

Trafford Council

Housing Strategy 2018-2023

Annual Statement – August 2019



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Introduction

Trafford Housing Strategy 2018-2023 was launched in June 2018. The Strategy sets out an ambitious vision for Trafford over a 5 year period up to 2023 and identifies what the Council and our partners plan to do to deliver the housing and neighbourhoods needed in Trafford.

The seven Strategic Priorities are:

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.

Annual Review 2019

It is important that the Trafford Housing Strategy 2018-2023 is reviewed on a regular basis.

This annual review provides an update on the following:

- ✓ Changes to the national and sub-regional housing policies and strategies.
- ✓ The housing market in Trafford 2019.
- ✓ Delivery of the Housing Strategy.
- ✓ The Housing Strategy Action Plan Update:
 - What have we achieved?
 - What are we working towards?
 - What do we still have to do?

Policy and Strategic Context

National Context

There have been a number of new national policies, strategies, initiatives and/or announcements that have affected the housing sector in Trafford since the Housing Strategy was published in 2018. These include:

National Planning Policy Framework (NPPF) and Planning Practice Guide (PPG) (February 2019)

The revised NPPF 2019 and its accompanying documents, namely the Planning Practice Guidance (PPG) aims to support the government's manifesto ambition of building 300,000 homes by strengthening plan-making and housing delivery. Significant focus has been made on building the 'right' number of homes and placing responsibility and accountability on local planning authorities to deliver more housing.

The NPPF incorporates changes into how contributions are assessed, with the intention to help improve the deliverability of affordable homes and increase supply. Also planning decision-makers now have the power to decide how much weight to give an assessment, which in theory should allow local authorities to resist developments coming forward with limited affordable housing.

Housing Delivery Test (HDT)

The HDT was introduced as a requirement in the revised NPPF 2019. The HDT is a percentage measurement of the number of net homes delivered against the number of homes required, over a rolling three year period.

The planning policy consequences of not meeting the HDT are set out in the revised NPPF and if delivery of housing falls below the housing requirements then certain policies set out in the NPPF will apply.

If housing delivery is not met the LA will be required to do the following:

- The publication of an action plan if housing delivery falls below 95%;
- A 20% buffer on a local planning authority's 5 year land supply if housing delivery falls below 85%; and
- The presumption in favour of sustainable development of housing delivery falls below 75%, once transitional arrangements have ended.

The relevant consequences for any under-delivery will continue to apply until the subsequent HDT results are published, or new housing requirement is adopted. Should delivery exceed 95%, no consequences will apply.

Homes England Strategic Plan

Homes England launched their 5-year strategic plan in October 2018. The plan outlines Homes England's ambitious new mission to create a new type of delivery agency that will play a far more active role in the housing market and will show leadership on design, diversity and modernisation. The plan includes the steps Homes England intend to take, in partnership with all parts of the housing industry sector, to respond to the long-term housing challenges facing the country.

Homes England Funding

In October 2018 the Government announced the 'geographical targeting' of five Homes England programmes to direct 80% of their funding to high affordability areas as defined by house prices to household income ratios. Trafford was identified as one of the target areas and the relevant streams include: Accelerated Construction Fund, Affordable Housing, Housing Infrastructure Fund, Small Sites infrastructure Fund and Land Assembly Fund. Collectively these funds account for £12.185bn of investment over the period 2017-18 to 2023-24.

Greater Manchester Context

There have been a number of new Greater Manchester policies, strategies, initiatives and/or announcements that have affected the housing sector in Trafford since the Housing Strategy has been published in June 2018, these include:

Greater Manchester Housing Strategy - June 2019

The Greater Manchester (GM) Housing Strategy 2019-2024 identifies decent and affordable housing as a priority. The GM Housing Strategy details how the Mayor of Greater Manchester, the Combined Authority and the ten Greater Manchester authorities will maximise the leverage of the resources available to them. Also the GMCA have agreed to invest surpluses from the £300 million GM Housing Investment Loan Fund to help support the delivery of truly affordable housing, tackle empty homes, and issues in the private rented sector including rogue landlords as contained within the Housing Strategy.

Greater Manchester Spatial Framework (GMSF) - January 2019

The Greater Manchester Spatial Framework (GMSF) is the region's plan for homes, jobs and the environment. It provides an overarching framework for each of the ten local planning authorities to identify and manage land supply for development to 2037. The January 2019 draft was a revised document taking into concerns raised during three informal consultations on previous drafts dating back to 2014. The current phase of consultation has ended, and responses are being reviewed with a second phase of consultation planned for autumn 2019. The GMSF sets a minimum target of 201,000 net additional dwelling and 50,000 additional affordable homes, to be provided over the plan period. The annual average is around 10,580. In total the GMSF sets out the need in Trafford to deliver broadly 19,280 new homes during the plan period; 1,015 each year. Two housing allocation are proposed for Trafford; New Carrington in the West and Timperley Wedge in the south.

Trafford's Housing Market 2019

Trafford continues to be the most expensive borough within GM with the average house price at the end of 2018 being £260,000. Table 1 shows house price changes since 2000 compared to neighbouring LAs, NW and England

Table 1: Comparative median house price change 2000-2018 with neighbouring districts, the North West and England

Location	Median price (£)		% Change 2000-2018
	2000	2018	
Manchester	50,000	165,000	230.0
Salford	47,000	154,000	227.7
Tameside	48,000	153,850	220.5
Trafford	82,500	260,000	215.2
Bury	53,000	160,000	201.9
England	82,000	235,000	186.6
Oldham	43,000	122,000	183.7
Bolton	46,725	129,000	176.1
North West	56,250	154,000	173.8
Rochdale	47,700	127,200	166.7
Wigan	49,000	130,000	165.3

Source: Zoopla PPD 2019

Table 2 shows the median house prices broken down by the seven sub areas in Trafford. The median house price ranges from £163,000 in Partington & Carrington to £669,000 in Rural Communities (i.e. Bowdon, Hale, Dunham Massey and Warburton).

Table 2: Comparative median house price change 2007-2018 for LA and at sub-area level

Location	Median price by year (£)		% change 2007-2018
	2007	2018	
Rural Communities	420,000	669,000	59.3
Urmston	168,000	246,250	46.6
Altrincham	240,250	352,000	46.5
Sale	190,000	272,500	43.4
Stretford	144,950	204,000	40.7
Trafford	188,000	260,000	38.3
Partington & Carrington	120,500	163,000	35.3
Old Trafford	150,000	179,000	19.3

