

TRAFFORD COUNCIL

OUR TRAFFORD, OUR FUTURE
ANNUAL REPORT 2024/25





FOREWORD BY THE LEADER

Welcome to our latest annual report. You will find an amazing amount of detail in here about the work we have been doing to serve our residents, businesses and communities.

This past year we introduced our new Corporate Plan 'Our Trafford, Our Future 2024-27' and revisited our priorities. It is the first time that culture, arts, heritage and sport for all has been a priority – and it's got off to a great start. What's so important to me is how this priority links in with all of our other priorities, such as:

- Improving our walking routes so improve our fitness – physically and mentally;
- Running holiday activities and food programmes for children to give them the best start in life;
- Keeping our parks and green spaces at the centre of community living, to address our climate crisis and benefit our residents;
- Retaining our heritage assets during regeneration programmes so that our links to the past remain while we make our borough fit for the future.

Just as our priorities all link together, so do our communities. We are fortunate to have distinct towns and villages, all with their separate identity but with so much in common. It's important that these communities are linked so our residents and businesses enjoy the best of our borough. The Bee Network is central to this, maintaining important public transport links so our residents can get around the borough cheaply and easily. The Bee Network was launched this year and is improving our buses, trams and trains, making journeys seamless, affordable, and sustainable for the residents, businesses and visitors to Trafford.

Our work continues to make places like Partington more accessible. Much of the focus has been on our regeneration plans for Partington.

No less important is our Connecting Partington initiative. By developing safer crossings, walkways and cycleways across the village, we can integrate our exciting developments and make sure they can be enjoyed by all of our residents, irrespective of age, mobility or wealth.

I hope you enjoy reading the annual report. We put in so much effort for our borough and make sure Trafford is a place where all of our residents, businesses and communities can thrive.



Councillor Tom Ross,
Leader of Trafford Council

FOREWORD BY THE CHIEF EXECUTIVE

This is our first annual report with our five new priorities and it is by delivering on these priorities that we can realise our vision for Trafford.

Our role at the Council is to make sure everyone feels at home - they have a home they can call their own, it is one they feel warm and safe in, in a community and in a borough that they feel part of. The theme of home runs through this annual report. There is a focus on our new support network for foster families. These are simply brilliant people who provide a new home and family for children. They need all the support they can and that is what we as a Council can do.

There is a focus on how we help adults live independent lives in supported accommodation. People like Gemma feel supported and are able to improve their lives thanks to that solid foundation a true home provides.

Our work in Kingsway has carried on the transformation of Stretford. What's important is how the award-winning work has regenerated the area without changing the sense of community. With new homes, a better high street and improved public realm, it's truly a place to have pride in. This goes for all of our regeneration work in our town centres – improving them as centres of our communities and making our towns places our residents and businesses are happy to call home.

As a Council, we are part of Energy Company Obligation scheme, making sure residents can afford to heat their houses in the winter. It's better physically and mentally to know there is warm home to go to – or to wake up in – and that is what we are helping to deliver.

Our Corporate Peer Challenge took place in January 2025 and found that Trafford Council is highly ambitious for the borough and the community it serves. It noted the proactivity, significant regeneration programmes and many well performing services that are provided to our residents.

If home is where the heart is, then this annual report shows how we as a Council are doing and what we have been delivering couldn't be achieved without our brilliant, committed and passionate staff. We will continue to do everything we can to help people feel at home in Trafford and support everyone who loves this fantastic borough of ours.



Sara Todd,
Chief Executive of Trafford Council

OUR VISION, OUTCOMES AND PRIORITIES

The Corporate Plan describes Trafford Council's strategic vision, outcomes and priorities for the borough, with the priorities being key to its delivery. It includes an overview of what the Council will do and how we will work with our residents, communities, businesses, and other partners to deliver sustainable change to Trafford in line with these commitments.

Our new Corporate Plan reflects the ambition of Trafford's leadership and the values and aims of the Council, providing a blueprint for improving the borough.

It will shape the activity within the Council, help prioritise resources and monitor progress made, as well as aligning with strategic financial planning. It is particularly important given the impact of the cost-of-living crisis, devolution and invigorated partnership working that we expand our priorities to cover more areas and to further service our communities.

OUR VISION REMAINS:

Trafford – where all our residents, businesses and communities thrive.

This focus on outcomes, rather than just on the services we provide, will help the Council and our partners work together towards shared goals, rather than as individual service providers.

To help us achieve these outcomes, instead of three priorities, we will focus on five key priorities, these priorities set out our ambitions for our people, place and communities and will deliver for Trafford until 2027.

