

TRAFFORD COUNCIL

OUR TRAFFORD, OUR FUTURE

Quarter 2-3 Performance

July - December 2021



Foreword by the Leader



Our new Corporate Plan was launched in December but these quarters show the ways we are already targeting our new priorities.

We've already begun to address health inequalities. In July, we signed a new agreement with Greater Manchester Mental Health to provide better mental health support for our residents. It's been clear throughout the Covid pandemic that it isn't just the physical health of some of our residents that has deteriorated. The isolation and the additional stress have all contributed to poorer mental health, which is why we are ensuring Trafford's mental health services are resilient, accessible and fit for purpose.

In October, we launched our Poverty Truth Commission (PTC), which goes to the heart of our priority to raise people out of poverty. The aim of the PTC is to bring together people in poverty with leaders from the private, public and voluntary sectors. By coming together, we can explore creative ways to address poverty in Trafford. Partnership work is really important to achieve our aims and we will continue to seek partnerships to help us deliver.

In September, we launched a consultation on the next stage of Altrincham town centre. The revitalisation of the town has already been a massive success but we should not be resting on our laurels. What's great about this next stage is how improved cycling and walking routes through the town centre are being incorporated, as part of our commitment to address the climate crisis. There are so many ways we can meet our climate commitments alongside our determination to regenerate our town centres and create thriving communities.

Covid continues to dominate but we will not be diverted from our efforts to build back a better borough for everyone in Trafford.

Councillor Andrew Western
Leader of Trafford Council

Foreword by the Chief Exec



"Delivering the right, quality services at the right time for residents, communities, businesses and partners."

That's what we aim to do as a Council to help us achieve our vision and our priorities. We will always try to get that delivery right and we will always talk with our partners, residents and businesses to make sure we are delivering the right services at the right time.

A good example of this is from October, when we teamed up with UA92 and Trafford College for a Brilliant Breakfast fundraiser. This was done to support vulnerable young women who have been hard hit by the Covid pandemic.

Vulnerable young women facing issues like domestic abuse, homelessness and long-term unemployment have been among the hardest hit by the pandemic, meaning they need more support than ever before. So we were pleased we were able to come together and be able to offer more support.

Similarly, we were able to announce that the families of children in receipt of free school meals would get extra money over the Christmas holidays. We all love Christmas but it can be really tough for families struggling financially. Parents want to get their children something extra at Christmas and many often get into spiralling debt to do so. This extra money just meant families could relax and enjoy Christmas that bit more.

There have been many other services we have looked at throughout these quarters, making sure they deliver to our borough. This includes mental health, homelessness, town centre regenerations, library services and leisure services. Always, we will continue to strive to deliver our priorities and serve the residents, communities and businesses of our borough.

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

1. Prevent poor health in children and promote good mental and physical health.
2. Ensure Trafford's mental health services are resilient, accessible and fit for purpose.
3. Ensure more people are in good health for longer.
4. Focus on areas of deprivation and with the highest rates of illness, and reduce the impact of deprivation.
5. Work with partners to improve how services are delivered, and to help reduce health inequalities.
6. Provide effective and sustainable physical activity and sport opportunities for our communities.

Case Study

The number of people getting vaccinated in the north of Trafford increased recently thanks to a series of special pop-up clinics.

The clinics were set up after areas of low vaccine take up were identified in the borough – particularly Old Trafford – reflecting a national trend of ethnic minority communities having higher than average levels of concern about the vaccination.

Held in familiar community settings in the Clifford ward and supported by local volunteers - including members of the Old Trafford Muslim Society – clinics were hosted at Limelight Health and Well-being Hub and at a local mosque, Masjid-e-Noor. This enabled nearly 200 people to be vaccinated.

Mohammed Chunara, chairman of Masjid-e-Noor mosque, said:

“We are so glad to see more people in the community being vaccinated against Covid-19.