Source: Zoopla PPD 2019

Figure 1: Median House Prices in 2018

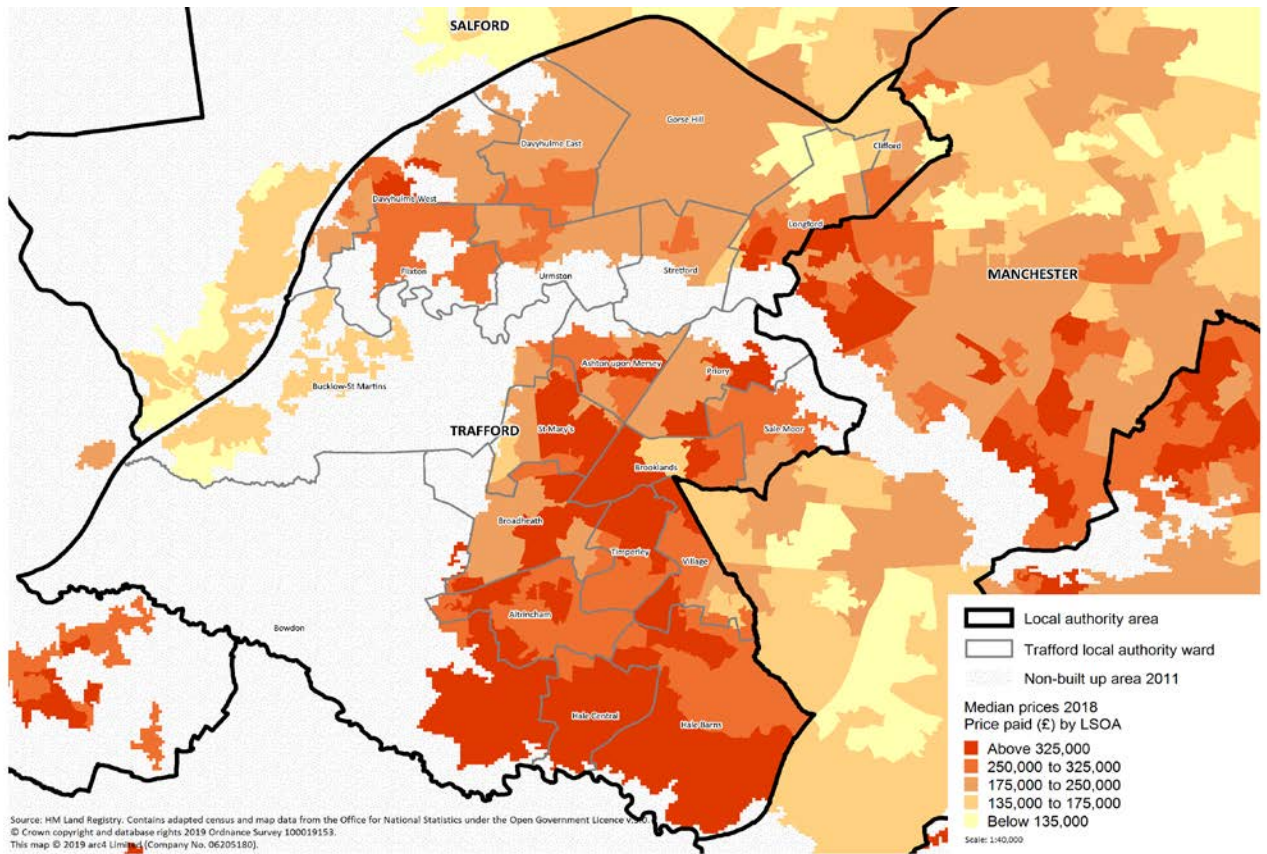
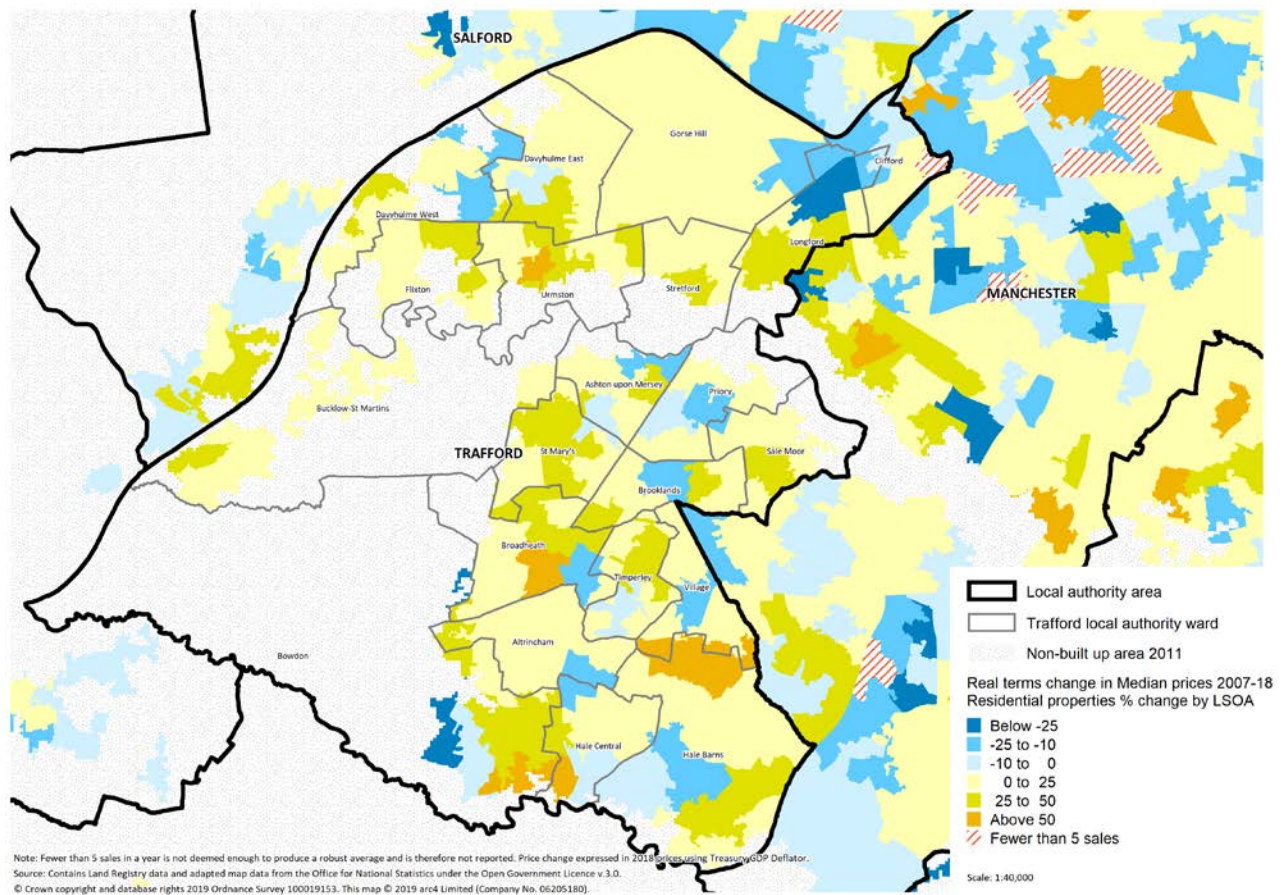


Figure 2: Changes in Median Prices since 2007



Private rents in Trafford also remain the highest in GM with the median rent in June 2019 being £780 per month. Table 3 shows how rents in Trafford compared to NW and England and how they have changed since 2010.

Table 3: Comparative median rental price 2010-2018

Location	Median monthly rent (£)		% change 2010-2018
	2010	2018	
Trafford	641	780	+21.7
North West	546	594	+8.8%
England	893	1,075	+20.4%

Source: Zoopla PPD 2019

Table 4 shows the lower quartile and median rents by each of the seven sub areas in Trafford. The lower quartile rents range from £550 per month in Urmston, Partington and Carrington to £793 a month in Rural Communities. In terms of median rents, they range from £624 in Partington & Carrington and £1,148 in Rural Communities.

Table 4: Lower quartile and median rents by sub-area, 2018

Sub-area	Lower quartile (£ each month)	Median (£ each month)
	2018	2018
Altrincham	750	867
Old Trafford	676	780
Partington & Carrington	550	624
Rural Communities	793	1,148
Sale	650	750
Stretford	650	750
Urmston	550	693
Trafford total	650	780

Source: Zoopla PPD 2019

The maps in Figures 3 and 4 visually show the lower quartile and median rents in Trafford.