To achieve this we are focused on three outcomes:

1. All our residents will have access to quality learning, training and jobs
2. All our communities will be happy, healthy and safe
3. All our businesses and town centres will be supported to recover and flourish in an inclusive way

OUR PRIORITIES ARE:

- > The best start for our children and young people
- > Healthy and independent lives for everyone
- > A thriving economy and homes for all
- > Address the climate crisis
- > Culture sport and heritage for everyone



OUR KEY ACHIEVEMENTS 2024-25



441,726
BOOKS
BORROWED



54
APPRENTICESHIPS STARTS



243,638
NUMBER OF RESIDENTS
TRAFFORD LEISURE ENGAGED

92%
OF SCHOOLS PROVIDE
GOOD OR OUTSTANDING
LEVELS OF EDUCATION



97%
OF COUNCIL
TAX
COLLECTED

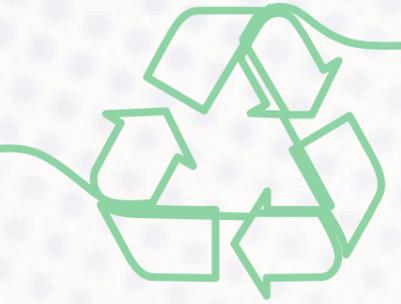


399
NEW HOMES
COMPLETED

92%
NON-MAJOR APPLICATIONS
DETERMINED ON TIME



79.7%
EMPLOYMENT
RATE



58%
OF WASTE
RECYCLED



4337
RESIDENTS RECEIVE
ADULT SOCIAL CARE



3053
CHILDREN
RECEIVED
SOCIAL CARE

40.1%
OF PEOPLE
RECEIVING
A HEALTH
CHECK



PRIORITY 1: THE BEST START FOR OUR CHILDREN AND YOUNG PEOPLE



We want our children and young people to receive the best possible education and get the support they need to achieve and thrive. We want our children to have the best start possible and understand the importance and lasting impact of the first 1001 days in a child's life. By working effectively with partners, we will continue to improve our Early Years education offer as well as provide family help for those who need additional support.

WE WILL:

- Encourage and promote good mental and physical health in children.
- Provide the right help at the right time for our families.
- Be ambitious for children by continuing to invest in services for Children and Young People and delivering in-house youth services.
- Work with our partners to support children and young people with Special Needs and Disabilities.
- Work positively with our Children in Care, and our young people who have experienced care, to ensure we put them at the heart of what we do.
- Seek to hear children and young people so that they have a voice and influence.

ACHIEVEMENTS:

- Our Family Help service redesign was finalised and a Family Help workbook was developed to support future training.
- The Youth Engagement service continued to help children and young people get into education, training and employment - 106 young people signed up to receive support.
- Began reviewing our placement sufficiency strategy to ensure we have enough local places to meet the needs of children and young people who enter and need to remain in care.
- Held a celebration event for cared for children to recognise their talents and achievements.
- The Ambitions for Children plan is being updated to put engagement and participation at the centre of our ambitions for young people.
- Our young people continue to achieve well in education and school attendance levels in Trafford remain some of the best in the county.
- Distributed 8,500 toothbrush and toothpaste packs to families in need via health visitors, early help hubs and school nurses.
- Delivered toothbrushing programmes in 46 early years settings to 1,300 children.
- Nearly 5,700 (96.7%) children in reception and year 6 were weighed and measured.
- Public Health designed a wellbeing guide to support parents to help their children thrive in school.
- Under 2s working parent offer for 15 hours was implemented.



MOCKINGBIRD



An exciting new support network has been launched for foster families in Trafford which is designed to improve stability and outcomes for children, young people, their carers and their families.

Called the Mockingbird Family Model, it works by creating a 'constellation' of foster families around a central 'hub home' from which an experienced foster family provides guidance, sleepovers, and crisis support.

The idea is that children in care can be easily supported through this network of connected foster homes and offered greater stability. Mockingbird also works to maintain relationships within a close-knit group and provide extra support to foster carers and their families.

Leading on Mockingbird in Trafford is Hub Home carers Hazel and Rob Dean who currently foster 14-year-old Bailey.

They were private foster carers but moved to Trafford because of the appeal of Mockingbird; realising how essential respite help is. Hazel explains:

"We had a brother and sister with us for five years but unfortunately our relationship broke down with the sister. Mockingbird would have been invaluable then and it may well have kept us all together. In the six years we have been foster carers we've had four weekends to ourselves, so we've never really had any support; I know how important it can be to be able to get away. There are several families in our 'constellation' so I think we can be a fantastic support to each other."

Hazel is planning her first Mockingbird coffee morning and is looking forward to getting to know and work with Trafford's other foster families.

