






## Strategic Priorities

					
<b>Increase Housing Delivery</b>	<b>Rebalance the Housing Offer Across Trafford</b>	<b>Address and meet the housing needs of Older People</b>	<b>Develop a planned and quality housing offer for students</b>	<b>Improve existing homes</b>	<b>Provide support for the people who need it</b>

### What are we going to do?

<ul style="list-style-type: none"> <li>✓ Develop and introduce a set of community driven Place Plans incorporating town centre, neighbourhood and master plans to help inform and shape the development both the Local Plan and in turn future development itself.</li> <li>✓ Develop a master-plan led approach to appropriate large/strategic sites.</li> <li>✓ Partner with the private sector (including Registered Providers) to deliver new homes.</li> <li>✓ Identify, utilise and deploy Council assets (land and buildings) to bring forward more sites for residential development.</li> <li>✓ Utilise and deploy our CPO powers to acquire strategically significant sites / assets and bring them forward for development.</li> <li>✓ Proactively identify, negotiate and where appropriate acquire sites to speed up development.</li> <li>✓ Where appropriate package sites to deliver more housing / improved mix / improved viability.</li> <li>✓ Research and explore opportunities to deliver more self and customer build properties.</li> <li>✓ Research and explore opportunities to deliver accommodation through non-traditional methods of construction.</li> <li>✓ Work with investors to deliver more bespoke build to rent accommodation.</li> <li>✓ Regularly review and up-date our evidence base to accurately inform the appropriate mix, type and location for affordable housing – <i>Housing Need &amp; Demand Assessment</i>.</li> <li>✓ Research and explore the potential in Trafford for Community Land Trusts.</li> <li>✓ Introduce and extend the type and range of affordable housing products to meet all housing needs.</li> <li>✓ Research and develop new financial products and support to help local people access homes to rent and buy.</li> <li>✓ Establish a Trafford Housing Fund to provide additional financial support for housing priorities as identified through the housing propositions.</li> <li>✓ Consider local assets in the identification of any new developments and possible impacts on service capacity and demand such as General Practice.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Undertake a Housing Need and Demand Assessment (HN&amp;DA) for Trafford.</li> <li>✓ Develop a set of 'Housing Propositions' for each of Trafford's places and communities.</li> <li>✓ Regularly review our evidence base and through this establish the appropriate number, level and type of new homes needed in each of Trafford's places in order to rebalance the market - <i>Housing Need &amp; Demand Assessment</i>.</li> <li>✓ Provide guidance on the appropriate housing densities in relation to their proximity to services (including health) and key transport hubs – <i>linked to creation of the 'Housing Propositions'</i></li> <li>✓ Support the increase and improvement of connectivity (particularly transport links and health) within and across the borough.</li> <li>✓ Identify and target sources of external and match funding including maximising receipts from planning obligations.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Consult with older residents to establish their housing, support and future care needs - <i>linked to the development of the Older People's Housing Strategy</i>.</li> <li>✓ Develop an Older People's Accommodation Strategy.</li> <li>✓ Increase the accommodation options and choices for Older People including where justified / required extra care, life-time homes and suitable / accessible general market housing.</li> <li>✓ Explore options and support requirements for frail older people who want to stay in their own homes.</li> <li>✓ Explore options to increase social connectivity to support the housing needs of older people including health and wellbeing.</li> <li>✓ Research and introduce a range of financial products and incentives to enable Older People to continue living in their own home or move to a more suitable dwelling - <i>linked to the Older People's Housing Strategy</i>.</li> <li>✓ Explore options and support requirements for 'co-housing' - <i>linked to the Older People's Housing Strategy</i>.</li> <li>✓ Explore options and support requirements for 'Homeshare' - <i>linked to the Older People's Housing Strategy</i>.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Complete the master-planning exercise for 'UA92'.</li> <li>✓ Develop a Place Plan and Housing Propositions for Stretford and its surrounding areas</li> <li>✓ Explore the impact of an increased student population in Stretford, Old Trafford and beyond.</li> <li>✓ Support the appropriate development of new bespoke student accommodation and health provision.</li> <li>✓ Continue to work with local landlords within the Private Rented Sector to improve standards.</li> </ul>	<ul style="list-style-type: none"> <li>✓ Undertake a stock condition survey to establish an up-to-date picture of the condition and quality of homes within the borough and assess any impacts upon health</li> <li>✓ From the results of the stock condition survey, develop a plan and targeted approach to tackle those homes and areas with poor housing.</li> <li>✓ Establish a multidisciplinary approach to both identifying and addressing problems in the private sector.</li> <li>✓ Deploy our statutory and non-statutory powers to address poor standards and conditions in line with our evidence base.</li> <li>✓ Improve liaison and links with private landlords through the establishment of a Private Landlords Forum.</li> <li>✓ Explore and as appropriate introduce a Landlord Accreditation Scheme with a particular emphasis upon those properties and landlords in and around the new university.</li> <li>✓ Develop a new Empty Property Strategy and action plan.</li> <li>✓ Explore affective and cost efficient ways and mechanisms of bringing empty properties back into use (including EDMOs / enforced sales / acquisition / assistance) – <i>linked to Empty Property Strategy</i></li> </ul>	<ul style="list-style-type: none"> <li>✓ Work with and at the GM level to support the GM Action Homeless Network.</li> <li>✓ Review and assess the likely impact of the Homelessness Reduction Act upon the Council's resources.</li> <li>✓ Implement a new GM ICT caseload system for homelessness.</li> <li>✓ Revise Trafford's Homelessness Strategy</li> <li>✓ Develop a Supported Housing Strategy.</li> <li>✓ Explore opportunities to extend and increase the provision of temporary accommodation.</li> <li>✓ Work proactively with private sector landlords to secure more accommodation for homeless households, including the use of incentives, bonds, enhanced tenant support and advice.</li> <li>✓ Ensure access to and awareness of local services Through the Trafford Service Directory</li> <li>✓ Support the establishment and implementation of a Trafford Care Coordination Centre System (TCCC).</li> <li>✓ Agree and establish targets for apprenticeships in construction for local people.</li> <li>✓ Develop pathways into construction jobs and apprenticeships for local people.</li> <li>✓ Support homeless people and those in insecure tenancies into employment and training opportunities.</li> </ul>
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