



TRAFFORD  
COUNCIL

# Corporate Plan

Quarter 1 Performance | April - June 2021



# Foreword by the Leader

Throughout the pandemic, we have been working hard to support our communities to help them deal with its consequences and plan for the future.

But is also worth highlighting the other work we are doing and have done for our communities. We all want to have pride in the area we live in, for the area we work in to be successful and for there to be thriving shops and leisure areas for us to enjoy. This report shows how we have worked with our residents, businesses and communities to maintain this.

This quarter has seen us relaunch an Inclusive Neighbourhood Grants funding scheme so residents can work together on projects that will benefit their communities. We have called on people to become Community Champions. These are people who can look out for the latest advice regarding issues such as Covid and report back so more people are aware of the help and support available to them.

Our pledge to keep our neighbourhoods looking their best can be seen in our decision to double our fines for fly-tipping and increase litter penalty charges to £150. One of our workers also did a marathon litter pick to highlight the need to keep our streets and areas clean and tidy.

When it comes to leisure, I am delighted that 11 of our parks continue to enjoy Green Flag status. That is public recognition that we have high standards of maintaining our parks for the people of our borough to enjoy.

Working to improve our communities is at the heart of what we do and this report shows how hard we are working to achieve that aim.

**Councillor Andrew Western**  
**Leader of Trafford Council**



# Foreword by - Deputy Chief Exec Sara Saleh

Health and wellbeing is always fundamentally important but the effects of Covid have really hit home just how vital they are to our lives.

People who already had underlying health problems were more likely to be more affected by Covid, and so it is right that we are looking to improve the health of our residents as part of our recovery plan. This can be seen in our Q1 report where we made available £150,000 through a Wellbeing Grants programme. The grants are for community groups, schools and charities to help improve the wellbeing of our residents.

Good mental health is also vitally important. Again, this has been affected due to the pandemic. Financial uncertainties and the loss of routine are causes of anxieties, with people less able to meet friends and family to help ease their stress.

To help our residents, we have supported the launch of two new government schemes - Breathing Space and Breathing Space Mental Health Crisis Debt – by providing information and support alongside Citizens Advice Trafford. These schemes are there for people facing financial difficulties and help give them the support they need to get through a trying time.

Being able to go out and enjoy our beautiful green spaces is a great way to improve our health, both mental and physical so I am delighted that, in this quarter, work began on a huge project to improve footpaths, habitats and signage at Wellacre Country Park.

Having improved health and wellbeing, and reducing health inequalities is one of our key priorities at the Council. As we continue our Covid recovery, I hope this quarterly report shows how we are doing in our efforts to improve health and wellbeing, and build the best future for everyone in Trafford.

**Sara Saleh**  
**Deputy Chief Executive , Trafford Council**



# The Priorities and Outcomes for Trafford

The Council has identified seven strategic priorities that we believe are key to enabling Trafford residents, businesses and staff to thrive. Our priorities set out our aspirations for our people, places and communities, and how they can affect and improve their daily lives.

Our people are our greatest resource. Through engagement with our staff we will create an environment for staff to grow and develop life-long skills and see the benefit of their contribution to the borough. We want to be an employer of choice.

These priorities are not just for the Council but for the whole community and have been shared with members of the Trafford Partnerships. In order to make the difference we want to make, we will need to work closely and effectively with partners, residents, businesses and communities to make this a success.

Our corporate plan describes the Council's overall approach and outlines the Trafford vision.