To find out more about fostering with us, visit

www.trafford.gov.uk/fostering.



FAMILY HUBS

In Trafford our ambition is to make sure children and their families receive the right help at the right time.

To help us achieve this, we are developing our Family Hub Network across Trafford. This will provide families with a single point of contact where they can access a wide range of activities and services providing social, emotional, physical or financial assistance.

The idea is that that families only have to tell their story once and services work together, to make it an efficient and effective way of giving the best support.

Each hub network is bespoke to its local community.

Father-of-two, Khaleeq, is about to join Trafford's Family Hub team in the role of Family Hub Navigator after initially taking part in the Start for Life Parent and Babies Project. The scheme asked expectant parents, or those with a child aged 2, to share their lived experience and feedback on what was good about support services and provision of activities.

Khaleeq has since gone on to become a Parent Group Leader for our Empowering Parents Empowering Communities Parenting Programme, is also running a playgroup in Limelight and is now hoping to make a difference in his new role as Family Hub Navigator.

He said: *"I'm passionate about making changes in the community. I have lots of experience, both as a parent and through my education."*

"Hopefully I can make a difference and break down any barriers there may be to people accessing the help that is available to them. I enjoy working with people and I want to make our communities better. The hubs have an important role to play in this."

Khaleeq will be based in the North of Trafford, signposting other parents to activities and services in the area ensuring they can access the support they need, running groups and drop-in's while giving friendly, reassuring, down to earth advice.



PRIORITY 2: HEALTHY AND INDEPENDENT LIVES FOR EVERYONE



We want our residents to live in good health, remaining independent in their own homes wherever this is possible. The strength of our community is one of Trafford's greatest assets and we will strive to make Trafford a place where residents of all ages can be as healthy and independent as possible.

WE WILL

- Improve health and wellbeing to reduce the impact of poverty, concentrating on communities with the greatest need.
- Work with our partners to provide fair and accessible services to maximise our residents' physical and mental wellbeing.
- Work in partnership with communities and the voluntary sector to deliver our priorities.
- Make sure our residents and carers receive the right level of support at the right time.
- Safeguard our residents through the right, co-ordinated response.

ACHIEVEMENTS:

- Developed a Pension Credit Task Group which led to 377 Pension Credit claims, 122 claims for alternative benefits and in-person support for 201 residents.
- Reclaimed more than £1.1m in underspent direct payment funding and used it for alternative care provision.
- Worked closely with a private housing provider on a new 24-hr supported living scheme to help people live at home.
- Piloted technology-enabled care including 'Just Checking' to improve people's independence.
- Received funding from the NHS to implement a digital care records management system to improve service delivery and quality.

- Helped over 1,000 adults access weight management support, losing on average nearly 10lbs (4.5kg).
- Supported nearly two thirds of people leaving hospital who required intermediate care to return to their own homes.
- Supported our workforce to develop through apprenticeships and to progress their careers in health and social care.
- Commissioned Voice of BME (Black and Minority Ethnic) to work with ethnically diverse communities across Trafford to increase the uptake of NHS health screenings (cervical, breast and bowel), while also raising awareness of lung cancer. In total, 2,451 people were contacted about screening programmes and 540 successfully booked appointments.
- Commissioned Beyond Empower to work with communities to support active lifestyles for people with learning disabilities, autism, sensory impairments and physical disabilities. 117 people received physical activity interventions and the majority (67%) reported an increase in their levels of activeness.
- Commissioned Age UK to deliver health checks to individuals aged 50+ years from deprived communities across Trafford. 101 new referrals were received and 29% of these were supported to access their GP.
- Maintained a 'Good' rating by the Care Quality Commission for all directly delivered care services supporting older people requiring intermediate care, short-term reablement and 24-hour supported accommodation.
- 12 charities and community groups were provided £100,000 of grant funding to run projects supporting community safety priorities.
- Through our sexual health, smoking cessation, health inequalities and GP/pharmacy contracts we supported around 30,000 residents with health interventions.
- We increased the number of chlamydia and gonorrhoea test kits available to young people by 12.6%.
- Long-acting contraception use (such as coils and implants) was increased from 23% to 28.4% in the north and west of the borough where there are higher levels of sexual health needs.

HOUSING SUPPORT



"I was in a bad place and was self-harming but then I woke up one morning and thought I'm not doing this anymore. The team have helped me so much and really understand what I've been going through."

"I can't believe how far I've come. Now I'm going to the gym and I'm able to see my family regularly."

"The team have really supported me through my bad times, they are fantastic."

The amazing group of health care professionals around Gemma help people across the borough who have complex health issues or physical conditions, as well as behavioural and emotional issues.

