

# Trafford

# Matters

Residents Magazine



Award winners

Library  
opens

# We're cleaning up!





# Trafford Matters



## A word from Andrew



Welcome to Trafford Matters, our new digital residents magazine

**W**elcome to the second edition of Trafford Matters, our digital residents magazine. It's been a busy time across the borough with lots going on.

Despite the financial challenges we face, we have still managed to set a budget that helps us meet the changing needs of our residents and businesses.

We've also listened to what you have been telling us. So we are dropping the garden waste service charge and spending millions of pounds on improving roads in the borough while also protecting front line services.

Our new Chief Executive, Sara Todd, has started her new role with us and I am really looking forward to working with her on some of the exciting plans we have for the borough.

There has been more good news with the announcement that Trafford will be hosting the men's and women's finals of the 2021 Rugby League World Cup.

Playing both finals on the same day at the same venue, Old Trafford football ground, is a first for a main sport in the UK and a major coup for the area.

showcase the borough to the whole world.

Our new state-of-the-art library has opened in Altrincham and it is already proving a huge success with a big increase on the numbers of people using it.

I hope you enjoy the magazine and, as always, we are keen to hear your views on it.

Thanks, Andrew.

Cllr Western, Leader of Trafford Council.

## Get set for Trafford Live

**T**his year's Trafford Live event will take place on Sunday 21 July.

The festival celebrates everything that's great about our borough, showcasing our fantastic greenspace, sports, history and culture.

The free event, which will be held within the grounds of the Town Hall on Talbot Road will be open for all to attend. Visitors can experience a host of events, activities and displays provided by some of Trafford's best loved institutions throughout the day.

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## Do you have a story for Trafford Matters?



**Rachel Fox**  
Senior Marketing Officer



**Elliott Chapman-Barker**  
Marketing Officer

marketing@trafford.gov.uk

## Contact Us

Trafford Matters is published by Trafford Council's Communications and Marketing Team.

### Call Centre - 0161 912 2000

You can make payments and enquiries relating to a number of Council services by contacting our call centre, Access Trafford, which is open between the extended hours of 8am to 7pm, Monday to Friday.

### Email

access.trafford@trafford.gov.uk

### Out of hours contact - 0161 912 2020

Should you need to contact the Emergency Duty Team out of the core hours listed above.



## Award-winning services take top prizes

Two Council initiatives have recently scooped national awards for the way they're improving life for our borough's residents.

The Council's Environmental Improvement Team, based at Trafford Town Hall and led by Principal Manager Mark Dale, won a top award from Keep Britain Tidy.

Mark, along with John-Paul Muldoon and Daniel Zammit, (pictured right) won the Litter Initiative of the Year award for their highly successful Conscience Project. Mark and the team were presented with a special trophy and framed certificate.

The project was set up to tackle littering and public urination in public passageways before Manchester United football matches at Old Trafford. The aim of the Project was to appeal to the conscience



of fans visiting the area by highlighting that their behaviour has a direct impact on people who live close to the stadium.

The team designed conscience boards and local residents and children took part in the campaign artwork.

Meanwhile, our Adult Social Care Team won the gold award in the Innovation in Health and Social Care category for their innovate Let's Talk initiative, at the

Public Sector Transformation Awards.

Let's Talk is the Council's new approach which places the person at the heart of decisions over their care. The innovative way of working frees up Adult Social Care workers to spend more time with people. It also focuses on what people are able to do and how they can be supported in continuing to live the lives they want to lead.

The awards organisers praised the Let's Talk initiative for the great impact it has had on people who use health and social care.

The Council was represented by Cllr Jo Harding, (Exec Member for Adult Social Care), Joy Preston (Strategic Lead for Adult Social Care), Jennifer McErlain (Project Lead, Let's Talk) and Natasha Brown, (Senior Social Worker North Area team) (pictured left).