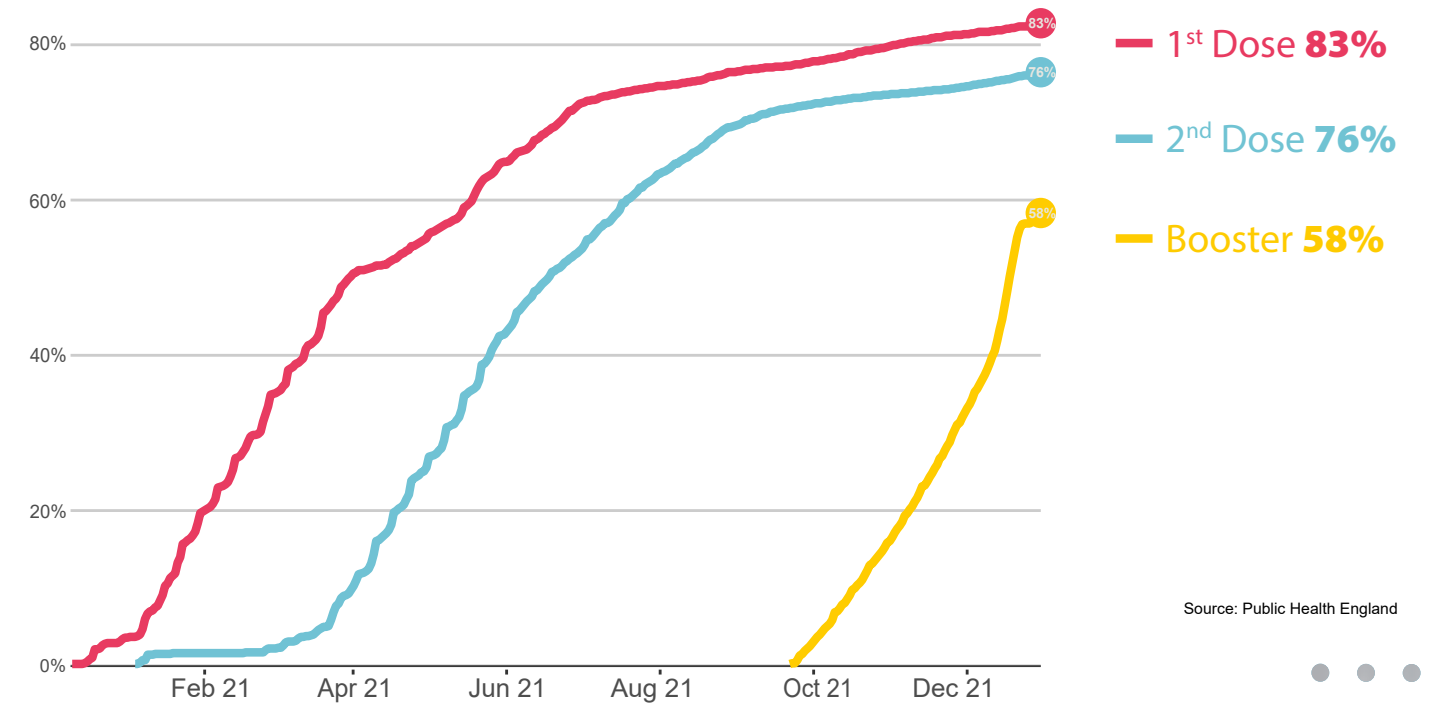
Sadly some of us have been targeted with fake news about the vaccinations so it's very encouraging to see work being done in Trafford to tackle myths and to increase people's confidence.

“I was vaccinated and was impressed with how easy the process was and I felt fine afterwards. I really encourage the community to come forward to protect themselves against Covid-19 so we can get life back to normal.”



Our track record so far...

Covid Vaccination Rates



Source: Public Health England

For the first dose, the rate of uptake of Covid-19 vaccinations in Trafford at the **end of December 2021** was **83%**, for the second dose the rate of uptake was **76%** and for the third injection the rate of uptake was **58%**.