Figure 4: Comparative median rental price 2010-2018

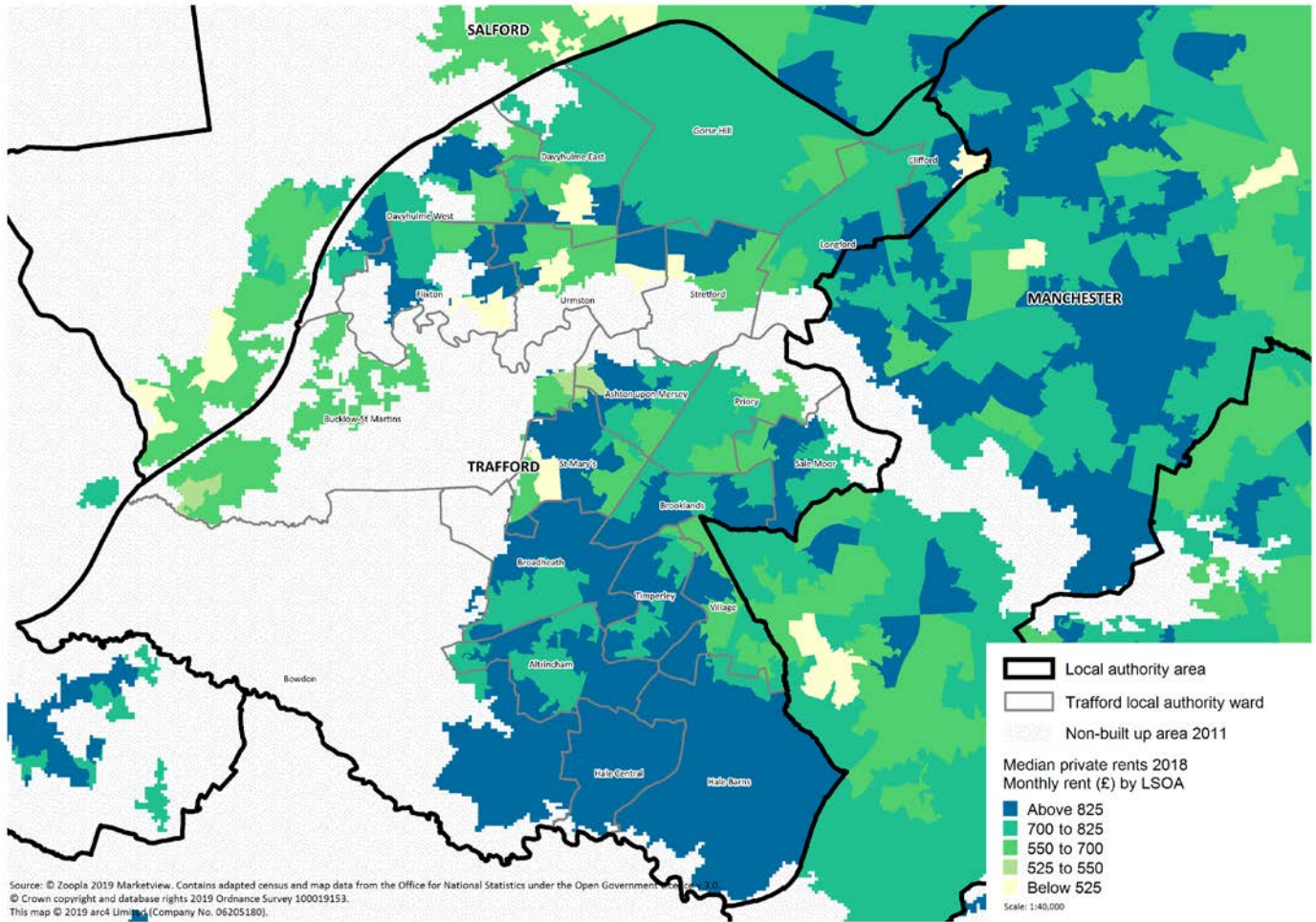
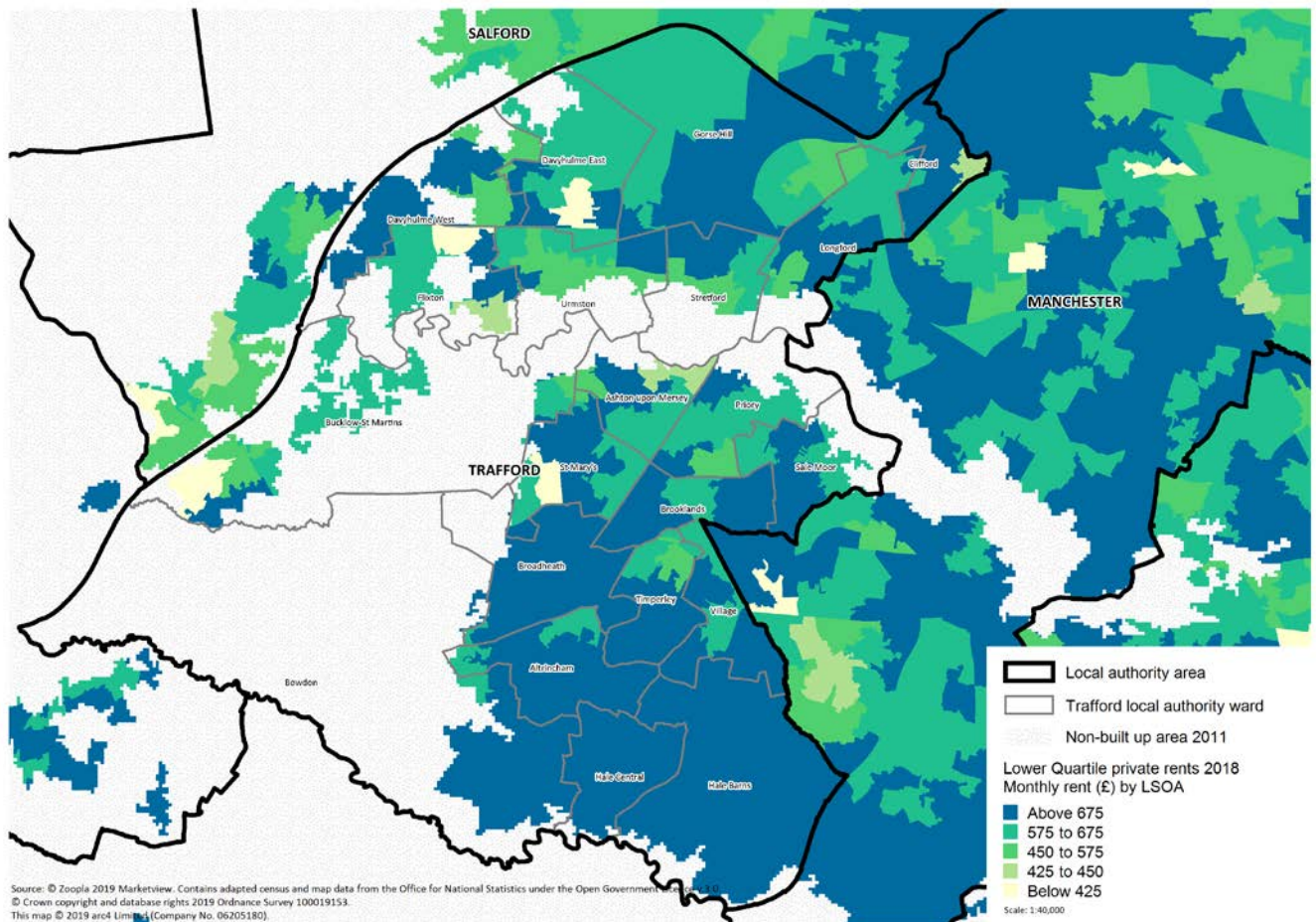


Figure 3: Lower quartile and median rents by sub-area, 2018



Affordability remains a severe issue in Trafford with the income to house-price ratio being 7.73 in 2018. The table below compares affordability ratios with neighbouring authorities, NW and England.

