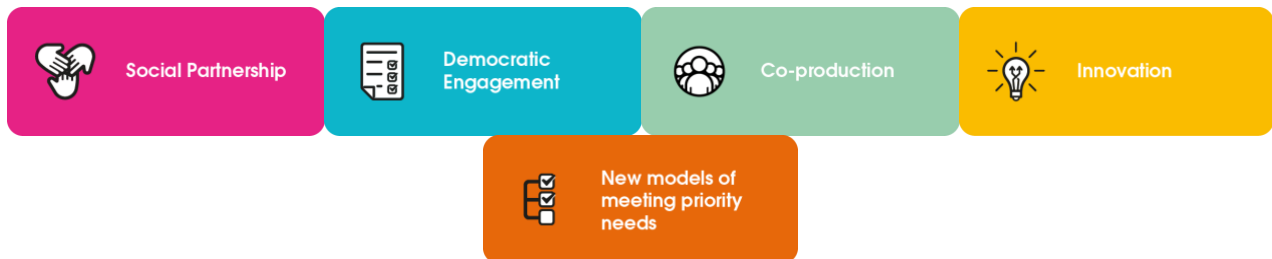


## COMMUNITY



## Trafford Council

### Trafford Community Collective

**Our communities told us they wanted to work together more collaboratively to ensure they had a representative voice and active role in planning, designing, delivering, and improving services – shortly thereafter the Collective was born!**

Inspired by the Ladder of Coproduction (TLAP), the Council, CCG and VCFSE partners adopted a coproduction approach to explore how we could garner the expertise, knowledge, and enthusiasm of the sector to shift the balance of power and empower Trafford communities to ‘take charge’ ensuring residents play both a more strategic role in planning and design of health and care services and a more active role in the continuous improvement journey.



**A member-led collective**

Trafford Community Collective is a **member-led organisation** that supports the development of the VCFSE sector in Trafford by promoting a partnership approach to service design, development, and delivery.

The Collective is a Charitable Incorporated Organisation that represents the Local Voluntary Community, Faith, Social Enterprise (VCSFE) sector in Trafford. It became a registered charity in March 2021 following years of organic growth and consultation and engagement with:

- Trafford people
- VCFSE organisations in Trafford
- Trafford Council
- Trafford Clinical Commissioning Group
- Health delivery partners (NHS Trusts, Primary Care)
- Statutory partners

### **How did it grow?**

The Collective has grown from an idea based around organisations coming together to promote, support and connect with each other and become a strategic partner in the development and delivery of services for residents. This genuine partnership will support the Trafford system to minimise the impact of poverty and the cost-of-living crisis, reduce inequality and minimise the impact of the climate emergency for Trafford to be carbon neutral by 2038.

### **What is the 'Collective'?**

The Collective provides a framework and structure for organisations to come together with one voice to ensure the sector is recognised as a strategic partner at all levels in the development and direct delivery of health and social care services in Trafford.

### **What does the Collective do?**

It supports the development of community-based services at a neighbourhood level. Effectively communicating, engaging, and involving individuals, families, communities and communities of interest. Bringing a focus on the wider determinants of health and new ways of working designed to reduce health inequalities.

Playing a pivotal strategic role, ensuring the sector and all the system partners:

- Design and deliver services in an integrated and holistic way – building from our communities
- Maximise investment in the borough – making best use of the Trafford pound
- Develop strategies that complement and connect different sectors to reduce inequalities and tackle poverty – including the coproduced VCFSE Strategy (2022)
- Gather and utilise community intelligence and insight to drive 'bottom up' priorities

### **Investing in our communities**

Securing greater value for money for local residents is critical to the success of the Collective. Building on the strengths and assets of local organisations, it has capitalised on targeted investment of £70K to generate over £350K in funding from awards and grants in 2022. This money is reinvested in our

communities to drive forward the localities local wealth building approach and help achieve maximum impact on the aspirations of the Trafford Social Value Charter.

The Collective has specifically led the successful implementation of new and innovative models of care working alongside our statutory partners

- VCFSE broker in Trafford Team Together.
- VCFSE connector in Living Well model for mental health services.
- Mental health children's service link worker.
- Reducing parental conflict coordinator.
- Violence reduction coordinator.

### **The Impact of the Collective**

The Collective plays a unique neighbourhood role that is intrinsic to deliver the nationally driven neighbourhood model, promoted by the NHS, and prominent regional strategy (Greater Manchester Strategy) to have connected and vibrant communities. To enhance a predominantly health and care orientated neighbourhood model the Collective created a bespoke role for Neighbourhood 'Lead Partners':

- Age UK (West)
- Our Sale West (Central)
- Family and Counselling Centre (South)
- St Johns Old Trafford and Stretford Public Hall (North) neighbourhood.

### **A voice for Trafford**

Through the Collective we have created a direct link between individuals, families and communities and strategic decision making in Trafford.

Membership is rooted in Trafford communities. Our workforce that includes our volunteers are residents. The communication framework within the Collective, our community-based approach to engagement with Trafford residents, and our role within the strategic decision making framework enables us to ensure that residents are heard at all levels of decision making and that they are involved in the development, delivery, review, and evaluation of services.

**Case Study** – delivered community consultation and involvement through inclusive economic development of Stretford Masterplan and Power to Change Pilot for 'Community Improvement District' and wider regeneration of Stretford town centre.

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### **For further information:**

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