At the **start of February 2022**, there is a gap of **24%** in rate between the areas with highest and lowest vaccination uptake of the first dose. Old Trafford (MSOA) has an uptake rate of **67%** whilst Timperley South and North (MSOAs) have an uptake rate of **91%** of the first dose of Covid-19 vaccine



Residents received vaccinations at the Limelight Health and Wellbeing Hub

Priority 1

Reducing health inequalities

Case Study

2021 saw the introduction of e-cigarettes as a routine part of smoking cessation provision in Trafford. This followed the successful 2019 pilot which saw 843 participants across 6 months and 275 recorded quits, with a quit rate of 32%. The provision has been targeted to reduce smoking inequalities in Trafford. The e-cigarette programme was re-introduced in the same 6 pharmacies who had participated in the initial pilot. 4 of these pharmacies were based in the North of the borough and 2 in the West. The North of the borough has a higher incidence of lung cancer than the England average, and the West has a significantly higher rate of Emergency COPD admissions compared to national averages. These localities also have a higher concentration of routine and manual workers and contain our most deprived wards. There is a clear association between smoking prevalence and deprivation.

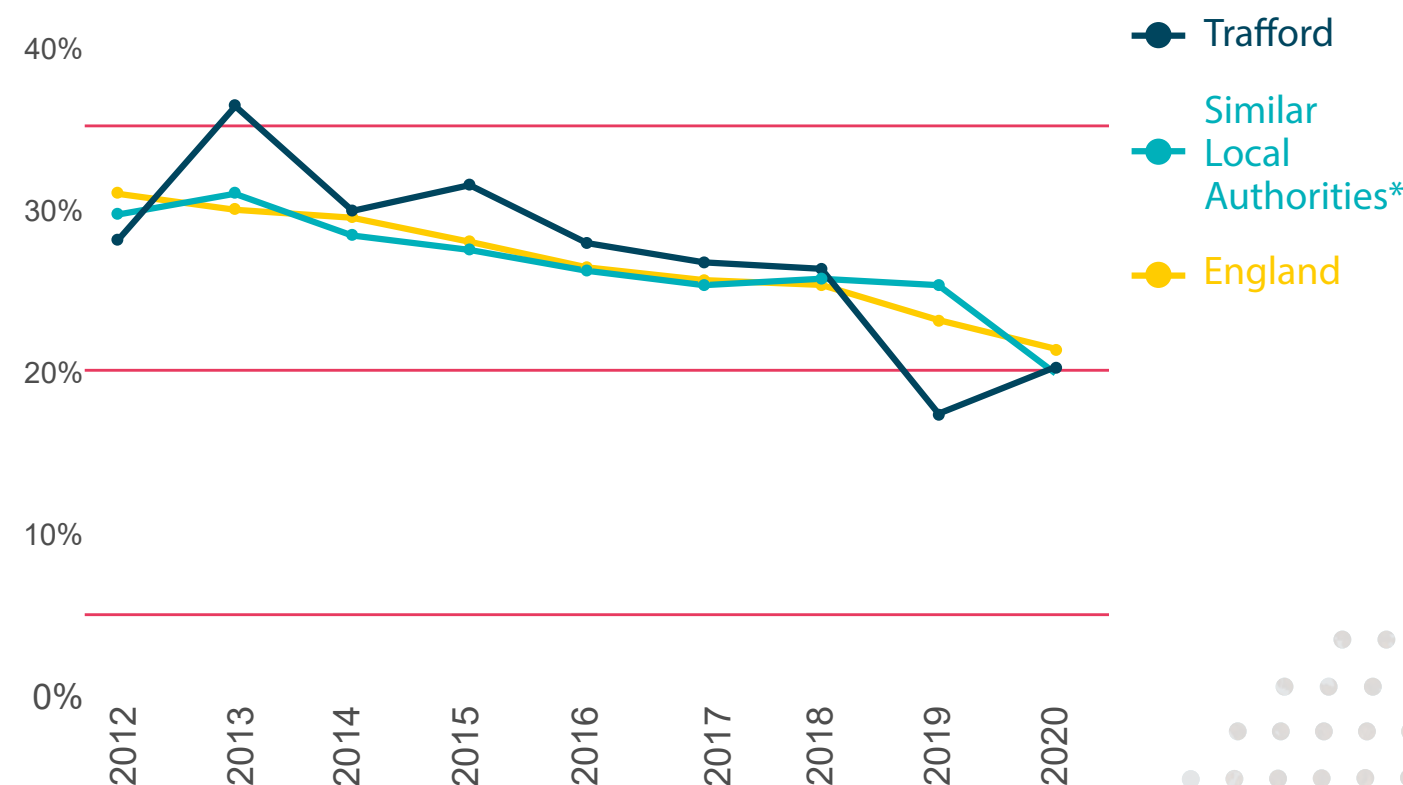
In the 2021 calendar year there were a total of 250 interventions across the 6 pharmacies with 76 quits - a 30% a quit rate. 64% of all the people seen were either routine and manual workers or unemployed. This also represents a steep increase in activity in pharmacies; in 2020 there were only 18 clients registered for an intervention in total across all pharmacies.

