

Vision 2021

Trafford is a place where our residents achieve their aspirations, and our communities are thriving.

By working together

Trafford's residents will have equal opportunity to be healthy, safe and prosperous, with fair access to housing, education, jobs in a flourishing, clean, green and sustainable local community.

Trafford's communities will take positive action to improve their local area and support those living amongst them in vulnerable situations, in partnership with services and businesses

Trafford's businesses will have the skills, investment environment and infrastructure to achieve their ambitions and be successful.

Trafford will be a place people enjoy, with excellent cultural, sporting and heritage attractions and vibrant town, shopping and entertainment centres.

The Trafford Partnership will

See residents, communities, businesses and organisations as equal partners

Bring people together to achieve things we cannot do alone

Share power with local people, and add value to their local activity

Align strategic priorities with local communities to deliver joint action

Provide the tools and support to local people to take action

Share information, skills and resources and collaborate with partners and people

Be creative, dynamic, supportive and challenging in order to achieve our shared ambitions.

Strong Communities
Partners and people work effectively together to improve outcomes for individuals, families, communities and localities

Local people are enabled and empowered to achieve their ambitions

Trafford has a thriving voluntary and community sector

Individuals and families in vulnerable situations are supported to improve and sustain their quality of life

Partners are supported and challenged

Safety and Reassurance

Trafford will be the safest place in Greater Manchester, and to have the highest level of public Confidence and satisfaction in the action we take to tackle Crime and Anti-Social Behaviour.

Reduce crime and the fear of crime

Protect Vulnerable People

Transform for the future and provide value for money

Increased sport and physical activity

To reduce health inequalities and have the most active population in Greater Manchester by 2021

Increase participation in 1 x 30 minute a week and 3 x 30 minute a week or more sport and physical activity across all ages and particularly the following key groups: women, children and young people, 14-25 year olds, ethnic and disability groups

Increase awareness of what is available for sport and physical activity in Trafford

Work together to maximise all resources including green space infrastructure, work place activity, volunteering and investment in sport

Brighter futures

Trafford will be a place where all children and young people feel safe from harm, feel physically and emotionally healthy and access to outstanding education and personal development opportunities, preparing them well for adult life

Children are safeguarded and protected from harm

A positive start: Early help for children, young people and families who are just embarking on parent and childhood

The here and now: Early help and targeted support where needed, for children, young people and families who are starting to develop difficulties

A bright future: supporting children, young people and families to develop resilience, minimize risk of harm and intervene where that is required

Positive environmental impact

Trafford will be cleaner, greener and more sustainable Trafford

Maintaining the environment and promoting social responsibility

Improving greenspace, countryside and waterways

Preventing environmental pollution

Supporting local food production

Responding to climate change

Promoting recycling and waste reduction

Supporting sustainable travel and development.

Better homes

Trafford's residents will have access to appropriate housing in safe, secure neighbourhoods, improving their quality of life.

- Develop economic and housing growth.
- Deliver safe and secure neighbourhoods.
- Grow opportunities for the residents of Trafford.

Increase residential development activity

Increase affordable housing development & economic activity

Reduce levels of homelessness

Improve energy efficiency

Continue to reduce crime by assisting with:
- Victim and Offender Accommodation
- Tackling Anti-Social Behaviour through Collaboration and Integration
- Reducing Crime through Situational Crime Prevention.

Improve health outcomes and employment opportunities by:
- Embracing the 5 ways to wellbeing
- Promoting the Living Wage
- Providing targeted advice to residents

Promote independence by:
- Developing a new strategy for disabled persons adaptations in social housing
- Supporting elderly people in their own homes

Health and improved quality of life for all

Public health is everyone's business. We will reduce health inequalities through working with communities and residents to improve opportunities for adults and children to enjoy a healthy, safe and fulfilling life.

Reduce childhood obesity

Improve the emotional health and wellbeing of children and young people.

Reduce alcohol and substance misuse and alcohol related harm

Support people with long term health and disability needs to live healthier lives.

Increase physical activity

Reduce the number of early deaths from cardiovascular disease and cancer.

Support people with enduring mental health needs, including dementia to live healthier lives

Reduce the occurrence of common mental health problems among adults.

Strong economy

Trafford will be a high performing economy and be recognised as a centre of business and investment growth in Greater Manchester

First For Business – supporting the growth of new-starts and existing businesses

First For Investment – attracting inward investment, business and jobs

First For Growth – creating the right environment for growth by developing Carrington, improving Trafford Park, having a full menu of premises to meet modern business needs

First For Skills – supporting the development of a highly skilled and competitive workforce

First For Opportunity – ensuring all residents are supported to fully access the workplace

First For Place – regenerating the main towns as places where residents and business can thrive