

# Limelight Journey





**Why Limelight?**

**How the Old Trafford Master Plan informed need.**



10 YEARS



## Key Milestones

2008 - Old Trafford Master Plan

2010 - Community Benefits Study

2011 - Health conversation starts to improve GP facilities

2013 - HCA Bid for £3m extra care scheme

2014 - November - THT and TMBC approve the development. Closure of existing community centre

2014 - Willmott Dixon Partnership Homes Appointed

2015 - Start on site St Brides Church

2016 - St Brides completion

2016 - Start on site Extra Care and Limelight

2017 - Limelight opens and launches



## WHAT'S IT LIKE IN OLD TRAFFORD?

**Old Trafford and the electoral wards comprising Old Trafford are in the top 10% of most deprived areas in England**

- Lower life expectancy in both men and women
- High levels of childhood poverty and obesity
- High prevalence within the BME population of developing long term conditions such as diabetes and heart disease
- High incidence of lung cancer associated with alcohol and smoking
- Poor uptake of screening , disease prevention and early diagnosis

**with significantly higher than average levels of referrals to secondary care, non-elective (emergency) admissions and prescribing rates which have significant impacts upon Primary Care resources**



## WHAT'S IT LIKE IN OLD TRAFFORD?



## OLD TRAFFORD VISION



In 2008 The Council and The Trust decided to work in partnership to develop the Old Trafford Masterplan which aimed to **"create a vibrant, sustainable community, with quality housing, excellent environment, and good connections to employment opportunities together with improved retail and community facilities"**

## Old Trafford Masterplan Map



## Shrewsbury Street Option



*'...our most deprived communities are least able to make the necessary changes in their lifestyle. A different approach is required to support these communities: one that better integrates primary care with social care, housing, education, leisure services and other determinants of health...'*

(Local Health Profiles, April 2012; The Primary Care Commissioning Strategy)



## WHY SHREWSBURY ST?

- It is seen by the community as the centre of Old Trafford
- The existing community centre was here
- The land assembly could work (just!)
- OTMP identified it as the best site
- Was suitable for the relocation of the failing GP surgery
- Isobel Baillie Lodge was already being demolished
- St Brides Church offer services that could link to the overall scheme
- Proximity to the fields could be maximised to create a hub for schools and the wider community
- Other locations not central enough or too complex due to land assembly

## WHY WAS IT THE RIGHT TIME?

- Growing recognition that there was a need to support the needs of an ageing population
- TMBC keen to develop an extra care scheme in the north of the borough
- Met the needs of the master plan to develop homes for older people and to free up larger family homes
- Supported the desire to grow the Independent Living offer
- DOH of £3m available

Our vision is to co-create a centre for Old Trafford that empowers local people to work alongside the Trust and other partners to positively contribute to delivering an innovative, multi-use development which puts people first; is delivered for and with the community to meet their future needs and aspirations; and acts as a catalyst for change in the way such developments are viewed, designed, managed, accessed and used.

## Building Limelight with the Local Community – the Co-production Story





# Limelight Community Involvement Dashboard



## Research

### Surveys

- 5 Old Trafford community members trained to carry out research.
- Over 400 surveys completed.
- Door to door.
- Camel event across Old Trafford.
- Pantomime at Old Trafford.
- Kiazen Community Research
- Branding survey
- Bench Marking Visits i.e Spotlight, Bromley by Bow

## Campaigns

### Information distributed via following channels

- Newsletters delivered to 6000 homes.
- Interview on Peace FM Radio / Radio Ramadan.
- Posters and Flyers with key messages.
- Sponsorship of 'Heroes and Sheroes Awards'.
- Regular emails sent out to 'Very Interested People' (VIPs).
- Visited local school assemblies.
- You Said We Did newsletter.