Table 5: Relative affordability of median prices by local authority area, North West and England

Area	2016	2017	2018
England	7.72	7.91	8.00
Trafford	6.75	7.72	7.73
Manchester	6.12	6.43	6.63
Salford	5.35	6.13	6.20
North West	5.64	5.81	5.82
Tameside	5.44	5.56	5.74
Bury	5.34	5.70	5.57
Bolton	5.04	5.21	5.31
Rochdale	5.12	5.18	5.23
Oldham	5.07	5.10	5.20
Wigan	4.61	4.82	5.00

Table 6 below shows the household income required for the different types of housing tenure options available in Trafford.

Table 5: Household income required for alternative tenure options (based on 25% for income for rents and 3.5x income multiple for buying)

Tenure option	Household Income required (2018)							
	Altrincham	Old Trafford	Partington & Carrington	Rural Communities	Sale	Stretford	Urmston	Trafford Borough
Social Rent	£18,240	£18,240	£18,240	£18,240	£18,240	£18,240	£18,240	£18,240
Affordable Rent	£28,831	£28,831	£28,831	£28,831	£28,831	£28,831	£28,831	£28,831
Market Rent - Average	£41,592	£37,440	£29,952	£55,104	£36,000	£36,000	£33,264	£37,440
Market Sale - Average (assumes 10% deposit)	£112,114	£50,058	£44,267	£198,127	£75,355	£53,452	£66,618	£83,395
Shared ownership (50%)	£66,057	£34,299	£31,362	£124,249	£51,463	£38,889	£46,644	£49,169
Shared ownership (25%)	£54,366	£28,354	£25,948	£102,029	£42,412	£32,113	£38,465	£40,533
Help to buy	£70,400	£35,800	£32,600	£133,800	£54,500	£40,800	£49,250	£52,000

Table 6 provides the household income required to purchase a range of different housing tenure options. A summary of this table is provided below:

- Social rented accommodation is usually around 40-50% of market rent and it set by the government. To afford a social rented property in Trafford a household would need an income of £18,240.
- Affordable rented accommodation is set at 80% of market rent. To afford an affordable rented property in Trafford a household would need an income of £28,831.

- Market Rent is determined by the property values and varies between areas. The average rent in Trafford (2018) ranges from £624 in Partington & Carrington to £1,148 in Rural Communities, which includes the areas of Bowden, Hale, Dunham Massey and Warburton. To afford to rent a property privately in Trafford, a household would need an income of £29,952 in Partington & Carrington and £55,104 in Rural Communities.
- Market sale is also determined by property values and varies between areas. The average house prices in Trafford (2018) range from £163k in Partington & Carrington to £420k in Rural Communities. Households would need an income of £44,267 in Partington & Carrington and £198,127 in Rural Communities in order to purchase a property in these areas.
- Shared ownership enables households to purchase a share of a property and pay rent on the remaining share. Table 6 shows household incomes required to purchase a 50% and a 25% share of a property. The household income required to purchase a 25% share ranges from £25,948 in Partington & Carrington to £102,029 in Rural Communities. To purchase a 50% share the household income required ranges from £31,362 in Partington & Carrington and £124,249 in Rural Communities.
- Help to Buy is a government scheme established to enable buyers to purchase a property with a 5% deposit. The government will then lend the remaining 5% which is then paid back after 5 years. To afford to buy a property on the Help to Buy scheme a household in Partington & Carrington would need an income of £32,600. In Rural Communities a household income of £154,099 would be required.

Delivery of the Housing Strategy Action Plan

The delivery of the Housing Strategy Action Plan is being led by the Strategic Housing Partnership (SHP). A number of Task & Finish groups have been established to drive forward the delivery of the Action Plan, which include:

1. Housing Propositions
2. Private Sector Housing
3. Student Accommodation
4. Increase Housing Delivery
5. Older People
6. Homelessness
7. Employment, Training, Education & Social Value

An update on these Groups is detailed below:

Housing Propositions – The first meeting has been scheduled for September 2019 following the receipt of the final Housing Need and Demand Assessment in August 2019 which will be the basis for providing the Propositions.

Private Sector Housing – The first meeting has been scheduled for September 2019 following the receipt of the final Private Sector Stock Condition Survey received in June 2019 and an internal workshop session with officers and managers within the Housing Standards and Housing Strategy Teams.

Student Accommodation- The first meeting has been scheduled for September 2019 following the first intake at UA92.

Increase Housing Delivery – This group was established in March 2019 and has met twice. The group's focus is observing and investigating the barriers to housing delivery including highways infrastructure and also the developments on the large strategic sites in Carrington and Trafford Park.

Older People – This group was established in March 2019 and has met twice. The group's focus is adapted properties, hospital discharge protocols and the development of the Older People's Housing Strategy.

Homelessness – This group is part of the Homeless Champions Group. Following the launch of the Homelessness Strategy in March 2019, a number of Task and Finish Groups have been established to drive forward the delivery of the Homeless Strategy Action Plan and therefore the Housing Strategy actions have been incorporated into the relevant Task & Finish groups.

Employment, Training, Education & Social Value – The first meeting has been scheduled for September 2019 and will also incorporate a number of actions contained within the Homeless Strategy 2019-2024.

Housing Strategy Action Plan Update 2019

A review of the Housing Strategy Action Plan 2018-2023 has been undertaken to determine what has been achieved, what we are working towards and what we have still left to do. A copy of the Housing Strategy Action Plan update is contained within Appendix 1.

What have we achieved?

Increase housing delivery

- ✓ 1,125 new build residential units have been completed during 2018/19 which is a significant increase of 58% when compared to the 468 developed in 2017/18.
- ✓ Increase Housing Delivery Task & Finish Group has been established which includes landowners (Peel & Himor), developers, Registered Providers, Highways England, TfGM, CCG, Education and Planning. The group has met twice and are looking at what the main barriers to bringing development forward and also the delivery of the large strategic sites (Carrington and Trafford Waters).

- ✓ The Trafford Affordable Housing Fund was established in September 2018. The Fund combines all affordable housing planning contributions made via a S106 and enables Registered Providers to bid to the Fund to increase the provision of social rented accommodation in Trafford. A bid has been submitted by Trafford Housing Trust which has been approved for the provision of 30 1 and 2 bed apartments for social rent.

Rebalance the housing offer across Trafford

- ✓ The Trafford Housing Need and Demand Assessment was commissioned and the draft report received July 2019. The data and results from this assessment will be used to develop area based Housing Propositions that will determine the type, size and tenure of properties needed to re-balance the housing market.

