

Trafford Council

Homelessness Strategy 2025-2030 Consultation Report



Introduction

Trafford Council undertook a period of public consultation to obtain views, comments, and feedback from a range of stakeholders, organisations, and residents on the new Trafford Homelessness Strategy 2025-2030. Formal consultation began on the Draft Trafford Homelessness Strategy on 19th March 2025 and ran for a period of six weeks until 30th April 2025.

An online survey was created with questions relating to the Strategy's proposed vision, priorities and recommendations. A copy of the survey, Draft Strategy and a Summary Statement were available on the Council's website. The launch of the consultation was widely publicised via a press release, on the Council's website, and on the Council's social media accounts.

In total, 45 survey responses were received with 96% representing the views of residents and 4% representing the views of relevant organisations, such as housing associations and developers. In addition, one organisation and one individual provided written responses via email rather than completing the online survey.

Trafford's Draft Homelessness Strategy 2025-2030

The Trafford Homelessness Strategy 2025-2030 sets out how the Council and partners will tackle homelessness in the borough over the next five years. The Homelessness Strategy is a vehicle to make a difference locally. By participating in the consultation, residents and stakeholders were given the opportunity to influence how the Council will tackle homelessness and rough sleeping in the borough.

The Trafford Housing Strategy 2025-2030 vision is:

“Work together to prevent homelessness and eradicate rough sleeping in Trafford”.

Following a review of policy, strategic context, and findings from the 2025 Homelessness Review, the following strategic priorities were identified:

1. **Prevent homelessness in Trafford.**
2. **Increase the supply of good quality temporary accommodation and reduce the use of Bed and Breakfast accommodation.**
3. **Ensure homeless households can access suitable and affordable settled move-on accommodation.**
4. **Support residents to maintain their tenancies to avoid repeat homelessness.**
5. **Work towards eradicating rough sleeping in Trafford.**

Equality and Diversity Monitoring

Overall, the consultation received responses from a diverse range of respondents. The demographic makeup of those who responded to the online survey is summarised here:

Age

31% of respondents were aged 55+, 24% were aged 41–50, 9% were aged 25–30, 9% were aged 51–54, 7% were aged 36–40, and 2% were aged 31–35. 18% of respondents preferred not to disclose their age.

Current Housing Situation

51% of respondents were homeowners, 11% were renting from a private landlord, 11% were renting from a social landlord, and 9% were living with family or friends. 18% of respondents preferred not to disclose their current housing situation.

Disability

64% of respondents did not identify themselves as having a disability, 20% identified themselves as having a disability, and 16% preferred not to disclose whether they had a disability.

Economic Status

56% of respondents were in employment, 16% were retired, 7% were unable to work due to disability or illness, 4% described their economic status as 'other', and 2% were unemployed. 16% preferred not to disclose their economic status.

Ethnicity

62% of respondents identified as White British, 11% identified as White Other, 4% identified as Mixed/Multiple Ethnicity, 2% identified as Asian, and 2% identified as Other Ethnicity. 18% of respondents preferred not to disclose their ethnicity.

Gender

62% of the respondents were female, 20% were male, 1% were non-binary, and 16% preferred not to disclose their gender. 82% of respondents stated their gender is the same as they were assigned at birth and 16% preferred not to disclose this information.

Sexual Orientation

67% of respondents identified as heterosexual, 7% identified as gay, 2% identified as bisexual, and 2% identified as lesbian. 22% of respondents preferred not to disclose their sexual orientation.

Consultation Feedback

Question 1: Do you agree with the proposed strategic vision?

80% of respondents agreed with the proposed strategic vision and 20% did not.

Question 2: Do you agree with the proposed strategic priorities?

80% of respondents agreed with the proposed strategic priorities and 20% did not.

Priority 1: Prevent homelessness in Trafford

Question 3: Do you agree with the proposed recommendations for Priority 1?

47% of respondents agreed with the proposed recommendations, while 38% partly agreed, and 16% disagreed. Respondents strongly agreed with the ambitions around service improvements and educating residents on housing. However, some felt the private rented sector only offers short-term poor-quality housing. Respondents felt that to truly prevent homelessness the Council must address the shortage of social and affordable housing in the borough.

Question 4: Are there any other recommendations we need to consider to meet Priority 1?

51% of respondents felt there are other recommendations we need to consider. The most common suggestions were to increase the supply of affordable housing and improve partnership working.

Trafford Council Response

The Council acknowledges the concerns around the quality of properties and security offered within the private rented sector. However, the Homelessness Strategy has been drafted in the context of the impending Renter's Rights Bill which will improve security of tenure, introduce new requirements for property standards, and strengthen local authority's powers to hold private landlords accountable.

Trafford Council is grateful to all respondents who suggested additional recommendations. The suggestions around improving support provision are already captured under Priority 1 and Priority 4 of this Strategy. Further, the suggestion around increasing the supply of affordable housing is captured in the Housing Strategy 2025-2030.