They are a key part of the Council's approach to supporting residents to live healthy and independent lives.

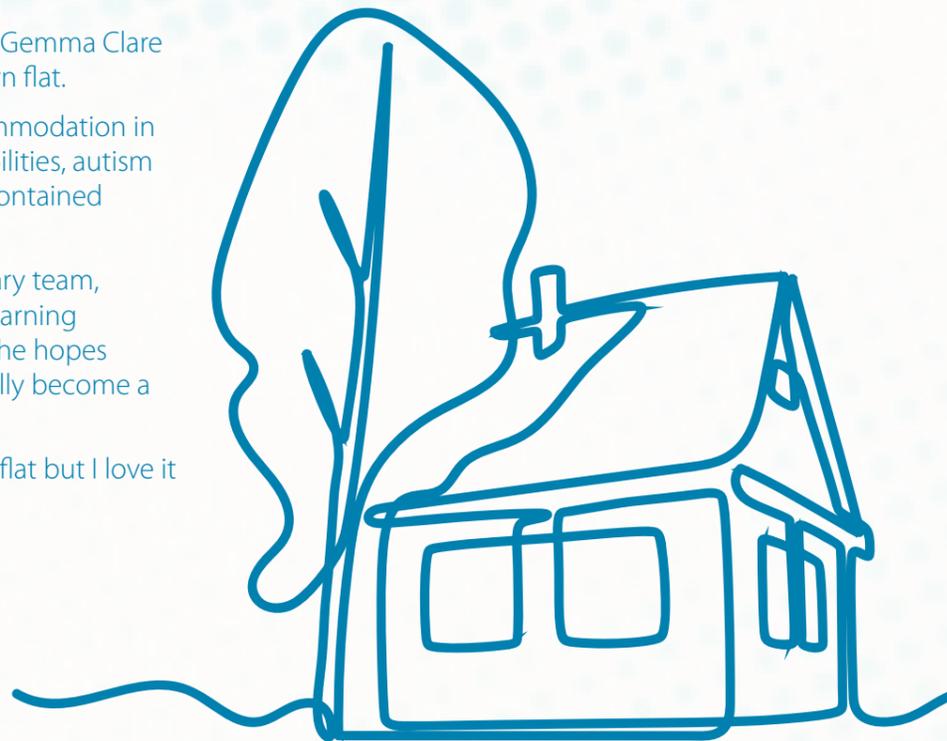
The long-term goal is to build Gemma's independence gradually so she can move into her own flat. From then on, the team would continue to support her as and when needed.

Like lots of young people, 31-year-old Gemma Clare has a dream of one day having her own flat.

She currently lives in supported accommodation in Sale where people with learning disabilities, autism and complex needs live in eight self-contained apartments.

Gemma is helped by a multi-disciplinary team, including the Council's Community Learning Disability Team. With their assistance she hopes being in her own place could eventually become a reality.

She explains: "I'd love to have my own flat but I love it here, everyone's great here."



PENSION CREDIT SUPPORT

It's estimated around £6.15m in Pension Credit goes unclaimed in Trafford every year, that's the equivalent of 2,444 eligible people not receiving money they are entitled to.

It's a situation the Council is working hard to change, and to tackle it head on a Pension Credit task group has been setup to support residents with their benefit applications.

External partners such as Welfare Rights, African Caribbean Care Group, Citizens Advice, Your Housing Group, Trafford Carers Centre and Age UK Trafford are included in the task group, to offer face to face assistance with eligibility assessments and claims.

One 72-year-old lady living alone reached out for support with her Pension Credit application, Housing Benefit, Council Tax Support and her e-visa.

After two in-person appointments and multiple phone calls, she was awarded a backdated Pension Credit payment of £1,696.50 plus a total of £370.53 per week in other benefits, providing her with better financial security.

She said: "Thank you for all the help with my Pension Credit and other benefits. I feel much more secure knowing these issues are resolved. I also appreciate the step-by-step support with my e-visa, it has made things much easier for me."

The Council's Exchequer Services team identified a total of 546 residents possibly eligible for Pension Credit but who were not claiming. After reaching out to them, 176 decided to make claims themselves or with support from

family members.

Altogether, 377 Pension Credit claims and 122 claims for alternative benefits have been made with the task group's help.

It was even discovered two people were not claiming their State Pension correctly. With assistance one of them has now received a back payment of £3,500 and the other has been paid £10,000 they would otherwise have missed out on.

Following these successes, the Council will continue to work with our partners in different areas of Trafford to raise awareness of Pension Credit.