Routine smoking cessation provision is also provided by GPs. In 2021 451 people were seen, and 137 stopped smoking – a quit rate of 30%. However only 14% of all initial GP consultations were in either the West or North Trafford, with the majority of interventions taking place in Sale (78%). This indicates that the additional provision in pharmacies was successful in engaging people who were willing to quit in a way the pre-existing provision was not.

The intervention of E-cigarettes in pharmacies can therefore be seen as a success in terms of increasing smoking cessation provision in areas with the highest level of need and thereby reducing inequalities in smoking, the leading cause of preventable illness and premature death in England.

Our track record so far...

Smoking in routine or manual occupations



*Mean of the 15 Trafford's CIPFA nearest neighbours
The percents for 2020 could be slightly higher than reported due to a change in the survey methodology
Source: Annual Population Survey

Between 2018 and 2019 the proportion of adults aged 18 to 64 in routine or manual occupations who smoke in Trafford decreased by 9% from 26.4% to 17.4% which was more than 3% lower than the national average and the average of similar authorities. However, in 2020 during the COVID 19 pandemic, the proportion increased almost 3% to 20.3% which is close to the proportion of England and the average of similar authorities as it was prior to 2019



Priority 2

Supporting people out of poverty

1. Support children out of poverty and to have the best start in life.
2. Give people skills and opportunities to enable them to get out of poverty.
3. Prioritise support for people to avert poverty, and improve the situation for people experiencing poverty.
4. Ensure agencies work well together to minimise the risk of individuals becoming homeless and to support those who are experiencing homelessness.
5. Give people the power to maximise their household income.

Case Study

Trafford Assist (TA) is the Council's welfare assistance scheme which helps residents who are facing financial difficulties. TA can provide emergency funds to pay for items such as gas and electricity, food, or even furniture.

The number of residents calling on TA for help increased by 400% following the start of the coronavirus pandemic, with some residents experiencing significant hardships as a result of the virus outbreak. To deal with this number of requests quickly and efficiently, we recently introduced an automated system to cope with the additional demand.

The system, which went live in September, lets people know straight away whether they qualify for financial support. It will also be used to issue financial awards to families in receipt of a free school meal during the December, February and Easter school holidays.

Awards for food and household bills are normally made within 24 hours and paid by BACS (3 working days).

While the TA scheme has been supporting families in Trafford since 2013, what this automation gives us is the ability to react quickly to increased demand or new schemes as and when they occur.

It also means we can operate a 24/7 service in terms of the customer being able to apply and be notified in real time. **School holiday payments saw over 4,000 families receive an instant award notification and cash in the bank in time for the Christmas school holidays.**