Bridgewater Canal, Sale

## Our Priorities



### Affordable and Quality Homes

Trafford has a choice of quality homes that people can afford



### Health and Well Being

Trafford has improved Health and Well-Being, and reduced health inequalities



### Successful and Thriving Places

Trafford has successful and thriving town centres and communities



### Children and Young People

Ensuring a Fair Start for All Children and Young People



### Pride In Our Area

Creating Pride in Our Local Area



### Greener and Connected

Maximising Our Green Spaces, Transport and Digital Connectivity



### Targeted support

Supporting our residents when they need it most

# Highlights – Key Performance Indicators

## Green and Connected

Number of green flag awards achieved in Trafford:

- Q1 2020 : 11
- Q1 2021 : 11



## Successful and Thriving Places

Through the Trafford Pledge increase the number of people into employment:

- Q1 2020 : 13
- Q1 2021 : 6

Number of downloads from the e-library service:

- Q1 2020 : 80,345
- Q1 2021 : 72,134

Increase the number of apprenticeships in the Council

- Q1 2020 : 2
- Q1 2021 : 14



## Building Quality and Affordable Housing

The number of housing completions:

- Q1 2020 : 313
- Q1 2021 : 132

The number of affordable housing completions:

- Q1 2020 : 6
- Q1 2021 : 14



## Central Services

Percentage of major planning applications processed within timescales:

- Q1 2020 : 100%
- Q1 2021 : 100%

Percentage of Council Tax collected:

- Q1 2020 : 28.5%
- Q1 2021 : 29.5%

## Targeted Support

Admissions to Residential or Nursing Care for Older People during the year per 100,000 population:

- Q1 2020 : 103.2
- Q1 2021 : 118.3

Percentage of older people who were still at home 91 days after discharge from hospital into reablement/ rehabilitation services

- Q1 2020 : 85.8%
- Q1 2021 : 84.9%

Increase the number of people prevented from becoming homeless

- Q1 2020 : 39
- Q1 2021 : 55



## Pride in Our Area

Percentage of adopted streets and paths scored at grade B or higher:

- Q1 2020 : 54.2%
- Q1 2021 : 57.6%



## Children and Young People

Children who are 'looked after' (rate per 10,000):

- Q1 2020 : 66.5%
- Q1 2021 : 68.7%

Maintain the low level of 16-18 year olds who are not in education, training or employment (NEET):

- Q1 2020 : 2.15%
- Q1 2021 : 2.36%



## Health & Wellbeing

The percentage of the eligible population (age 40-74) who received a NHS Health Check :

- Q1 2020 : 2.5%
- Q1 2021 : 0.2%

Smoking prevalence in adults:

- Q1 2020 : 13.5%
- Q1 2021 : 9.1%



## 🏠 Priority 1:

Building quality, affordable and social housing

### We want...

- to enable people to live well at home
- people to be able to afford to live in the area
- fair and inclusive and quality housing for all
- our children to be able to continue living in Trafford
- to create homes, not just housing

## Our track record so far...

- The Council continues to improve the overall supply of housing in Trafford – the pipeline of homes available for delivery increased from **4,273 in March** to **5,174 in September**.
- Private landlords were invited to take part in our virtual Trafford Private Landlords Forum providing updates and new legislation relating to the private rented sector.
- The Council showed its commitment to improving housing by taking over the running of its Housing Options Service for the first time in 16 years.
- Overall number of housing completions for Q1 is **132**.
- Number of affordable housing units completed for Q1 is **14**, a significant increase on Q1 2020 which was 2.



Urmston Leisure Centre Rendering

## ♥ Priority 2:

Trafford has improved health and wellbeing, and reduced health inequalities

### We want...

- everyone to live well and be active for as long possible
- good health services for everyone and to reduce the inequalities in health and other outcomes
- fair and accessible services
- our towns to be accessible to all regardless of age or limitation
- people to experience excellent end of life care
- to improve people's work-life balance and family life

## Our track record so far...

- As of the end of Q1: **149,820 Covid-19 first vaccinations** and **91,306 second vaccinations** were administered to our residents. In Trafford about **81%** of all eligible cohorts have received the first vaccination and **75%** have received the second vaccination.
- **27,401** total helpline calls were taken in Q1 by the Citizens Advice Bureau to support residents with benefits, housing and debt advice.
- The Community Engagement team is continuing to coordinate engagement across Trafford's four neighbourhoods, providing a tailored response to meet the needs of each area, building on local relationships and intelligence to engage with local residents about Covid-safe behaviour and vaccination.
- Residents of all ages were encouraged to take simple steps to improve and maintain good oral health for National Smile Month.
- **£150,000** of wellbeing funding was made available to Trafford groups. Community groups, schools and charities were invited to apply for a share of **£150,000** funding to help improve the welfare of residents in Trafford. The Wellbeing Grants Programme is funded by money donated by the Council and raised through the Trafford Crisis Fund.