PRIORITY 3: A THRIVING ECONOMY AND HOMES FOR ALL



We want Trafford residents to have great access to employment and to live in good quality housing. We want our businesses to thrive. Our borough is changing. We are seeing major regeneration in our town centres and beyond – and there is more to come. We want residents to feel the benefits of this change by creating an economically thriving borough driven by local, national, and international investment. By helping people to gain skills and improving access to employment we will ensure that all residents share in this growth.

WE WILL

- Help people to gain skills and improve access to employment, to improve household income.
- Enable an economy that works for all by supporting businesses, increasing investment, and improving our economic resilience.
- Deliver on our regeneration priorities in town centres and key locations.
- Work in partnership with agencies to prevent homelessness and to support those who are experiencing homelessness back into housing.
- Deliver new housing developments that are affordable, adaptable, sustainable, and low-energy use, while working with partners to increase the energy efficiency in our homes.
- Ensure accessibility for all by improving our highways, streetlighting and footpaths.

ACHIEVEMENTS:

- Our Housing Strategy 2025-2030 was created and published.
- Our Housing Need and Demand Assessment/ Housing Propositions also has been completed and published.
- The refurbishment of a long-term empty property, Lindow Court, was completed. Funding from the Trafford Affordable Housing Fund was used to create nine one and two bed social rented apartments.
- We were awarded funding from the Rough Sleeper Accommodation Programme to deliver 12 new build units. These have been completed and handed over to HOST.
- 25 families were helped to get accommodation through the Afghan Relocations and Assistance Policy.
- Our Homes for Ukraine Team has assisted 45 families (96 individuals) to be rematched into alternative accommodation after their first placements came to an end.
- The Money Matters Programme, funded by HSF, has resulted in total gains for families supported of £84,877.50.
- Trafford Inclusive Economy and Communities Team ran 7 job clubs attended by over 1,000 residents. From this 149 people have started jobs.
- Welfare Rights Team supported residents with benefit applications and appeals and resulted in total gains of £1,407,281.
- Household Support Fund provided support to 20,514 households.
- Our six community hubs had 15,859 contacts with people in need. The services offering face to face information and advice at Stretford Advice Hub made 2,769 contacts with residents.
- 195 young people aged 16 – 18 have taken part in the Reconnect mentoring programme to provide tailored support to help achieve their goals.
- 1,337 free data SIM cards have been distributed through our libraries and 254 people have completed a digital skills course.

KINGSWAY

Our impressive public realm scheme in the centre of Stretford has received a major national award which recognises excellence in placemaking.

The Kingsway transformation, which was completed late last year and funded by the UK Government's Future High Street Fund, was named best infrastructure in the 2025 Pineapples awards.

Large-scale improvements to Kingsway – a former four lane highway running parallel to the Mall - have made the area a more pleasant place for pedestrians, cyclists and drivers.

The highway has been reduced to two lanes and by slowing traffic, we have made it cleaner and safer with improved cycle lanes, plants and seating. It's part of an overall project to transform Stretford into a greener, healthier and more sustainable town centre.

The Council worked on Kingsway with Civic Engineers as lead designers, Exterior Architecture, The LK Group, Simon Fenton Partnership, A E Yates and FCB Studios alongside TfGM and Amey after securing more than £17m in Future High Streets funding to transform Stretford.

The Kingsway scheme forms part of the wider regeneration of Stretford town centre. An improved shopping environment will be created along with the development of much needed new homes, including affordable housing and new public and green spaces.

Shaun Lyons, Associate at Exterior Architecture, said: "Kingsway serves as a pioneering example of what can be achieved by taking a place first approach to infrastructure design. It is great to see the completed scheme being used in so many ways by the people of Stretford. When we visit the site, it is always great to stop and chat to people enjoying the space – wheeling, playing and lounging – and as the sun comes out and the planting becomes more established, it will only get better!"

"The scheme is testament to Trafford's ambitious approach to regeneration, and combined with the wider Stretford Mall masterplan, will continue to improve connectivity, biodiversity and climate resilience for Stretford for years to come."

This once in a generation transformation has made the overall environment cleaner, safer and more welcoming for everyone.



BUSINESS FUNDING

Retail businesses in our four main town centres - Altrincham, Sale, Stretford and Urmston – have been giving their shops the wow factor with the help of the Trafford Town Centre Shop Improvement Grant Scheme.

New or established traders can apply for up to £10,000 from the GMCA, on the condition that they then match the amount using their own savings. The money can be spent on building and renovation works, carbon reduction and adaptations to make their premises more accessible to people with disabilities.

Already it has helped 17 businesses create 28 new jobs, improved over 2,200 sqm of commercial floorspace, while saving 45,000kg of carbon.