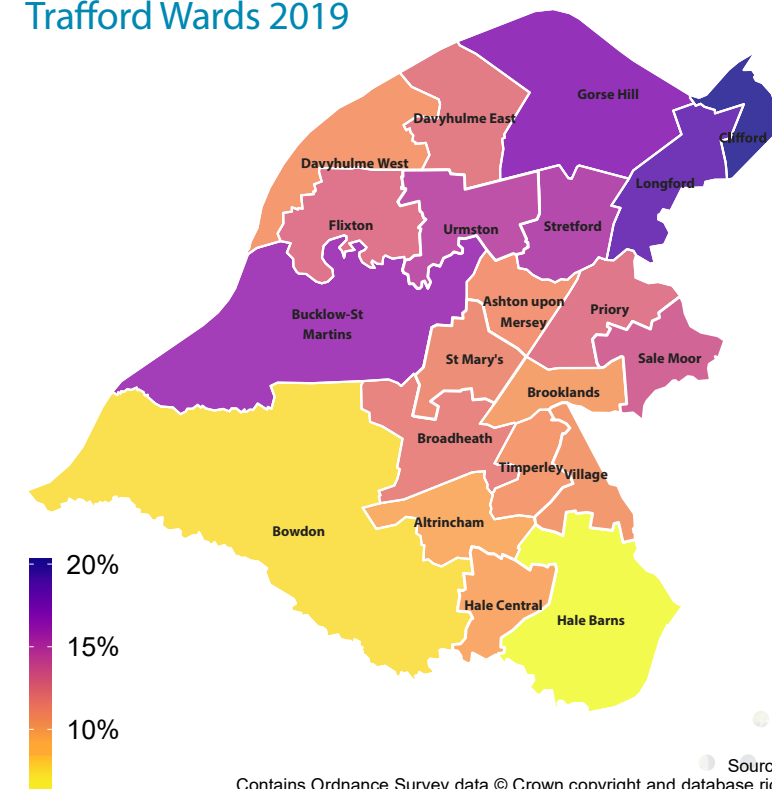


School Meals Initiative

Our track record so far...

Proportion of households in fuel poverty

Trafford Wards 2019



Source: BEIS
Contains Ordnance Survey data © Crown copyright and database right 2021

A household is considered fuel poor if their income is below the poverty line (taking into account housing costs) and their fuel costs are higher than is typical for their household type. In 2019, **12.8%** of households in Trafford were fuel poor. This masks considerable variation between small areas within Trafford. In Clifford ward, some **20.3%** of households were living in fuel poverty.



Trafford Homeless Team

Priority 2

Supporting people out of poverty

Case Study

Our Welfare Rights Team is changing the lives of those in greatest need across Trafford by helping them access the benefits and payments they are entitled to.

This small team, offering support and advice with benefit checks, debt and budgeting, has **secured more than £1 million for people since April that may otherwise have gone unclaimed** in the shape of universal credits, attendance allowance and personal independence payments amongst others.

