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traffordpartnership



**Annual Report
2009-10**



Welcome From the Chair



Welcome to the Trafford Partnership's Annual Report 2009/10. This document explains what the Trafford Partnership has achieved in the past year and how we have worked together as one to deliver real change for the residents of Trafford.

For those of you that don't know us, the Trafford Partnership brings together more than 100 organisations including Trafford Council, Greater Manchester Police, Trafford Primary Care Trust, Trafford Housing Trust, the Greater Manchester Chamber of Commerce, Voluntary Community Action Trafford and many others including Trafford businesses and voluntary and community groups. All of these organisations share the common goal that by working as one body we can achieve more together.

This year, with the help of the Trafford Partnership residents in Trafford have seen a reduction in violent crime, less congestion on the roads at peak times and an increase in life expectancy. As stated by one of our Partnership Executive members Chief Superintendent Mark Roberts of Greater Manchester Police

"It is only by working together that we have been able to deliver real results for Trafford residents this year in tackling crime and violent crime in-particular in Trafford"

I hope that you enjoy finding out more about the Trafford Partnership and what it has achieved this year and if you want to find out more, please sign up to our e-newsletter and Conference mailing list by e-mailing communitystrategy@trafford.gov.uk

Councillor Matthew College
Leader of Trafford Council and Chair of the Trafford Partnership

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Who We Are



The Trafford Partnership has a number of different layers that are tasked with carrying out the work of the Trafford Partnership and delivering the 'Vision 2021: a blueprint' which sets out what the Trafford Partnership will deliver in the long term, by 2021.

The Partnership includes the **Board** that sets the overall direction and priorities of the Trafford Partnership, the **Executive** that steers the delivery of the document 'Vision 2021: a blueprint' and a document called the Local Area Agreement. The **Thematic Partnerships Board** which coordinates working across thematic partnerships and the **Seven Thematic Partnerships** each focused on delivering one of Trafford Partnerships Key Objectives. These are the **Safer Trafford; Trafford Economic Alliance; Strategic Housing; Environment; Health & Wellbeing and Children & Young People's Partnerships**.

Here's what Matthew Gardiner, Chief Executive of Trafford Housing Trust and Executive Member, said about the purpose of the Trafford Partnership

"All of the organisations in the Trafford Partnership share the same goal: to improve the quality of life for the residents of Trafford. It therefore makes sense that we work together, rather than alone to make this happen"

To find out more on who represents the Trafford Partnership please refer to our website

<http://www.traffordpartnership.org/aboutus/howweare.asp>

Our Vision and Objectives



Trafford Vision 2021

Vision for 2021 “Trafford is diverse, prosperous and culturally vibrant. A Borough at the heart of the Manchester City region and celebrated as the enterprise capital of the North West and home to internationally renowned cultural and sporting attractions”.

The aim of the Trafford Partnership is to deliver the document ‘Vision 2021: a blueprint’. This is the plan of plans for Trafford and sets out what the Trafford Partnership will deliver for residents in the long term by the year 2021.

The Vision is based around what local residents, business and partners told us were important, following extensive consultation in 2007. Valuable information was provided on what you saw as the biggest priority areas we needed to work on to deliver the Vision 2021 for Trafford. These priority areas are captured through the 7 Key Objectives shown which make up the focus for the Trafford Partnership and the sections of this report.

A full copy of the document ‘Vision 2021: a blueprint’ can be downloaded by following the link traffordpartnership@trafford.gov.uk

The Seven Key Objectives

Vision for 2021:
Trafford is thriving,
diverse,
Prosperous and
Culturally vibrant.
A Borough at the heart
of the
Manchester City Region
celebrated as the
Enterprise capital of the
North West
and home to
internationally
renowned cultural
and sporting
attractions

Safety and Reassurance

Strong Economy

Strong Communities

Brighter Futures

Positive Environmental
Impact

Better Homes

Improved Health and Quality
of Life For All

Highlights 2009/10



2009/10 has been a busy year for the Trafford Partnership. Below are some of our highlights

The Safer Trafford Partnership received both the prestigious Green Flag Award from the Audit Commission and the Phillip Lawrence Award for its excellent work in Tackling Violent Gangs

Trafford's school examination results continue to be amongst the highest nationally

We have seen a reduction in the level of congestion during morning peak times

All-age all cause mortality has reduced for both males and females

Trafford has the lowest level of Job Seeker Allowance claimants in Greater Manchester

Towards the latter end of the year the Partnership introduced the biennial Trafford Partnership Conference, the Data Observatory, and the Communications Strategy and we can look forward to these taking shape in 2010/11.