The aim is to support new start-up businesses and help existing ones thrive – creating new jobs and improving our borough's economic growth and health.

Among the beneficiaries is the Northern Light Cinema on Stanley Square in Sale. This luxurious boutique venue, previously a WH Smith, has undertaken extensive works which have made a real impact to the square. The team operates other similar venues and aims to employ local people.

Owner, Tony Mordin said: "We were delighted to receive a grant which enabled us to fit out our interior to a very high standard."

"Local designers produced bespoke wall coverings and fabrics which really set the cinema apart. They are all sourced ethically and sustainably – the fabrics are made from recycled plastic and the papers are FSC-accredited."

The Northern Light team aims to employ local residents and has created six new jobs so far – with more to follow. They are working in partnership with nearby businesses to provide special deals on food and drink packages served at the cinema – making a trip to the movies a better all-round experience.



PRIORITY 4: ADDRESSING THE CLIMATE CRISIS



We want to play our part in reducing our carbon footprint and address the impact of climate change in Trafford. The climate crisis requires local action and partnership working to solve. Trafford Council has already shown leadership in reducing its carbon footprint. We were the second Local Authority in the country, and first in Greater Manchester, to declare a climate emergency.

WE WILL

- Show leadership by reducing Trafford council's carbon footprint and increasing the amount we re-use, repurpose and recycle, as well as encouraging partners to do the same.
- Adapt to climate change impacts, to increase local resilience and protect residents.
- Ensure our green spaces are biodiverse and provide opportunities for residents to be social and active.
- Work with businesses to reduce carbon output by decarbonising Trafford Park industrial estate and promoting it as an area of good employment.
- Expand electric vehicle charging infrastructure across Trafford.
- Promote active and public travel by delivering our Walking, Wheeling and Cycling Strategy ensuring Trafford's streets are safer and accessible.
- We implemented the GM-wide roll-out of plastic pots, tubs and trays recycling.
- We completed a larger grey bin review of 5,039 properties. The results led to 1,219 properties having their bin downsized, removing approximately 122k litres of bin space.
- A food waste in flats review was completed in September 2024. 1,054 blocks (18125 flats) were visited and 137 blocks (4,959 flats) were identified as needing a food waste service.
- We've carried out two biodiversity site surveys and published the NERCA/Environment Act Biodiversity Duty on our website.
- Deliver Bee Net Zero Trafford Park programme – 78 businesses engaged across Trafford.
- We were awarded £5.7 million to create a heat network that aims to serve a range of public and residential buildings across Trafford by harnessing waste heat from local sewerage.
- The Trafford EV Charging Infrastructure strategy was developed. It includes plans to put another 80 units of different speed sites on to the network across the borough.
- A Walking Wheeling Cycling forum was developed with residents.
- One Trafford Partnership now has 45% of vehicles <3.5T are now fully electric and 50% of handheld plant is now fully electric.
- Reduced Street Lighting carbon emissions by 43% through LED upgrades and de-illumination strategies.
- Planted 160 containerised heavy standard trees on the highway. As part of the Northern Forest tree planting scheme, 40 containerised heavy standard trees were planted in council parks.
- There is 2,400 meters of new mixed species hedges planted throughout Trafford and 0.56 hectares of new woodland created. We have stopped the use of glyphosate in parks and green spaces.

ACHIEVEMENTS:

- Developed five functional school streets partnerships, including one at Seymour Park Primary School which is being used as a regional example of best practice across GM.
- Installed 3 CYCLOPS junctions, and 2.9 km of cycle lanes. With the support of Transport for Greater Manchester, we secured funding from the Mayor's Challenge Fund to deliver three junctions on Talbot Road.

ECO4

The Council is committed to helping residents make their homes more energy efficient, so bills are affordable over the winter months and all year round.

We are part of the Energy Company Obligation (ECO4) scheme, which was launched nationwide in 2022 and places a legal obligation on suppliers to deliver money-saving solutions to households.

The different options – such as boiler replacements, solar panels and cavity wall insulation - are paid for out of a grant, with the aim of supporting vulnerable and low-income households.

Houses in energy bands D-G (the least energy efficient) can be hugely improved through ECO4 and in many cases completely upgraded.

Stef from Urmston is among those Trafford residents to have benefitted from the scheme, which is carried out by our partner installer, Improveasy Ltd.

His old Victorian property now uses modern energy sources thanks to solar panels on the roof, a new boiler and insulation in the top part of the house.

Stef said: "It's going to make it a little bit easier to run the house for me. I think it's good to be conscious of the planet and to try and be more eco-friendly by using renewable energy: when a lot of people do a little bit it really can make a difference."

