

TRAFFORD LABOUR MANIFESTO 2021

ON YOUR SIDE IN TRAFFORD

LOCAL ELECTIONS 2021 - 6TH MAY

Trafford Labour

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Trafford Labour



Introduction



Andrew Western
Leader of Trafford Council

The past year has been incredibly challenging for the people of Trafford. Our thoughts are of course with those who have lost loved ones during the pandemic as we make the tentative steps towards recovery.

We must focus our efforts in the months and years ahead on supporting those residents whose lives have been most adversely impacted by Covid-19, and on securing a just recovery from the pandemic. Many residents have lost their jobs or businesses, many people are encountering hardship for possibly the first time, young people have missed huge amounts of their education, and the health and wellbeing impacts of the past twelve months are are increasingly apparent. For the Council too, this has been a testing time. We have resolved to support local residents as best we can: standing up community hubs to protect the shielding or self-isolating, supporting the vaccine rollout, administering business grants and delivering a range of support to the community that would have been unthinkable just one year ago. In 2020/21 the Council has spent over £56m more than budgeted as per Government instructions, but despite being promised 'whatever it takes' to cover the cost of Covid we have been left a Covid-induced black hole of some £14m. In short, the Government has broken their promise to the people of Trafford and local residents are being asked to pick up the tab.

In spite of this financial backdrop, Trafford Labour Group is ambitious for our Borough's renewal and recovery. We are determined to take all residents with us as we move Trafford forward, empowering our communities and using the leverage of the local authority to drive positive change locally. Our focus will be on addressing those issues the pandemic has laid bare: the fragility of the local economy as we recover from the worst crisis since the Second World War, and the stark inequalities that manifest themselves most concerningly in a ten-year difference in life expectancy between a child born in the north of the Borough and a child born in the south.

To achieve this we must adopt a comprehensive strategy to lead Trafford to a brighter future post-pandemic. There is work to do first to defeat the virus, and we will continue to support residents through the pandemic as we have for the past year. But we will also develop plans for our economic renewal, restoring Trafford to its former glory as the economic powerhouse of Greater Manchester. Crucially we will target our interventions to ensure that all in our community can benefit from truly inclusive growth. We will adopt community wealth building approaches to ensure the Council plays its full part in our recovery and will drive social value as a means of ensuring the Trafford Pound goes further and delivers real benefits for local residents.

Trafford faces enormous challenges in the wake of the pandemic and a decade of cuts inflicted by Tory austerity. We must now be sufficiently resourced to deal with the impact of the Covid-19 pandemic on both our economy and on the health and well-being of our residents. Decisive leadership and action are essential to create a new post-Brexit economy and we support the growing awareness across our population and beyond, that action to deal with climate change is one of the most urgent issues we face as a society.

Our approach in all we do will be to ensure that council services are open and accessible, and that our economic recovery is felt by everyone in Trafford. It is this approach that will allow us to build back together and tackle the stark inequalities that hold Trafford back. We will do this with a focus on protecting our most vulnerable, investing in our children and young people, creating jobs and supporting innovation, and delivering on our carbon neutral action plan to ensure that our recovery is green and sustainable.

At all times, Trafford Labour will promote and strive to secure equality, diversity, accessibility, inclusivity, and tolerance reflecting the diverse communities we serve. We are committed to ensuring that all members of society are treated in a fair and equal manner and that this is embedded within our policies and working practice. To this end, we will fully embed the Council's revised Equality Strategy not updated by the Tories since 2006 and signed off by Trafford's Labour Executive earlier this year.

Trafford is a borough of distinct localities and we recognise the differing needs of those areas.

In Altrincham we will continue to drive town centre regeneration through Council ownership and management of key assets and investment in public realm.

In Old Trafford we will work with residents to develop a distinct strategy for the neighbourhood, recognising residents' concerns over significant development in the area.

In Partington we will work to improve connectivity for residents by supporting the Carrington Relief Road and pushing for public transport improvement locally.

In Sale we will push for delivery of town centre regeneration following planning permission already secured, and invest more than £10m to better connect Sale with Sale Water Park improving Northenden Road and Sale Moor village in the process.

In Stretford we will bring forward plans to regenerate the Arndale and open up the canal side.