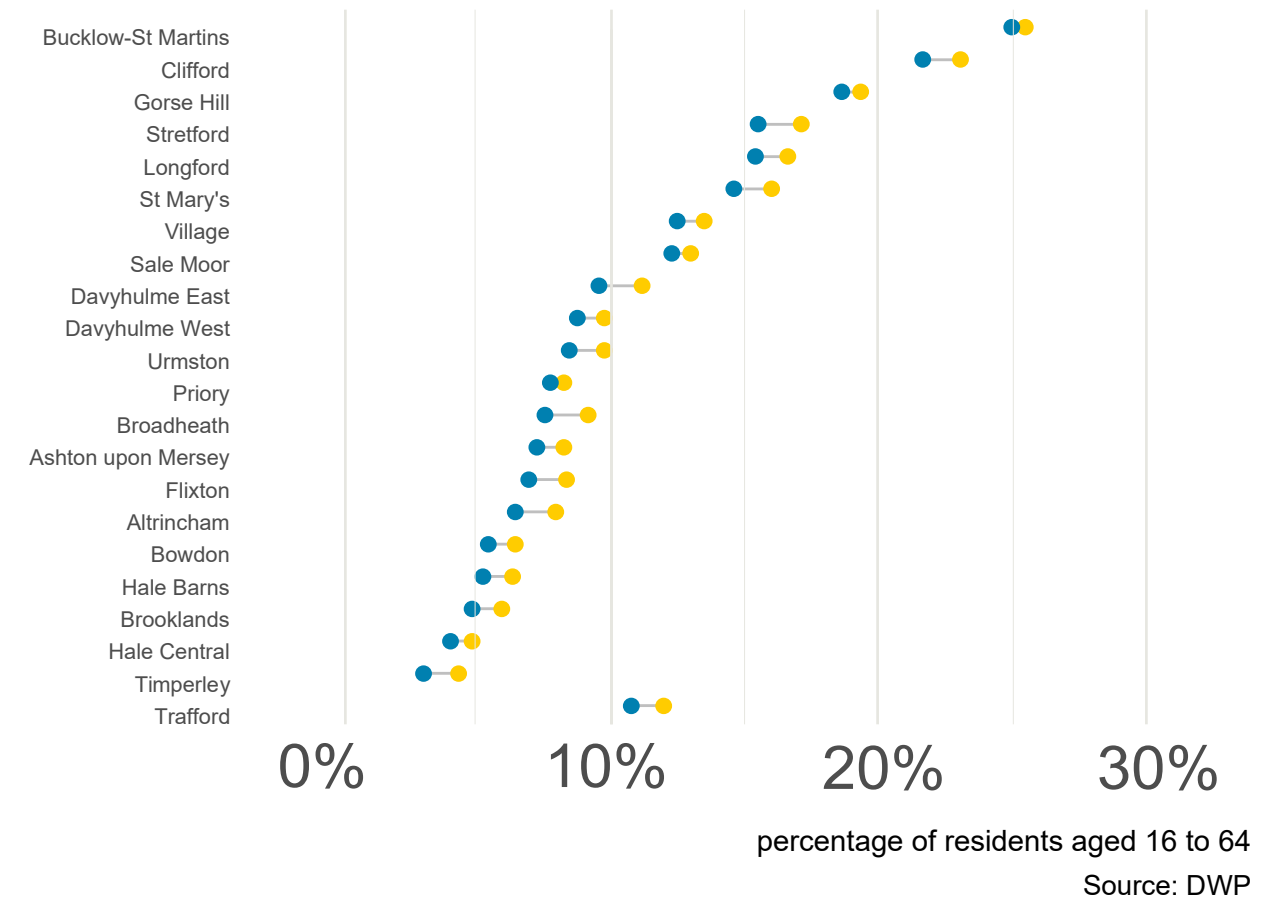
Louise Selby, poverty lead and the team's Advice and Information Manager, said: "We have seen a large increase in the demand for our services since the start of the pandemic and also at end of the furlough. The Christmas period is usually busy with people getting into credit card debt or ending up owing money to loan sharks. With the general rise in cost of living and imminent significant energy price hike the financial situation for many households across Trafford could become much worse."

But the Welfare Rights Team can assist in a variety of ways, whether it's with completing benefit checks, completing forms for the most vulnerable residents, legal challenges or helping people access government support schemes, such as the recently launched Breathing Space. The team specialises in managing complex cases that often see them supporting a person for 12 or 18 months.

Louise adds: "Our officers recently supported one man who was struggling to buy food for himself. They found out he was entitled to an additional £60 a week; being able to get that money has made a huge difference to him. Our Budgeting Support Officer can also work to have deductions taken from Universal Credit reduced for those struggling to afford to eat allowing them to buy food."

Our track record so far...

Universal Credit claims rate



In December 2021 the rate of claims of Universal Credit in Trafford in the 16 to 64 age group was **11%** while in **December 2020** the rate was **1%** more at **12%**.

The wards of Bucklow-St Martins and Clifford both had over **20%** of 16 to 64 year olds claiming Universal Credit claims in both **December 2020** and **2021**. In contrast the wards of Hale Central and Timperley had a rate **below 5%**. The gap between Bucklow-St Martins and Timperley was **21.8%** in **December 2021**.

- December 2021
- December 2020

Priority 3:

Addressing our climate crisis

1. Reduce our carbon footprint and increase the amount we re-use, repurpose and recycle.
2. Ensure that new housing developments are adaptable, sustainable and low-energy use, while working with partners to increase the energy efficiency in our homes.
3. Reduce the amount of food waste in our borough and encourage surplus food to be donated to foodbanks.
4. Promote and increase environmentally friendly travel, such as walking and cycling.
5. Put in place the measures in the GM Clean Air Plan and develop our leisure offer, parks and green spaces.
6. Promote sustainable, healthy and lower-carbon diets, such as locally grown and seasonal food.