# Book into our newest library

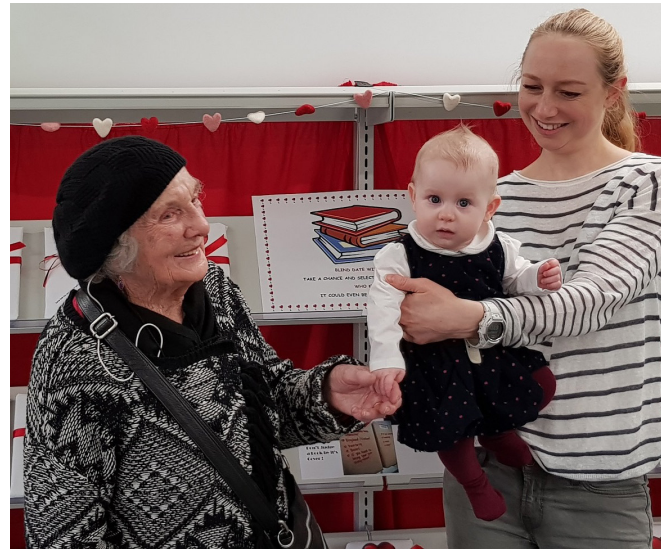
**T**RAFFORD'S new state-of-the-art library has been officially opened – by the youngest and one of the oldest borrowers!

Mackenzie Campbell, aged four months, mum Rosie, and 91-year-old Jean Holland cut the ribbon on Altrincham Library on 14th February – Valentine's Day, which is also 'Love Your Library Day'.

They were joined by Ann Moran who has worked for the libraries in Trafford for 49 years, and who is retiring in May, and the Mayor of Trafford, Cllr Tom Ross.

The library, which opened on Market Street in December 2018 after the closure of the Stamford New Road facility, is already a huge success. It has seen an incredible 89 per cent increase in visitors compared to the same period last year. New member applications are flooding in and residents have told Trafford Council they are delighted with their new community hub. In just seven weeks, more than 11,000 books have been borrowed which is an increase of more than 42% on the same period last year.

The library will soon offer an Open + system



which will allow customers access without staff being present. Under the new system, customers gain entry to the library via a keypad using their library card and PIN. This technology enables customers to use the library every evening Monday to Friday and on Sundays. Customers can borrow, return and renew books via the self-service kiosks; use the public access computers, printer and photocopier, and and community groups can use the library for meetings.



## Trafford scores world final

**T**rafford will play host to the men's and women's finals of the 2021 Rugby League Cup.

Following a successful bid, led by Trafford Council, both finals will be played on the same day on 27 November 2021 at Old Trafford – a first for a main sport in the UK.

Cllr Andrew Western, Leader of Trafford Council, said: "The Rugby League World Cup

will be a great opportunity to showcase the best players in the sport – so it's fantastic that our borough will also be able to showcase our own jewels in the crown."

As well as the men's and women's competitions, the Wheelchair Rugby World Cup will also be held simultaneously.

For more information visit [www.rlwc2021.com](http://www.rlwc2021.com)



## Latest budget gets unveiled

**O**ur budget for the next financial year has now been agreed and includes scrapping the garden waste service charge and spending millions of pounds on improving roads in the borough.

The Council has had to close a budget gap of £13.44m, which it has done through savings, additional funding and extra income generation. As a result, there will be no cuts to front line services or the loss of jobs.

The budget for 2019/20 includes allocating £5.7m more for demand-led services for children and adults and spending £6.24m on highway maintenance plus £47m of investment in leisure centres over the next three years.

Council Tax will increase by just 2.99%, alongside a 1% increase for the adult social care precept, still the lowest in Greater Manchester.

Spending plans for 2019/20 include:-

- Investment in school buildings of £21.6m
- Targeted support to some of the borough's most vulnerable residents, £3.6m
- Outdoor sports and improvements to green spaces, £1.3m
- Expansion of a full fibre IT connectivity across the borough, £0.7m
- Town centre and business loans, £350k.

