

# **The Trafford Partnership**

## **Trafford Economic Alliance Annual Performance Report 2009/10**



## **Purpose and Scope of the Report**

- The report provides a summary of performance against the key objective of Strong Economy for the Trafford Partnership for the period 1st April 2009 to 31st March 2010.
- The indicators included within this result have been previously identified by the partnership. The partnership self-evaluation process will evaluate the suitability of these indicators, and an updated list of measures will be included in the Partnership Agreement, on which future performance reports will be based (see self-evaluation process below)
- Quarterly data is provided, where available, and this data triggers a Red/Amber /Green (RAG) assessment of current performance, compared with the indicator target.
- The Direction of Travel arrow is based on a comparison with the previous period's result (which could be the last month, quarter or year depending on the indicator's frequency).

### **It is recommended that the Trafford Economic Alliance:**

- Utilise the report to discuss any significant performance exceptions and proposed actions taken to address them – particularly for areas where cross partnership support is required
- Discuss risks identified and what actions can be taken to manage or mitigate them

## **Trafford Partnership Self-Evaluation and the development of Partnership Agreements**

The Trafford Economic Alliance is currently undertaking a self-evaluation of its Key Objectives and Priority Outcomes as part of the wider Trafford Partnership self-evaluation process.

The self-evaluation will provide the partnership with an understanding of its strengths, the key issues to focus its efforts on, and the improvement actions required to support the achievement of the outcomes set out within the Community Strategy.

These areas of focus and improvement actions will be documented within a Partnership Agreement, which will clearly set out a set of performance measures for the Trafford Economic Alliance to monitor and measure its impact and success in the future.

The 2008/11 Local Area Agreement will end in March 2011. It is unlikely to be replaced in its current format as directed by Government Office North West. It is therefore essential that the Partnership Agreements being developed by all thematic partnerships contain an effective set of measures linked to each Priority Outcome.

This includes indicators that evidence achievement of outcomes for the population of Trafford as a whole, but also local measures covering specific projects and geographic populations (e.g. neighbourhoods or equality strands).

Furthermore, the Partnership Agreements will identify where cross-partnership activity and monitoring arrangements are required.

## The Trafford Partnership

Trafford Partnership is the Local Strategic Partnership (LSP) for Trafford and is the single overarching strategic partnership for the borough that brings together the public, private, business, voluntary and community sectors. The Partnership takes a broad overview of activity in the area and guides strategic planning and decision making. It also aims to be close enough to day-to-day activity across the area to be guided by local priorities.

### **Trafford 2021: a blueprint**

One of the main purposes of the Trafford Partnership is to create, monitor and review the Sustainable Community Strategy.

Trafford 2021: a blueprint is the Trafford Partnerships Sustainable Community Strategy that sets out the Partnerships Vision for 2021, including its priority areas which are shown through the seven key objectives shown below. We will direct our work as the Trafford Partnership to deliver this vision and the seven key objectives. However, this is not to say that this is all we will do: we will also work on other areas that help to improve the quality of life for residents of Trafford.



### **In addition to delivering the 'Vision 2021; the Trafford Partnership also aims to:-**

- Bring together partners who do not normally work together to achieve more than they can achieve alone
- Co-ordinate and simplify existing partnerships and strategies where necessary
- Enable fresh opportunities to be identified.
- Develop a partnership philosophy
- Harness existing and new policy and resources to improve quality of life outcomes for local people and local businesses.
- Utilise the existing partnerships and organisations to reduce the bureaucratic burden by rationalising structures and partnerships in Trafford where there is overlap
- Provide strategic direction to the thematic partnerships

## **The Seven Key Objectives**

### **➤ Safety and Reassurance**

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.

### **➤ Strong Economy**

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. Places: 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 Regional economy.

### **➤ Strong Communities**

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 in their locality. The borough will have a thriving voluntary and community sector, where more people of all ages and background come together to help support their local communities.

### **➤ Brighter Futures**

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 central to our strategy ensuring they are engaged in determining the level of service and support they require.

### **➤ Positive Environmental Impact**

By 2021 Trafford will have high quality public spaces, countryside and streetscape that are accessible, well maintained, attractive and well used. Fewer resources will be consumed as more residents reduce, reuse and recycle and more homes become energy efficient. Damage to the environment will be lessened through less carbon usage in the transport, domestic and business sectors.

