

# Trafford 2021 : a blueprint



live learn work relax



traffordpartnership

# Vision

## Trafford Partnership's VISION 2021

Trafford is thriving, prosperous and culturally vibrant. A Borough at the heart of the Manchester City Region celebrated as the enterprise capital of the region and home to internationally renowned cultural and sporting attractions.

### By 2021:

Trafford **residents** will enjoy the highest quality of life in a safe, clean, attractive and sustainable environment with an excellent education system and first-class services.

Trafford **businesses** will be provided with all the tools and support to be able to continually and successfully compete for skills and investment on an international basis.

As a **destination**, Trafford will consolidate and build upon the reputation of its renowned world-class attractions (Manchester United, Lancashire County Cricket Club, Imperial War Museum North and the Trafford Centre) providing a breathtaking mix of cultural, sporting and heritage attractions together with vibrant shopping centres.

# Where are we now?

Trafford is one of the most sought after locations to live in the north of England. It is easy to see why with its high quality environment, strong and diverse economy with efficient and integrated transport and an enviable collection of internationally renowned sporting, cultural and leisure attractions. Through our excellent education system our high schools and grammar schools together achieve amongst the very best results in the country. We are proud of Trafford's track record in the efficient delivery of public services, but want to improve even further.

You are safer in Trafford than in any other metropolitan area (with the lowest crime rates and highest reduction in crime in Greater Manchester). Local people are generally healthier and live longer than anywhere else in the North West. A family of town centres make up the heart of the Borough, adding individual character and providing vibrant places for people to enjoy living, working, shopping and leisure. The majority of people in Trafford feel that their local area is an attractive and harmonious place to live.

We are acutely aware however, that not everyone in the Borough has the opportunity to share in this excellent quality of life and growing prosperity. Trafford is a borough of contrasts and some of its neighbourhoods are amongst the most disadvantaged in the entire country. Each and every neighbourhood is unique but they share similar concerns around higher unemployment and crime, poorer health, low income and educational achievement, both significant in a Borough of highly skilled and high earning people. Perhaps of most concern is that there can be a significant difference in life expectancy for people who live in different neighbourhoods.

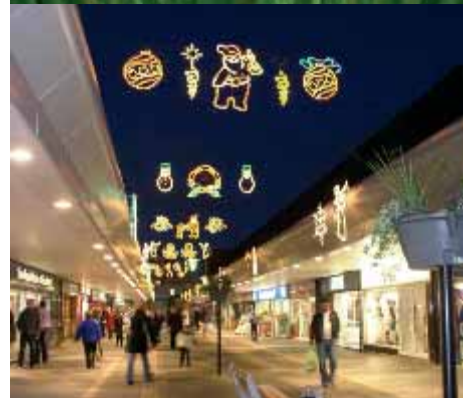




# Live Learn Work Relax

## Where will we be in 2021?

Trafford will be recognised as the best place to live in the North West, the thriving heart of a dynamic and successful Manchester City Region. Our enviable cluster of iconic cultural, sporting and leisure attractions combined with the highest quality outdoor environment will continue to make Trafford the Borough of choice both personally and professionally. Despite the high demand to live in Trafford, we will be able to offer affordable good quality homes to first time buyers, growing families and the key workers who support and drive the local economy. Trafford will be recognised as the safest and healthiest metropolitan area in the North West. Our citizens will be praised for their tremendous civic pride and commitment to protecting one of the highest quality outdoor environments for present and future generations. We will enjoy the best integrated transport network in the Manchester City Region with our existing communities and new developments well connected by excellent public transport links. Everyone will enjoy good quality of life, share in our growing prosperity and achieve their potential whichever neighbourhood they live in.



# Live Learn Work Relax



## What will we do to get there?

- Achieve a better balance and mix in the housing market between availability and demand.

- Persuade and influence local and national Government transport planning to improve the existing infrastructure, expand Metrolink, improve east-west connectivity, reduce congestion, and improve the road network and road safety.