## Engagement

### Events

- School Walk Christmas Grotto
- Sure Start Drop in sessions
- Tea Dance for over 60's
- One to one sessions with existing service providers and groups.
- Visiting local businesses.
- Weekly drop-in sessions at Old Trafford Community centre
- Old Trafford Fun day
- Dark to Light art exhibition
- Lets Celebrate Event
- Attend Old Liaison Group meeting
- Branding workshops
- Ground Breaking Event
- Trafford College workshops
- Decanting groups from Old Trafford Community Centre to different venues in Old Trafford.
- Visioning Events
- Old Trafford Cricket Ground
- Wilmot Dixon introduction and visioning.
- School summer fetes in Old Trafford.
- Job Fairs
- Meet the Supplier
- Meet and Greet new residents Essex Way.

## Planning

### Events to showcase draft plans based on the ideas generated.

- Design workshop St Brides with key stakeholder 51 attended.
- A Taste of Old Trafford February 2014, **225 people** attended.
- Spring in Old Trafford April 2014
- Count Down to Planning in May 2014.
- Lets Celebrate Event

### Design Action Groups

- Interior and Exterior DAG
- Extra Care DAG
- Added Value DAG
- Governance DAG
- Branding

### Added Value

- Taster Days
- Community Projects
- Jobs and Apprenticeships
- School and College engagement
- Use of local supply chain
- Mentoring and support for local businesses.

## Plans presented to the community for feedback



### Countdown to Planning Permission

**Saturday 10th May 2014**  
12pm -2pm at Old Trafford Community Centre

Come along and see the latest draft of the plans before they go for planning permission in June. This is your Community Centre so we need your input and ideas!



**Children's Activities**  
Please bring your children as activities will be provided.

**Refreshments Provided**

For more information please contact Audra Brandy on 0161 968 0314 or email at [thebig.conversations@traffordhousingtrust.co.uk](mailto:thebig.conversations@traffordhousingtrust.co.uk)



WORKING IN PARTNERSHIP  
MAKING OLD TRAFFORD A BETTER PLACE TO LIVE  
[www.traffordhousingtrust.co.uk/your-community/old-trafford-master-plan](http://www.traffordhousingtrust.co.uk/your-community/old-trafford-master-plan)



### A Taste of Old Trafford

Come and taste FREE food from different cultures that make up the Old Trafford Community

There will be cookery demonstrations and samples of food from the diverse and different cultures that make up the Old Trafford community for you to taste and enjoy all free of charge.

### Junior BIG Bake Competition

Age groups 3 - 6 & 7 - 11 years

The theme of the cake has to be something to do with Old Trafford. It can be any size, colour or shape you want. Cakes need to be set out for judging between 12 and 1:30pm for judging at 2pm.

Please have a parent or guardian's permission before competing. Also please bring your cake on the day for it to be considered for entry into the competition.

**Saturday 22nd February 2014**  
12pm -3pm at Old Trafford Community Centre



We will also be showcasing the draft plans for the new community space for the centre. Please come along and tell us what you think of them, do they reflect the feedback you have given us over the last few months?  
For more information please contact Audra Brandy on 0161 968 0314 or email at [thebig.conversations@traffordhousingtrust.co.uk](mailto:thebig.conversations@traffordhousingtrust.co.uk)

This event has been produced in partnership with **Sure Start Children's Centres**



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### Spring into Old Trafford

**Saturday 5th April 2014**  
12pm -3pm at Old Trafford Community Centre

Spring is a time for new beginnings and so we'd like to share with you the revised draft plans for your new Community Centre on Shrewsbury Street.

**Children's Activities**  
Activities will be laid on for children so why not bring them along as well and make it a family day out.

**Refreshments Provided**

For more information please contact Audra Brandy on 0161 968 0314 or email at [thebig.conversations@traffordhousingtrust.co.uk](mailto:thebig.conversations@traffordhousingtrust.co.uk)



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Each event was attended by over 200 community members who gave their views on the plans. These were then reviewed and incorporated into the updated designs before submission for planning

The Plans were discussed with the community at numerous events over the year and reviewed following feedback.



Each event was attended on average by 200 people .

## RESEARCH

**The first community research survey** was carried out by Community Researchers. This Research Project was established to ascertain the views of Old Trafford residents on a number of issues related to the redevelopment of Shrewsbury Street Community Centre . The Project employed and trained a group of residents as community researchers who actively took part in the design, data collection and analysis of the research. This took place over a ten week period and 400 surveys were completed. The group studied a Level 3 Open Awards course in Research Techniques.