Improve existing homes

- ✓ The Trafford Empty Property Matchmaker Scheme was launched.
- ✓ The Trafford Private Sector Stock Condition Survey was commissioned and the report completed in June 2019. The data and results from this survey will be used to develop area based action plans to address property conditions and energy efficiency in the borough.
- ✓ Trafford Council has re-established a Private Landlords Forum to improve links and engage with landlords. The first Forum event was held in March 2019 with the second scheduled for 12th September 2019.
- ✓ Trafford Empty Homes Strategy has been drafted and following Exec Member approval will go out for public consultation during September 2019. The final Strategy will be published and in place by December 2019.

Develop a planned and quality housing offer for students

- ✓ A UA92 Welfare Workstream has been established with key partners in preparation for the 2019 intake at UA92.
- ✓ Trafford Council have been working with the developer Beech Properties to provide bespoke Student Accommodation for the year 1 intake, which will be at West Point, Old Trafford.

Address and meet the housing needs of Older People

- ✓ Trafford Older People's Housing Strategy has been drafted and following Exec Member approval will go out for public consultation during September/October 2019. The final Strategy will be published and in place by December 2019.

Provide support for the people who need it

- ✓ Trafford Homelessness Strategy launched in March 2019. Homeless Champions Group leading on the delivery of the Homelessness Strategy Action Plan (2019-2024) and a number of Task & Finish Groups have been established.

- ✓ A review of the impact of the Homelessness Reduction Act (HRA) has taken place and the Housing Options Service Trafford (HOST) contract modified to reflect the new legislative requirements.
- ✓ New ICT system is in place across GM to monitor and manage the homelessness caseload and HRA.
- ✓ HOST have pro-actively worked towards increasing the provision of temporary accommodation in Trafford to reduce the use of B&B. In 2018/19 and additional 34 units were secured within the private sector for use as temporary accommodation.

What are we underway with?

Increase housing delivery

- ✓ *Developing and introducing a set of community driven Place Plans incorporating town centre, neighbourhood and master plans to help inform and shape the development both the Local Plan and in turn future development itself* - the results from the recent Housing Need and Demand Assessment will assist with the production of the housing element of these plans. A Task & Finish Group to work on developing these plans has been established and is due to meet in September 2019.
- ✓ *Develop a master-plan led approach to appropriate large/strategic sites* - masterplans for sites in Old Trafford, Carrington and Stretford are in place and work is underway with partners such as THT in Old Trafford and HIMOR in Carrington to bring forward the large sites identified. The Sale West Masterplan is being developed by Irwell Valley Homes to address sites within their estate and Village Plans have been commissioned for Sale Moor and Hale.
- ✓ *Partner with the private sector (including Registered Providers) to deliver new homes* - The Council is working with Trafford Housing Trust to delivery 30 social rented apartments in Altrincham. These units will be funded by the Council from the Trafford Affordable Housing Fund. The Council has also been working with Novo and Southway Housing Trust to develop the former Council owned car park at Brown Street, Hale into 22 new build apartments.
- ✓ *Identify, utilise and deploy Council assets (land and buildings) to bring forward more sites for residential development* - A review of Council Land and Assets is underway. At the Increase Housing Delivery Task & Finish Group, Amey report quarterly on those sites that are available and going to the market, so that the partners are aware.
- ✓ *Introduce and extend the type and range of affordable housing products to meet all housing needs* - the results of the Housing Need Assessment will enable the Council to produce area based Housing Propositions that will include the affordable housing requirements for each area. The discussions regarding affordable housing products required will take place at the Housing Propositions Task & Finish group.

- ✓ *Research and explore opportunities to deliver accommodation through non-traditional methods of construction* – officers within the Housing Strategy & Growth Team have visited a number of modular house building factories and are encouraging RPs to develop modular housing as part of schemes. In addition, a representative from Ilke Homes sits on the Increase Housing Delivery Task & Finish group.
- ✓ *Research and explore opportunities to deliver more self and customer build properties* – work is underway in Strategic Planning regarding the Council’s obligations as contained within the Self & Custom Build Act. Appropriate sites are being identified and will then be offered to those applicants on the Self-Build Register to purchase.

Rebalance the housing offer across Trafford

- ✓ *Regularly review our evidence base and through this establish the appropriate number, level and type of new homes needed in each of Trafford’s places in order to rebalance the market-* a Housing Need and Demand Assessment has been undertaken in 2019 and will be programmed in to take place every 3 years to ensure that the evidence base for Trafford remains up to date.

Address and meet the housing needs of Older People

- ✓ *Explore options and support requirements for ‘co-housing’* – the Housing Need and Demand Assessment asked residents regarding co-housing. 1,528 households in Trafford stated they would consider co-housing as an option. Further work on this housing option will be an action within the Older People’s Housing Strategy.
- ✓ *Explore options and support requirements for ‘Homeshare’* – research has been undertaken as part of the development of the Older People’s Housing Strategy. Further work on this housing option will be an action within the Strategy.

Develop a planned and quality housing offer for students

- ✓ *Complete the master-planning exercise for ‘UA92’-* a Civic Quarter Plan is being prepared which will set the type and amount of development in the area from Stretford Leisure Centre to Trafford Bar Metrolink Station.
- ✓ *Complete the master-planning exercise for ‘UA92’* – a Civic Quarter Plan is being developed. This Plan includes the UA92 site.
- ✓ *Explore the impact of an increased student population in Stretford, Old Trafford and beyond* – the impact of the new student population in Trafford is being explored by the UA92 Welfare Group that has been established.
- ✓ *Continue to work with local landlords within the Private Rented Sector to improve standards* – work is ongoing with private landlords in Stretford and Old Trafford and the Housing Standards Team has received five HMO license applications since April 2019 for this area.

Improve existing homes

- ✓ *From the results of the stock condition survey, develop a plan and targeted approach to tackle those homes and areas with poor housing – a Private Sector Task & Finish group has been established to look at creating area based action plans to tackle poor conditions and energy efficiency in the private sector.*
- ✓ *Establish a multidisciplinary approach to both identifying and addressing problems in the private sector – a Private Sector Task & Finish group has been established.*
- ✓ *Explore and as appropriate introduce a Landlord Accreditation Scheme with a particular emphasis upon those properties and landlords in and around the new university - Trafford Council is working in partnership with the National Landlords Association (NLA). The NLA attend forum events and have providing information on accredited courses they can offer to landlords.*

Provide support for the people who need it

- ✓ *Work with and at the GM level to support the GM Homeless Action Network – HOST continue to work at a GM level to tackle homelessness.*
- ✓ *Develop a Supported Housing Strategy – the development of the Supported Housing Strategy is underway in partnership with colleagues in Adult Services. It is intended that the draft Strategy will go out for consultation early 2020.*
- ✓ *Explore opportunities to extend and increase the provision of temporary accommodation - HOST proactively work to increase the provision of temporary accommodation in Trafford to try and eradicate the use of B&B. In 2018/19 an additional 34 units were secured within the private sector for use as temporary accommodation.*
- ✓ *Work proactively with private sector landlords to secure more accommodation for homeless households, including the use of incentives, bonds, enhanced tenant support and advice. - HOST have a dedicated Officer who works with private landlords and manages the Rental Bond Scheme. HOST has been networking with current landlords and encouraging them to introduce HOST to other landlords in Trafford to increase access to accommodation in the sector. HOST assisted 67 customers in 2018/19 with help towards a bond and rent in advance or the extension of a current bond.*
- ✓ *Agree and establish targets for apprenticeships in construction for local people - The Council is starting to coordinate all construction projects in Partington and Carrington to build up a picture of how many apprenticeships and job opportunities will be coming on line in the area over the next 12 months at the Construction Sub-Group.*

- ✓ *Develop pathways into construction jobs and apprenticeships for local people* - The Construction sub-group have agreed to coordinate all upcoming opportunities through Procure Plus who have Construction Industry Training Board (CITB) funding to create local training hubs in areas where there are a number of projects.
- ✓ *Support homeless people and those in insecure tenancies into employment and training opportunities* - Homeless people are supported through the Trafford Pledge but the Council does not currently have a mechanism for identifying clients in insecure tenancies. A new Employment, Education & Training Task & Finish Group will convene in September and will look at the issues surrounding this.