- Improve and protect our high quality local environment and public open spaces, reduce pollution and the environmental implications of what we do.

- Address the implications of climate change for Trafford and reduce our emissions of greenhouse gasses.
- Continue to control the growth of "infill" housing development.
- Sustain and nurture our open spaces.

- Continue our excellent track record on reducing crime and build confidence in Trafford as a safe place.
- Strive to keep our Police Division with the same boundary as the borough.

- Improve community engagement and participation in all aspects of living and working in Trafford, particularly from those over 50, young people, Black and Minority Ethnic groups and disabled people.
- Tap into the potential that exists in our currently under represented and disadvantaged communities and enhance the skills of local people to contribute to greater prosperity and improved quality of life.

- Provide strong leadership on health issues and increase our capacity to provide quality services.

## How will you know we've made progress?

- There will be more affordable housing and fewer empty properties and better provision for older people.
- All public sector homes in Trafford meet the Decent Homes Standard by 2010

- Metrolink expansion to the Trafford Centre through Trafford Park.
- More people using public transport and cycling.
- Manage traffic flows at all times to cut congestion.
- Fewer road traffic injuries
- Improved quality of highway infrastructure.

- High quality local environment is enjoyed by all, with lower pollution and more attractive public spaces.

- The environmental implications of our actions have been reduced.
- Lower emissions of greenhouse gasses
- Meet sustainable levels of development on brownfield land.
- Improved accessibility to open spaces

- Lower levels of crime, especially anti-social behaviour and hate crime.

- More people feel safer

- Greater integration and participation in decision making of confident and successful Black & Minority Ethnic communities, those over 50, disabled and young people.

- Nowhere in Trafford is identified in the most disadvantaged 5% of neighbourhoods and fewer neighbourhoods in the most deprived 20%.

- More people living longer, healthier lives across the Borough.



# Live Learn Work Relax

## Where we will be in 2021?

Our children and young people will shape and influence the future of the Borough. They will be healthy, active, feel safe, enjoy what life has to offer, achieve their goals and make a positive contribution for themselves, their families, the Borough and society generally. Our schools continue to be among the best in the country and by 2021 every school will be excellent with educational inequalities reduced or removed.

Trafford continues to be a highly skilled community and learning is led by communities, individuals and employers supported by high quality training providers and colleges. Our two colleges are thriving national centres of vocational excellence that provide first-class access to independent learning for personal development, employment and prosperity. As the Enterprise Capital of the Manchester City Region, our employers value and invest in learning and skills development



# Live Learn Work Relax



## What will we do to get there?

- Ensure that from early years, education and personal development opportunities are accessible from the beginning in order to realise children's full potential.

- Continue to foster the excellence of our primary, grammar, high schools and colleges
- Where they exist, reduce and remove educational inequalities.

- Implement and review strategy for 14-19 year olds to help them realise their potential and maximize employment and enterprise opportunities.
- Create a culture of learning through life for every individual and organisation, promoting the ethos that it's never too late to learn.
- Remove barriers to learning and work, particularly child care.
- Establish targets for participation in skills for life.

- Develop the right skills for the economy to address skills shortages, particularly at NVQ level 3 and encourage workforce development (in growth sectors).

## How will you know we've made progress?

- Educational standards rise for all at relevant Key Stages.
- Increased support to a reduced number of vulnerable children, young people and families.

- Educational standards rise for all at all stages.

- More young people in education, employment or training.
- Educational standards rise for all.

- Accessible, relevant and high quality learning provision in place.

- More adults engaged in learning.

- More people successfully completing Skills for Life programmes.

- More people qualified with the "right" skills and job ready to meet the needs of employers, particularly at NVQ level 3.





# Live Learn **Work** Relax

## Where will we be in 2021?

Trafford already has a strong and diverse economy, but in 2021 it will be the best in and the engine of the Manchester City Region - a world class economy at the heart of a thriving North West.