The Partnership published a new version of its 'Vision 2021: A Blueprint' which better articulates what local residents see as important with the establishment of 7 clear Key Objectives.

Trafford was awarded 'investors in excellence' for its work in integrating its services for Children in Care

Trafford has seen a reduction in the re-offending rate of prolific offenders

Safety & Reassurance



Vision: “By 2021 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”.

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

What We Achieved in 2009/10

Trafford continues to be the **safest place to live in Greater Manchester** and amongst the safest metropolitan areas nationally.

Trafford has seen a further **9.5% reduction in crime this year** compared to 2008/9 and a total reduction of 21.8% since 2007/8. Trafford remains one of the best performing area with regards to crime prevention and reduction in the north-west.

Residents in Trafford are **less likely to perceive Anti-Social behaviour as a problem in their local area** compared to their Greater Manchester counterparts.

There has been a large **reduction in serious knife crime** and Trafford continues to experience **low rates of drug related offending**.

Trafford has seen a **massive 36.7% reduction in vehicle crime** over a 3 year period.

The Partnership has an **excellent rate of reducing all types of fire-related incidences**.

Project Showcase: Tackling Violent Gangs in Trafford

The initiative has received national recognition, **winning both the Philip Lawrence Award and the highly commended Local Government Chronicle Safer Communities Award**. The project successfully engaged partners and the local community, who demonstrated a commitment and determination in tackling gang violence through a wide range of innovative methods. This includes the 'Living to Die' gang intervention workpack and DVD, which has been used to prompt discussions amongst those affected or at risk; the Kickz Project in Old Trafford, which has worked with over 300 young people; 'Mission:Respect' Project running in seven Stretford and Partington primary schools and Broadoak High School; and Theatre in Education Project with Stretford High and four primary schools. As a result of this work, gun crime has fallen by 40% in the past 3 years, the number of times guns were fired more than halved between 2008 and 2009, increased public satisfaction in Old Trafford and Stretford, and a reduction in the number of young people considered to be acutely at risk due to gang involvement.

Our Focus for 2010/11

In 2010/11 the Safer Trafford Partnership intends to focus on tackling three priority areas continue to deliver positive results for Trafford residents, these are:-

- **Further reducing re-offending rates**
- **Tackling violent crime** and
- **Increasing resident satisfaction and confidence** in the work of the police and the Safer Trafford partnership



Strong Economy



Vision: *“By 2021 Trafford will have a high performing economy that makes a significant contribution to the Manchester City Region”.*

Business: *Trafford will continue to attract and retain internationally competitive businesses, will have a strong local business base and have positioned itself as the enterprise capital of the North West.*

Place: *Trafford will provide a high quality, sustainable and competitive environment for investment with plans for Metrolink expansion secured.*

People: *Trafford will have a well skilled and adaptable workforce which meets the changing needs of the employers. Residents will participate in and benefit from the success of the local economy and the Manchester City Region.*

The Trafford Economic Alliance is the lead partnership on the delivery of the Strong Economy in Trafford.

What We Achieved in 2009/10

A total of **57.8%** of the adult working population in Trafford have **higher education qualifications** to level three or higher. This is significantly higher than the Greater Manchester average.

Trafford has the **highest number of new business registration rates** across the Greater Manchester authorities.

A total of **82%** of residents in Trafford of a working age are **economically active**, higher than both national and regional averages.

Correspondingly, Trafford has the **lowest rate of Job Seekers Allowance claimants** in Greater Manchester.

In 2008 **tourism generated a total of £540 million** for the local economy.

Despite the economic downturn Trafford has continued to attract investment with **£280 million investment and 1,500 jobs** as a result of investments attracted to Trafford Park and Partington.

Project Showcase: People into Work - The Skills Centre and Media City

The Skills Centre is a state-of-the-art one million pound investment facility which provides vocational education/apprenticeship programmes for 14-19 year olds using new technology and flexible modes of delivery. The Centre provides a combination of practical workshops across all occupational areas covering the latest technology and real working environments. The Skills Centre recently succeeded in helping a number of young men who experienced challenges and difficulties in life, access skills and work. The young men trained as scaffolders at the Centre and went onto become employed in this skilled role on the construction of Media City.

Our Focus for 2010/11

The future holds significant challenges including the impact of the recession that the Trafford Economic Alliance must work hard to tackle to ensure future improvements and local economic growth in Trafford in 2010/11.

