

Trafford Council

Housing Strategy

2018-2023



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Introduction

Our Housing Strategy sets out an ambitious vision for Trafford. It recognises and plans for accelerated housing development that will support inclusive economic growth, but it very much focuses on people and our plans to reduce inequalities across the borough, building on improving opportunities, health and wellbeing. It is a Housing Strategy that looks to the future, it is underpinned by leadership but works in partnership to deliver its objectives and encourages innovative approaches to some complex housing problems. We are a partner within Greater Manchester and our Strategy clearly sets out how much we value and invest in that partnership.

This Strategy underpins The Trafford Vision 2031, making sure that people are valued, and 'nobody is held back, and nobody is left behind'. It empowers people to help themselves and to benefit as Trafford grows. It is developed so that those people who choose to live in Trafford, now and in the future, can afford to do so, have choice about where they live and the tenure they choose to live in; it is about ensuring safe, clean and sustainable neighbourhoods.

Our strategy for achieving this vision is structured around seven priorities:

- 1. To accelerate housing growth.**
- 2. To support inclusive economic growth.**
- 3. To create neighbourhoods of choice through a better mix of homes and attractive, accessible environments.**
- 4. To reduce inequalities across the borough.**
- 5. To improve residents' health and wellbeing.**
- 6. To increase the range of, and residents access to, opportunities.**
- 7. To reduce homelessness.**

Our Strategy sets out innovative new ways to deliver much needed housing, the role that we will have in delivering that housing and clearly sets our agenda that Trafford Council is 'Open for Business'. We are focusing much more carefully about what we build and where we build it, the distinct roles that our town centres play, how to maximise them and how to encourage new investment.

We are rethinking the ways in which our public services are being delivered, ensuring that our resources are maximised through joint working with other sectors such as Health and identifying and focusing our work on those that really needs our support; our priority is to maximise the outcomes for our service users.

This Housing Strategy sets out what we and our Housing Partners are planning to do to deliver the housing and neighbourhoods needed to achieve The Trafford Vision 2031 and its role in Greater Manchester. It sets targeted, realistic and deliverable objectives, actions and measures over a 5-year period.

Policy and Strategic Context

National Context

The ***Housing White Paper, Fixing our broken housing market*** published in February 2017 proposed a number of changes to reshape the approach to housebuilding and increase housing supply. These include; making it simpler for councils to put Local Plans in place ensuring sufficient land is allocated to meet housing needs, increasing certainty to support developers to build homes faster, diversifying the market by actively supporting more types of small and medium-sized builders to accelerate construction and helping people to buy their own home through a variety of financial products.

The ***Homelessness Reduction Act 2017*** will wholly change the way councils work with homeless people and those threatened with homelessness. It requires councils to seek to prevent homelessness by engaging and working with those households threatened with homelessness 56 days in advance of the date on which they are expected to become homeless (28 days earlier than under the previous legislation). It also requires the provision of tailored advisory services to specified groups including (but not limited to) people leaving prison, young people leaving care, people leaving armed forces, people leaving hospital, people with a learning disability and people receiving mental health services in the community. The Act sets out that councils must assess and develop an agreed Personalised Housing Plan during the initial presentation to the service. In addition, they must help relieve homelessness where prevention has not been an option or successful for a period of 56 days (before any decision on the main homelessness duty) by taking reasonable steps to help those who are eligible for assistance to secure accommodation for at least six months. The Act dissolves the local connections rules at the prevention stage apart from a duty to provide care leavers with accommodation (under the Children Act 1989) to the age of 21.

The ***2014 Care Act*** makes explicit the need for integration of housing along with health and care by including a 'duty to cooperate' and stating that "the provision of housing accommodation is a health-related provision". It also sets out how people's care and support needs should be met and introduces the right to an assessment for anyone, including carers and self-funders, in need of support. The act's 'wellbeing principle' spells out a local authority's duty to ensure people's wellbeing is at the centre of all it does, including the suitability of one's accommodation.

The ***Children and Social Work Act 2017***, introduces a new duty on local authorities to publish a local offer for care leavers, which should include reference to the offer from the local authority with regards to accommodation and wider support.

Welfare Reforms continue to present challenges for residents and Registered Providers. Changes that have already been implemented include: a reduction in the Benefit Cap to £20,000 for families and £13,400 a year for single people, the Under-Occupancy Charge that limits the Housing Benefit entitlement for claimants who are deemed to have one or more spare rooms. Universal Credit has been rolled out fully in

Trafford and from April 2019 Housing Benefit will be moving to the Local Housing Allowance rate. Changes to Universal Credit, including scrapping the seven-day waiting period at the beginning of a claim, making a full month's advance available within five days of making a claim and allowing claimants on housing benefit to continue claiming for two weeks, will help to soften the impact on claimant.

The Autumn Statement 2017 introduced new capital funding, guarantee and loan-based funding of £15.3 billion to support a commitment to provide 300,000 new homes per year by the mid-2020s. In addition, councils will secure extra borrowing capacity in high demand areas to build new affordable homes. Stamp duty has been scrapped on the first £300,000 for first-time buyers (on properties worth up to £500,000). It also announced a review to look at land banking, including considering compulsory purchase powers.

Since the Grenfell Tower Fire tragedy in June 2017, there has been a new focus on safety and listening to residents. A Green Paper has been announced that will involve reviewing the purpose of social housing and the profile of housing has increased with the announcement of Sajid Javid as the Minister for Housing, Communities and Local Government.

Greater Manchester Context

Greater Manchester (GM) is ambitious for economic success and is developing an economic vision towards more inclusive growth – raising growth and productivity, whilst improving social and economic inclusion. It's vision, set out in the *Greater Manchester Strategy*, is to make the region one of the best places in the world to grow up, get on and grow old and to enable everyone to realise their potential – *'to tackle the underlying barriers to participation and productivity ... engaging communities so that their ideas, energy and determination break down those barriers'*. We want GM, and Trafford, to be:



- A place where all children are given the best start in life and young people grow up inspired to exceed expectations.
- A place where people are proud to live, with a decent home, a fulfilling job, and stress-free journeys the norm. But if you need a helping hand you'll get it.
- A place of ideas and invention, with a modern and productive economy that draws in investment, visitors and talent.
- A place where people live healthy lives and older people are valued.
- A place where all voices are heard and where, working together, we can shape our future.

The emerging **Greater Manchester Spatial Framework**¹ is designed to manage the use of land for different purposes across GM, including for housing, economic development and infrastructure, in support of the GM Strategy. It sets the housing targets for each borough and defines specific strategic development sites within particular locations. It shows Trafford's major housing developments fall within The Quays, Western Gateway and Manchester Airport strategic locations. The emerging Local Plan will provide more detail on how the GMSF will be delivered in Trafford.

The GM Housing Strategy highlights the need to accelerate housing growth, to produce high quality housing in mixed tenure neighbourhoods and to eliminate rough sleeping across GM. In support of councils creating 'a housing offer to meet the needs and aspirations of existing and future residents' it points to re-design of the GM Housing Investment Fund, a potential Housing Deal with Government for GM, and new measures to boost the pace of housing development, including on sites with planning permission and through enhancing compulsory purchase order (CPO) procedures and practice.

In February 2015 the 37 NHS organisations and 10 local authorities in Greater Manchester (GM) signed a landmark devolution agreement with Government to take charge of the £6bn health and social care spending and decisions in our city region, from April 2016. There is a funding gap in health across GM close to £2 billion. A Five Year Plan² to radically change the way health and social care is delivered across GM, in order to deliver better care and reduce inequalities for less money, was published in 2015. This will require people and communities taking more charge for managing their own health and wellbeing and the development of local care organisations with multi-disciplinary teams that looking after people's health within the community.

"Greater Manchester has the fastest growing economy in the country and yet people here die younger than people in other parts of England". Five-year plan: Taking charge of our health and care in Greater Manchester.