It is agreed that improving partnership working would contribute towards successful delivery of Priority 1. As such, an additional recommendation has been added under Priority 1: *"Improve partnership working with relevant services to tackle the main causes of homelessness in Trafford"*.

Priority 2: Increase the supply of good quality temporary accommodation and reduce the use of Bed and Breakfast accommodation

Question 5: Do you agree with the proposed recommendations for Priority 2?

42% of respondents agreed with the proposed recommendations for Priority 2, while 36% partly agreed and 22% disagreed. Respondents strongly agreed with the recommendations to increase the supply of Council owned temporary accommodation and reduce the use of nightly let emergency accommodation. However, respondents raised concerns around the geographical spread of new temporary accommodation units, noting this seems to be disproportionate with more units in the north of the borough than the south.

Most respondents supported the recommendation to ensure all temporary accommodation is good quality. However, some noted that the condition of temporary accommodation can deteriorate over time and did not feel this was captured in the Strategy. Further, respondents raised concern around increasing the number of temporary units leased from private landlords, noting this is likely to be HMO style properties which are not always suitable for those with disabilities or neurodivergence.

Question 6: Are there any other recommendations we need to consider to meet Priority 2?

47% of respondents felt there are other recommendations we need to consider. The most common suggestion was to ensure temporary accommodation units are spread equally throughout the borough.

Trafford Council Response

The Council acknowledges the concerns around the quality and condition of temporary accommodation and how this may deteriorate over time. The aim of Priority 2 is to improve the quality of the borough's temporary accommodation, and it is agreed that this includes addressing any deterioration in condition. As such, the following recommendation has been added under Priority 2: *"Conduct annual inspections on all temporary accommodation units to ensure quality standards are maintained."*

The concern around the use of HMO's as temporary accommodation is noted. However, under homelessness legislation, the Council has a legal duty to ensure any temporary accommodation provided is suitable for the household. Therefore, HMO placements are only made when it has been deemed suitable following a suitability assessment.

Trafford Council is grateful to all respondents who suggested additional recommendations. It is agreed that the geographical location of temporary accommodation units is an important consideration. However, the data captured within the Strategy shows the areas where homelessness is most prevalent in the borough. Therefore, to allow homeless households to maintain access to their support networks and services, the Council aims to first increase temporary accommodation units in these areas.

Priority 3: Ensure homeless households can access suitable and affordable settled move-on accommodation

Question 7: Do you agree with the proposed recommendations for Priority 3?

49% of respondents agreed with the proposed recommendations for Priority 3, while 36% partly agreed and 16% disagreed. Respondents strongly agreed with the recommendations to improve access to affordable housing and accommodation for those with support needs. However, respondents raised concerns around reliance on the private rented sector stating it is not a stable or affordable option for most households.

Question 8: Are there any other recommendations we need to consider to meet Priority 3?

36% of respondents felt there are other recommendations we need to consider. The most common suggestion was to build more affordable housing.

Trafford Council Response

The Council is pleased that respondents support the ambition to improve access to affordable housing and accommodation for those with support needs within the borough.

The concerns around utilising the private rented sector have been noted. However, the Council must use all available housing options to resolve homelessness, which includes the private rented sector. HOST complete affordability assessments on all properties before they are offered to homeless households, this ensures any property offered by HOST is affordable to the household.

Further, the Homelessness Strategy has been drafted in the context of the impending Renter's Rights Bill which will improve security of tenure, introduce new requirements for property standards, and strengthen local authority's powers to hold private landlords accountable.

The Council is grateful to all respondents who suggested additional recommendations. It is accepted that increasing the supply of affordable housing is an important step towards preventing homelessness and eradicating rough sleeping, however this action is already captured within the Housing Strategy 2025-2030 and will therefore not be duplicated within the Homelessness Strategy.

Priority 4: Support residents to maintain their tenancies to avoid repeat homelessness

Question 9: Do you agree with the proposed recommendations for Priority 4?

51% of respondents agreed with the proposed recommendations for Priority 4, while 33% partly agreed and 16% disagreed. There was firm backing throughout the consultation responses for support to be provided to those at risk, experiencing, or recovering from homelessness. Respondents strongly agreed with the ambitions to empower residents to maintain their accommodation and enhance tenancy sustainment support services. However, some felt there should be a greater focus on face-to-face support provision, noting that some individuals may find it difficult to engage in a digital capacity.

Question 10: Are there any other recommendations we need to consider to meet Priority 4?

27% of respondents felt there are other recommendations that should be considered. The most common suggestions were to improve opportunities for face-to-face support and to ensure the services offered by HOST, and all support and advice materials, are accessible.

Trafford Council Response

The Council is pleased that respondents encourage the proposed recommendations to support residents to maintain their tenancies and understand the important role support plays in preventing homelessness and eradicating rough sleeping.

The need for improved access to face-to-face support has been noted. While HOST's Tenancy Support Service predominantly provide support in a face-to-face capacity, and HOST offer face-to-face appointments, it is recognised that this is not made clear in the Strategy. The Strategy will therefore be amended to clarify the face-to-face support that is available to those facing housing difficulties.