In M41 we will invest more than £10m to improve sustainable travel routes locally and ensure that the Local Plan continues to protect vital green space such as Flixton's Green Belt.



Leading Trafford out of the Pandemic

Our immediate priority will of course be to ensure that Trafford emerges safely from the pandemic as quickly as possible. We are already planning for the future with our Recovery Strategy but in the meantime there remains significant work to be done.

Over the past twelve months we have seen a magnificent effort from the people of Trafford to pull together and support one another, coordinated by the local authority and key partners. The Council and partners have supported thousands of vulnerable residents through our community hubs; supported the vaccinate rollout locally; stepped in to feed children in need when the Tory Government would not; provided hundreds of laptops to learners so they can learn safely at home; and provided a range of support to businesses. This is the tip of the iceberg: no area of council services has been untouched by the pandemic and the Labour administration is proud of the incredible work the Council and its staff has done over the past year.

We will continue that work in the months ahead. An absolutely priority will be to continue to work with health colleagues to support the vaccine rollout to enable a return to normality at the earliest opportunity. We will work closely with businesses to enable them to reopen safely and viably. We will continue to support those in need, and ensure Trafford continues to feed those families experiencing hardship.

We will continue to provide PPE to those working in high-risk settings for as long as required and to promote positive public health messages to keep our communities safe. We recognise that residents will require an agile Council able to respond to the changing circumstances of the next few months whilst focusing on a recovery that tackles longstanding inequalities, restores our thriving local economy to deliver inclusive economic growth, and ensures children and young people are not left behind after so much time out of their educational settings. Trafford Labour will lead this response from the front if we retain control of the Council in May: we will be on your side as we emerge from the pandemic and build back together.



Tackling inequalities in Trafford



We will work to drive out inequality, tackling poverty and deprivation across Trafford. We will deliver on our new Poverty Strategy and Equality Strategy which will underpin all our work locally and have an overarching role in the delivery of our priorities. They will act as a framework for our interventions and we will appoint a full time member of staff to lead our poverty reduction work. Our focus will always be on the prevention and reduction of poverty but we will of course also intervene to support those already experiencing poverty, building on for example the Council's action to tackle holiday hunger and feed children in receipt of Free School Meals when the Government refused to do so.

The Labour Group appreciates that the impacts of poverty are wide ranging and extend beyond access to food. We will intervene in a range of areas to recognising both the diverse cause of and the many impacts of poverty and promote schemes that provide direct. This will include for example signposting eligible residents to the Green Homes Grant scheme to help reduce fuel poverty in Trafford while also supporting a greener recovery from the pandemic.

It is clear that this work will need to be stepped up to support those struggling to access work opportunities in the aftermath of both Brexit and the Covid-19 crisis. We will work strategically with partners in the public and private sector to open up access to training opportunities in a challenging labour market, particularly for young people, but as a wider means of supporting residents out of poverty. We will ensure that those experiencing hardship have support to navigate the system and access the benefits they are entitled to. To achieve this we will review the Council's welfare offer, and map that of the wider VCSE sector, to ensure that services are aligned and providing the best possible support to residents.

This will include a focus on improving referral and signposting systems across all agencies in the borough to ensure people get the right welfare support as and when they need it. We will also look to strengthen the advice and support (and signposting to this support) that is available to those navigating the social care system and the parents of children with SEND.

Recognising that financial challenges and socio-economic status can have a huge impact on quality of life and access to opportunities, we will embed socio-economic considerations into the Council's decision-making processes through the voluntary adoption of the Socio-Economic Duty.



Strengthening our communities

The pandemic has exposed many underlying issues in our communities but has also brought people together in a way that has not been seen for decades. From supporting friends and neighbours in need to volunteering at community hubs and vaccination centres the people of Trafford have stepped up magnificently to support each other during this crisis.

We want to build on the community spirit that exists in Trafford, empowering communities to come together and secure improvements to their local area. We want to harness bottom-up, community-led leadership and will support the VCSE sector in Trafford to channel this activity and deliver positive change across the Borough. We will recognise the importance of the VCSE sector by working with partners to strengthen the infrastructure support provided to the sector. This will include a focus on how we support volunteering in Trafford.