Trafford Context

As one of the region's economic powerhouses, Trafford plays a big role to play in GM's economy. The **Economic and Housing Growth Framework** cites that over the last 20 years the borough has accounted for almost 1 in 4 new GM jobs and has a highly productive, skilled and entrepreneurial workforce³. Our challenge now is to create the conditions for Trafford's significant economic success to develop further and to be shared more widely both within the borough and across GM. The Framework sets the strategic priorities both for commercial growth and for housing growth in order to provide the homes required to attract and retain a dynamic workforce to support economic growth. There is a clear need to accelerate housing delivery by prioritising and bringing

¹ https://www.greatermanchester-ca.gov.uk/info/20018/greater_manchester_spatial_framework

² Five Year Plan: Taking charge of our health and social care in Greater Manchester <http://www.gmhsc.org.uk/the-five-year-plan/>

³ Economic and Housing Growth Framework 2016 <http://www.investintrafford.com/BusinessSupport/Docs/Trafford-Economic-and-Housing-Growth-Framework.pdf>

forward housing sites alongside employment land. It also prioritises opportunities for the younger population (first time buyers) and low paid workers to access housing.

The *Trafford Vision 2031* sets out our intention for the Council and partners to work together to close the inequality gaps and make the most of Trafford's huge potential so that ***Nobody [is] held back, nobody [is] left behind***. In pursuit of this goal, we are changing the way we provide services so that the focus is on helping Trafford's residents to help themselves and each other, reducing dependency on and demand for services and investing to save. We will create places where people want to live, learn, work, invest and relax. The Trafford Vision has seven overarching Interventions.

These are:

1. Mersey Valley becomes a significant visitor attraction that connects the North to the South of the borough.
2. Trafford becomes a place for active people and for all to benefit from our growing sporting, leisure and cultural assets and Trafford residents and local businesses benefit from the associated visitor spend.
3. We accelerate housing and economic growth so that people want, and can afford, to live here and businesses are also attracted to base themselves in Trafford.
4. Co-designing and co-producing services to enable people, communities and businesses to work together, help themselves and each other.
5. Strong Communities with empowered people driving community-led solutions.
6. Developing a wider education and skills offer that better connects people to jobs.
7. Optimising technology to improve lives and productivity so that residents and businesses are using digital solutions to generate economic growth.

Trafford has a Locality Plan⁴ in place to deliver the GM *Five Year Plan; Taking charge of our health and care*. It sets out Trafford's approach to integrating health and social care and reform of the wider public sector, to close the projected funding gap by 2020-21 of approximately £111 million.

Trafford is committed to asset-based working and to *'co-designing and co-producing services to enable people, communities and businesses to work together, help themselves and each other'* (Trafford Vision 2031 and Trafford Locality Plan 2020).

More detail on the Policy Context can be found in Appendix 1.

⁴ The Locality Plan for Trafford to 2020 <https://democratic.trafford.gov.uk/documents/s9187/Trafford%20Locality%20Plan%20V8.pdf>

Housing market challenges, opportunities and implications

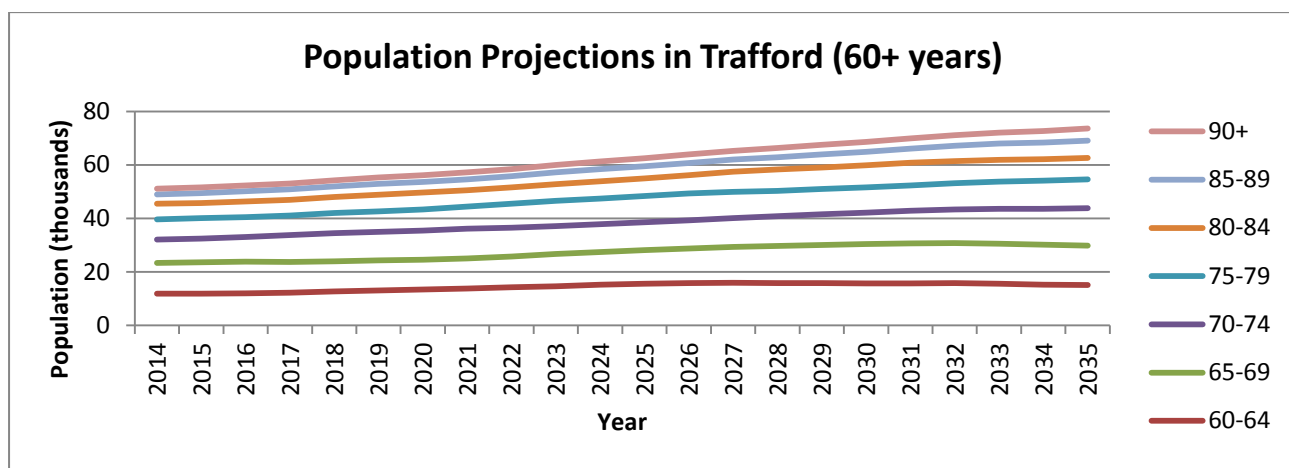
- There are over 97,300 units of housing accommodation in Trafford, home to around 234,000 residents.
- Demand for housing in Trafford is very strong. House prices are high – the average price paid for a property in Trafford in 2016 was £236,000, compared to the GM average of £140,000. Property values continue to rise steeply; during 2016, average values in Trafford have risen by 6.3%. The market is dominated by home ownership (69.3% of homes are owned compared to 60.1% across Greater Manchester).
- There are a relatively high number of larger dwelling types; around 60% of all housing stock is detached and semi-detached. It is these larger, more expensive properties that are not reliant on first time buyers that enable Trafford to ride out external economic downturns reasonably well. Values and sales have recovered well and have shown consistent increases since soon after the 2007/8 downturn. It is a resilient and popular market.
- Private rents are also high, the average rent is £750pcm and less than 10% of rents are within the Local Housing Allowance cap (the level covered by Housing Benefit). Many of the existing homes available are out of reach of lower paid workers, vulnerable people and first time buyers. Rents are increasing (by 3.6% in 2016), turnover of homes is low at around 20% and the time taken to let property is reducing; around three quarters of the borough's wards let properties within 4 weeks of coming onto the market.
- The mean household income of Trafford resident's is £33,848; this is greater than the average for both GM (£25,214) and the UK (£28,296). However the high property prices within Trafford mean that even with the higher median salary, there is an affordability ratio in Trafford (income to property price) of 8.35, vastly exceeding the average ratio of 3-4 times the median salary. This makes housing in areas of Trafford unaffordable for many, in-particular first time buyers.
- On average Trafford households need £25,000 more income to buy the average priced home where they live. This means that many households lack choice in the market in terms of where they live and whether they can afford to buy. Supporting economically active households earning a modest income needs to be a priority for Trafford which sets it apart from many other Greater Manchester authorities which do not face the same issues due to lower property values. Given the economic strength of the borough and its attractiveness to both individuals and families, the gap between average property prices and average income is predicted to widen further over the next few years.
- Affordability is not simply fuelled by the popularity of Trafford's markets but also by a lack of supply. The GM Spatial Framework provides a challenging target of 1,155 new homes to be built in Trafford each year. In 2017, 360 new homes were completed which highlights the significant step change required to increase in the level of housing delivery required.