Actions include:-

- **Addressing neighbourhoods where there is a greater concentration of people with low levels of skills and qualifications**
- Ensuring that the **skills of Trafford residents match the needs of employers** in the area. Therefore maximising employment opportunities
- **Reducing the number of young people not in education, employment or Training (NEET) and**
- Improving **transport links** within the borough

Strong Communities



Vision: “By 2021 Trafford will be the most harmonious place to live in Greater Manchester, where people from different backgrounds get on well together and feel that they belong to their neighbourhood. The majority of residents will be satisfied with services and feel that they can influence decisions locally. The Borough will have a thriving voluntary and community sector, where more people of all ages and backgrounds come together to help and support their local communities”.

The Stronger Communities Partnership is the lead partnership on the delivery of Strong Communities in Trafford. Although the Partnership was not fully operational as one entity in 2009/10 partnerships such as the Culture Partnership, 50 Plus Partnership, Diverse Communities Forum and the individual neighbourhood partnerships have made progress in developing Strong Communities in Trafford.

What We Achieved in 2009/10

Trafford performs well in many aspects of satisfaction with the local area performing above both regional and national averages.

Overall **satisfaction with the local area as a place to live has continued to increase** since 2007.

A total of **84% of local residents agree that people from different backgrounds get on well together** in their local area. This is greater than both Greater Manchester and the Northwest.



Project Showcase: Partnership between Harvest Housing Association and Broadoak School

In 2009 the Junior Police Community Support Officer (PCSO) scheme was launched in conjunction with the Neighbourhood Regeneration Officer (NRO) from Partington Housing Association (PHA), Broadoak School and a Youth Link worker. The NRO and Youth Link worker work with 10 pupils for 2 hours a week for a 12 week period all from Year 8. The young people attend 6 sessions which incorporate a Safety Talk at the local Fire station, a visit to Stretford Police station (including the custody cells), a session with the local police and the PCSOs about crime and anti-social behaviour, a session with a prison officer from Strangeways Prison and a community clean up day. So far the project has targeted over 70 young people and succeeded in increasing awareness of local community issues; building relationships with the young people and local Neighbourhood policing teams so they feel confident in approaching them; and working to raise the awareness of young people's role as a citizen and the values attached to this.

Our Focus for Next Year 2010/11

In 2009/10 the Trafford Partnership made a commitment to **establish a Strong Communities Partnership** to take forward the Strong Communities Key Objective in the Sustainable Community Strategy. In 2010/11 the Partnership will establish an operational Strong Communities Partnership that will bring together a range of different partners that currently deliver this work under one umbrella including the Neighbourhood Partnerships, the Diverse Communities Forum, the 50 Plus Partnership and others.

It will focus on areas such as community and third sector development, volunteering and the emerging Big Society agenda.



Brighter Futures



Vision: “By 2021 our aim is that all children and young people are safe and can achieve their potential and are not disadvantaged by physical, emotional, social or economic barriers. They will be supported by excellent schools and services. Families will be engaged in determining the level of service and support they require”.

The Children’s Trust Board is the lead partnership on the delivery of Brighter Futures in Trafford

What We Achieved in 2009/10

Trafford is a high performing local authority, consistently in the Top 10 of Local Authorities nationally, and consistently top in the North West for educational attainment at Key Stage 2 and Key Stage 4.

Levels of unauthorised absence for both primary and secondary schools are very low in Trafford compared to both the North West and national averages.

Trafford’s children in care perform well at GCSE level examinations and are amongst the best in the country.

The gap between pupils with special educational needs and their peers is low.



Project Showcase: Integrated health services for Trafford's Children in Care

The Children in Care Service has recently been awarded the “Investors in Excellence” standard. The Children in Care Service within Trafford is a fully integrated multi-agency Service with the majority of professionals working with Children in Care “under one roof” and jointly managed through the Children in Care Head of Service. The integration of health services, both for physical and mental health, within the Children in Care Service is a particular innovation that is proving effective in addressing the often complex and complicated factors that lead to health inequalities during childhood and extend into adulthood. Professionals working within the Children in Care Service have direct access to the expertise, skills, time and resources of the CAMHS team for Children in Care, the Community nurse and Designated Doctor, who are seen as “co-parents” of the children in their care. This leads to exceptional ease of access to health services for the children and their carers, and a truly flexible provision of physical and in particular mental health services. The team provides assessment and therapy, both in terms of short and long term psychotherapeutic support.