**The second survey** was conducted by Kiazen supported by the community researchers who together completed just under 1,000 surveys. The consultation highlighted 91% of people said they were happy for the Design Action Groups (DAGs ) to make decisions on their behalf. As a result 3 groups were set up.

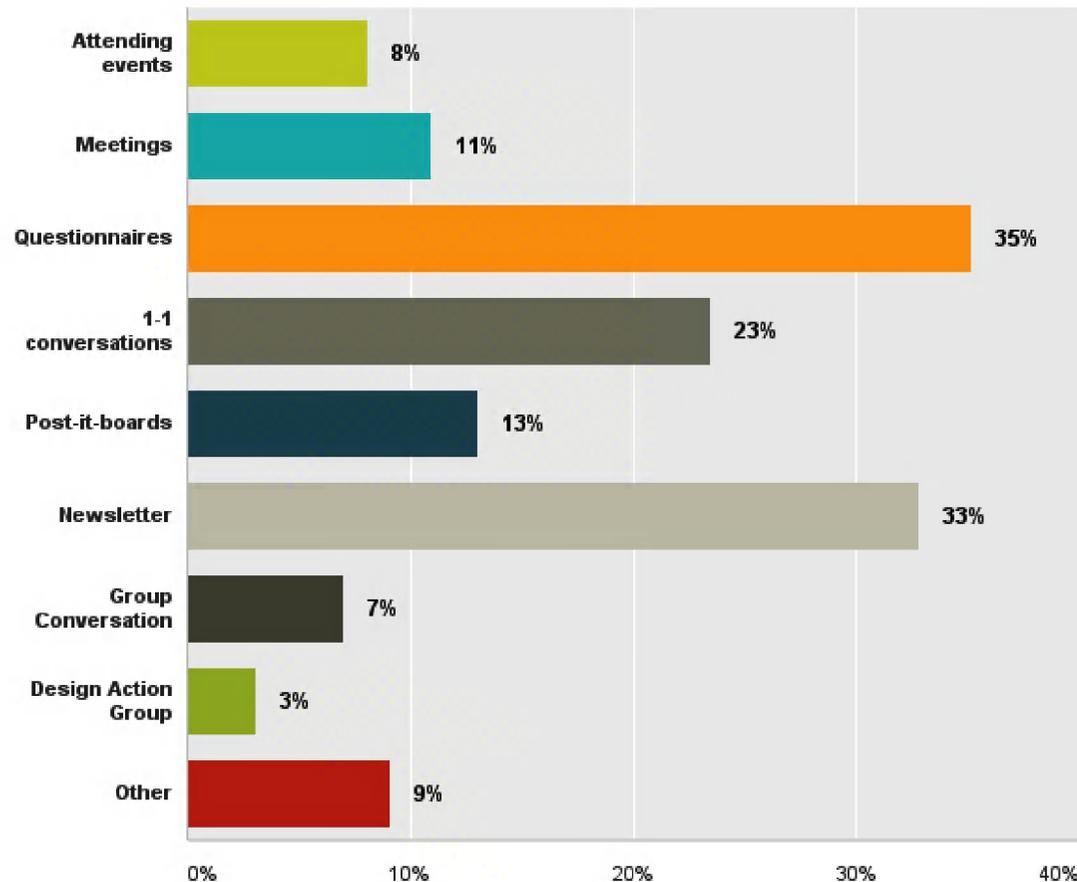
**A third phase** of research consultation was carried out by DJS also supported by Limelight research company.