### **➤ Better Homes**

By 2021 there will be better housing choice with more new and 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 people to stay in their houses for longer and maintain independent living.

### **➤ Improved Health & Well Being**

By 2021 life expectancy in Trafford will be significantly above the national average and the gaps between the neighbourhoods with the worst and best health will be considerably reduced. Every school will be excellent with educational inequalities reduced or removed. Residents will be healthy, active and have an improved quality of life with more participating in physical activity, sport and culture.

## Trafford Economic Alliance

### **The Aims of the Trafford Economic Alliance Partnership:**

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 Regional economy.

### **Key Strategies and Documents:**

- The Economic Development Plan, 2010-13

### **Priority Outcomes & Performance Measures: (to be reviewed following self evaluation)**

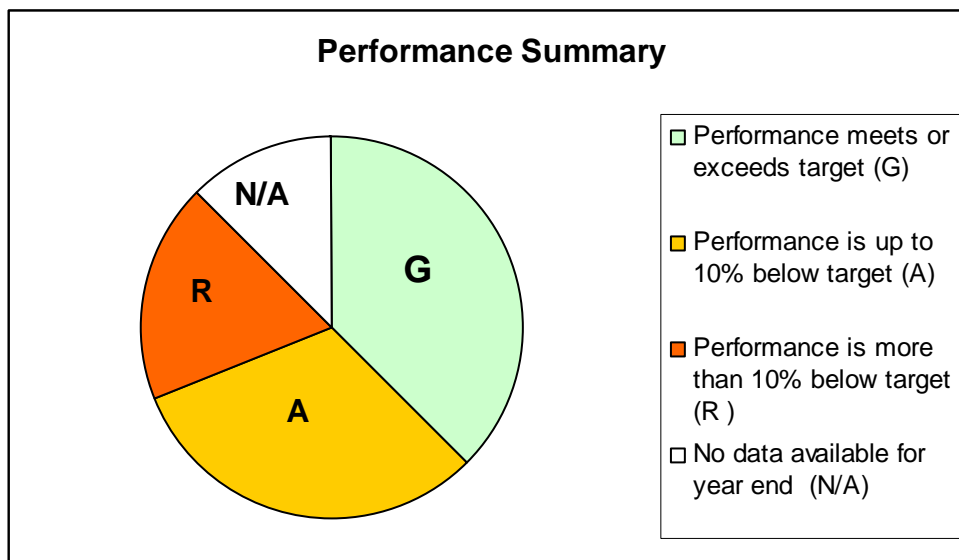
| <b>Priority Outcomes</b> |   | <b>Performance Measures</b>  |
|--------------------------|---|--|
| <b>SE1</b>               | Business:- More new business start ups and better survival rates than anywhere in Greater Manchester.   | NI 171 New business registration rate-The proportion of business registrations per 10,000 resident population aged 16 and above                          |
|                          |   | NI 172 Percentage of small businesses in an area showing employment growth   |
| <b>SE2</b>               | Business:- More jobs and wealth created locally, particularly in the growth sectors.  | NI 151 Overall employment rate (working age)- the proportion of the working age population (16-59 for females and 16-64 for males) who are in employment |
|                          |   | NI 152 Working age people on out of work benefits  |
|                          |   | ED 3.2 VAT registrations in Key Sectors: Business, Financial and Professional Services   |
|                          |   | NI 166 Average earnings of employees in the area   |
| <b>SE3</b>               | Place:- A balanced mix of residential, retail, commercial, leisure and food and drink uses in the five town centre's of Altrincham, Partington, Sale, Stretford and Urmston | A local measure of 40% retail space has been identified across Trafford to be measured from 2010/11  |
| <b>SE4</b>               | Place:- Increased high quality industrial and commercial premises, especially in Trafford Park.   | NI 157a Processing of planning applications (major)  |
|                          |   | NI 157b Processing of planning applications (minor)  |
|                          |   | NI 157c Processing of planning applications (other)  |