The Labour Group recognises that the Council has a direct role to play in strengthening our communities and will promote the Living Well In Our Community approach. We will drive economic recovery that improves our area by adopting community wealth building as a council priority, promoting cooperatives and profit share initiatives, and expanding credit unions that enable residents to work together and support each other. To this end, we will support the expansion of our local Credit Union into Partington and follow up on the possibility of Manchester Credit Union opening a branch in Stretford. More generally, voluntary and community groups will be listened to by a strengthened and renewed Trafford Partnership convening key organisations locally on a regular basis to discuss how we address inequality and secure the fair and just recovery we all want to see.

We will promote community cohesion in Trafford working with our local BAME communities to ensure their needs are met and understood; and champion the needs of those living with disabilities. We will support events such as Hate Crime Awareness Week, Holocaust Memorial Day and Trafford Pride to promote diversity and tolerance across the Borough.



Education, children and young people

We will support every one of our schools and colleges so that all our young people can thrive and have the best chance of recovering socially and academically from education lost during Covid. We want all our young people to achieve their full potential. Our priority will be on tackling inequalities at an early stage, striving to close the gap in children and young peoples' development working across schools, early years and SEND settings. To that end, the Labour Group re-commit to protecting our Children's Centres in Trafford recognising the amazing work they do to tackle inequalities at the first possible opportunity.

We acknowledge that school places must be provided for all our children and young people and will continue to ensure these are provided by developing a comprehensive sufficiency plan including a forward view of demand for school places in Trafford. This will take place cognisant of more than £33m of capital investment over the next 3 years to improve the school estate in Trafford, much of which will deliver additional school places across the Borough.

We will work to recruit additional fosters carers, reduce social worker caseload and ensure the best possible practice in children's services. We will continue to invest in youth outreach work – restored when Labour took control of the Council in 2018 – and to support young people through the Talk Shop and wider youth provision.



Managing the Council's finances whilst delivering quality public services

We will deliver a balanced budget despite 11 years of Tory austerity that has seen local authority budgets cut by 60% since 2010. We will campaign for sustainable – and long term – funding settlements for local government and for a solution to the growing and long ignored crisis in adult social care funding.

Despite significant budget pressures (a Covid shortfall of £14m against that promised, and a budget gap of £25m for 2021/22) we will spend more on both adult social care and children's services over the next twelve months and increase the public health budget by over £300,000.

The Labour Group believes as a fundamental principle that council services should be delivered by the local authority wherever possible. We have already insourced the Council's Youth Service and Housing Options Service and will continue to look for further opportunities to insource services. Time and again we see that where this is financially deliverable, it is more efficient for the Council and delivers a better service to local residents.

Building on the theme of delivering more services directly we will review all outsourced services and commercial contracts in council buildings when contractual circumstances allow, to assess whether it is possible to deliver these services more effectively inhouse or to generate more income by running these locations ourselves.



Health & social care

We want to ensure that all residents in need of support receive high quality social care in the most appropriate setting for them, whilst enabling them to live independently at home for as long as they wish to and it is safe to do so. A particular priority for the Council has been intervening in the social care market with the Council recently completing the purchase of two care homes as we look to promote a mixed economy in social care after years of private sector hegemony in Trafford. We will also look to use our procurement powers to drive up care worker pay in line with our recent Fair Price for Care uplift and as part of our work towards delivering the Unison Ethical Care Charter.

We will also continue to work closely with colleagues in health to ensure better integrated health and social care. This is a key priority for the Council and we will work to ensure that Trafford maintains a strong voice within revised Greater Manchester health arrangements and gets its fair share of funding. Further integration between health and social care is the only way to improve services for our residents and end the disconnect between the care received from the NHS and the care received at home or in care settings. Huge strides have been made in this area in recent years and we will continue to push for further improvements in 2021/22.

Greater Manchester is developing an Integrated Care System in which they plan to set strategic objectives and outcomes to improve the health and wellbeing of the local population and should for the first time incorporate a strategy for social care. Local GPs are now formed into primary care networks and we see them as the key clinical part of a set of local services ready to respond to the full range of a person's needs.

An integrated system focusing on health wellbeing and independent living will demand effective partnership working at neighbourhood level. Increasingly public funding across local government and the NHS will be seen as one community pot. There is therefore a need to ensure active and effective public participation and a system that is accountable to the population of Trafford. We will support and enable that participation and develop the newly formed One Trafford System Board to ensure a cohesive and effective partnership between Council and Health colleagues.