- Identifying and bringing sites forward which are attractive for development is a problem in the borough; on the positive side developers remain confident and there are a number of large strategic sites planned as well as a significant number of new planning applications and permissions granted more recently.
- The 'delivery gap' – the difference between planning approvals and housing completions – is very large in Trafford. Bringing forward privately owned allocated sites and those with planning consent for development is a significant challenge.
- The current 14,485 units of accommodation in the affordable rented sector (17% of all housing) are unevenly spread across the borough. The sector is dominated by smaller 1 and 2-bedroom properties and 45% are flats/maisonettes and is concentrated in the North of the borough.
- The housing register for Trafford⁵, shows a high level of demand for 1 and 2 bedroom affordable homes as well as increasing demand for all types of property. As at 30 November 2017, there are 3,225 people on the waiting list; 2,622 (81%) of these are for 1 and 2-bedroom dwellings and a further 500 (16%) are for 3-bedroom homes.
- The number of lettings made through the housing register has decreased annually from 301 (9%) in 2015/16 to an expected out-turn of 145 (4.5%) in 2017/18.
- Whilst many households want to own their own home, many do not or cannot afford to. Trafford has a relatively small but popular private rented sector (13.7%) and growing the sector, by providing both city living and family housing while also ensuring quality is a priority. Good management of these homes must be carefully planned.
- Whilst the buoyancy and popularity of Trafford is very positive, this masks geographical differences within markets. There is a clear distinction between the north and south of the borough with the former having a much higher proportion of disadvantaged communities and residents who are out of work and characterised by significant reliance on benefits, lower educational attainment, low household income and low value rented markets). One of the challenges for this Strategy is to work to develop a more balanced housing market, including through a better mix of housing and increasing local incomes.

⁵ a list of those residents who have applied for social housing in borough

Population challenges

- The population is projected to grow by 20,072 households to 2034; this growth will further age the population in Trafford; an additional 10,700 people (8,494 households) will be over the age of 75. The need and demand for more suitable accommodation will continue and the costs of caring for people in older age will increase.



- Overall, Trafford has relatively low levels of disadvantage compared to other GM boroughs, but this hides stark inequalities.
- Men and women in the poorest areas of Trafford start experiencing poor health at the age of 56, whereas in the most affluent part of the borough they remain in good health until 69 (men) and 71 (women), a 13-15-year difference.
- Evidence shows that 1 in 5 children, or 20.5%, live in poverty in Trafford⁶.
- The proportion of children living in poverty differs considerably between the wards; in Timperley ward 6.9% of children live in poverty compared with 42.8% in Clifford ward, a variation of 35.9%.
- The above provides an indication of some of Trafford's neighbourhoods '*not having shared in the benefits that economic growth brings. The deprivation that results damages the life chances of current and future generations and acts as a drag on the economic potential of the city region as a whole*' (GM Strategy 2017 s1.7).
- Addressing these challenges, by reducing inequalities across the borough, is a priority. Delivering a better mix of housing, in terms of type, size, tenure and affordability, to provide more people with better access to homes in all neighbourhoods, is one of the ways we will work to reduce inequalities.

⁶ Trafford Locality Plan www.infotrafford.org.uk/locality-plan

Achievements and future potential

- In quarters 1, 2 and 3 of 2017/18 planning consent was granted for 2,261 new units which provides a significant opportunity to increase development rates.
- A master-planning exercise involving the local community has been successfully completed for Stretford and the Refreshed Stretford Masterplan was approved by the Council in January 2018. It includes the creation of a new university facility (UA92), delivery of new purpose built student accommodation and development of residential units (including affordable housing) with a focus on Stretford Town Centre and the Civic Quarter Area.
- Phase 1 of the 'Future Carrington' scheme received planning consent for 725 properties and 1 million sq.ft. of employment space. Further master-planning is underway and there is the potential to ultimately deliver a total of up to 11,500 new homes.
- Old Trafford Masterplan has been agreed delivering 241 new residential units along with 435 apartments refurbished, 382 non-decent homes standard apartments demolished and a further 443 homes improved to decent homes standard to date. There are further opportunities for the delivery of new residential units, comprising a mix of types and tenures, on land owned by the Council and Trafford Housing Trust.
- A brand-new state of the art extra care facility called Limelight was opened in Old Trafford by Trafford Housing Trust in late 2017.
- A mix tenure scheme providing 68 new homes in Stretford and developed by Great Places Housing Group was recognised by Royal Institution of Chartered Surveyors in the North-West Awards 2016 Residential Category.
- A new 60 home affordable housing scheme developed by Adactus Housing Association close to Old Trafford metro stop on a site that had been a local eye sore and magnet for vandals.
- Housing Options Service Trafford (HOST) was rated among the best in the country for addressing homelessness through the peer review 'Gold Standard Challenge'. The service has provided advice to almost 83,000 residents, helped prevent over 2,200 households becoming homeless and found homes for 646 homeless households.

1. Creating great places to live

The success of Trafford in achieving our goal of a strong economy that works for all its residents and for Greater Manchester depends primarily on our ability to create great places and neighbourhoods where people want to live, learn, work, invest and relax.

Getting the right mix of different types of homes in neighbourhoods that are sustainable in terms of popularity, safety, environmental quality and access to services is essential. Businesses will be attracted to locate themselves close to popular residential places where they can source suitable employees, or close to places that are easily accessible for them i.e. close to transport links. Trafford will also need to ensure that alongside sufficient homes to cater for the needs of highly skilled workers, there are opportunities, particularly for the younger population (first time buyers) and for low paid workers, to access the local housing market⁷. Popular, healthy homes and places create the conditions for people to be happy, healthy and productive in their work.

New housing development will be concentrated in locations that support urban regeneration, minimise environmental impacts, reduce the need to travel, and are, or can be made, most accessible by public transport, cycling and walking. Where possible, brownfield land will be reused, and urban open spaces protected. Development will be managed to ensure it makes a positive contribution to the quality of places and the wellbeing of people delivering genuinely sustainable neighbourhoods with supporting facilities and services.

1.1 Place Plans

To support delivery of the Trafford Vision 2031, local communities will be invited to work in partnership with the Council to draw up Place Plans that set out the aspirations for the places where they live. Place Plans will cover the whole of the borough and will incorporate the town centre plans, neighbourhood plans and masterplans – such as the masterplan for Stretford. These Place Plans will inform the development of the emerging Local Plan and will be supported by the Planning Framework.