What do we still need to do?

Increase housing delivery

- ✓ Research and develop new financial products and support to help local people access homes to rent and buy.
- ✓ Research and explore the potential in Trafford for Community Land Trusts.
- ✓ Work with investors to deliver more bespoke build to rent accommodation.
- ✓ Where appropriate package sites to deliver more housing / improved mix / improved viability.
- ✓ Proactively identify, negotiate and where appropriate acquire sites to speed up development.
- ✓ Utilise and deploy our CPO powers to acquire strategically significant sites / assets and bring them forward for development.
- ✓ Consider local assets in the identification of any new developments and possible impacts on service capacity and demand such as General Practice.

Rebalance the housing offer across Trafford

- ✓ Develop a set of 'Housing Propositions' for each of Trafford's places and communities.
- ✓ Provide guidance on the appropriate housing densities in relation to their proximity to services (including health) and key transport hubs.
- ✓ Support the increase and improvement of connectivity (particularly transport links and health) within and across the borough.
- ✓ Identify and target sources of external and match funding including maximising receipts from planning obligations.

Address and meet the housing needs of Older People

- ✓ Increase the accommodation options and choices for Older People including where justified / required extra care, life-time homes and suitable / accessible general market housing.
- ✓ Explore options and support requirements for frail older people who want to stay in their own homes.

- ✓ Explore options to increase social connectivity to support the housing needs of older people including health and wellbeing.
- ✓ Research and introduce a range of financial products and incentives to enable Older People to continue living in their own home or move to a more suitable dwelling.

Develop a planned and quality housing offer for students

- ✓ Develop a Place Plan and Housing Propositions for Stretford and its surrounding areas.

Improve existing homes

- ✓ Deploy our statutory and non-statutory powers to address poor standards and conditions in line with our evidence base.
- ✓ Explore affective and cost efficient ways and mechanisms of bringing empty properties back into use (including EDMOs / enforced sales / acquisition / assistance).

Next Steps

1. The Housing Strategy Action Plan (2018-2023) will continue to be reviewed and updated quarterly and an annual update report produced and published.
2. A quarterly update on the progress of the Housing Strategy Action Plan will continue to be provided to the SHP.
3. The Task & Finish Groups established to drive forward the Housing Strategy Action Plan will continue to meet until the specific task/outcomes have been achieved.

Appendix 1

Housing Strategy Action Plan 2018-2023

Annual Review – August 2019



Ref.	Action	By when	By who	Update – August 2019
ACTION 1: INCREASE HOUSING DELIVERY (MARKET & AFFORDABLE)				
1.1	Develop and introduce a set of community driven Place Plans incorporating town centre, neighbourhood and master plans to help inform and shape the development both the Local Plan and in turn future development itself.	<i>Commence</i> - January 2019 <i>End</i> - March 2023	SHP/Strategic Growth Service / residents/Vision 2031 Team/ Place Shaping Board/CCG/NHS	The Housing Propositions and Place plans are awaiting the results of the Housing Need and Demand Assessment which will be available in August 2019. A Task and Finish group to work on the development of the Housing Propositions have been established and will be meeting in September 2019.
1.2	Develop a master-plan led approach to appropriate large/strategic sites.	Ongoing	Strategic Growth Service/SHP/ Vision 2031/ Place Shaping Board/CCG/NHS	Masterplans for sites in Old Trafford, Carrington and Stretford are in place and work is underway with partners such as THT in Old Trafford and Himor in Carrington to bring forward the large sites identified. Sale West Masterplan being developed by Irwell Valley Homes to address sites within their estate. Village Plans have been commissioned for Sale Moor and Hale.
1.3	Partner with the private sector (including Registered Providers) to deliver new homes.	Ongoing	Strategic Growth Service/ SHP/Place Shaping Board/ Amey	The Council is working with Trafford Housing Trust to delivery 30 social rented apartments in Altrincham. These units will be funded by the Council from the Trafford Affordable Housing Fund.

Ref.	Action	By when	By who	Update – August 2019
1.4	Identify, utilise and deploy Council assets (land and buildings) to bring forward more sites for residential development.	Ongoing	Strategic Growth Service/ Place Shaping Board/ Amey/CCG/NHS	<p>A review of Council Land and Assets is underway. At the Increase Housing Delivery Task & Finish Group, Amey report quarterly on those sites that are available at going to the market, so that the partners are aware.</p> <p>A further assessment of the smaller sites is underway to determine whether any can be used for custom/self build and/or modular housing.</p>
1.5	Utilise and deploy our CPO powers to acquire strategically significant sites / assets and bring them forward for development.	Ongoing	Place Shaping Board/ Development Management/Amey/ CCG/NHS	Work is still to be undertaken into the potential use of CPO powers to acquire strategically significant sites.
1.6	Proactively identify, negotiate and where appropriate acquire sites to speed up development.	Ongoing	Strategic Growth Service/ Place Shaping Board/ Amey/CCG/NHS	Work is still to be undertaken to proactively identify, negotiate and where appropriate acquire sites to speed up development.
1.7	Where appropriate package sites to deliver more housing / improved mix / improved viability.	Ongoing	Strategic Growth Service/SHP/ Place Shaping Board/ Amey/CCG/NHS	Work is still to be undertaken to look at packaging sites to deliver more homes.
1.8	Research and explore opportunities to deliver more self and customer build properties.	Ongoing	Strategic Growth Service/Amey/Place Shaping Board	A Self Build review is taking place and the Council is working with Amey to look at identifying possible sites that can be granted planning permission for custom/self-build.

Ref.	Action	By when	By who	Update – August 2019
1.9	Research and explore opportunities to deliver accommodation through non-traditional methods of construction.	Ongoing	Strategic Growth Service/Development Management/Amey/SHP	The Council is encouraging Registered Providers and developers to look into modular/non-traditional methods of construction. Ilke Homes (Modular house builder) sit on the Increase Housing Delivery Task & Finish Group.
1.10	Work with investors to deliver more bespoke build to rent accommodation.	Ongoing	Strategic Growth Service/ Place Shaping Board/ Amey	Work is ongoing to develop relationships with investors to increase the provision of bespoke build to rent accommodation.
1.11	Regularly review and up-date our evidence base to accurately inform the appropriate mix, type and location for affordable housing – <i>Housing Need & Demand Assessment</i> .	By December 2018 Review every 3 years.	Strategic Growth Service	Housing Need and Demand Assessment commissioned and final report will be available from August 2019 which will provide up to date evidence on the type, size and tenure requirements for each of the sub areas in Trafford.
1.12	Research and explore the potential in Trafford for Community Land Trusts.	March 2020	Strategic Growth Service/ Place Shaping Board/ Amey	Research is still to be undertaken into the potential development of a Community Land Trust.
1.13	Introduce and extend the type and range of affordable housing products to meet all housing needs.	Ongoing	Strategic Growth Service/SHP	Housing Need and Demand Assessment commissioned and final report will be available from August 2019 which will provide up to date evidence on the type, size and tenure requirements for each of the sub areas in Trafford.