Delivering safe and affordable homes

Since taking control of the Council in 2018, the delivery of social and affordable homes has been a key priority for the Labour Group. It is a major equalities issues, with many young people and low paid workers in Trafford priced out of the market and the Labour Group has been determined to intervene. To date we have leveraged more than £38m for affordable homes from developers looking to build new homes in Trafford, in many cases from an initial starting point of the developer of offering zero affordable housing contribution.

We will continue to use the publication of viability assessments, robust affordable housing targets, and thorough negotiation to extract the highest contributions possible to tackle the housing crisis. We will also consider specific targets around tenure type in affordable housing provision, recognising the Government's overly broad definition of affordable and that in most cases shared ownership does nothing to reduce the housing waiting list locally.

We will complete with our partners on delivery of the first social housing built in Trafford in years, directly funded by the Labour Council and helping to take local people off our housing waiting list. We will explore further opportunities for future social housing delivery to continue to tackle the shortfall seen in the Borough.

Trafford Labour Group recognises that there is a housing shortage in the Borough and that it is a legal requirement to demonstrate a 5-year land supply and to deliver on the Government's imposed housing targets. To that end and in order to prevent development by appeal on any and all of Trafford's greenbelt, we will pursue inclusion in the Places for Everyone strategy and support the development of the Carrington Relief Road as per our longstanding policy position. This will minimise loss of greenbelt in Trafford and allow us to build more than 5000 homes fewer on our precious greenbelt than was proposed by Trafford Conservatives when they controlled the Council. The alternative is no plan, development by appeal, and the loss of much more green space locally.

We know too that there are Trafford residents who have fallen victim of the cladding scandal. We will support those residents in their fight for justice and encourage businesses to "render and make good" as required at no cost to affected residents.



Improving our places

As we recover from the pandemic the Council has a key role to play in ensuring thriving town and village centres, and public spaces residents can be proud of. The Labour Group has repeatedly shown that we are willing to intervene to drive change in our communities, purchasing key assets such as Stretford Mall, The Grafton Centre and The Stamford Quarter for regeneration purposes and bringing forward bold and sustainable plans for Lumina Village on the former Kelloggs site on Talbot Road.

We will continue to pursue regeneration of our town centres in a flexible way that reacts to the economic and social circumstance that are so changeable at present. We will work with stakeholders to push them to bring forward strategic sites in private ownership for development such as Sale Square and Altair; and continue to engage with residents in Urmston, Stretford and Altrincham about the bold transformative change they want to see in their communities. This will include the £10m of improvements to deliver an active neighbourhood in Urmston, and the wider regeneration of both Stretford and Altrincham town centres following extensive community engagement and consultation.

The work will also include £3.75m of public realm improvements to our town centres over the next 12 months, improving the look and feel of the centres and making them more attractive places to shop, work and relax; and further funding for our business loan schemes to support town centre businesses and new start-ups – a scheme introduced by the Labour administration since taking office. We know that our village centres will also require support as we embark on our economic recovery and ensure no one is left behind: we will therefore continue our work to develop masterplans for all of our village centres.

Key to our ambitions to build back together in Trafford is our Local Plan, the draft of which is already going through the consultation process. This is a hugely important document for the Council setting out its aspirations for the Borough and allowing us to shape the communities we live in and the change we want to see locally for decades to come. We will listen to feedback from residents as we go through this process further to ensure that it delivers on our aims to see a fairer, greener, more inclusive and economically robust Trafford that remains one of the most desirable places to live and do business in the country.



The Council's visible role in our communities

We recognise that as well as creating the conditions for inclusive economic growth as we move forward after the pandemic and indeed in the post-Brexit world, the Council has a direct role in creating that wealth beyond convening and enabling others to invest in Trafford. A Labour administration will invest hundreds of millions in capital spend over the next 3 years, driving growth and creating jobs in the local economy. We will do this in a way that recognises the importance of social value and favour spend with local suppliers and those offering apprenticeships to young people and local jobs to the Trafford workforce.