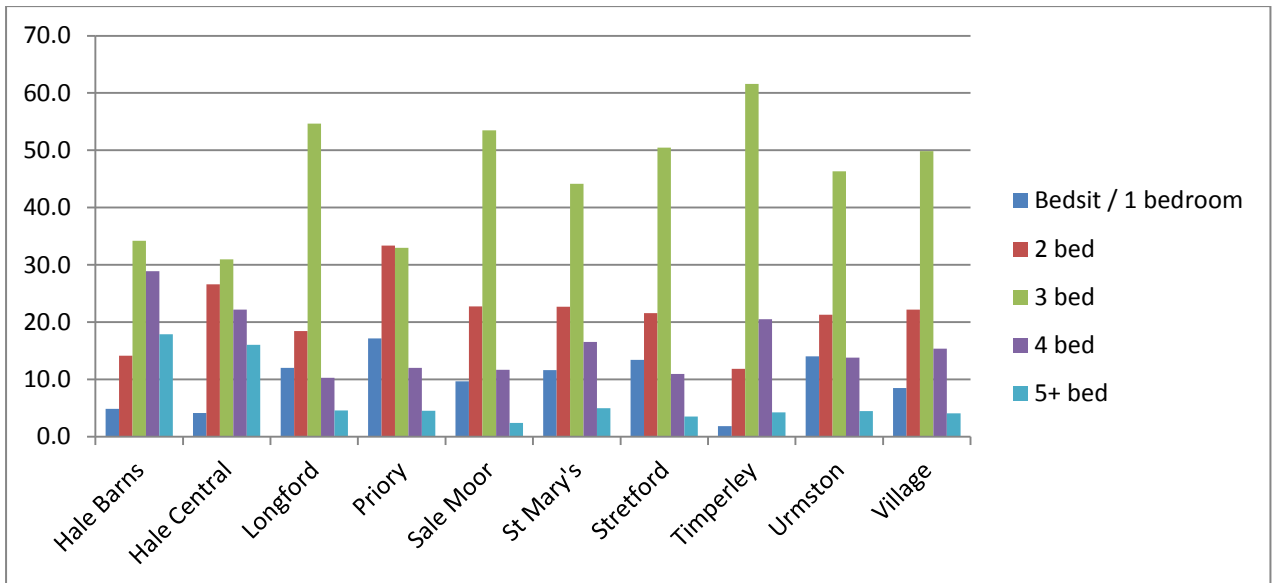
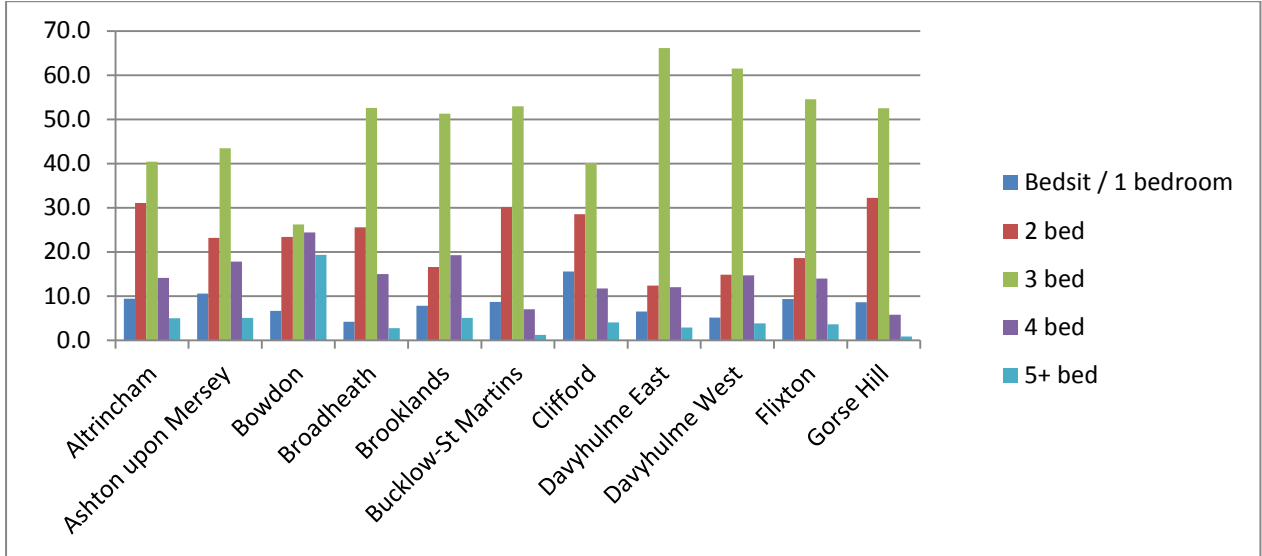
Place Plans will feature the roles of community groups and the voluntary sector in contributing to public life working alongside public service providers. There will be a focus on the spaces between the homes and buildings – making sure there are plenty of attractive shared spaces where residents are inspired to meet and interact. They will also include planned new development, such as housing, transport and active travel routes, retail, schools, business locations, green spaces, leisure facilities, amenities.

Place Plans will set out the vision for creating great places in each part of Trafford. They will reflect the ambitions of local people.

⁷ Trafford Economic & Housing Growth Framework – Final Report June 2016 New Economy

1.2 Rebalancing housing across the borough

There is currently a very large variation in the different types of homes in different neighbourhoods within Trafford (see Appendix 2 for details)⁸.



One of the key priorities for this Strategy is to deliver a better mix of homes in each place. This means developers and registered providers actively diversifying the mix of different types of new

⁸ The Housing Market in Trafford September 2017 arc⁴

homes, as well as offering a wider range of housing products that enable people to rent and buy their home. Our aim is to create more balanced and diverse communities, making it possible for more people to live in homes they want and can afford in more of the places within Trafford, and to even out the inequalities between places.

1.2.1 Rebalancing housing through Housing Propositions

The proportion of homes of different types, sizes, tenures and affordability in each place, and how that changes as new homes are built, is important because the nature of the housing and the housing products available will determine who lives there; it is part of what defines a place and determines its function within Trafford and GM.

We will build a range of quality housing to attract people to Trafford and support residents to buy their new home. (Trafford Vision 2031)

We will do this by developing 'Housing Propositions' for each of Trafford's places alongside each of Trafford's Place Plans and Local Plan and in consultation with local residents, our partners and other stakeholders including 'health, education, and highways'.

These will set out the type, size, tenure and affordability of new homes that are built and where, and how that will help to balance the profile of housing in each place. The Council will consult on appropriate mechanism to deliver these propositions.

Housing Propositions will explain how new housing development will, over time, change the housing offer in each place, making places more accessible to more people and reducing inequalities across the borough to support the Trafford Vision 2031: 'No-body held back, nobody left behind'

Each 'Housing Proposition' will:

- set out both the current and future target mix of type, size, tenure and affordability of homes relative to local incomes for that part of the borough.
- set out the contribution that the future target mix for that place will make, ensuring that no household has to pay more than 30% of their household income on housing costs (a commitment in the GM Strategy 2017).
- set out the number of new homes of each type, size, tenure and affordability (in relation to local incomes) required to achieve the desired balance of homes over a specified period.

- provide a steer on density, reflecting the type of dwelling and its location e.g. expecting homes close to transport hubs to be built at a higher than average density.
- explain how this mix of new homes, the people who live in them and any other local development and infrastructure together will help to achieve both the Trafford Vision 2031 and the GM Strategy.
- explain how this mix of new homes will:
 - enable people who have different income levels and at different stages of their lives to achieve their housing ambitions – whatever those ambitions may be.
 - enable those affected by welfare reforms to secure a home they can afford.
 - support a compelling vision for the life of the community and achieve the overall vision for that place as articulated in the Place Plan.
 - increase connectivity by making the most of current and future public transport.
 - promote active travel arrangements e.g. providing walkways and cycling paths and reduce the requirement for parking places.

These Propositions will be the starting place for discussions with developers and will inform master-planning exercises. Trafford will support development in line with the Housing Propositions including through employing a range of new tools to support site viability (see section 2.3).

We will monitor the match between homes delivered on the ground and the ambition in the housing propositions.

2. Delivering housing and economic growth

We are committed to accelerating housing and economic growth in Trafford⁹. This means developing significantly more homes of the right type, tenure, size and affordability in the right places, as well as enhancing existing homes so that both Trafford residents and newcomers to the borough can find a suitable, desirable home they can afford.

2.1 How many new homes?

The 2016 Draft Greater Manchester Strategic Framework (GMSF) set a target of around 227,000 additional homes (net) to be delivered across Greater Manchester over the period 2015-2035 to accommodate its growing population. The distribution of development in that draft plan suggests that the total number of new homes to be accommodated within Trafford up to 2035 will be 23,100. This is to house a projected growth in the number of households of around 20,000 to 2034 to meet both existing and unmet need.

⁹ “We accelerate housing and economic growth” is the 3rd of the Overarching Interventions in the Trafford Vision 2031.

For Trafford, this represents an annualised target of 1,155 dwellings¹⁰.

We are planning to increase the home building rate in the borough to achieve these targets.

The need for accelerated housing growth is reinforced in the Economic and Housing Growth Framework, which indicates insufficient homes can constrain economic growth. Fewer than 400 homes have been built each year over the last 9 years which is significantly less than what was planned for locally in the Trafford Core Strategy and around one third of the proposed target in the GMSF. This is despite the fact that there are more than 12,000 homes in the planning pipeline for Trafford; these new homes are not being built sufficiently quickly¹¹.

In response to this, we are taking a proactive approach to monitoring build rates, identifying stalled sites and working proactively with developers to remove barriers to housing development and get development back on track.