## Longford Park users give their opinions



**Y**ou've been telling us what improvements you'd like to see at Stretford's historic Longford Park.

Around 150 people attended a public consultation on the future of the park at Trafford Athletics Stadium's Longford's Suite on Tuesday 5th March.

The Council is working with City of Trees, The Friends of Longford Park and consultants AECOM to develop a vision and masterplan to guide the park's continued improvement and secure its sustained success in the long term.

The event was an opportunity for park users to comment on an initial draft masterplan for the park and give their views on how the park can be improved to meet modern needs. The aim is to develop a masterplan that can form the basis of a funding bid to the National Lottery Fund for Heritage later this year.

People who attended asked the council for a number of changes – to find a new use for the park's stable blocks, more space for community activity and improvements to the former Longford Hall building.

There were also views put forward regarding parking and access and continuing to enhance the park's nature and biodiversity value and improve drainage through more natural solutions.

The Council will now compile the information given by residents to help form a plan for future changes.



## Perfect pupils praised for phonics

**T**rafford schools have been praised after being placed in the top 10 in the country for phonics screening.

Primary school children achieved an impressive 86.3% in their phonics screening check. Phonics is a method for teaching reading and writing of the English language, and the check tests how well pupils have done.

Schools minister Nick Gibb MP has written to Trafford Council to congratulate the borough for their impressive results.

He said: "This is a significant achievement and is a credit to the hard work and professionalism of teachers and headteachers in your schools."

Mr Gibb added: "Getting



the fundamentals right at an early age is vital for children. Achieving early fluency in decoding is a necessary first step in acquiring the key skill of reading.

"Reading well is a good indicator of success at secondary school and in later life."

The success is one in a latest list of achievements made by primary school pupils in Trafford.

In September, it was revealed pupils in Trafford achieved the second best results in the whole country in Key Stage 2 attainment outcomes.

## Don't miss out on voting in local elections

**T**he local elections will take place this year on Thursday 2 May, so if you haven't done so already, make sure you're registered to vote.

You only need to register once - you do not need to register separately for every election. But you must register again if you've changed address, name or nationality.

It usually takes about five minutes. You need to be on the electoral register to vote in elections and referendums.

For more information visit [www.trafford.gov.uk](http://www.trafford.gov.uk) and search for 'register to vote.'





# Clean air plans are approved

**T**rafford Council has approved plans to tackle air pollution in the borough and across Greater Manchester.

The proposals form part of a Greater Manchester's efforts to deal with dangerously high levels of the harmful pollutant nitrogen dioxide (NO<sub>2</sub>).

The government has instructed the region to develop a Clean Air Plan to reduce nitrogen dioxide on local roads as soon as possible.

It has been estimated that polluted air contributes to the equivalent of 1,200 deaths a year in Greater Manchester alone.

So Greater Manchester councils are now working together to produce a single approach for the whole city region. They have backed a plan which sets out an outline business case proposing a package of measures to significantly reduce harmful NO<sub>2</sub> emissions from road vehicles.

It puts forward an unprecedented upgrade

programme to clean up the city-region's bus, HGV, taxi and van fleets – future-proofing the road transport system and helping to make it, and the environment, fit for residents today and for generations to come.

It also proposes a Clean Air Zone covering all 10 Greater Manchester local authorities, including Trafford.

The zone would require owners of high-polluting, non-compliant HGVs, buses, taxis, private hire vehicles, vans and minibuses – but not cars – to pay a daily penalty to drive in Greater Manchester.

The 10 local authorities are now being asked to consider the outline business case for the proposals which needs to be submitted to the government by the end of March.

Once the plan has been submitted to the government people will be given an opportunity in early summer to give feedback and help shape the detailed proposals.

## TV shows journey from fat to fit

**A**n innovative health programme that was piloted in Partington has given one resident a new lease of life.

Mike Jarman, who signed up to the special weight loss plan, lost six stones in weight and managed to reverse his Type 2 diabetes over 12 months.

