

“What Works”: iNetwork Innovation Awards 2015

Title	Locality Working in Trafford
Organisation(s)	Trafford Council
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Service area ¹	867. Service delivery consultation
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Description of project

Locality Working is our new approach to partnership working, bringing residents, businesses, community groups, Councillors and public sector together as equals to share resources and deliver innovative projects, making full use of the physical and human assets, financial resources and community spirit that thrives within our localities.

The Locality Working programme has four elements:

- Locality Projects align strategic priorities with the needs and assets of communities, influencing service delivery, better use of resources and involving residents in solving local issues and supporting their community.
- Locality Partnerships made up of Councillors, strategic partners and residents lead the governance, engagement and communication of Locality Working, supporting and challenging delivery, engaging residents and stakeholders and celebrating success.
- Be Bold media campaign showcases how residents can make a difference to their neighbours and themselves by being more active, volunteering, joining local groups or simply by being more neighbourly.
- Community Builders - training 270 front-line staff & Councillors



What makes this initiative remarkable?

Locality Working enables local, tangible delivery of Public Service Reform, Early Help and Shaping Demand, maximises the impact of Social Value for communities and will ensure that GM devolution is connected to, influenced by and directly benefits Trafford’s residents.

¹ Based on the Local Government Service List.
<http://standards.esd.org.uk/?uri=list%2FenglishAndWelshServices&tab=downloads>

Reducing or removing services, driving greater efficiencies and improving productivity through new operating models are not a sustainable answer to the long term demands of a changing society. Residents and communities are our greatest untapped asset. Communities that are involved in decision-making about their area and the services within it, that are well networked and where neighbours look out for each other have a huge impact on health and wellbeing.

Our pioneering programme is creating the conditions for community assets to thrive, removing barriers for our services to work alongside communities in ways that are empowering, engaging and meaningful.

Transparency and resident involvement is increasing local accountability and democracy, enabling an honest conversation with residents and stakeholders, essential if we are to change the relationship between services and residents, changing roles and expectations which is shaping and reducing demand.

What has the project achieved?

Locality Working is:

- Engaging communities in taking positive action - Make Sale Smile micro-grants enabled 34 residents to turn their Be Bold ideas into reality. Two local residents created Sale Art Trail, bringing 1500 people into the town centre, improving health and wellbeing and increasing spend in local businesses.
- Bringing agencies, Councillors and residents together to look at new ways tackle old issues – coordinating assets and resources to reduce fly-tipping in Old Trafford by enabling community-led alleyway improvements (see picture)
- Generating exciting engagement and funding initiatives - South Trafford Detroit Soup on October 22nd will be the first event of its kind in Greater Manchester www.detroitssoup.co.uk
- Enabling new partnerships to form - Red Rose Forest, Trafford Housing Trust, local businesses, Council, Councillors, Urmston Community Panel and residents are improving Urmston Meadows. The community involvement will ensure positive changes are sustained

This is a sustainable model. We are not using additional resources; this is using existing resources and the assets in our community more efficiently and effectively, reducing demand which will enable services to continue to support those in need.

Video case study:	http://devolution.i-network.org.uk/effective-service-redesign-reform-award-finalist-videos/
Links:	http://www.traffordpartnership.org/locality-working/Docs/locality-working-leaflet.pdf
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For more iNetwork “What Works” studies see:

<http://i-network.org.uk/case-studies/>