2.2 Where will they go?

The Draft GMSF 2016 identified a number of sites in Trafford that would make a significant contribution to delivering new homes, such as Carrington, totalling c15,000. A range of sites within the urban area were also identified to contribute to the Draft GMSF housing figures which included Partington Canalside, Pomona/Cornbrook, Trafford Waters and sites within the town centres.¹²

Since the Draft GMSF 2016 was published, a comprehensive and detailed review of sites has been undertaken and a second draft GMSF (GMSF 2018) will be published for consultation in the Summer of 2018. The number of new homes identified in 2.1 could therefore change and the exact figures are unknown at this stage, however the Council will work closely with GM partners, the private sector and RP's to deliver the GMSF going forward.

2.3 Who are we building for?

2.3.1 People who need affordable homes

In 2016 median property values were at £236,000 and £165,000 for lower quartile property values. The Trafford State of the Nation Report published in February 2017 confirmed that there is an affordability ratio in Trafford (income to property price) of 8.35, vastly exceeding the average ratio of 3-4 times the median salary. On average, Trafford households need £25,000 more income to buy

¹⁰ Further details can be found in policy GM5 of the GMSF. These figures could change following finalisation of a new national methodology for determining local housing need Planning for the right homes in the right places, DCLG 2017 https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/652888/Planning_for_Homes_Consultation_Document.pdf

¹¹ <http://www.trafford.gov.uk/residents/community/docs/Trafford-Economic-and-Housing-Growth-Framework.pdf>

¹² For updates, see the Trafford core strategy <http://www.trafford.gov.uk/planning/strategic-planning/local-development-framework/core-strategy.aspx> and other related planning documents

the median priced home in their LSOA. At 30% of income this would be roughly the equivalent of having three more full time employed local average incomes per household.¹³

This presents difficulties in terms of recruitment and retention for both businesses and public services because lower paid staff cannot afford to live in the borough. This may be holding back the local economy and, anecdotally, is causing recruitment and retention problems in some parts of the public sector such as social care. The provision of new affordable homes is therefore critical.

The findings from the latest update of housing need calculations for Trafford reveal that the level and scale of the imbalance (shortfall) of affordable housing within the local housing market is 446¹⁴. Analysis further reveals that the type/size of affordable dwellings required is principally for smaller 1 and 2-bedroom dwellings (apartments, houses and bungalows) together with 3+-bedroom homes¹⁵. This demand pattern is reflected through the housing register and will be reflected in planning negotiations.

The introduction of housing benefit accommodation size limits for those under 35 means that demand for shared accommodation by young people is likely to increase. Currently, 28.5% of those on the waiting list are under 30 and 56.5% are under 40.

The Council's definition of affordable housing states that housing should '*meet the needs of eligible households including availability at a cost low enough for them to afford, determined with regard to local incomes and local housing prices*'. It includes social rent, affordable rent and a wide variety of intermediate options that includes homes for rent or purchase at less than market value including shared ownership.

We intend to increase the supply of affordable homes of the right size and type to meet this shortfall as well as provide for future needs. The relative proportions of affordable homes required to balance up the housing market in different places will be assessed and planned for through the Housing Propositions.

2.3.2 Middle income households – growing the intermediate market to rent and buy

Affordability of housing is a problem for a significant proportion of Trafford's households, including those in good paid work with career prospects sometimes referred to as the 'squeezed middle'. To address this, we intend to promote growth in the private rented sector and also to promote more homes in the intermediate market, both for sale and for rent and with greater flexibility to move between the two tenures.

¹³ The Housing Market in Trafford September 2017 arc⁴

¹⁴ Affordable Housing Need in Greater Manchester Draft SHMA January 2018

¹⁵ See Appendix 2

Growing the private rented sector

Trafford has a relatively small private rented sector and over the last 16 years or so it has grown at around half the rate of the sector in the rest of GM. Homes that become available for letting tend to be let very quickly suggesting that it is in high demand and mainly meets the needs of households that are not reliant on welfare benefits and who have the resources (such as money for a deposit) to move quickly to compete for a home they want. Just 8.2% of market rented homes that come onto the market are available at Local Housing Allowance (LHA) levels¹⁶.



This may be constraining Trafford's economy by limiting the availability of this flexible form of housing that often provides accommodation for households moving to a new place for work or who may be thinking about settling for a limited period. There is also a lack of supply in the sector to meet the needs of Trafford's families.

We want to increase the proportion of quality homes available in Trafford for private rent. We will work with Registered Providers and developers to support this ambition and will actively promote take up of Build for Rent, supported through the Homes England Homebuilding Fund. We will also encourage Registered Providers or others to offer a high-quality management agent (landlord) service to reduce the long-term risk to developers taking this option.

Diversifying the range of products available to support intermediate options

We intend to support a greater range of 'intermediate' products that enable people who can't afford to purchase a home on the open market and who can't get access to affordable housing either, to access a home they want.

There are several national schemes already available. The Council's aim is not to replicate these, but to consider developing specific products that help to fill a gap in Trafford's housing market.

We will explore a range of products including shared ownership and shared equity, intermediate rent, keyworker homes and a rent-to-buy product to enable households with ambition to own their home to start by renting and transition to full ownership over a period of time – which we believe could be popular in Trafford.

2.3.3 Housing for older people

Trafford has a growing older population. In the next 20 years there will be 73,600 people over the age of 60, this compares with 51,600 in 2015. There will be an additional 10,700 people over the age of 75.

¹⁶ Local Housing Allowance rates determine the amount of rent that can be met through Housing Benefit.

It also has high levels of under-occupation as older people continue living in their family homes into their old age. Continuing to live in a home that is larger than required into old age is not ideal; it can lead to social isolation and loneliness, daily chores become too onerous, heating bills for a large home are too high.

We will consult our active older residents to find out what sort of accommodation they would find attractive and where. Based on what we find, we will develop an Older People's Accommodation Strategy that will embrace both active older and frail older people. As well as setting out how we will increase the housing options available for older people and assistance with choosing and accessing those options, this Strategy will also address the issue of social isolation and ageing and will contain some actions for enabling people to stay connected as they grow older. It will be informed by the Strategy for Age-friendly Greater Manchester¹⁷.

The Older Person's Accommodation Strategy will include, for example:

- A relationship-based approach to helping people to work through their options and help them to 'right-size' – by training relevant officers to work with FirstStop HOOP (Housing Options for Older People) resources to assist people to make good and timely decisions regarding their changing housing requirements.¹⁸
- A summary of some of the common, popular features of older people's housing and how we intend to build these features into new homes.
- Financial products and incentives that will enable older people to either continue living in their current home (e.g. equity release) or move to a more suitable home (e.g. a smaller dwelling close to amenities).
- Possibilities for co-housing, where older people choose to live 'independently together' having their own private space as well as some shared facilities¹⁹.
- Adaptations to people's current homes, including dementia features, enabling people to stay living in their current home for longer.
- Support Homeshare²⁰ – where an older person offers accommodation to a younger, more able person who provides low level support with day-to-day tasks.
- Long term suitable homes and independent living spread across sites in all parts of the borough – with plans for them incorporated within the Housing Propositions – so that people can find a suitable home close to their existing home, friends and neighbours rather than facing the disruption of moving to a whole new neighbourhood.

¹⁷ Strategy for Age-friendly Greater Manchester

<https://www.ambitionforageing.org.uk/sites/default/files/Strategy%20for%20Age-Friendly%20GM.pdf>

¹⁸ First Stop Housing Options for Older People <http://hoop.eac.org.uk/>

¹⁹ See UK Cohousing for more information on cohousing: <https://cohousing.org.uk/>

²⁰ Homeshare is currently being offered through PossAbilities CIC

2.3.4 Housing for students at a new university

Trafford Council, in partnership with Lancaster University, Microsoft and Bruntwood, will be developing a new university - University Academy '92 (UA92) - in Old Trafford with new purpose-built student accommodation planned. UA92 aims to take 650 students in September 2019 as part of its first intake rising to c6,500 after ten years. As part of this planned approach, the Council has already adopted planning restrictions to control residential properties in Trafford being converted into Houses in Multiple Occupation (HMO).²¹ We will



contribute to this planned approach supporting growth through the Housing Propositions and working closely with the private rented sector.