| <b>Priority Outcomes</b> |  | <b>Performance Measures</b>  |
|--------------------------|--|--|
| <b>SE5</b>               | Place:- Plenty of high quality businesses in well served locations for new and expanding businesses and major relocations.                     | NI 172 Percentage of small businesses in an area showing employment growth   |
| <b>SE6</b>               | Place:- Expansion of the Metrolink secured.  | Metrolink planned or in place  |
| <b>SE7</b>               | Place:- Less carbon emissions from businesses (per capita).  | NI 186 Per capita CO2 emissions in the LA area   |
| <b>SE8</b>               | People:- Raised education and skills levels for all by the age of 19.  | NI 79 Achievement of a Level 2 qualification by the age of 19  |
| <b>SE9</b>               | People:- More local young people in work, training, education and apprenticeships.   | NI 117 16 to 18 year olds who are not in education, training or employment (NEET)  |
| <b>SE10</b>              | People: - More people in work, particularly in our more disadvantaged communities.   | NI 151 Overall employment rate (working age)- the proportion of the working age population (16-59 for females and 16-64 for males) who are in employment |
|                          |  | NI 152 Working age people on out of work benefits  |
|                          |  | NI 153 Working age people claiming out of work benefits in the worst performing neighbourhoods   |
| <b>SE11</b>              | People: - Increased Language Skills More people qualified to NVQ level 3 in the skill areas that meet the demands of employers.                | NI 163 Proportion of population aged 19-64 for males and 19-59 for females qualified to at least Level 2 or higher                                       |
|                          |  | NI 164 Proportion of population aged 19-64 for males and 19-59 for females qualified to at least Level 3 or higher                                       |
|                          |  | NI 165 Proportion of population aged 19-64 for males and 19-59 for females qualified to at least Level 4 or higher                                       |
| <b>SE12</b>              | People: - Increased Language Skills and Knowledge.   | Local measure to be developed that will reflect local language skills and knowledge  |
| <b>SE13</b>              | Nowhere in Trafford is identified in the most disadvantaged 5% of neighbourhoods and fewer in the most deprived 20% in employment deprivation. |  |

## Performance Summary for the Trafford Economic Alliance for Year End 2009/10

### Overall analysis

The 13 Priority Outcomes are measured by 16 Performance Measures. There are 6 indicators (38%) where performance meets or exceeds target (Green), 5 indicators (31%) where performance is within 10% of the target (Amber) and 3 indicators (19%) where performance is more than 10% below target (Red). 2 Indicators (12%) have no data available for year end (see Appendix 1 for availability).



### Performance Exceptions

The following indicators currently have a RED performance status and/or are at risk of not achieving target by year end.

- NI 152: Working age people on out of work benefits
- NI 157b: Processing of planning applications (minor)
- NI 157c: Processing of planning applications (other)

### Performance Key

|  |   |  |
|--|---|--|
| <b>G</b> Performance meets or exceeds the target       | ↑ | Performance has improved compared with the previous period |
| <b>A</b> Performance is within 10% of the target       | ↔ | Performance is the same compared with the previous period  |
| <b>R</b> Performance is more than 10% below the target | ↓ | Performance has worsened compared with the previous period |