In specific terms from a capital perspective, we know that it is the services our residents see and use every day that require the most investment. To this end we have currently earmarked spend of £10m to improve roads and pavements over the next two years and commit to increasing this amount further if returned to office. Likewise we know that our parks and green spaces – so valuable during the pandemic – are much loved by the Trafford community. The positive benefits to mental health and wellbeing from high quality accessible green space have been repeatedly highlighted over the past twelve months. We will therefore also increase capital spend on parks infrastructure to ensure that the increased usage we have seen during the pandemic can be sustained moving forward with better quality equipment and infrastructure.

Having alluded to pride of place in resolving above to invest more in improving roads and pavements, public realm in town centres, and parks infrastructure, we know too that every day environmental services are extremely important to residents. Despite the challenging financial circumstances the Council finds itself in, we have therefore protected the existing schedule of bin collections and maintained street cleaning and town centre maintenance budgets for 2021/22. We will also look to make it easier for residents to report environmental issues by investigating the possibility of developing an app to report issues such as potholes, fly tipping, litter and debris or broken park equipment. A responsive service to residents in addressing such concerns is critical and we will continue to hold Amey to account to ensure that the standard of

service is sustained and improved. We have purchased a number of mobile CCTV units to tackle fly tipping hotspots and we will continue to make tackling this issue a priority in 2021/22 by offering a financial reward to any resident providing information to the Council that directly leads to a successful prosecution for fly tipping.

Finally on the subject of Trafford being a place to be proud of is the right to feel safe in our communities. We will continue to work in partnership with police colleagues to tackle crime and disorder locally and will support Andy Burnham's plans to fund additional police locally. We will also lobby the Government to ensure that they deliver on their promise to increase police numbers nationally and make sure we receive a fair share of any new officers in Greater Manchester. We will also invest £500,000 in 2021/22 upgrading and enhancing CCTV across the Borough to ensure that residents can feel safe in our area. In light of recent concerns around women's safety we will also maintain the current street lighting budget, accelerate the further rollout of LED, and convene a series of workshops with local women to discuss further potential measures to protect women and girls in our communities.



Arts, Culture & Leisure

Alongside investment into our parks and open spaces we will promote the arts, culture and music across Trafford. Recognising the role of the arts in our social, mental wellbeing and commercial recovery from the Covid pandemic we will finalise a Culture Strategy for the Borough in the 2021/22 municipal year. Critical to this will be the safe reopening of the Waterside Arts Centre in Sale where we will fund improvements needed to allow the Centre to thrive and recover post-pandemic. We will spend 20% more on supporting the arts than was spent in 2020/21 and increase council spend on the Music Service. Promoting arts and culture will showcase the talents of the people of Trafford and bring residents together in shared experiences that will have a positive impact on wellbeing after a long period living under lockdown restrictions.



Crucial too to a strong sense of Place and community are Trafford's Libraries. The Labour Group knows that our libraries are thriving community spaces that have transformed in recent years to provide a range of support to residents. They will continue to play a key role in a fair and just recovery post-pandemic, helping residents to access workplace opportunities and a range of other advice and services. The Labour Group therefore re-commits to protecting our libraries and to expanding their role in the community. As part of their key role in securing recovery and getting people back to work, we will ask library staff to expand their support offer to residents by providing IT training to residents, tackling digital inclusion issues in Trafford. This will support our wider work on digital inclusion as we invest £500,000 to support full fibre rollout across the Borough.

Sitting alongside arts, culture, music and our libraries as key to our sense of Place is a leisure offer that meets the needs of the local community. The pandemic has shown us the importance of physical activity and mental wellbeing and provides the Council with an opportunity to really promote active lifestyles as part of our recovery. Building on the success of the new Move Urmston Leisure Centre, we will develop a comprehensive Leisure Strategy for Trafford. This will include similar high-quality refurbishments for Stretford and Altrincham Leisure Centres, with further plans for Sale Leisure Centre to follow. We will invest £9m in this work over the next 3 years drawing together the refurbishment of our leisure centres with wider opportunities to promote physical activity in our parks, open spaces and community settings.



Securing a green recovery

The Labour Group have made significant progress in tackling the climate crisis but there is much work still to do. We have increased tree planting in the Borough and taken steps to promote biodiversity. We have investigated alternatives to glyphosate weed killer – reducing its use by 70% - and it no longer used in parks or green spaces. We will invest a further £450,000 to expand electric charging points in 2021/22 and have invested millions in promoting walking and cycling in an effort to increase the number of sustainable journeys made by Trafford residents. In practical terms we have introduced a requirement to consider sustainability impacts in all council decisions and begun to roll out carbon literacy training to council staff. This work will continue in 2021/22.