Our Focus for 2010/11

The Children & Young People's Partnership recognises that it needs to do more to help **vulnerable young people** in particular and it plans to do this in the following ways:-

- **Co-location of staff** to provide more continuity
- Introduce a “from care to work” plan to **improve the employability of care leavers**
- Additional work to **support those not in education, employment or training (NEET)**



Positive Environmental Impact



Vision: “By 2021 Trafford will have high quality public spaces, countryside and streetscape that are accessible, well managed, attractive and well used. Fewer resources will be consumed as more residents, businesses and organisations reduce, reuse and recycle. Our impact on the climate will be reduced as less carbon is used in the transport, domestic and business sectors”.

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

What We Achieved in 2009/10

Six parks and green spaces in Trafford have been awarded the coveted ‘Green Flag’ status.

A total of 83% of residents in Trafford are satisfied with parks and open spaces and the facilities are well used.

Recycling rates continue to increase, with a corresponding decrease in the amount of waste sent to landfill. As a result, **Trafford has the highest recycling rates across the Greater Manchester authorities.**

The majority of local residents live within 300 metres of an accessible greenspace area.

There have been significant improvements in street and environmental cleanliness.



Project Showcase: Trafford's "Green Community"

Davyhulme Energy Saving Project. is a partnership between the Council, a church-based community group in Davyhulme called Improving Davyhulme's Environmental Awareness (IDEA) and the Energy Saving Trust Advice Centre (ESTAC) in Manchester. The aim of the project is to achieve carbon savings in homes in Davyhulme, and build community resilience and awareness of climate change and other environmental issues. The Council's Sustainability Officer Sharman Frost has worked closely with the ESTAC and IDEA to deliver awareness-raising events and programmes, and the council has provided a subsidy for an insulation scheme offering loft or cavity wall insulation to Davyhulme residents at £50 per measure. DESP has to date installed over 230 measures resulting in carbon savings of over 165 tonnes. DESP has been so successful that the ESTAC has agreed to extend the partnership delivery programme to a new "Green Community" in Old Trafford. The Council will continue to provide a subsidy so that the insulation scheme can be offered at £50 per measure.

Our Focus for 2010/11

The Environment Partnership has identified a number of focussed priorities for 2010/11

- To lead the development of the **Trafford Forest Plan – a green infrastructure plan for Trafford**
- Significantly **improve the recycling rate** with the introduction of food waste collections
- Run a **low carbon housing project**
- Apply for funding to **develop Trafford Park into a low carbon industrial park**



Better Homes



Vision: “By 2021 there will be better housing choice with more new affordable homes. Homes will be more sustainable as more homes are built on previously developed land and are better designed and environmentally friendly. A wider range of high quality support services will be in place to support people such as the elderly and vulnerable to stay in their houses for longer and maintain independent living”.

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

Our Achievements this Year 2009/10

Trafford remains a desirable place to live with **higher than average levels of owner occupation** and extremely high demand for the limited stock of social housing.

Trafford has **increased the number of affordable homes** available.

Trafford has an **excellent re-use rate of previously developed land**.

The percentage of **people achieving independent living** continues to **show excellent performance** and exceeds targets.

Only **19% of houses fall in to council Tax Band A** in Trafford in comparison to 46% across the Greater Manchester region.

Project Showcase: Financial inclusion Strategy

The Trafford Housing Trust, in partnership with the Council, has adopted a financial inclusion and capability strategy, based upon the Government's published guidelines. The strategy looks at increasing face to face **ADVICE**, improving **BANKING** facilities for the unbanked, increasing access to affordable **CREDIT**, increasing customer capacity to **DEPOSIT** savings, and to increase financial capability via **EDUCATION**. A Financial Inclusion Forum has been set up, which includes key partners within the Borough, working together to improve the take up of goods, services and benefits that will help to overcome financial exclusion. The outcomes from these initiatives include the promotion of and incentivising the opening of savings accounts with the Credit Union, this has benefited tenants by providing loans whilst encouraging a savings habit. Benefit take up campaign targeting low income families in work have helped over 130 families claim over £530K of additional benefits per year.

Our Focus for 2010/11

The Strategic Housing Partnership recognises that, in light of the current economic climate, it needs **to work better as a body in 2010/11 to improve housing needs within the borough through:-**

- **Reducing homelessness** and **supporting vulnerable adults** in their homes.
- **New affordable housing provision** and better use of the existing housing stock and
- **Preventing fuel poverty** and ensuring residents can afford to heat their homes



Health & Improved Quality of Life for All



Vision: “By 2021 life expectancy in Trafford will be significantly above the national average and gaps between the neighbourhoods with the worst and best health will be considerably reduced. Residents will be healthy, active and have an improved quality of life with more participating in physical activity, sport and culture”.