n/a = 2009/10 result not yet available

See Appendix 1 for when actual data will become available

## TRAFFORD PARTNERSHIP – TRAFFORD ECONOMIC ALLIANCE

### ANNUAL PERFORMANCE REPORT 2009/10

| INDICATOR  |  | 2008/09  |        | 2009/10          |         |         |          |        |     |
|--|--|----------|--------|------------------|---------|---------|----------|--------|-----|
| REF  | DEFINITION   | ACTUAL   | TARGET | Q1               | Q2      | Q3      | Q4       | TARGET | DOT |
| <b>SE1 BUSINESS:- MORE NEW BUSINESS START UPS AND BETTER SURVIVAL RATES THAN ANYWHERE IN GREATER MANCHESTER</b>  |  |          |        |                  |         |         |          |        |     |
| NI 171   | New business registration rate-The proportion of business registrations per 10,000 resident population aged 16 and above                         | 58 Est   | N/A    | Annual Indicator |         |         | 72.2 G   | 72     | ↑   |
| NI 172   | Percentage of small businesses in an area showing employment growth  | 12.61% R | 14.6%  | Annual Indicator |         |         | 14.56% A | 14.6%  | ↑   |
| This indicator is affected by the recession. Information is collected in September and published 2 years in arrears in January.  |  |          |        |                  |         |         |          |        |     |
| <b>SE2 BUSINESS:- MORE JOBS AND WEALTH CREATED LOCALLY, PARTICULARLY IN THE GROWTH SECTORS</b>   |  |          |        |                  |         |         |          |        |     |
| NI 151   | Overall employment rate (working age)-the proportion of the working age population (16-59 for females and 16-64 for males) who are in employment | 77.1% A  | 79%    | Annual Indicator |         |         | 73.4% A  | 79%    | ↓   |
| NI 152   | Working age people on out of work benefits   | 10.48% G | 10.5%  | Annual Indicator |         |         | 14.4% R  | 10.5%  | ↓   |
| ED 3.2   | VAT registrations in Key Sectors: Business, Financial and Professional Services  | 570 G    | 433    | Annual Indicator |         |         | N/A      | 448    | N/A |
| Currently being negotiated with Government Office. Measurement has changed   |  |          |        |                  |         |         |          |        |     |
| NI 166   | Average earnings of employees in the area  | 482.8    | N/A    | Annual Indicator |         |         | 498.5 G  | N/A    | ↑   |
| <b>SE3 PLACE:- A BALANCED MIX OF RESIDENTIAL, RETAIL, COMMERCIAL, LEISURE AND FOOD AND DRINK USES IN THE FIVE TOWN CENTRE'S OF ALTRINCHAM, PARTINGTON, SALE, STRETFORD AND URMSTON</b> |  |          |        |                  |         |         |          |        |     |
| Local measure to reported in 2010/11   |  |          |        |                  |         |         |          |        |     |
| <b>SE4 PLACE:- INCREASED HIGH QUALITY INDUSTRIAL AND COMMERCIAL PREMISES, ESPECIALLY IN TRAFFORD PARK</b>  |  |          |        |                  |         |         |          |        |     |
| NI 157a  | Processing of planning applications (major)  | 67.8% G  | 67%    | 55% R            | 72.2% G | 53.3% R | 71.4% G  | 67%    | ↑   |
| NI 157b  | Processing of planning applications (minor)  | 73.6% A  | 80%    | 71% R            | 74.5% A | 65.5% R | 52% R    | 80%    | ↓   |

| INDICATOR   |   | 2008/09     |        | 2009/10          |            |            |             |        |     |
|---|---|-------------|--------|------------------|------------|------------|-------------|--------|-----|
| REF   | DEFINITION  | ACTUAL      | TARGET | Q1               | Q2         | Q3         | Q4          | TARGET | DOT |
| NI 157c   | Processing of planning applications (other)   | 88.9%<br>A  | 90%    | 88%<br>A         | 86.9%<br>A | 72.8%<br>R | 67%<br>R    | 90%    | ↓   |
| <b>SE5 PLACE:- PLENTY OF HIGH QUALITY BUSINESSES IN WELL SERVED LOCATIONS FOR NEW AND EXPANDING BUSINESSES AND MAJOR RELOCATIONS</b>  |   |             |        |                  |            |            |             |        |     |
| NI 172  | Percentage of small businesses in an area showing employment growth   | 12.61%<br>R | 14.6%  | Annual Indicator |            |            | 14.56%<br>A | 14.6%  | N/A |
| <b>SE6 PLACE:- EXPANSION OF THE METROLINK SECURED</b>   |   |             |        |                  |            |            |             |        |     |
| Local measure – metrolink planned or in place   |   |             |        |                  |            |            |             |        |     |
| <b>SE7 PLACE:- LESS CARBON EMISSIONS FROM BUSINESSES (PER CAPITA)</b>   |   |             |        |                  |            |            |             |        |     |
| NI 186  | Per capita CO <sub>2</sub> emissions in the LA area   | 4.3%<br>G   | 3%     | Annual Indicator |            |            | 5%<br>G     | 5%     | ↑   |
| <b>SE8 PEOPLE:- RAISED EDUCATION AND SKILLS LEVELS FOR ALL BY THE AGE OF 19</b>   |   |             |        |                  |            |            |             |        |     |
| NI 79   | Achievement of a Level 2 qualification by the age of 19   | N/A         | 77%    | Annual Indicator |            |            | N/A         | 77%    | N/A |
| <b>SE9 PEOPLE:- MORE LOCAL YOUNG PEOPLE IN WORK, TRAINING, EDUCATION AND APPRENTICESHIPS</b>  |   |             |        |                  |            |            |             |        |     |
| NI 117  | 16 to 18 year olds who are not in education, training or employment (NEET)  | 6.32%<br>A  | 6%     | 7.05%<br>R       | 7%<br>R    | 5.29%<br>G | 5.6%<br>A   | 5.3%   | ↓   |
| Whilst the percentage of NEET is increasing Jan – March this is an expected trend – it is due to the fact that young people drop out of college after the first term or that Christmas and temporary jobs come to an end. It is also difficult to find learning places for them as colleges / sixth forms don't have January starts and young people will have to wait until September. For each month above we are performing better than the same period last year. |   |             |        |                  |            |            |             |        |     |
| <b>SE10 PEOPLE:- MORE PEOPLE IN WORK, PARTICULARLY IN OUR MORE DISADVANTAGED COMMUNITIES</b>  |   |             |        |                  |            |            |             |        |     |
| NI 151  | Overall employment rate (working age)- the proportion of the working age population (16-59 for females and 16-64 for males) who are in employment | 77.1%<br>A  | 79%    | Annual Indicator |            |            | 73.4%<br>A  | 79%    | ↓   |
| NI 152  | Working age people on out of work benefits  | 10.48%<br>G | 10.5%  | Annual Indicator |            |            | 14.4%<br>R  | 10.5%  | ↓   |
| NI 153  | Working age people claiming out of work benefits in the worst performing neighbourhoods   | 30.4%<br>G  | 31.1%  | Annual Indicator |            |            | 32.1%<br>A  | 30.5%  | ↓   |