We know that more must be done to achieve our target of carbon neutrality by 2038. A major priority as we seek a green recovery from the pandemic will be to deliver against our Carbon Neutral Action Plan, approved by the Labour Executive at the end of 2020. It is imperative as we take the significant decisions required to tackle the climate crisis that we take the local community with us. Many decisions will be challenging and we want to be guided by residents on the best way forward to achieve our goals. To that end, the Labour Group commits to convening a Trafford Citizens Assembly in this calendar year to involve and engage residents in the decisions we need to take to move forward with our green agenda.

It is clear to the Labour Group that securing environmental justice is critical to tackling inequality; a fundamental ambition in our recovery planning. Whilst we are keen to engage residents on these huge issues through a Citizens Assembly, we know that there are actions we must take more immediately if we are to address many of the most acute challenges we face. For instance it is fact that the poorest children breathe the poorest air in the City Region: a fundamental inequalities issue that must be addressed. We will therefore support the introduction of the proposed Greater Manchester Clean Air Zone as one of a series of actions we will take over the next 12 months.

Beyond this, in addition to actions arising from the Citizens Assembly, we will invest significantly to help address the climate crisis. We will spend £4.3m this year on decarbonising public buildings in Trafford which will make a sizeable dent in the Council's direct emissions whilst showing leadership in the community to encourage public and private sector partners to follow suit. We will continue to develop existing initiatives such as wildflower planting to promote biodiversity, and spend £180,000 this year to promote countryside access through improved infrastructure and measures to further enhance biodiversity. We will expand tree planting schemes locally working with partners such as City of Trees and give every primary school the chance to get involved in a community tree-planting scheme.



Sustainable transport and road safety

If we are to recover in a way that is greener and more sustainable that before – and open up access to employment and training opportunities for all – we recognise that we need to support improvements to sustainable transport infrastructure and indeed to the public transport network in Greater Manchester.

To that end we will support Bus Reform in Greater Manchester, and push for the implementation of the 2040 Transport Strategy to enhance local transport connectivity and develop a truly orbital transport network in the City Region. This work is critical to ensure that we can promote a public transport system that works for everyone in Greater Manchester.

Whilst public transport improvements require collaboration with our colleagues across Greater Manchester, we are committed to a series of local interventions to improve road safety and promote sustainable journeys locally. In 2021/22 we will bring to fruition our ongoing work to deliver School Street trials in Trafford and 20mph zones around schools where suitable. We will protect funding for School Crossing Patrols so often threatened by the Tories and look to roll out further Play Street trials across the Borough with a view to embedding them in communities that are supportive by the end of the 2021/22 year. These actions will keep our children safer and keep them moving: key to addressing the health inequalities that blight young children in some parts of our Borough throughout their life.

Our most significant intervention in this area will be around promoting active travel with an enormous £34.75m investment over the next 3 years. This will range from the development of active neighbourhoods for instance in M41 and around Walton Road in Brooklands; to the installation of cycle lanes and modal filters following relevant community consultation. We will develop these schemes in an inclusive way with a focus on allowing all residents to complete the first mile of their journey on foot or by bike wherever possible. It is by opening up the most simple and sustainable methods of travel that we can reduce unnecessary car journeys to tackle the climate crisis, and taken together with improved public transport can ensure equal access to employment opportunities for all Trafford residents.



Closing Statements

2020/21 has been a year like no other and the Labour Group has been proud to help lead the community response in Trafford. As our focus turns to how we recovery from the past year we hope that this manifesto outlines our priorities.

We want to create a truly inclusive, equal and thriving Borough that remains one of the best places to grow up, get on, and grow old in the country. We believe that working alongside communities we can achieve this and deliver a recovery that all local residents can benefit from. We ask for your support: we have been on your side during the pandemic and if re-elected in May we will be on your side as we build back together.



Promoted by Andrew Western on behalf of Trafford Labour and all Trafford Labour candidates at Morris Hall Atkinson Road Urmston M41 9AD