## Priority 3:

Trafford has successful and thriving town centres and communities

### We want...

- to further develop our strong economy
- to continue to create jobs and opportunities for people
- Trafford to be a key destination for business
- people to be able to make a difference in their neighbourhoods
- a strong, dynamic and diverse voluntary sector
- to create inclusive, thriving places where people want to learn, live and work and relax



## Our track record so far...

- Library services loaned **59,528** physical books in Q1 and **72,134 e-books**.
- **6** jobs were created through the Trafford Pledge in Q1.
- **14** new apprenticeships started in the Council in Q1.
- A specialist skills brochure was launched offering advice and information to help train Trafford residents into new jobs and career.
- Lancashire cricket was given the green light for its redevelopment plans. The new project includes plans for a **1,025-seater stand**, a heritage centre, a guest services hub, and a new retail store facing directly onto Brian Statham Way.
- The council relaunched a funding scheme designed to bring residents together to celebrate their communities and where they live. The Inclusive Neighbourhoods Grants scheme provides funding to allow local people to organise projects which are of huge benefit to their communities. It offers grants of up to **£2,000 for projects** and up to **£500 for events**.
- The Council supported **4 internal** and **2 external** Kickstart employment placements in Q1. The Kickstart Scheme is the government's new **£2bn flagship programme targeting young people aged 16-24** who are claiming Universal Credit and at risk of becoming long-term unemployed.

## Priority 4:

### Ensuring a fair start for all children and young people

#### We want...

- to enable all children and young people to thrive and achieve their full potential
- our children and young people to be valued and equipped with skills for employment and life
- our children and young people to have the best start in life
- our children and young people to be safe in their homes and communities

## Our track record so far...

- Trafford continues to maintain a low rate for young people aged 16-18 'Not in Education, Employment or Training (NEET) **2.36%** against a target of **2.5%**.
- The rate of Children in Care is **68.7 (per 10k)** at the end of Q1 and has risen from **66.5** at end of Q1 last year.
- People in Trafford were encouraged to help keep kids safe and smoke-free by reporting illegal tobacco sales, often from 'under the counter' in local shops, so enforcement teams can take more products off the street.
- The Community Engagement team engaged with parents at primary schools to have conversations and gain feedback around Covid-19, as well as promote the use of a Mobile Testing Unit if they were stationed at a particular school. During these sessions, the team held conversations with **353** people and **466** people used the Mobile Testing Unit at the sites where our team supported.



## Priority 5:

### Creating pride in our local area

#### We want...

- people to take pride in their local areas
- people to feel safe and secure in their homes and communities
- people to respect and take responsibility for their local environment
- to encourage and enable people to be more environmentally friendly in their daily lives



## Our track record so far..

- **57.6%** of household waste has been collected for recycling.
- **99%** of highway defects were rectified in accordance with the Reactive Maintenance Procedure timescales.
- Trafford increased on-the-spot Fixed Penalty Notices for fly-tipping from **£200** to **£400** and littering from **£100** to **£150**.
- An appeal was launched looking for hundreds of residents to become Community Champions - to keep up to date with the latest Covid-19 developments and advice.
- Trafford Council employee Mark Dale took his war on litter to a new level after completing a marathon litter pick. He completed the incredible **26.2mile challenge** as part of Keep Britain Tidy's annual Great British Spring Clean campaign.
- Work starts on a huge project to improve footpaths, habitats and signage at Trafford's beautiful Wellacre Country Park. As part of the Trafford Countryside Management Partnership, City of Trees secured funding from Veolia Environmental Trust, matched by council funding, to implement a number of improvements at the park.