Ref.	Action	By when	By who	Update – August 2019
1.14	Research and develop new financial products and support to help local people access homes to rent and buy.	Ongoing	Strategic Growth Service /SHP/ Finance	Research is still to being undertaken into the potential development of new financial products to support local people in accessing homes to rent and buy.
1.15	Establish a Trafford Housing Fund to provide additional financial support for housing priorities as identified through the housing propositions.	January 2020	Strategic Growth Service / Finance	<p>COMPLETED</p> <p>Trafford Affordable Housing Fund established in September 2018. The Fund combines all affordable housing planning contributions made via a S106.</p> <p>A bid has been received from THT to provide 30 social rent apartments in Altrincham which has been approved. This bid removes all monies currently in the fund, however this will be replenished when further affordable housing commuted sums via S106 are received.</p>
1.16	Consider local assets in the identification of any new developments and possible impacts on service capacity and demand such as General Practice.	Ongoing	CCG/NHS/Strategic Growth Service/ Planning/Place Shaping Board/ Amey	Work still to be undertaken.

Ref.	Action	By when	By who	Update – August 2019
ACTION 2: REBALANCE THE HOUSING OFFER ACROSS TRAFFORD				
2.1	Undertake a Housing Need and Demand Assessment (HN&DA) for Trafford.	By December 2018	Strategic Growth Service	COMPLETED The Housing Need and Demand Assessment has been commissioned and the final report will be available in August 2019.
2.2	Develop a set of 'Housing Propositions' for each of Trafford's places and communities.	<i>Commence</i> - January 2019 <i>End</i> - March 2023	SHP/Strategic Growth Service / residents/Vision 2031 Team/ Amey/Place Shaping Board/CCG/NHS	The Housing Propositions are awaiting the results of the Housing Need and Demand Assessment which will be available in August 2019.
2.3	Regularly review our evidence base and through this establish the appropriate number, level and type of new homes needed in each of Trafford's places in order to rebalance the market - <i>Housing Need & Demand Assessment</i> .	By December 2018 Review every 3 years.	Strategic Growth Service	Intention is to review the data and evidence by undertaking a Housing Need and Demand Assessment every 3 years. Next commission to commence January 2022.
2.4	Provide guidance on the appropriate housing densities in relation to their proximity to services (including health) and key transport hubs – <i>linked to creation of the 'Housing Propositions'</i> .	<i>Commence</i> - January 2019 <i>End</i> - March 2023	SHP/Strategic Growth Service / residents/Vision 2031 Team/ CCG/ NHS/Amey/Place Shaping Board/GMCA	The Housing Propositions are awaiting the results of the Housing Need and Demand Assessment which will be available in August 2019.

Ref.	Action	By when	By who	Update – August 2019
2.5	Support the increase and improvement of connectivity (particularly transport links and health) within and across the borough.	Ongoing	Strategic Growth Team/Amey/TfGM/CCG/NHS	Increase Housing Delivery Task & Finish Group established to drive forward the delivery of housing in Trafford. Membership includes Health (NHS/CCG), Highways England, TfGM, Developers, Land Owners, Registered Providers, Education and Planning.
2.6	Identify and target sources of external and match funding including maximising receipts from planning obligations.	Ongoing	Strategic Growth Service/Development Management	Work still to commence on this action.
ACTION 3: ADDRESS AND MEET THE HOUSING NEEDS OF OLDER PEOPLE				
3.1	Consult with older residents to establish their housing, support and future care needs - <i>linked to the development of the Older People's Housing Strategy.</i>	<i>Commence - October 2018</i>	Strategic Growth Service/SHP/CFW/CCG/NHS	COMPLETED Consultation with older residents has been undertaken to determine current and future housing need. The consultation results have fed into the production of the Older Person's Housing Strategy.
3.2	Develop an Older People's Accommodation Strategy.	<i>Commence - October 2018 End - December 2019</i>	Strategic Growth Service/SHP/CFW/CCG/NHS	Production of the draft Strategy is underway. Public consultation on the draft intended to take place September/October 2019. Final Strategy to be in place December 2019.

Ref.	Action	By when	By who	Update – August 2019
3.3	Increase the accommodation options and choices for Older People including where justified / required extra care, life-time homes and suitable / accessible general market housing.	Ongoing	Strategic Growth Service/SHP/CFW/ Planning	Awaiting the Older People's Housing Strategy to be in place.
3.4	Explore options and support requirements for frail older people who want to stay in their own homes.	Ongoing	Strategic Growth Service/SHP/CFW/CCG/ NHS	Awaiting the Older People's Housing Strategy to be in place.
3.5	Explore options to increase social connectivity to support the housing needs of older people including health and wellbeing.	Ongoing	Strategic Growth Service/SHP/CFW/CCG/ NHS	Awaiting the Older People's Housing Strategy to be in place.
3.6	Research and introduce a range of financial products and incentives to enable Older People to continue living in their own home or move to a more suitable dwelling - <i>linked to the Older People's Housing Strategy.</i>	Ongoing	Strategic Growth Service/SHP/CFW	Awaiting the Older People's Housing Strategy to be in place.
3.7	Explore options and support requirements for 'co-housing' - <i>linked to the Older People's Housing Strategy.</i>	Ongoing	Strategic Growth Service/SHP/CFW	Awaiting the Older People's Housing Strategy to be in place.

Ref.	Action	By when	By who	Update – August 2019
3.8	Explore options and support requirements for 'Homeshare' - <i>linked to the Older People's Housing Strategy.</i>	Ongoing	Strategic Growth Service/SHP/CFW	Awaiting the Older People's Housing Strategy to be in place.
ACTION 4: DEVELOP A PLANNED AND QUALITY HOUSING OFFER FOR STUDENTS (CURRENT & FUTURE)				
4.1	Complete the master-planning exercise for 'UA92'.	<p>Civic Quarter area Masterplan by March 2019</p> <p>Planning submitted for Stretford Mall development site by December 2018</p> <p>Lacy Street Site revised development proposal by Summer 2018</p>	<p>Strategic Growth Service/Place Shaping Board</p> <p>Stretford Mall/Development Management</p> <p>Strategic Growth Service/Amey/Place Shaping Board</p>	<p>A Civic Quarter Plan is being prepared which will set the type and amount of development in the area from Stretford Leisure Centre to Trafford Bar Metrolink Station.</p> <p>The planning permission for the development of Stretford Mall was exercised with the completion of a reduced footprint in spring 2019.</p> <p>Lacy Street is scheduled as part of the revised Stretford Masterplan which is due for further public engagement 2019.</p>
4.2	Develop a Place Plan and Housing Propositions for Stretford and its surrounding areas.	March 2020	Strategic Growth Service/SHP/residents/Vision 2031 Team/ Amey/Place Shaping Board	The Housing Propositions are awaiting the results of the Housing Need and Demand Assessment which will be available in August 2019.