We will have further enhanced our high performance and sustainable economy, to provide a powerful contribution to regional growth and encourage an ethos of enterprise from every individual, community and business in Trafford.

Trafford will also be at the forefront of new employment creation and be renowned as the Enterprise Capital of the North West, where small and large businesses alike thrive. We will harness and grow the enterprise and skills potential of all our residents and businesses wherever and wherever they are in the Borough, promoting good relationships between our business and residential communities.



# Live Learn **Work** Relax



## What will we do to get there?

- Grow our key business sectors by ensuring they have the right infrastructure, economic conditions, business support and skills to drive up productivity, wealth and job creation.
- Ensure local people get jobs and local businesses benefit from a growing economy.

- Ensure partners recognise Trafford as the Enterprise Capital of the North West and direct resources accordingly.

- Support Trafford residents, especially in our more disadvantaged neighbourhoods, to achieve their potential.

- Identify and promote environmentally friendly and appropriate site development opportunities.
- Make the most of local gateway strategies, and provide appropriate "grow-on" premises for expanding businesses.

- Encourage environmentally friendly and appropriate development and investment in our town centres to encourage their individualism and enhance vibrancy.

## How will you know we've made progress?

- More jobs and wealth generated locally, particularly in our key growth sectors.
- More local people in work, training and apprenticeships.

- More new business start ups and better survival rates than anywhere else in Greater Manchester.

- Fewer people out of work, particularly in our more disadvantaged communities.
- More local people in work, training and apprenticeships.
- Fewer people claiming benefit.

- Increased number of appropriate developments locating in Trafford.
- Improved environmental performance of businesses.

- Town Centre marketing plan implemented to promote all our town centres effectively.
- Major town centre redevelopments completed in Altrincham, Partington & Urmston; and significant investment in Sale and Stretford.





# Live Learn Work Relax

## Where will we be in 2021?

Trafford will still be recognised as the leading destination for sport and culture in the region with an enviable mix of cultural, sporting, heritage and retail attractions. Manchester United, Lancashire County Cricket Club, Imperial War Museum North, the Trafford Centre, Dunham Massey and others will proudly act as champions for Trafford.

We will use sport and cultural activities to engage and empower people, promoting good relationships and respect within and between all our diverse communities. Trafford will enjoy the highest quality outdoor environment and enjoy one of the best and most varied shopping and leisure experiences in the Manchester City Region.



# Live Learn Work Relax



## What will we do to get there?

- Raise the profile of sport, arts and culture and increase levels of participation among all groups including older and younger people.
- Support and develop the wide range of local sporting and cultural networks.

- Promote healthy lifestyles including participation in physical activity and sport.

- Support smaller and hard to reach groups and isolated communities to become involved in these networks.

- Recognise and celebrate cultural diversity.

- Bring together all strategies related to the development, management and accessibility of our parks, outdoor and open spaces including the public areas outside our homes, shops, workplaces and leisure venues.

- Protect and nurture the range of plant and wildlife in Trafford.

## How will you know we've made progress?

- Increased investment in our existing and new attractions.

- Higher levels of participation in cultural and sporting activities.

- Increased participation in sport and physical activity.

- Increased participation in cultural activities. Increased participation in sport and physical activity.

- Greater integration of confident, successful, diverse communities.

- Improved accessibility to open spaces and the outdoor environment.
- Agree ways to measure the quality of public spaces we all use.

- Increase species of plant and wildlife in Trafford.



# What we are going to do

The Trafford Partnership is a single body which brings together more than 100 organisations including local and regional partners, across the private, voluntary and community sectors.

As a partnership we will improve public services, achieve sustainable economic growth, protect and sustain a high quality environment that everyone has the opportunity to benefit from and contribute to an improving quality of life and growing prosperity.

As ambassadors for the local area, members of the Trafford Partnership will promote Trafford as an excellent place to live, learn, work and relax and to start and grow a business. By working together effectively we believe that it can be even better.