"It's been a smooth and easy process; I saw the ad online, applied and then the work started when a new round of funding came in.

"The work that's carried out on my house has been done really well, I'm really pleased with everything."

As of March 2024, Improveasy completed work on 166 properties saving over 942 tonnes of CO2 per year.



SCHOOL STREETS

Tyntesfield Primary school on Alma Road in Sale is among the Trafford schools to recently put in place a School Street scheme.

A School Street is a road outside a school with temporary restrictions on motor traffic during drop off and pick up times. The restriction applies to school traffic and through traffic.

The Tyntesfield initiative started in April, following three children being involved in collisions with vehicles on the road, and has been in operation three days a week since with strong support from pupils, parents and residents.

Over 400 pupils currently benefit from a safer journey to school as a result of it. The restriction on cars also encourages active travel which in turn helps to improve physical and mental health for parents and children.

The result is a safer, healthier, and better environment for everyone.

Traffic monitoring, which was carried out in February, shows that on School Street days there is a 60% reduction in traffic on Alma Road.

And according to Hands Up surveys, the School Street has resulted in 81% of pupils now saying they travel to school actively, compared to 34% before the scheme was introduced.

The pupils who still come to school by car benefit from a five or ten-minute walk from the nearest parking spaces.

Head teacher at Tyntesfield, Kathryn Manion, said:

"Reducing vehicles near the school is incredibly important. Firstly, it significantly enhances the safety of our children by reducing the likelihood of traffic-related accidents.

"This was an absolute priority for Tyntesfield and our children as over the years we have unfortunately experienced a number of these accidents involving our children. Secondly, it contributes towards lowering our local future air pollution levels, which our children have shared with us is crucial for the health and wellbeing as they know that cleaner air means fewer respiratory issues and a healthier environment overall.

"It has been a joy to see our children travelling down Alma Road on our School Streets Day, as the children have huge smiles on their faces and have often buddied up with others creating a more positive sociable experience for them when travelling to school."



PRIORITY 5: CULTURE, SPORT, AND HERITAGE FOR EVERYONE



We want to promote our fantastic cultural and sporting heritage, developing opportunities for all. Trafford's culture and heritage is rich and diverse from Imperial War Museum North, Emirates Old Trafford Cricket Ground and Manchester United Football Stadium to Dunham Massey Estate, Trans Pennine Way, Waterside Arts Centre and Longford Park.

WE WILL

- Expand access to culture and creativity, embed the new Cultural Strategy and attract further investment in arts and culture.
- Invest in Trafford's leisure centres and deliver new programmes in Partington.
- Provide accessible, effective and sustainable physical activity and sport opportunities for our communities.
- Ensure that Trafford's rich and diverse heritage is enjoyed by residents and visitors.
- Expand and enhance the long-standing sporting heritage of Trafford to maximise future opportunities for businesses and communities.

ACHIEVEMENTS:

- Delivered music lessons and whole class projects to 95% of primary schools and 60% of secondary schools in the borough.
- Engaged with over 6,000 primary school pupils to instrumental programmes in partnership with 54 schools.
- Delivered three high-profile concerts, involving over 1,000 children in each event, at The Stoller Hall and The Royal Northern College of Music in Manchester.
- Distributed £36k of UKSPF funding to 13 local VCFSE organisations for community-led arts activities.

- Began the creative cluster programme of work, called Our Creative Lives, which shares creative activities and stories to celebrate ideas for a future year of culture.
- Launched the Cultural Transformation Hub to look at the ways in which culture can work together with heritage, sport, health and wellbeing, visitor economy, children and young people's, and sustainability.
- Kickstarted the development of the Heritage Framework for Trafford, which will be completed this year.
- Began work on Trafford Is.. an online platform to bring together our cultural offer.
- Supported the relaunch of the Trafford Cultural Education Partnership, which is focused on enabling every child and young person in Trafford to have a creative life.
- Brought together creative leaders to think together and share challenges and opportunities through the Cultural Leaders Group.
- Successfully delivered the Holiday Activities and Food Programme.
- Delivery of Trafford Moving Strategy with seven moving partnerships established.
- Place Partnership funding of more than £600k was secured over three years for Trafford Moving.
- Invested into tennis courts at Longford and Ashton parks.
- We resurfaced the athletics Track at Longford Park.
- We installed a new 3G football pitch at Cross Lane.
- Local Heritage Asset list was approved in November. Trafford has over a 1000 non-designated heritage assets in the borough that we want to safeguard for the future, some of which are in our conservation areas. The assets include the world's first purpose-built ice cream cone factory, Prisoner of War Camp, Manchester Carriage and Tramway Company's Depot, Old Trafford and the Quaker Meeting House and Burial Ground.
- Work has begun on the Empress Conservation Area Regeneration Plan.