Consequently Mike has appeared in the press, social media and on ITV's 'This Time Next Year' to tell his story and share his experience.

Trafford CCG has funded the pilot as part of its neighbourhood development plans.

Visit [www.itv.com/presscentre/ep1week6/time-next-year](http://www.itv.com/presscentre/ep1week6/time-next-year) to find out more about Mike's journey.



## Help sought for big spring clean

The Council is playing a leading role in this year's Great British Spring Clean – a mass-action environmental campaign, and we need your help to clean up local areas.

Between 22 March and 23 April, up to half a million people will be taking action to remove litter from streets and parks across the country in an initiative run by Keep Britain Tidy.

In Trafford, the Council has launched a local campaign – Are You Ready? – encouraging schools, community groups and residents to get involved in their own clean ups and litter picks. It was launched by Trafford Council Leader, Cllr Andrew Western, at Seymour Park Primary School in Stretford.



We've organised a number of litter picking events across the borough which the public are welcome to join in. For the full list, visit [www.keepbritaintidy.org](http://www.keepbritaintidy.org) or to find out more email [GBSC@trafford.gov.uk](mailto:GBSC@trafford.gov.uk). The Council will support anyone wanting to set up a Great British Spring Clean event.

This year's campaign will not only see tonnes of litter being removed from the environment on our doorstep, it also aims to rescue thousands of the plastic bottles and aluminium drinks cans that are simply thrown on the ground but could, very easily, be recycled.

## Thanks for comments on housing plans

Thanks to everyone who gave their views about the plans outlining how the borough will deliver thousands of new homes and jobs over the next 20 years.

The proposals are contained in Greater Manchester's Plan for Homes, Jobs and the Environment – also known as The Greater Manchester Spatial Framework – which identifies the land required to meet local housing and employment needs.

The proposed framework is a means by which the 10 Greater Manchester councils, including Trafford, can plan collectively

to deal with cross boundary and strategic planning issues.

The consultation was launched back in January and ran for eight weeks. Analysis of the feedback and responses will now take place before being published. A second phase of consultation will then be held in autumn and then in March 2020 Greater Manchester Combined Authority will submit the plan for examination by independent Inspectors.

It is currently predicted the final plan will be adopted in late 2020/early 2021.



# Apprentices are blazing a trail

National Apprenticeship Week took place from 4-8 March this year, and the Council has been celebrating the event with its star recruits. This year's theme is Blaze a Trail, with dedicated Trafford workers leading the way

**M**ore than 179 apprentices have been recruited by the Council in a variety of roles since October, 2011.

Every day during the week there were activities and events for our 40 latest apprentices to take part in. These included promoting apprenticeships to schools, a meet and greet with our new Chief Executive, Sara Todd, question time with councillors, social media masterclasses, an ask an

apprentice day, special drop in sessions and a careers day.

Apprenticeships are an alternative to university or college because young people can work while they study. They combine work, training, and study, letting you 'earn while you learn'.

Cllr Catherine Hynes, the Council's Executive Member for Equalities and Partnerships, said: "We wholeheartedly support apprenticeships and we are delighted to have taken on nearly 200 in the past few years.

"Apprenticeships are an essential element of our talent development and are a great way to develop the skills and knowledge of our workforce. By bringing in new talent, as well as investing in existing staff mid-career, we are unlocking the potential of our current workforce, creating higher level skills, higher performance and building a skills pipeline to fulfil future roles.

"Apprentices are our future



— it is vital they are given opportunities to learn in the workplace. Here at Trafford we have taken on apprentices right across the board and we are proud to see them progress through their exams and into new roles in the Council.

"Many of our apprentices stay with us when their apprenticeships have finished. I would like to thank all our apprentices for all their hard work – they are a credit to the Council."