Ref.	Action	By when	By who	Update – August 2019
4.3	Explore the impact of an increased student population in Stretford, Old Trafford and beyond.	March 2020	Strategic Growth Service/SHP/ residents/Vision 2031 Team/ Amey/CCG/ Place Shaping Board	A UA92 Welfare Workstream has been established and has taken the format of quarterly meetings and most recently a workshop including a number of stakeholders including CCG, CFW, GMP and GMFRS to under the immediate and potential needs of the Student population (circa 300 2019 intake).
4.4	Support the appropriate development of new bespoke student accommodation and health provision.	Ongoing	Strategic Growth Service/SHP/ residents/Vision 2031 Team/ Amey /CCG/ Place Shaping Board	Trafford Council are working with the developer Beech Properties to provide bespoke Student Accommodation for the year 1 intake, which will be at West Point, Old Trafford.
4.5	Continue to work with local landlords within the Private Rented Sector to improve standards.	Ongoing	Housing Standards/Development Management/Enforcement/ Building Control	April –July 2019: 67 complaints concerning disrepair within private rented properties have been received by the Council, 6 enforcement notices have been served in relation to the complaints received. In Stretford this equated to 14 complaints.
ACTION 5: IMPROVE EXISTING HOMES				
5.1	Undertake a stock condition survey to establish an up-to-date picture of the condition and quality of homes within the borough and assess any impacts upon health.	By March 2019	Strategic Growth Service/Housing Standards	COMPLETED Private Sector Stock Condition completed June 2019.

Ref.	Action	By when	By who	Update – August 2019
5.2	From the results of the stock condition survey, develop a plan and targeted approach to tackle those homes and areas with poor housing.	March 2020	Strategic Growth Service/SHP/Housing Standards	Private Sector Stock Condition Survey results presented in June 2019. Private Sector Task and Finish Group established and the first meeting will take place in September. The group's focus will be the development of the area based plan to address property conditions and energy efficiency in the private sector.
5.3	Establish a multidisciplinary approach to both identifying and addressing problems in the private sector.	Ongoing	Housing Standards/HOST/SHP/GMP/Community safety	Private Sector Task and Finish Group established and the first meeting will take place in September.
5.4	Deploy our statutory and non-statutory powers to address poor standards and conditions in line with our evidence base.	Ongoing	Housing Standards/Development Management/Enforcement/ Building Control	Private Sector Stock Condition Survey results presented in June 2019. Private Sector Task and Finish Group established and the first meeting will take place in September. The group will be tasked with look at using statutory powers to address poor standards.
5.5	Improve liaison and links with private landlords through the establishment of a Private Landlords Forum.	March 2020	Strategic Growth Service/Housing Standards	COMPLETED Links with private landlords in Trafford has improved during 2018/19. First Private Landlords Forum held in March 2019. Next Forum event taking place 12 th September.

Ref.	Action	By when	By who	Update – August 2019
5.6	Explore and as appropriate introduce a Landlord Accreditation Scheme with a particular emphasis upon those properties and landlords in and around the new university.	March 2021	Housing Standards	Trafford Council is working in partnership with the National Landlords Association (NLA). The NLA attend forum events and have providing information on accredited courses they can offer to landlords.
5.7	Develop a new Empty Property Strategy and action plan.	<i>Commence</i> - May 2019 <i>End</i> – December 2019	Strategic Growth Service/Housing Standards	Empty Homes Strategy developed and following Exec Member approval will be going out for public consultation in September 2019. The final version will be in place by December 2019.
5.8	Explore affective and cost efficient ways and mechanisms of bringing empty properties back into use (including EDMOs / enforced sales / acquisition / assistance) – <i>linked to Empty Property Strategy</i> .	<i>Commence</i> - January 2020	SHP/Strategic Growth Service/Housing Standards	Awaiting the Empty Homes Strategy to be in place.
ACTION 6: PROVIDE SUPPORT FOR THE PEOPLE WHO NEED IT				
6.1	Work with and at the GM level to support the GM Homeless Action Network.	Ongoing	Strategic Growth Service / HOST/GMCA	Trafford continue to support GM and attend the GM Homeless Action Network.

Ref.	Action	By when	By who	Update – August 2019
6.2	Review and assess the likely impact of the Homelessness Reduction Act upon the Council's resources.	March 2019	Strategic Growth Service / HOST	COMPLETED HRA impact was reviewed and additional resources were given to HOST to increase the staffing in 2018/19 and 2019/20.
6.3	Implement a new GM ICT caseload system for homelessness.	December 2018	Strategic Growth Service / HOST	COMPLETED New ICT system in place across GM to manage the HRA and homelessness case work.
6.4	Revise Trafford's Homelessness Strategy	December 2018	Strategic Growth Service / HOST/Homeless Champions Group/SHP/CCG/NHS	COMPLETED Trafford Homelessness Strategy reviewed and new Strategy launched March 2019. Homeless Champions Group leading on the delivery of the Action Plan and a number of Task & Finish Groups has been established to drive forward delivery.
6.5	Develop a Supported Housing Strategy.	March 2020	Strategic Growth Service / SHP/CFW/CCG/NHS	Draft Supported Housing Strategy production underway. Working in partnership with Adult Services Commissioning Team. Draft Strategy will be going out for consultation early 2020.

Ref.	Action	By when	By who	Update – August 2019
6.6	Explore opportunities to extend and increase the provision of temporary accommodation.	Ongoing	Strategic Growth Service / HOST / SHP/RPs	<p>HOST proactively work to increase the provision of temporary accommodation in Trafford to try and eradicate the use of B&B.</p> <p>In 2018/19 and additional 34 units were secured within the private sector for use as temporary Accommodation on a lease basis for 5 years.</p>
6.7	Work proactively with private sector landlords to secure more accommodation for homeless households, including the use of incentives, bonds, enhanced tenant support and advice.	Ongoing	Strategic Growth Service / HOST/Housing Standards/RPs	<p>HOST have a dedicated Officer who works with private landlords and manages the Rental Bond Scheme. HOST has been networking with current landlords and encouraging them to introduce HOST to other landlords in Trafford to increase access to accommodation in the sector. HOST assisted 67 customers in 2018/19 with help towards a bond and rent in advance or the extension of a current bond.</p>
6.8	Ensure access to and awareness of local services Through the Trafford Service Directory	March 2019	Family Information Service/CCG/NHS	<p>COMPLETED</p> <p>Trafford Service Directory publicised by HOST.</p>

Ref.	Action	By when	By who	Update – August 2019
6.9	Agree and establish targets for apprenticeships in construction for local people.	Ongoing	Social Value Group/Procurement/Strategic Growth Service	The Council are starting to coordinate what this will look like and have a meeting with all construction projects in Partington and Carrington in August to build up a picture of how many apprenticeships and job opportunities will be coming on line in the area over the next 12 months.
6.10	Develop pathways into construction jobs and apprenticeships for local people.	Ongoing	Construction Sub-Group/Inclusive Growth Board/SHP	The Construction sub-group have agreed to coordinate all upcoming opportunities through Procure Plus who have Construction Industry Training Board (CITB) funding to create local training hubs in areas where there are a number of projects.
6.11	Support homeless people and those in insecure tenancies into employment and training opportunities.	Ongoing	TEES/Inclusive Growth Board/SHP	Homeless people are supported through the Trafford Pledge but we don't currently have a mechanism for identifying clients in insecure tenancies. A new Employment, Education & Training Task & Finish Group will convene in September and will look at the issues surrounding this.