| INDICATOR   |   | 2008/09            |        | 2009/10          |    |    |                    |        |     |
|---|---|--------------------|--------|------------------|----|----|--------------------|--------|-----|
| REF   | DEFINITION  | ACTUAL             | TARGET | Q1               | Q2 | Q3 | Q4                 | TARGET | DOT |
| <b>SE11 PEOPLE:- MORE PEOPLE QUALIFIED TO NVQ LEVEL 3 IN THE SKILL AREAS THAT MEET THE DEMANDS OF EMPLOYERS.</b>  |   |                    |        |                  |    |    |                    |        |     |
| <b>NI 163</b>   | Proportion of population aged 19-64 for males and 19-59 for females qualified to at least Level 2 or higher | <b>72.6%<br/>A</b> | 77.4%  | Annual Indicator |    |    | <b>76.4%<br/>A</b> | 77.4%  | ↑   |
| <b>NI 164</b>   | Proportion of population aged 19-64 for males and 19-59 for females qualified to at least Level 3 or higher | <b>54.1%<br/>A</b> | 57.8%  | Annual Indicator |    |    | <b>57.8%<br/>G</b> | 57.8%  | ↑   |
| <b>NI 165</b>   | Proportion of population aged 19-64 for males and 19-59 for females qualified to at least Level 4 or higher | <b>36%<br/>A</b>   | 37.2%  | Annual Indicator |    |    | <b>38.6%<br/>G</b> | 37.2%  | ↑   |
| <b>SE12 PEOPLE:- INCREASED LANGUAGE SKILLS AND KNOWLEDGE.</b>   |   |                    |        |                  |    |    |                    |        |     |
| Local measure to be developed   |   |                    |        |                  |    |    |                    |        |     |
| <b>SE13 NOWHERE IN TRAFFORD IS IDENTIFIED IN THE MOST DISADVANTAGED 5% OF NEIGHBOURHOODS AND FEWER IN THE MOST DEPRIVED 20% IN EMPLOYMENT DEPRIVATION</b> |   |                    |        |                  |    |    |                    |        |     |

## Appendix 1 Timetable for outstanding data

| <b>Indicator Reference</b> | <b>Indicator Description</b>  | <b>Result Available</b>  |
|----------------------------|---|--|
| ED 3.2                     | VAT registrations in Key Sectors: Business, Financial and Professional Services | Awaiting information from GONW   |
| NI 79                      | Achievement of a Level 2 qualification by the age of 19                         | The data for these indicators will not be available until the end of the academic year, and will not be made available by the DCSF until September / October 2010 at the earliest. |