2.3.5 Innovative design of new living environments

Lifestyles are changing. Living alone is more common and traditional family structures less common than in the past. What people want from the spaces they inhabit is changing.

In particular, the 'sharing economy' is growing, enabled by digital technologies, and more people are considering sharing their space. For example, older people occupying larger homes sometimes take lodgers both to supplement their income and often for company too. Some families may be content to have shared gardens where their children can play together safely and communal places to grow food have become popular. Working patterns are changing and as Trafford has high self-employment levels, this opens up opportunities for shared 'co-working' spaces in communal areas.

Trafford's registered providers intend to embrace innovation and work with customers (buyers and renters) to find out more about what they want and co-design new living concepts and environments with them. Together, we will explore the following types of new living concepts:

- Co-housing, where people live 'independently together' having their own private space as well as some shared facilities²².
- Self-build and custom-build options – where people become more involved in designing and building their home, sometimes learning construction skills in the process.
- Community Land Trust – that has the potential to remove the land value from house prices (since the land is held in trust) making the homes more affordable.
- Modular homes – using modern factory assembly line techniques to build well designed, econ-friendly, high quality homes available at a reasonable price, more quickly.

²¹ We will do this following the Council's Article 4 Direction

²² See UK Cohousing for more information on cohousing: <https://cohousing.org.uk/>

2.4 A toolkit of interventions to support housing delivery

We are serious about accelerating housing growth. As well as liaising with developers on a site-by-site basis to speed up delivery we are putting in place new measures to deliver against our plans. We want to be a cutting-edge investor, working at the forefront of best practice and creating opportunities to maximise new housing delivery.

We will promote and offer our support to make the most of funding opportunities that are available through national programmes and as a partner of GM Combined Authority.

We are also developing a ‘toolkit’ of interventions and investment opportunities to increase the delivery of new homes.

Over the lifetime of this Strategy we will:

- Partner with the private sector and registered providers to deliver new homes. We will utilise our assets and planning powers to bring sites forward and will invest directly in building new homes.
- Through a masterplan-led approach we will create new sites and opportunities to build new homes. We will proactively identify strategic sites for demolition / acquisition / partnership led development and if required use our CPO powers to do this. Where key sites are not being brought forward for development, we will consider entering negotiations to acquire the sites in order to speed up development.
- Review our evidence base for the type and location of affordable housing required in Trafford. We will take a flexible approach to where new affordable homes should be built, extend the range of products currently being delivered and take a more strategic approach to packaging sites and programmes for delivering of affordable housing.
- Identify sources of funding that might be drawn together to create a Trafford Housing Fund. This will enable us to provide small loans and ‘gap funding’ to support specific sites in order to make them viable so that we are better placed to achieve the right mix of homes in the right places in line with the Housing Propositions. This Fund would be complementary to the GM Housing Fund. We will proactively promote growth of the market rented sector. We will develop an evidence base of need and demand and develop targets that will inform the Housing Propositions and planning negotiations on specific sites. We will identify and work with investors to fund new build to rent schemes across the borough.
- Recognise the important role that alternative delivery models such as Community Land Trusts and self-build options can have for local people to access the housing ladder. We intend to develop a support strategy to ensure these options are available in Trafford.

- Ensure that the Council has the appropriate tools to maximise receipts in relation to affordable housing S106 contributions.
- Develop new financial products, unique to Trafford, to support local people to access homes to rent and buy. We will complement existing national products and will have the flexibility to use The Housing Fund to do this.

3. Improving existing homes

3.1 Social and affordable housing

In 2016, a GM-wide 'housing form and function' debate was started to explore how the social housing sector might need to change over the period from 2016 to 2024. This debate takes place in the context of some very large changes in society that are affecting housing trends, including: the ageing society, falling rates of owner occupation, acceleration of private renting, low volumes of new housing supply, increases in overcrowding, falls in vacancies to very low levels, increased use of private rented sector for benefit claimants, concentration of housing benefit claimants in social housing in the over 50s age group.

We are playing an active role in this debate and intend to work with housing partners to embrace the findings.

Housing partners are involved in a range of regeneration activities with local communities in different parts of the borough, depending on where their homes are located. For example, Irwell Valley has a large stock holding in Sale West, Trafford Housing Trust has homes across the borough and Your Housing Group is active in Partington.

All registered providers are looking at how to make best use of their existing homes through a mix of planned maintenance, refurbishment and remodelling to meet changing requirements.

The Strategic Housing Partnership will consider how this regeneration and improvement work might be coordinated more actively within our Place Plans and Housing Propositions to create a bigger positive impact in places.



Regeneration of our social housing areas is necessary to raise the quality of life of existing and new residents and better connect them into local and GM economic opportunities. We will re-examine the role of social housing, making sure that it is used to help meet real need and to support people to gain or regain their independence (GM Strategy, s8.10)

3.2 Improving existing private housing

3.2.1 Improving private homes

We will carry out a stock condition survey to get a detailed understanding of the condition of private housing across the borough, where the biggest problems are and the nature of the problems.

We will use the information we gain to take an increasingly targeted approach to how we invest to tackle poor conditions in Trafford's existing private housing and make it safe.

A core principle running through all our housing policy is that nobody should live in unsafe housing – owner-occupier, private rented, or social rented – and Greater Manchester partners will work together to ensure all our housing stock is safe. Good quality housing is a key factor in ensuring the health and wellbeing of the population and a new Health and Housing programme will target improvements in poor quality housing which is detrimental to resident health. (GM Strategy, s8.11)

Our plans for developing this targeted approach are set out in sections 4.3.

3.2.2 Improving the private rented sector

More of Trafford's residents are becoming reliant on the private rented sector to meet their short and long-term accommodation requirements, because of the difficulties in accessing home ownership. It is our intention for conditions in the sector to improve over the period of this strategy.

We will also work with private landlords and tenants to improve the standards of housing in the private rented sector. Improving the quality of private rented stock can have a major impact on the sustainability of a local area, making it a neighbourhood of choice where people want to live. (GM Strategy, s8.11)

We will:

- continue to meet our legal requirements with respect to licensing Houses in Multiple Occupation and responding to complaints under the Environmental Protection Act.
- encourage developers who build new homes for private rent to engage high quality managing agent services, to provide a professional landlord service to tenants.
- take a proactive, targeted approach to address problems relating to poor property condition or management – by working with multi-disciplinary locality teams and others to identify and prioritise homes occupied by vulnerable people (see section 4.3.3).
- aim to liaise positively with landlords to solve any problems found or to employ legal powers as appropriate (including new ones in the Housing and Planning Act 2016) to tackle poor landlords who we know have committed particular housing offences.

We will also explore:

- Models for Landlord Forums adopted by other Councils in high demand areas with a view to establishing one in Trafford so that we can develop a constructive dialogue with landlords.
- Establishing a Landlord Accreditation Scheme that benefits landlords that meet high standards, and how such a model might work in relation to landlords with properties close to the new university.
- Whether there may be a case for introducing Selective Licensing in some parts of the borough – to drive up standards in areas with high levels of private renting.

3.2.3 Action on empty homes

In December 2017 there were approximately 1,650 empty properties in Trafford. Of these around half have been empty for over 6 months (847 properties) which means they represent an unused asset and are potentially a problem in terms of their negative impact on the community.

We will develop an Empty Homes Strategy to tackle long term empty properties. With a new approach to target the limited resources available for dealing with empty homes. It will work in partnership with local community groups and elected members to:

- Identify those properties that the community would like to prioritise for action.
- Explore options for addressing the issue.
- Draw up a plan of action.
- Keep residents abreast of progress.