Case Study

Trees for Climate is a five-year tree planting scheme that is increasing woodland in Trafford, as part of our approach to tackling the climate crisis.

For the 2020-2021 planting season, City of Trees and the Trafford Countryside Management Partnership (Trafford Council, AMEY, City of Trees, The Conservation Volunteers, The Environment Agency and other partners) **planted 3.68 hectares of woodland, which equates to 9,200 trees.**

All completed Trees for Climate planting schemes have been registered with the Woodland Carbon Code and the 2020-2021 planting is projected to absorb approximately 1,077 tonnes of carbon over the next 65 years.

While future planting locations are yet to be confirmed, it is expected that the upcoming 2021/2022 planting season will see more new woodland created than for last season.

Planting without the use of plastic tree guards is an aim for the future, although fully recycled guards from a local recycling firm are used where necessary. Trials of fully biodegradable tree guards are also taking place.



Tree Planting

Our track record so far...

Change in carbon dioxide emissions since 2005



From 2005 to 2019, CO2 emissions have fallen by **32%** in Trafford, **36%** in Greater Manchester and **36%** in England.

The largest amount of emission in Trafford come from the industry sector accounting for **34.4%** of total CO2 emissions. The Transport sector emitted **25.2%**, the Domestic sector **23.9%** and the Commercial sector **13.4%** of total CO2 emissions



Cycle to Work Scheme



Local Produce, Altrincham Market

Priority 3:

Addressing our climate crisis

Case Study

A mix of committed residents came together in November 2021 for the first part of Trafford Citizens' Panel to collectively shape how to address the climate crisis.

"I'd really like to do something positive and something local to help with the future climate crisis."

Local residents were invited to apply to take part through an online survey. Applicants were asked to provide information about their equality background such as age, gender, ethnicity, location, employment and disability. This was then matched to the Trafford Borough Equality Profile and used to identify a balance of different views and equality groups from right across the borough.

Information was then shared with everyone prior to the event, to provide an opportunity to learn and have a common understanding of the core issues.

The session took the form of a workshop and brought together residents to help prioritise and focus on key Climate Crisis issues from their perspective. This included; Travel & Transport, Jobs & Skills, Homes, Workplaces and Buildings, Waste, Natural Environment and Food.

Through the facilitated workshop tables, people were given an opportunity to contribute and their advice, feedback and suggestions for taking forward were captured and shared back.

"Climate change has no boundaries and the efforts to combat should be our collective responsibilities."

This event is contributing to the next stage - a full citizen assembly.



Residents at Citizens' Panel



Residents at Citizens' Panel

"I believe that Citizen's Assemblies are absolutely vital to making progress in the climate emergency."

"I would like really to know how householders in the Borough can make changes in their lives so that together we can make an impact."



Electric car only MFG charging forecourt

Our approach

Open and Accessible

Being responsive, accessible and fair to all and placing this at the heart of everything that we do. This means becoming a digital council, improving connectivity and helping more residents to get online and access new technology. At the same time, we will ensure that residents are not left behind in our increasingly digital society.

Case Study

Trafford's Digital Champions scheme works with individuals in the community who are digitally excluded. To overcome this, our team of Champions help people to learn basic skills, meaning they can get online and access all the digital world was to offer.

Former holiday rep, Annie Phillips, from Sale is one of the people who has received help from our Digital Champions, John and Arthi. They helped her understand how get the most out of her laptop, including supporting her to use Zoom and Word.

Annie said: "The Digital Champions scheme has opened so many doors for me. I never liked computers, but I'd be happy to speak in front of hundreds of people. That was just me!

"Arthi taught me in a way that I could properly learn. I couldn't do IT before this, I didn't even know what a browser was."

Thanks to the Digital Champions' support, Annie has been able to create a portfolio of poems she had written which centre around the theme 'you can and you will'.