The Health and Wellbeing Partnership is the lead partnership on the delivery Health and Improved Quality of Life in Trafford.

What We Achieved in 2009/10

Trafford shows a consistent decrease in both all-age mortality rates and all-causes mortality rates.

Premature deaths in Trafford are consistently lower than those for Greater Manchester and the North West.

Teenage pregnancy rates remain significantly lower than both national and regional averages.

The estimated percentage of obese adults is lower than the England average.

The Health & Wellbeing partnership received a National Innovation Award from the IDeA for their work in enabling people to take control of their own care and have been supporting other Local Authorities to improve as well as piloting new approaches to Adult Social Care.

There has been an overall improvement since 2008-09 in the quality of services commissioned by the council, with 92% of people now placed in services rated as good or excellent.

The numbers of people supported to live independently in the community increased by 10% from the 2008/9 level.

Project Showcase: Improving Mental Health: The Personal Budget Pilot

Working with Trafford Council blueSCI are running a mental health personal budget pilot. Trafford residents that are over 18, and had a care coordinator or care manager in the last five years can apply for a 'one off' personal budget of up to £300 to put a good idea into practice. The aim of the fund is to provide people with a project that will help their health, emotional wellbeing or generally improve their quality of life. One participant in the scheme - Ronnie Hoyt, is proof that a small amount of funding can go a long way to improving someone's quality of life. Thanks to the fund Ronnie is now able to produce music has a better quality of life and is some way to becoming a local celebrity. Further outcomes of the project include improved quality of life for users of mental health services, improved choice and control and reduction in demand for formal services.

Our Focus for Next Year 2010/11

In 2010/11 Health & Wellbeing partnership will develop a clear plan that will look at how it will approach **reducing health inequalities** in the borough through the establishment of:-

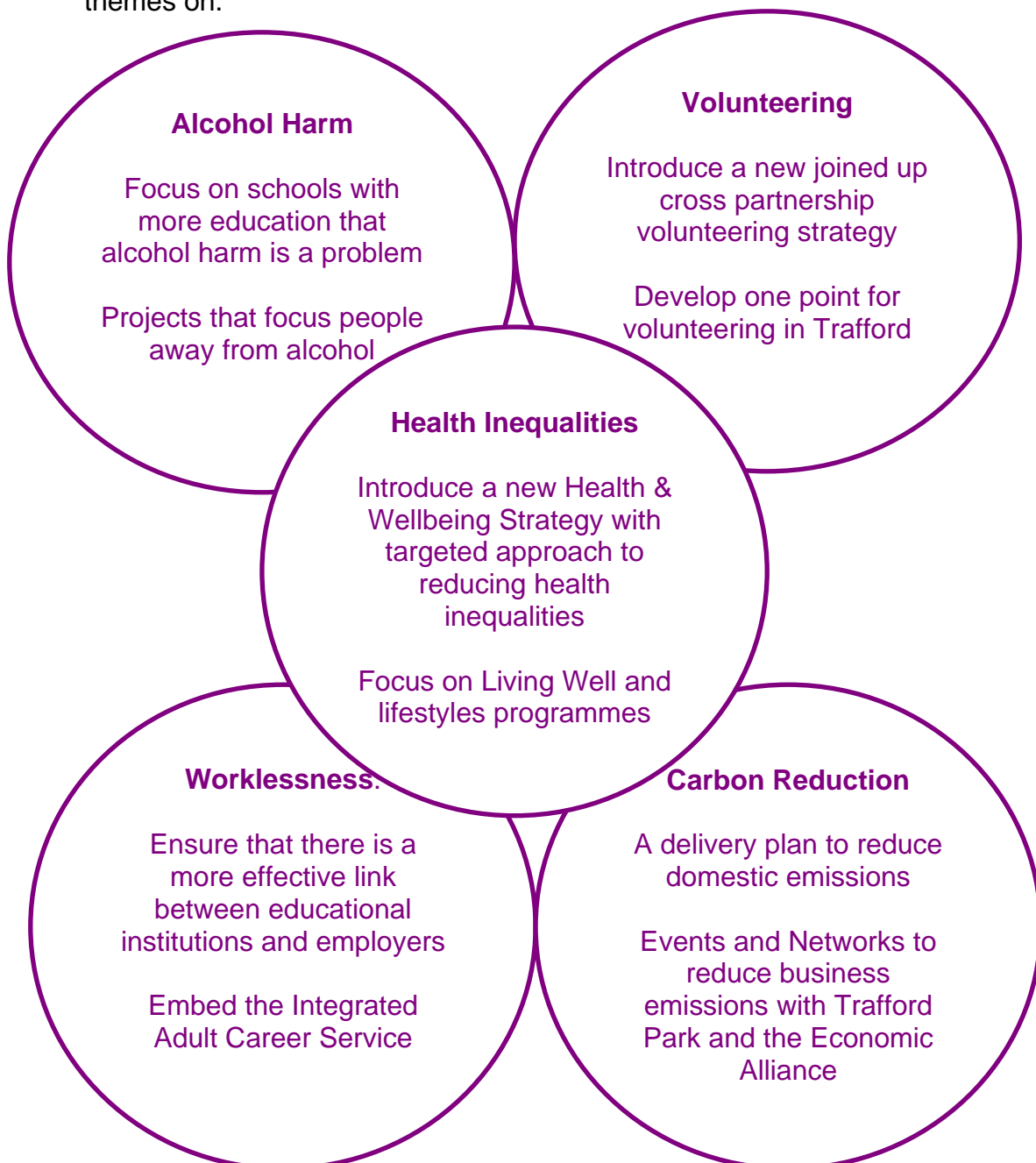
- A 'Living Well' healthy lifestyles programme
- A **Breastfeeding programme** to increase the take up of breastfeeding in targeted areas
- A robust action plan to achieve an ambitious target of **35% Chlamydia screening by 2010/11**