## Priority 6:

### Maximising our green spaces, transport and digital connectivity

#### We want...

- to encourage people to use our green spaces and be more active
- to make it easier to move around the borough
- to help people that are less digitally able to get on line
- to maximise the use of technology to transform the way we deliver services in all that we do
- to improve our transport links across the borough
- to reduce the impacts of climate change in Trafford



## Our track record so far...

- **11 parks** across Trafford have been recognised by the Green Flag Award Scheme as the very best in the world for the second year running.
- Residents were consulted over plans to upgrade two busy junctions to help improve the safety of pedestrians and cyclists. The aim was to improve pedestrian facilities at the A56 Chester Road junction with Talbot Road and the Talbot Road junction with Great Stone Road.
- Community groups across Trafford received more than **£47,000 to improve residents' digital skills**. The Council awarded the money through the Voluntary, Community and Social Enterprise (VCSE) Digital Grants scheme, which was launched in July 2020. This money has enabled residents throughout the borough to benefit.
- Trafford Libraries announced a new laptop lending scheme to enable people who do not have their own device to get online and access digital services. **110 devices were loaned in Q1**.
- Digital Champions across the borough helped to **support over 40 residents** to improve digital skills.
- Secured over **£4million** of funding as part of a GMCA-led bid to the government's Public Sector Decarbonisation Scheme for heat decarbonisation, energy efficiency measures and renewable energy generation across a range of council buildings including schools, care homes and children's centres.
- Strengthened Trafford's cross-sector Climate Emergency and Air Quality Commission through the appointment of Kellogg's as new Commission Chair.
- Implemented Year 1 of the 'Trees for Climate' woodland creation programme at various sites across Trafford in conjunction with City of Trees via the Government's 'Nature for Climate' fund.

## Priority 7:

Supporting our residents when they need it most

### We want...

- to help people to access the right support at the times in their lives when they most need it
- to promote and encourage independence
- to provide clear options to support people with more complex needs
- our excellent public service workforce in Trafford to work together to support people to live as best they can



Stock Image - Adobe Stock

## Our track record so far...

- **55 households** were supported to prevent them from becoming homeless.
- In Q1 admissions to residential or nursing care for older people (65 years+) per **100K population** was **118.3**. This compares to the corresponding Q1 figure in **2020/21** which was **103.2**.
- **91** days at home following discharge from hospital is **84.9%** in Q1 for 21/22 compared to **85.8%** in Q1 for 2020/21, which represents a slight dip in performance.
- We supported the launching of two new government schemes - Breathing Space and Breathing Space Mental Health Crisis Debt – by providing information and support alongside Citizens Advice Trafford.
- People from our Supported Living services went on a walk with alpacas in Calderdale countryside. The aim was to focus on improved mental health and self-confidence.
- **566** people were discharged from hospital that required Adult Social Care support in Q1. This is an increase of **15.74%** from Q1 in the previous year.

# Central Services

## We want...

- to ensure Trafford Council workforce have the right skills, values and behaviours
- to maintain tight control of finances
- to deliver a high level of customer service
- to maintain statutory responsibilities

# Our track record so far...

- **29.5%** of council tax has been collected for Q1.
- The communications team issued **35** press releases, dealt with 77 media enquiries and produced **65** media statements in Q1.
- **100%** of major planning applications processed within timescales.
- The number of self-service requests increased by **35%** - **14,446** in Q1 21/22 and compared to **10,631** 20/21.
- The Corporate Equality Strategy 2021-2025 was approved. The Strategy sets out a how the Council is working to meet our Public Duty within the Equality Act 2010 with regard to people in the nine protected characteristics. These are: disability, race, age, religion or belief, sex, sexual orientation, gender reassignment, pregnancy and maternity, marriage and civil partnership.



Central Services Team

Working together to  
build the best future for  
everyone in Trafford.

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