We will consider employing the full range of legal actions including those in the Housing Act 2004 and specific measures such as Empty Dwelling Management Orders. Where these actions fail, we will seek to find a way to purchase the property, refurbish it and make it available for a family in need or for sale.

4. Supporting people – their housing, health and wellbeing

The Council, the Housing Options Service Trafford (HOST) and housing partners work directly with people in many ways to improve their housing, health and wellbeing. This aspect of their work is important both in terms of its impact on their quality of life and because it helps to improve people's ability to play a productive part in the workforce.

New legislation (the Homelessness Reduction Act 2017) and a concerted GM-wide effort to tackle homelessness will change the way we work to prevent and relieve homelessness. The devolution of the health and social care budget to Greater Manchester, and the consequent changes in health and care services outlined in the Locality Plan for Trafford 2020 present an opportunity for housing to become more integrated and aligned with the boroughs health and care services. We also intend to take a more strategic approach to supporting the most vulnerable people, including care leavers.

4.1 Helping people to find a suitable home

The Housing Options Service Trafford (HOST) provides a range of advice and support to help people to explore their options and find a home that suits them and meets their needs. This includes Trafford Homes Search²³ through which people can gain access to a home through one of our housing partners. It includes providing cash bonds in some circumstances to cover the deposit on a private rented home. HOST also runs Trafford's homelessness service, undertaking assessments of homeless people and those threatened with homelessness, and working with those eligible for assistance to secure suitable accommodation.

4.2 Action on homelessness

Action to reduce homelessness is a priority for us. We are preparing to implement the new Homelessness Reduction Act²⁴ (HRA 2017) for the prevention and relief of homelessness and to embrace changes being driven by the GM Mayor through the GM Action Homeless Network.

Homelessness and rough sleeping have been growing problems in Greater Manchester over recent years, exacerbated by financial insecurity, health issues and family breakdown, as well as a lack of appropriate housing options. This strategy identifies homelessness as a key priority to tackle in Greater Manchester with the objective of ending rough sleeping by 2020 and tackling the causes of homelessness (GM Strategy s8.2)

²³ Trafford Homes Search <https://www.traffordhomesearch.co.uk/>

²⁴ See appendix 2 for details of the Homelessness Reduction Act 2017

The GM-wide approach:

- Embraces the new requirements in the Homelessness Reduction Act 2017 (HRA 2017), to start working earlier and more intensively with households to prevent and relieve homelessness.
- Requires registered providers to deliver on the GM Homelessness Pledges to support the Housing First programme which is an evidence-based approach to successfully supporting homeless people with high needs and histories of entrenched or repeat homelessness to live in their own homes. The programme will be delivered by increasing rehousing opportunities for people living in temporary and supported accommodation, develop models of support for those moving to a secure tenancy, identify and refer suitable people into the Greater Manchester Motiv8 programme led by New Charter Housing²⁵.
- Has adopted a GM Homelessness Trailblazer to drive forward a common approach and ensure the same quality of service across the 10 GM authorities, supported by a single data system across GM, and through seven themed strands of work.
- Includes a Social Investment Bond (SIB) Project to address entrenched rough sleeping by implementing a coordinated support service through the GM Homes Partnership²⁶.

Under the new duties of the HRA, we are anticipating higher numbers of applicants due to removal of the requirement for them to have a local connection and will have responsibilities towards eligible applicants for a longer period. We will need to increase our capacity to adopt a more proactive approach to preventing homelessness in line with the HRA 2017. We will do this by assessing the impact of the Homelessness Reduction Act on HOST including:

- A review of staffing numbers required to deal with a heavier caseload.
- Adopting and using the new GM-wide ICT system to manage the caseload.
- Working with registered providers to managing 'Homelessness Pledges' and to allocate a portion of homes into the Housing First programme.
- Extending the provision of temporary accommodation to enable us to meet the new 56-day duty to relieve homelessness.
- Securing an increase in the number of private homes available for rent to those eligible under



²⁵ Motiv8 supports people aged over 25 across Greater Manchester who need support to get their lives back on track <http://www.motiv8mcr.org/>

²⁶ GM Homes Partnership is a consortium of GM registered providers, private rented sector partners, social investment partners and voluntary sector partners that has been commissioned to work with entrenched rough sleepers who are experiencing multiple needs and aren't receiving the support they need

the HRA2017 through a mixture of tenant support, landlord incentives and proactive enforcement.

4.3 Improving health and wellbeing through our Locality Plan for Trafford 2020

GM is pioneering a new approach to health and care across the region to improve health and care services, reduce health inequalities and reduce the cost of provision. Each of the 10 GM Councils has a Locality Plan in place to guide the transformation at the local level.

The Trafford Locality Plan to 2020²⁷ sets out our approach to health and social care service redesign to close the projected funding gap by 2020-21. The Plan promotes self-help and building a resilient community and re-defines the role of public services ‘to provide specialist expertise and a safety net where there is no support available’.

The main actions in the Trafford Locality Plan include:

- Establishing Trafford Care Coordination Centre (TCCC) System – offering clinicians and patients access to a comprehensive, interactive Directory of Services to support wellness.
- Four neighbourhood ‘hubs’ for out-of-hospital services each with a Multi-Agency Locality Partnership – in the North, South, Central and West of Trafford.
- Greater promotion of self-help to build resilient communities through signposting to community, third sector, voluntary groups and support services, advice and information, a Directory of Services, asset-based locality working and coproduction with communities to fashion services that are relevant to communities’ requirements.
- A single point of access for registering concerns about safeguarding of vulnerable people and development of an ‘All Age Multi-agency Safeguarding Hub’ (MASH).
- A new approach to support families in crisis, working with both children’s and adults’ services and integrated at neighbourhood level, called ‘Keeping Families Together’.
- Coordinated homelessness and housing allocations.
- Measures to improve property conditions and neighbourhoods.
- Increasing opportunities for Trafford’s residents to gain productive employment.

This section sets out the steps that we will work with our partners to integrate housing into the new health and social care systems to make locality working a success in reducing health and economic inequalities.

4.3.1 Housing support services within the multi-agency teams

Working with health and care colleagues in the Children, Families and Wellbeing Directorate and the Clinical Commissioning Group, we will consider the case for placing housing specialists providing support on a range of housing matters, within the Multi-agency Locality Partnerships

²⁷ Trafford (Partnership) Locality Plan to 2020, Taking charge of our health and social care
<http://www.infotrafford.org.uk/locality-plan>

working from each of the four hubs in the north, south, central and west. This is to enable a rapid, preventative response for people in the health and social care system that have housing problems that are compromising their health. We will do this in partnership with health and social care colleagues who are planning new out-of-hospital services within the four neighbourhood hubs.

4.3.2 Targeted action for vulnerable people living in poor condition private housing

We support vulnerable people living in poor condition or cold private homes in a number of ways. Going forward, we intend to take an increasingly targeted approach, identifying those households who are most vulnerable and providing them with personalised support. This will enable us to spend limited resources in the best way possible.

We intend over time to adopt increasingly sophisticated approaches to targeting these individuals. We will commit to working with colleagues in health and care to take the steps set out below.

Local Energy Action Plan (LEAP)

Since March 2017, both the Council and a range of service areas across Trafford have been referring low income vulnerable households whose homes are poorly heated and/or insulated into a GM-wide scheme called the Local Energy Action Plan (LEAP). There is currently capacity for up to 160 referrals from Trafford.



Caseworkers address issues of affordable warmth, for example by advising on and installing energy efficiency, insulation and heating measures. They also aim to identify other issues that maybe affecting the household and to refer to other organisations accordingly. For example, if the occupant would benefit from grab rails, they arrange for them to be installed. If there are problems with debt, then the household will be referred on to an 'income maximisation' service.