The 5 Cross Cutting Themes



The Trafford Partnership has identified 5 major challenges that need a coordinated cross partnership approach involving many partners. Here is a taster of what the Partnership will be doing to move these cross cutting themes on.



Going Forward 2010/11



In 2009/10 the Trafford Partnership made a commitment to put a number of things in place for the coming year to enable the Trafford Partnership to better meet the challenges ahead. A taste of what is to come is shown below.

A New Focus for the Trafford Partnership

Trafford recognises that it needs to do more to tackle inequality in the borough and narrow the gap between the better off and poorer neighbourhoods. It has therefore decided to take more of a neighbourhood focus in 2010/11, paying particular attention to individual neighbourhoods and single areas of need across the borough.

The Biennial Conference

From 2010/11 the Partnership will hold a Biennial Conference. These Conferences will provide an opportunity for the whole Partnership to meet in order to showcase their work, share best practice and find solutions to its most challenging issues.

The Data Observatory and the Manchester Data Store

In 2009 the Trafford Partnership recognised the need for a common, coordinated source of data and information to support decision making across the Partnership. In 2010/11 a Data Observatory under the name of InfoTrafford will be developed that supports this need.

In addition to this the Trafford Partnership has also secured funding to lead the way on developing a new public facing Manchester Data Store. This fits in with our bigger plans to provide more open and accountable data and get more resident involvement in decision making.

A Communications and Engagement Strategy

In 2010/11 the Partnership will develop a Communications and Engagement Strategy that will enhance awareness of the partnership brand, agree and share key messages across the partnership and better engage residents in the work of the Partnership and the setting of priorities.

How to Find Out More



The Trafford Partnership Website

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

<http://www.traffordpartnership.org>

The Trafford Partnership E-Newsletter

To keep up to date with news about what the Partnership is up to you can subscribe to our free electronic newsletter by e-mailing your details and an e mail address to communitystrategy@trafford.gov.uk and we will add you to the mailing list.

The Trafford Partnership Biennial Conference

From 2010/11 the Trafford Partnership will hold biennial Conferences.

If you are interested in attending future Conferences please call 0161 912 4014 or e mail communitystrategy@trafford.gov.uk and we will add you to the mailing list.

Trafford 'Vision 2021: A Blueprint'

You can find out more about what the Partnership intends to do by 2021 by reading its Sustainable Community Strategy 'Trafford 2021: A Blueprint' which can be downloaded at www.traffordpartnership.gov.uk

Contact Details and Inquiries

Strategic Partnerships Officer
Transformation and Resources
Ground Floor Extension, Trafford Town Hall
Talbot Road
Stretford
M32 0TH
E mail: communitystrategy@trafford.gov.uk
Tel: 0161 912 4014
Fax: 0161 912 4490