The partners have been doing a lot of work to understand where Trafford is now, develop a longer term vision for the Borough and consider what we need to do to achieve it. In a separate but linked document we outline the twelve quality of life themes which underpin our community strategy.



## HOW WE WILL WORK TOWARDS OUR VISION?

In putting together the Strategy, Trafford Partnership has made a number of commitments about how we will deliver our Vision for 2021. These are:

- We will ensure that people are at the heart of all our plans, policies and actions
- We will ensure that our actions are sustainable in that they promote the social, environmental and economic well-being of Trafford and its citizens in a balanced manner that does not compromise the needs of future generations.
- We will show how the Strategy will improve the quality of life for all our communities and neighbourhoods. We will make it mean something to you and your local area.
- We will make things happen in the next two to three years whilst keeping our eyes on the long term ambition.

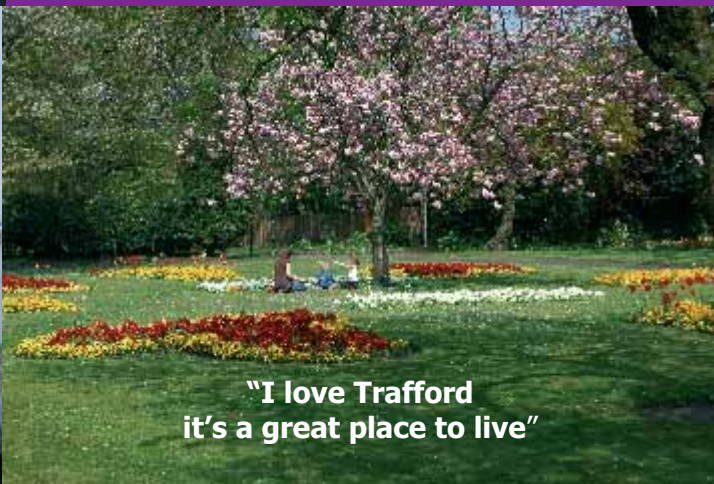
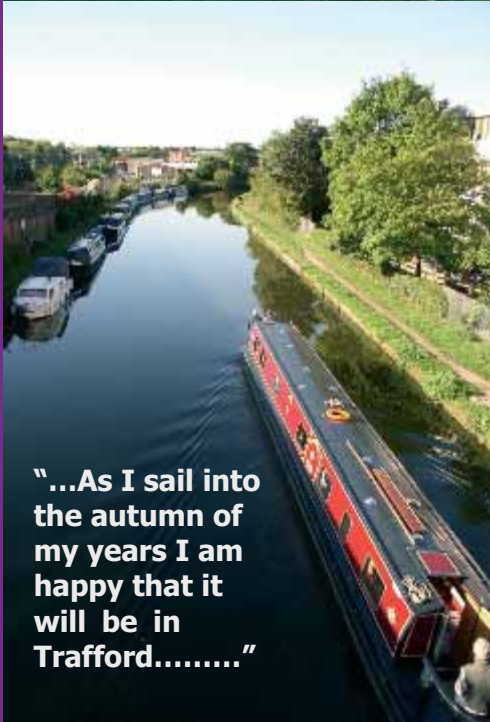
The information gathered by partners was shared with over 200 representatives of the Trafford Partnership and other stakeholders at the 'State of Trafford Vision 2021' event held at Lancashire County Cricket Club on 2nd November. The outcomes from that day have helped the Trafford Partnership to put together this Community Strategy. The Strategy harnesses existing resources and action and allows the Trafford Partnership to influence Government and others to tackle issues beyond the Trafford Partnership's control.

The journey towards our vision starts now. Allied to the strategy is a detailed action plan which sets out our priorities for the next three years. We will produce annual reports on our progress to show how we are doing against our commitments and targets.