Trafford Council takes on about 20 apprentices per year at level 2 with the



Cllr Cath Hynes  
Executive Member  
Equalities and  
Partnerships

Apprentices are our future, it is vital they are given the opportunities to learn in the workplace





opportunity to progress to a level 3 apprenticeship. The local authority is currently working with 10 providers to deliver a wide range of apprenticeships including: adults social care, accountancy, business administration, chartered legal executive, children, young people and families, customer service, cyber security, data analyst, digital marketing and digital and technology solutions.

Ciaran Smith, aged 23, is a digital marketing apprentice in the Marketing and Communications Team.

He said: "I love working for Trafford Council especially within the communications team. I live in Trafford and went to school in Trafford. I love the feeling that I get knowing I am contributing to my local area.

"Every day is different as the work is very varied. I believe the experience of working for Trafford Council is entirely unique.

"I enjoy working with all my colleagues and even though I have not been working here that long, I have been made to feel very welcome and it feels like I have been part of

the team a lot longer."

Jade Gillick, aged 24, is a customer service apprentice in the Council's Bereavement Team at Altrincham Crematorium.

Jade, who has been at Trafford since October last year, said: "I am really enjoying my role.

"I'm learning a lot about customer service and how to deal with a number of inquiries from the public.

"My apprenticeship is level 2 and is for two years. I feel this apprenticeship is teaching me so much and offering me a strong future."



# What's on

## Dear Zoo

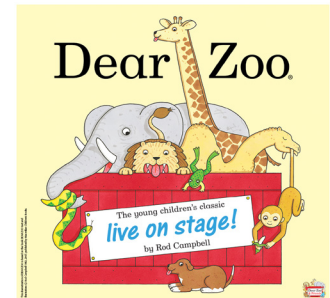


TRAFFORD  
COUNCIL

Date: Friday 19th - Saturday 20th April

Location: Sale Waterside Arts Centre

Rod Campbell's best-selling lift the flap book has delighted generations of youngreaders since it was first published in 1982, and has sold more than 8 million copies worldwide.



This production will delight all those who have read the book (both young and old) as it unfolds with child-engaging puppets, music and lots of audience interaction.

For more information visit [www.watersidearts.org](http://www.watersidearts.org)

## Urmston Artisan Market

**Date:** Saturday 6th April and Saturday 4th May

**Location:** Golden Hill Car Park

This monthly market boasts nearly 100 traders all selling either local, ethical or original products, so it's a great place to shop for something you won't find on the high street.

You'll find a wide range of gifts, delicious food, or simply stock up on essentials that you can't get elsewhere.

For more details visit [www.themarketco.co.uk/markets/urmston-artisan-market](http://www.themarketco.co.uk/markets/urmston-artisan-market)



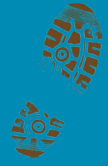
[www.trafford.gov.uk](http://www.trafford.gov.uk)



# Great Manchester Run

Date: Sunday 19th May

Location: Starts on Portland Street and finishes on Deansgate



Enjoy this long-established running event that has everything: fantastic supporters all along the route, amazing scenes of the city and an electric atmosphere.

For more information visit [www.greatrun.org/great-manchester-run](http://www.greatrun.org/great-manchester-run)



## Silent Disglo

Date: Sunday 23rd March, 2:30 - 4pm

Location: Z Arts, 335 Stretford Road, M15 5ZA

Our Kids Social is back at Z Arts this spring for another afternoon of creativity, music and fun. Families are invited to this special blend of neon arts and crafts, plus some favourite tunes and all styles of dancing in the silent DisGlo!

For more information visit <https://ourkids.social>



## Silcocks Spring Fair

Date: Thursday 9th May –  
Sunday 12th May

Location: Woodsend Playing Fields,  
Flixton

Enjoy all the fun of the fair at this annual spring favourite. There are food stalls, children's rides, and attractions for all ages.

[www.trafford.gov.uk](http://www.trafford.gov.uk)