BLUE PLAQUE



Remembering those who came before us and the difference they have made to our area is key to celebrating our rich heritage in Trafford. So it's only fitting that a Blue Plaque was recently unveiled to a visionary Trafford surveyor, civil

engineer and architect in Davyhulme Park, Ernest Leeming.

Mr Leeming was an engineer and surveyor for the former Barton Rural District Council from 1922 -1933 and architect to Urmston Council from 1933 to 1954.

He lived at 'Kelmescott', Cornhill Road, Davyhulme, and designed the prefabricated house himself - 20 years before the 'prefab' was a familiar site in post-war Britain. The name Kelmescott references the house artist and designer William Morris lived in, someone who was a source of inspiration for Mr Leeming.

Trafford historian and author, Michael Billington, who has written six books about the Urmston, Flixton and

Davyhulme area, was instrumental in getting the Blue Plaque installed.

He said: "This is a testament to what Mr Leeming has done for the area – he achieved so much and thoroughly deserves to be remembered. He was very much a forward thinker and ahead of his time.

"I must admit I shed a tear when I got the call to say the application for a plaque had been granted. I feel extremely proud for his family that there's a permanent reminder of his importance."

A large part of the pre-war housing and road development in Urmston owes much to Mr Leeming's vision. He was closely involved with the planning and substantial growth of the district during the 1930s and was particularly interested in the preservation of trees, aiming to retain as many green spaces as possible.

Mr Leeming was a particular fan of concrete and devoted parts of his book, 'Road Engineering', published in 1923, to the material.



SCHOOL HOLIDAY ACTIVITIES



The Holiday Activities and Food (HAF) Programme is a Department of Education funded programme which provides healthy meals, enriching activities and free childcare places to children from low-income families, benefiting their health, wellbeing and learning.

The camps give the children valuable experiences that contribute to their growth, development, and a sense of belonging. It's also an opportunity to meet new friends in a safe and secure environment.

In Trafford in 2024, 6,520 young people were eligible for the programme, which ran across the Easter, summer and Christmas school holidays.

As well as offering a healthy meal, HAF aims to provide activities which are physical, develop an understanding of food, nutrition and healthy lifestyles and signpost to other opportunities.

Primary, secondary and SEND young people have all benefited from HAF which is delivered through many of Trafford's great community organisations such as Gorse Hill Studios, TuFC, GRIP Adventure and St John's Centre as well as our sporting organisations Lancashire Cricket Foundation, Manchester United Foundation and Altrincham in the Community.

One parent, whose child attended HAF, said:

"My daughter really enjoyed the holiday school this Easter. She loved making new friends and having the opportunity to be part of a show.

"Money is really tight right now but having this holiday club available allowed my daughter to enjoy her half-term as I wouldn't have been able to afford to do much with her.

"We were also grateful for the food parcel which I used to make all her packed lunches."

The winter HAF camp funding made a significant difference in the lives of children from disadvantaged communities, providing them with opportunities that would otherwise be out of reach.

It gave the children a safe and structured environment during the winter months while boosting their self-confidence, broadened their horizons, and fostering a sense of community.



OTHER COUNCIL ACHIEVEMENTS

- Trafford Council's Planning and Development Service has won two prestigious awards at the Royal Town Planning Institute (RTPI) North West Awards - Local Planning Authority of the Year and Excellence in Plan Making in Practice.
- Digital skills courses were delivered across the borough offering accredited courses in wards including Partington and Old Trafford where digital exclusion levels are highest.
- Launched a Serious Violence Strategy and commissioned projects to support its aims.
- Signed up to the Age Friendly Employer Pledge.
- Achieved accreditation as a Fostering Friendly Employer.
- We put in place Anti-Racism and Managing Third Party Violence and Abuse policies.
- Our Digital team implemented new software to manage interactions with customers and potential customers.
- Created the Council's 2024-27 Digital Strategy which sets out our IT & Digital priorities and ambitions.
- Developed a 2024-27 Data Strategy - our plan for how we will collect, process, and analyse data to realise the full potential of our corporate goals and transforms data to enhance decision making for our communities.
- Improved our monitoring, protection, and response to ever-increasing cyber risks.
- Upgraded the public CCTV system onto a wireless network allowing faster and more cost-effective deployment of cameras and remote monitoring.
- The Regulatory Services teams successfully collaborated with partners on several investigations and days of action, including the seizure of illegal and counterfeit products (alcohol, tobacco and vapes).





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