Referrals from health partners

We want to expand the sources of referrals into the LEAP scheme to include more health partners. This is partly because solutions to a patient's health problem could lie in interventions in the home, but also because people are often more vulnerable when they are ill. Either way, a poor condition or unsuitable home can exacerbate people's illnesses and impede recovery.

We will work with health and social care colleagues to set up referral arrangements with the following health services to refer patients who they find living in poor condition or unsuitable accommodation to the local authority and/or LEAP scheme. This is in addition to referring those who are homeless or threatened with homelessness to the local authority (through the new 'duty to refer' in the Homelessness Reduction Act):

- **General Practices** – through social prescribing.
- **Multi-agency Locality Partnerships** – located within the four neighbourhood hubs.
- **Hospital Discharge teams** – so that people's homes are 'fit for discharge' either on their day of discharge or soon after.

Data-driven targeting

We will explore the potential for a proactive, data-driven approach to identifying and addressing the needs of those who are most vulnerable to living in poor housing conditions, with colleagues in the health sector.

Trafford Care Coordination Centre's (TCCC) systems already allow for the creation of a single patient register which captures a complete and confidential record of each patient's health status, treatment and associated care. This helps in identifying patients 'at risk'.

The Council, working with health partners, will:

- Undertake a comprehensive stock condition survey to get an up-to-date analysis of the state of property condition across the borough and where the problems lie.
- Explore how data relating to stock condition, income and patients' health might be integrated to identify people are at most at high risk of poor health, living in poor conditions homes and on low incomes.
- Work with 'at risk' householders to find solutions to their circumstances, including taking action to reduce the negative impact of their property on their health.

4.4 Support and housing for vulnerable people of working age

Strategic oversight of provision of support for people with specific needs currently takes place within our Children, Families and Wellbeing (CFW) Directorate. Where there is a need for housing within the person's wider support package, this is arranged and accessed on a case-by-case basis. Trafford housing partners provide a range of supported housing for people with learning disabilities, mental health issues, physical disabilities, people leaving prison, homeless people and those who are vulnerable in other ways; through a range of schemes across the borough.

There have been several changes in national policy relating to financing of supported housing provision and the landscape continues to change. Future provision of new supported housing depends on the outcome of the current consultation on Funding for Supported Housing²⁸.

There is also a growing appreciation of the power of asset-based approaches in improving population health including by Public Health England and NHS England²⁹.

We will undertake a review of our current practice relating to support and housing for vulnerable people of working age with a view to publishing a strategy. The review will include the following:

- How housing and support needs are identified, analysed and translated into a strategy (that takes on board the other points in this list).

²⁸ Funding for Supported Housing – 2 consultations: <https://www.gov.uk/government/consultations/funding-for-supported-housing-two-consultations>

²⁹ New NHS Alliance Manifesto for Health Creation: <http://www.nhsalliance.org/health-creation/a-manifesto-for-health-creation-2/> and Public Health England / NHS England, Guide to Community-centred approaches for health and wellbeing https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/417515/A_guide_to_community-centred_approaches_for_health_and_wellbeing_full_report_.pdf

- How asset-based (locality) working to create healthy and resilient communities might increasingly provide the route to wellness for vulnerable people³⁰.
- How support and housing for vulnerable people fits alongside the changing approach to homelessness (see section 4.4).
- Pledges from Trafford's registered providers to provide sufficient suitable lettings to vulnerable people through Housing First programme.
- How the types and quantity of new supported housing required will be identified (e.g. well-managed multi-tenanted models).
- How this fits alongside the move to more targeted action for vulnerable people living in poor condition private housing (see section 4.3).
- Roles for the four multi-agency hubs in identifying people in need of support and in supporting them to become well (see section 4.3). Referrals from a range of community groups including general practice, hospital discharge teams and other service teams.
- Roles for Shared Lives Plus³¹ and locally commissioned providers in providing suitable accommodation with informal support.
- Implications for HOST (Housing Options Service Trafford) to facilitate better matching of suitable homes with requirements of vulnerable people.

4.5 Technology Enabled Care

Trafford is planning to develop a Technology Enabled Care Strategy, driving a partnership approach to the testing and showcasing of new approaches. Commissioners will work closely with Trafford Housing Trust to examine the technologies which are most likely to change health and care over the next few years, including:

- The use of smart phone apps.
- Impact of the digital switchover.
- Hospital-level diagnostics in the home and at the point of re-enablement.
- Computerised cognitive behavioural therapy.
- New preventive digital therapies.
- Peer-to-peer support networks.

4.6 Supporting people through Universal Credit

Universal Credit (UC), which consolidates a number of benefits into a single monthly payment paid direct to households, has been rolled out across Trafford.

The Council is actively raising awareness among residents and working closely with individuals including care leavers, affected to help them adapt to the new system, identify issues claimants might face and to support them in making successful claims. We are also carefully monitoring the

³⁰ See pages 17-19 of Trafford Locality Plan 2020

³¹ <http://sharedlivesplus.org.uk/>

impacts of its implementation and work directly with claimants through Job Centres and also indirectly through a partnership with registered providers.

We welcome the Autumn Budget 2017 announcement to relax the timescales for UC roll-out, to reduce the waiting period and to offer repayable advances that will enable households more immediate access to money following a claim. We also welcome decision to make it easier for claimants to have the housing element of UC paid direct to their landlord.

4.7 Creating jobs and skills development through growth in construction

Our housing and economic growth ambitions will provide opportunities for expanding the size of Trafford's construction industry and upskilling people to gain jobs and to progress in them, including through supply chains.

The Council has mapped where these jobs will emerge and is anticipating thousands of new construction and built environment jobs over the next 20 years. We are now working to develop a pipeline of young people to enter the construction industry. We are working with schools and the Connexions careers advice service to do this.

We are also working with construction employers to ensure there are apprenticeships and careers structures in place to attract both young people and others to develop their career in Trafford. We organise activities to bring schools and employers together so that they can forge strong links and help inspire young people into careers in construction before they make their career decisions.

In order to capitalise on the growth in constructions for Trafford's people, and to help to reduce inequalities, we will encourage construction firms, developers and registered providers through social value contracts to:

- Make work experience , jobs and apprenticeship opportunities in construction available to local people
- Work with local schools
- Contract with local suppliers in construction services.
- Choose suppliers who offer employment opportunities to local people.

We have set up a Construction Sub-Group of our Inclusive Growth Board which is made up of construction companies, developers and Council staff to oversee and coordinate all this activity.

4.8 Supporting homeless people into employment

In Trafford we have the Trafford Pledge, an employer commitment to help disadvantaged local people into work. Over the past five years the Trafford Pledge has helped over 1500 people into work in Trafford. Homeless people or those not living in secure tenancies are a priority group for the Trafford Pledge, and we will work with individuals to ensure they receive the support and help they need.

We refer people to GM employment projects such as Working Well, Skills for Employment and Motiv8 who provide intensive one to one support working with individuals to overcoming their barriers and provide help to raise confidence, upskill and increase employability.

Our Strategic Growth team organise local job fairs and recruitment events and work with DWP (Department for Work and Pensions) and Trafford College to deliver sector based work academies (work experience training and guaranteed job interviews) with specific employers.

The team also produce a weekly jobs and opportunities bulletin and offer a small employer grant as an incentive for employers to offer work experience to disadvantaged young people (aged 16-25 years) to help prevent them from becoming disengaged and NEET (Not engaged in Employment or Training).

This work is overseen by the Trafford Employment Enterprise and Skills partnership (TEES), a sub-group of our Inclusive Growth Board, made up of key employment partners such as DWP, Trafford College, Trafford Council, registered providers, third sector and local employers. Getting disadvantaged local people into work is a key priority for TEES in 2018/19 and we will be delivering targeted activities to ensure that support is provided.