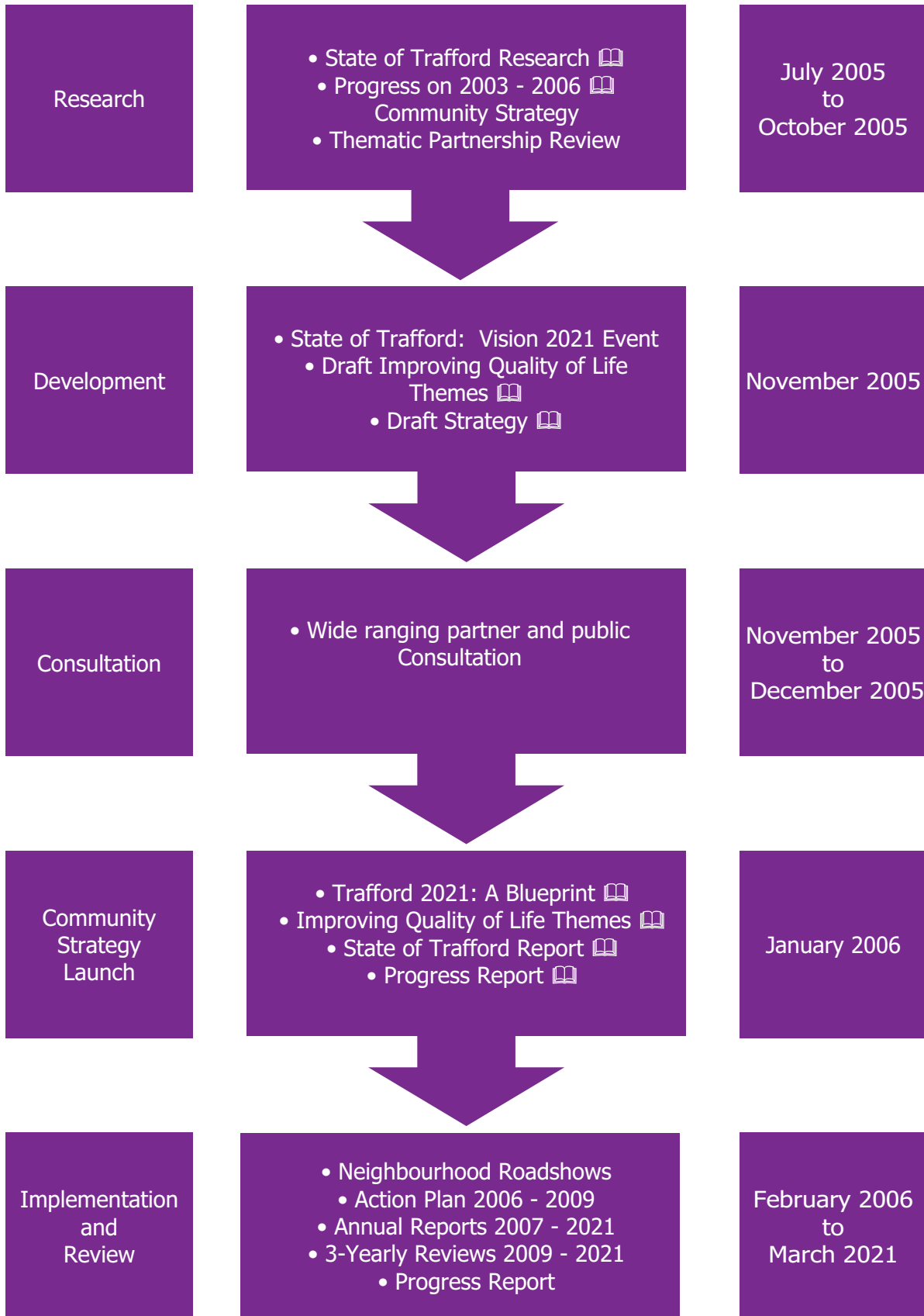
# What You Can Do

Now that you've read the community strategy here are a few ways you can get involved:

- Encourage friends, family, neighbours and colleagues to read it and get involved.
- Explore learning and volunteering opportunities in your local area.
- Contact the community strategy team to discuss your ideas on:  
**(0161) 912 4923**
- Find out more about things to do and see in Trafford at  
[www.cultureintrafford.org](http://www.cultureintrafford.org)  
[www.trafford.gov.uk/encompass](http://www.trafford.gov.uk/encompass)  
[www.trafford.gov.uk/events](http://www.trafford.gov.uk/events)
- Visit the Trafford Partnership website at [www.traffordpartnership.org.uk](http://www.traffordpartnership.org.uk)
- More general information is available at libraries or from Trafford Direct on:  
**( 0161) 912 2000**



## Community Strategy Review Process



If you need help to understand this information, please ask someone to phone 912-2000 [email:trafford.direct@trafford.gov.uk] to let us know how we can best provide this information.

إذا كنت في حاجة إلى مساعدة لفهم هذه المعلومة الرجاء طلب من شخص الاتصال برقم الهاتف:  
[trafford.direct@trafford.gov.uk] لاجبارنا عن كيفية تقديم هذه المعلومة بأحسن طريقة.  
912-2000

ARABIC

如果您需要帮助才能看懂这份资料，可以请人致电：912-2000  
或往这个地址 发电子邮件：trafford.direct@trafford.gov.uk, 告诉我们如何更好地给您 提供这些信息。

CHINESE

જો આપને આ માહિતીની સમજણ માટે મદદની જરૂર હોય તો કૃપા કરી કોઈને કહો કે, આ માહિતી અમે કેટલી સારી રીતે પૂરી પાડી શકીએ તે બાબતે અમને જણાવવા માટે, 912 2000 [ઈ મેલ:trafford.direct@trafford.gov.uk] નંબર પર ફોન કરો.

GUJARATI

جے تہاگی اس معلومات کی سمجھنے لئی مدد چینی نی اے تے کسے کے فون نمبر 912-2000 تے فون کرن دا آکھو [ای میل: trafford.direct@trafford.gov.uk] تا کی اسان کی پتا لگی کی اسی تہاں کی ای معلومات کیوں بہترین طریقے نال پہنچائی سکے آن۔

MIRPURI

Jesli potrzebujesz pomocy aby zrozumiec ta informacje, popros kogos, aby zadzwonil pod numer 912-2000 [email: trafford.direct@trafford.gov.uk] aby nas poinformowal, w jaki sposób najlepiej mozemy ci ja przekazac.

POLISH

ਜੇ ਤੁਹਾਨੂੰ ਇਹ ਜਾਣਕਾਰੀ ਸਮਝਣ ਲਈ ਸਹਾਇਤਾ ਚਾਹੀਦੀ ਹੈ ਤਾਂ ਕਿਰਪਾ ਕਰਕੇ ਕਿਸੇ ਨੂੰ ਸਾਨੂੰ 912 2000 [ਈ ਮੇਲ: trafford.direct@trafford.gov.uk] ਨੰਬਰ ਤੇ ਟੈਲੀਫੋਨ ਕਰਕੇ ਇਹ ਦੱਸਣ ਲਈ ਕਹੋ ਕਿ ਅਸੀਂ ਇਹ ਜਾਣਕਾਰੀ ਸਭ ਤੋਂ ਔਛੇ ਢੰਗ ਨਾਲ ਕਿਸ ਤਰ੍ਹਾਂ ਦੇ ਸਕਦੇ ਹਾਂ।

PUNJABI

اگر آپ کو یہ معلومات سمجھنے میں مدد کی ضرورت ہے تو براہ مہربانی کسی سے کہیے کہ وہ ہمیں 912 2000 پر ٹیلیفون کرے [میل: trafford.direct@trafford.gov.uk] تاکہ ہمیں معلوم ہو سکے کہ آپ کو یہ معلومات فراہم کرنے کا بہترین طریقہ کیا ہے۔

URDU

For further information:

Email: [community.strategy@trafford.gov.uk](mailto:community.strategy@trafford.gov.uk)

Tel: (0161) 912 4923

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