She said: "I'm so proud now when I look at my portfolio, which looks amazing. I simply couldn't have done it without the help of this scheme."

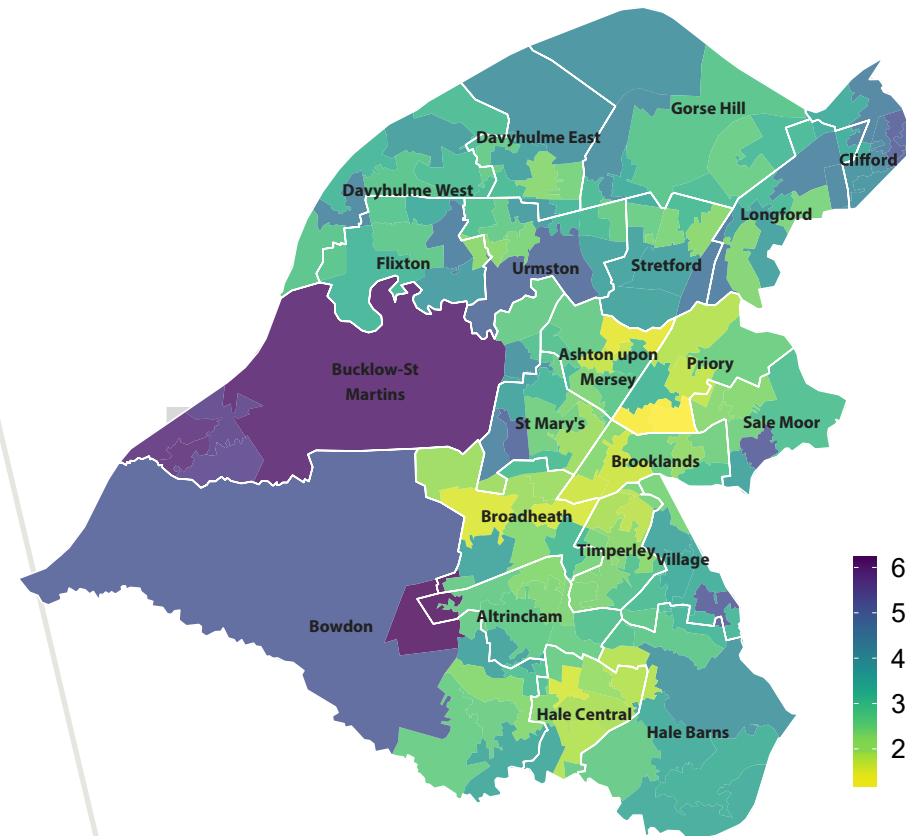


Laptop Lending Scheme

Our track record so far...

Digital Exclusion Risk Index

Trafford LSOAs, 2019



The Digital Exclusion Risk Index (DERI) is a dataset that explores the risk, or likelihood, of digital exclusion across England based on three component scores: demography, deprivation, and broadband. In Trafford there are pockets of higher risk of digital exclusion in Bucklow-St Martins and Bowdon

Source: GMCA

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Library Digital Champions

Our approach

Making best use of our resources to deliver quality services

Case Study

These are exciting times in Stretford, with so much opportunity to dramatically improve the town centre for both our residents and visitors. Thanks to the Council's long-term partnership with Bruntwood Works, we have been able to purchase Stretford Mall and are now looking to revitalise the high street and canal side area.

In the first stage of this exciting project, together with Bruntwood, we recently invited the local community to have their say on plans that would see the Mall replaced with new retail, leisure and work spaces, including a 'vibrant high street' on King Street.

In addition, the proposals could see the creation of large new open spaces and green areas - the equivalent of 1.5 football pitches in size. They also look at modernising the multi-storey car park in order to make it more convenient and secure.



Planning permission will be sought for **up to 800 new homes** on sites created by the reduction of Stretford Mall, close to St Matthews and on Lacy Street car park.

The ambitious scheme has been designed to ensure Stretford town centre is a 'great place to work, live, shop and play'.

Together, the Council and Bruntwood Works are investing in Stretford, for the benefit of the whole community.





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