greater Manchester County Sports Partnership area (36.1%) (Sport England's Active People Survey 2012/13).

- In contrast we know that 24.75% of residents are inactive, and this inactivity cost us £16,226,251 (the overall cost of inactivity per 100,000 people to each local authority per year).
- It is estimated that the total direct economic value of sport to Trafford is £106.4m (based on an indicative annual value).
- We surveyed our residents to investigate sport and physical activity behaviours. The results are giving us a better picture of what provision is needed in the borough and how we can direct our resources in the best way possible.
- Partners have developed innovative projects to increase participation in sport and physical activity. Flixton Girls School working with Mad Fitness who specialise in fitness in schools, have been nationally recognised for good practice in increasing participation amongst its girls through the development of Fitness Fridays - on one Friday each month, all staff and students go into school in sports kit and the day includes a variety of sessions covering everything from aerobics, zumba, pilates, yoga and body combat. The academic record has improved as a result of engaging pupils in sport and physical activity. This pioneering project is supported by Liverpool John Moores University.

Project showcase: Sporting Foundations for Life

Sporting Foundations for Life (SF4L) is a needs-led, multisport community engagement programme, working to increase the once-a-week participation of 14-25 year-olds. Lancashire County Cricket Club Foundation and Salford Red Devils Foundation are working alongside Trafford Housing Trust and other partners on this new project.

SF4L Project targets for 2014-15 include:

- Establishing and sustaining ten Activation Hubs across the Borough, two in each of Trafford Housing Trust's Panel areas.
- Working alongside key stakeholders, such as the Youth Service and Greater Manchester Police, to develop activity which addresses the specific need of each community.
- Using specialist products and non-mainstream sports, such as free running and military fitness style activity, to engage young people.

- Ensuring young people have an opportunity to shape the project by linking with existing Youth Panels and similar groups
- Producing a training course alongside Trafford College for volunteers and staff members. This will sit on the National Qualifications Framework and can be used as an entry to employment opportunity.

Our focus for 2014/15

- Increase participation in 1 x 30 minutes per week sport and physical activity.
- Deliver a major programme to encourage participation in the workplace.
- Increase volunteering opportunities in sport and physical activity.
- Support links between school sport and sport in the community.



Armed Forces Community Covenant Partnership

The Trafford Community Covenant encourages support for the Armed Forces community working and residing in Trafford. The Trafford Armed Forces Community Covenant Partnership brings together partners and the military to coordinate and implement support across Trafford, with a programme of activities which includes supporting reservists, targeting health, housing and schooling, and providing future support to wounded, injured and sick personnel and their families. In the forthcoming year Trafford Council will sign the Corporate Covenant, as an employer, to further embed our commitment to the armed forces in Trafford by working closely with local businesses to support the Armed Forces and enhance opportunities for reservists.

Recent work has involved our local unit, 207 Field Hospital delivering HeartStart training with our partner organisations around the borough, including the Council, with over 200 people being trained in life saving techniques.



How to get involved

Trafford Partnership Website

The Trafford Partnership website provides comprehensive and up to date information on the Trafford Partnership including news, events and reports.

www.traffordpartnership.org

Twitter

You can now follow the Partnership on @TPAction

Trafford Partnership Events

If you are interested in attending future events and conferences please call 0161 912 1173 or e-mail partnershipsteam@trafford.gov.uk and we will add you to the mailing list.

Voluntary Sector Grants

If you are interested in receiving information about support for voluntary and community groups please visit www.thrivetrafford.org.uk

Community Partnerships

If you are interested in getting involved in your community, you can join your local community partnership or get involved in a neighbourhood forum. For further information please e-mail partnershipsteam@trafford.gov.uk

Contact Details and Enquiries

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