The Council is grateful to all respondents who suggested additional recommendations. The Council recognises the importance of ensuring all services and support materials are accessible and this has been captured under the Priority 1 recommendations. However, to solidify this ambition, an additional priority has also been added under Priority 4: *"Explore options to increase the accessibility of HOST and all associated advice and support materials"*.

Priority 5: Work towards eradicating rough sleeping in Trafford

Question 11: Do you agree with the proposed recommendations for Priority 5?

56% of respondents agreed with the proposed recommendations for Priority 5, while 31% partly agreed and 13% disagreed. Respondents strongly agreed with the ambitions to strengthen the outreach response, improve pathways to settled housing, and to ensure the support provided to rough sleepers is tailored to the individual. However, some respondents felt the priorities did not do enough to address the need for a trauma-informed approach.

Question 12: Are there any other recommendations we need to consider to meet Priority 5?

38% of respondents felt there are other recommendations we need to consider. The most common suggestions were to improve collaborative working with partner agencies to meet the varied needs of rough sleepers and to adopt a trauma-informed approach across the HOST service.

Trafford Council Response

The Council is pleased that respondents support the ambitions to work towards eradicating rough sleeping in Trafford as outlined under Priority 5.

Trafford Council agree that a trauma-informed approach is necessary to support and resettle those who have experienced rough sleeping. This is captured under the recommendation to ensure the support provided to rough sleepers is tailored to the individual, which includes an action to investigate training opportunities for Housing Officers and Outreach Workers; any opportunities for training on trauma-informed practice will be explored in delivery of this recommendation.

The Council is grateful to all respondents who suggested additional recommendations. Steps to adopt a trauma-informed approach have already been captured within the Strategy. However, the Council acknowledges that eradicating rough sleeping in Trafford will require collaborative working between various services and organisations. Therefore, an additional recommendation has been added under Priority 5: *"Improve collaborative working practices to ensure the support offered to rough sleepers is comprehensive"*.

Additional Comments

The additional comments made by respondents have been captured below:

- “There is a lack of clarity around what measures will be put in place for those leaving care and those who are homeless on release from prison.”
- “The response to homelessness should be guided by those with lived experience.”
- “Trafford would benefit from more in-person tenancy support, a dedicated outreach team, and integrated face-to-face mental health and housing support.”
- “The focus needs to be on why people become homeless to address the cause and prevent it, rather than focusing on how to support with re-housing. The increasing costs of rent and utilities means many residents cannot afford housing in the borough; private rents should be capped, and private landlords regulated, to prevent this.”
- “There is an unequal distribution of temporary accommodation across Trafford, with a high prevalence in the North. Temporary accommodation should be spread across the borough equally. It is also important that temporary accommodation is within areas that have adequate infrastructure i.e. school placements.”

Trafford Council Response

The lack of detail on the support required by care leavers and those leaving prison is noted. However, the Supported Housing Strategy 2023-2028 gives in depth insight into the housing related support required for specific cohorts including care leavers and ex-offenders. The purpose of the Homelessness Strategy is to offer an overview of the necessary interventions required for all cohorts. In addition, taking direction on interventions by those with lived experience is already captured within this Strategy.

HOST already provide in-person tenancy support, a dedicated outreach team. Further, the option to integrate a mental health professional into the Housing Options Team has been captured within this Strategy under Priority 4.

Trafford Council takes a prevention first approach to homelessness, which is captured throughout this Strategy. While it is agreed the high rents in Trafford may contribute to homelessness, it is beyond the scope of Local Authority powers to introduce a cap on market rents. However, the Council is hopeful that the impending Renters Rights Bill will go some way towards providing better regulation and stability within the private rented sector.

The geographical location of temporary accommodation is an important consideration. However, the location of temporary accommodation in Trafford is dictated by data which shows the areas where homelessness is most prevalent. This gives those placed into temporary accommodation the best opportunity to retain links to their local areas, support networks, and services, and aims to reduce negative impacts on local infrastructure.

Trafford Council Response Summary

The Council would like to thank all residents and organisations that took the time to participate in the consultation. We are thrilled with the level of support for our vision and strategic priorities and note that the overall response was positive.

All responses and feedback have been carefully considered, and the following amendments have been made to the Homelessness Strategy to capture the expressed views:

- The recommendation “Improve partnership working with relevant services to tackle the main causes of homelessness in Trafford has been added under Priority 1.
- The recommendation “conduct annual inspections on all temporary accommodation units to ensure quality standards are maintained” has been added under Priority 2.
- The recommendation “Explore options to increase the accessibility of HOST and all associated advice and support materials” has been added under Priority 4.
- The recommendation “Improve collaborative working practices to ensure the support to rough sleepers is comprehensive” has been added under Priority 5.
- The section under Priority 4 which relates to support services has been amended to reflect that the Tenancy Support Service provide support in a face-to-face capacity.