## Community Research



### Q9 In what ways have you been involved in giving your views about the redevelopment?

Answered: 384 Skipped: 604



988 surveys completed

- 99% said they either loved, liked or could live with the proposed core values
- 90% said they thought the Centre would benefit the wider community

**Design Actions Groups –**  
giving the community a say in the internal and external design, along with the branding and governance





## A Selection of Social and Added Value events held

- Job fairs
- Taster days.
- Litter Pick
- CSCS training and exam
- Health and safety induction and training
- Ivor Goodsite Competition (hoardings 2<sup>nd</sup> place national competition)
- Open days
- Helped to create an outdoor eco gym
- Painted classrooms
- Defibrillator training
- Schools and colleges involved with site visits and assemblies resulting in over 800 young people engaged
- Refurbished kitchen and cellar for food bank
- Sponsored Old Trafford Cricket Club kit.
- Donated probono hours to advise roofing works and write up scope of works and advisory costs.



## Jobs and Training

- 5 Trafford residents employed by Willmott Dixon Partnership Homes
- 21 Trafford residents employed through the supply chain.
- 7 Apprentices employed by Willmott Dixon Partnership Homes.
- 9 Apprentices' employed through the supply chain.
- 142 Trafford residents supported through job club
- 26 people received work experience and mentoring
- 3 Businesses received mentoring



## Visioning and Values for Limelight

Workshops were held with the community and key stakeholders



**Visioning and Values Workshops held with community and key stakeholders, their views and ideas are input into the Governance Design Action group who created the following:**

### **Vision**

Have a vibrant space which inspires flourishing lifestyles and makes a difference.

### **Mission**

To deliver innovative ideas to improve life chances and affect positive change.

### **Strategic Aims**

1. Improve health and wellbeing among residents in Old Trafford
2. Develop a viable and sustainable enterprise
3. To provide learning for all.
4. To increase employability potential.
5. To develop effective partnerships to meet local needs.
6. Be somewhere people can live healthily, happily and safely

## Limelight Management Committee



LMC are the guardians and custodians of the vision, values and the brand of Limelight



## 5 Ways to Wellbeing



## The Extra Care Offer

### The apartment

18 X 1 bed for rent  
42 X 2 bed for rent  
19 X 2 bed for Shared  
Ownership  
2 X 1 bed for Shared Ownership

Fully fitted kitchen  
En-suite bathroom with walk in  
shower  
Video door entry  
Free Wi-Fi  
Assistive technology  
On site Court Manager

### Communal facilities

Lounge  
Terraced garden  
Laundry  
Guest room



## How much?



### *Rented properties – weekly charges*

	1 Bed – rented	2 bed – rented
<b>Affordable Rent</b>	141.41	168.80
<b>Personal Charge</b>	18.26	20.79
<b>Total cost</b>	159.67	189.59

### *Shared Ownership (50% purchase) – monthly cost*

	2 bed shared ownership
<b>Rent</b>	178.18
<b>Service Charge</b>	184.02
<b>Personal Charge</b>	90.01
<b>Total</b>	452.29

<sup>[1]</sup> Based on sale price of £155500

<sup>[2]</sup> Based on sale price of £120000

## A focus on wellbeing

Each activity has been developed to improve quality of life and wellbeing whilst reduce risks associated with aging. Limelight is committed to developing an inclusive and varied activity programme for older people. The provision is focused upon delivering activities for Extra Care residents that are also open to and engage with older people from the wider Old Trafford community. This approach to reducing social isolation locates Extra Care residents as part of a wider community. There will also be a limited number of 'Extra Care' only activities, such as regular coffee mornings, that will offer an opportunity for the Extra Care residents to come together and build a sense of collective identity.



- The provision of social activities that reduce isolation by increasing and strengthening networks (Connect)
- The provision of learning activities that improve and maintain cognitive function (Take Notice, Keep Learning)
- The provisions of physical activities that improve wellbeing and reducing the risks associated with inactivity (Be Active)
- Linking activities to Limelight's volunteering programme (Give)



## Developing Home Care

Started Feb 2015 to deliver 35k hours pa within 3 years.

Will deliver 45k hours in 2017/18 - £800k turnover

Forecasting 90k hours for 2018/19

Ethical employer

Initial focus on private customers or people wanting to top up personal budgets

Manchester City Council and UHSM

Limelight

Extra Care in Trafford

Reablement



# Core service

24 hour staff  
presence

Telecare

Response to  
unplanned  
care need

Commitment  
to improve  
wellbeing

# Key Principles



# Outcomes

