



TRAFFORD
COUNCIL



Trafford Housing Strategy 2018-2023

Our ambitious housing vision for Trafford

www.trafford.gov.uk

Strategic priorities

We have an ambitious housing strategy. We will work with our partners in Greater Manchester over the next five years to achieve these seven key strategic 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

Housing in Trafford

Creating great places to live

Getting the right mix of different types of homes in neighbourhoods - in terms of their popularity, safety, environmental quality and access to services - is essential.

New housing development will be concentrated in places 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.

Housing in Trafford

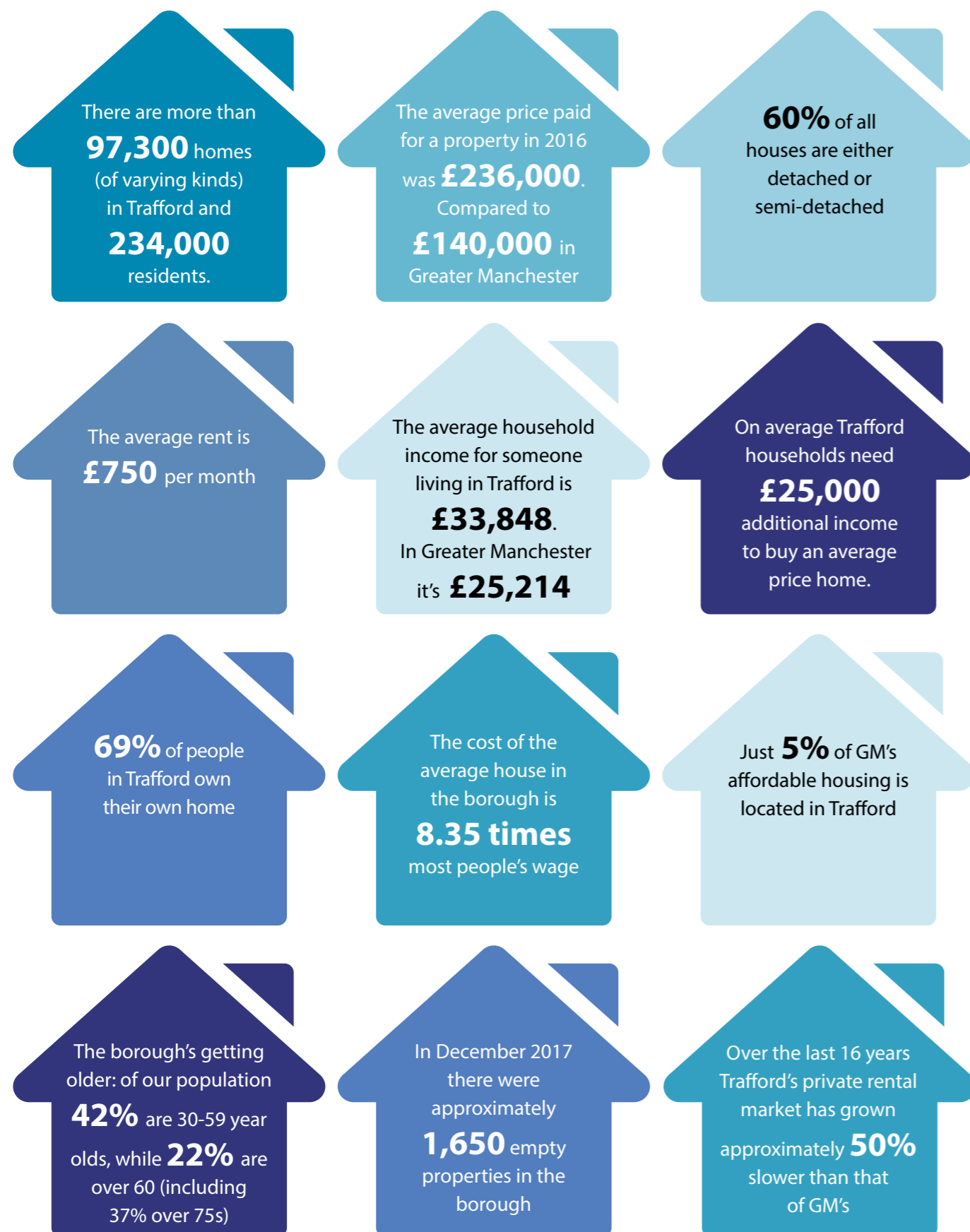
The emerging Greater Manchester Spatial Framework (GMSF) is designed to manage how land is used and sets the housing targets for each borough. It is a joint plan from Bolton, Bury, Manchester, Oldham, Rochdale, Salford, Stockport, Tameside, Trafford and Wigan Councils that looks ahead to the next 20 years.

It shows that Trafford's major housing developments fall within The Quays, Western Gateway and Manchester Airport locations. This includes the New Carrington development where the aim is to deliver 6,100 high quality homes, including a target of 30% affordable housing. More detail on how the GMSF will be delivered in Trafford is being drafted in the Council's Local Plan.

The Greater Manchester Housing Strategy highlights the need to speed up housing growth, to produce high-quality housing in mixed neighbourhoods and to eliminate rough sleeping across the region.



Trafford in numbers



Improving existing homes



We will:

- Only grant licenses for Houses in Multiple Occupation where they meet all the legal standards.
- Encourage developers who build new homes that are rented out privately to use high-quality management agencies who will provide a professional landlord service to tenants.
- Take a proactive approach to addressing problems with properties that are in bad condition or poorly managed.
- Work with teams based in the local communities identify and prioritise homes occupied by vulnerable people.
- Work with landlords to solve problems, using our legal powers to tackle poor landlords who we know have committed housing offences.
- Look into setting up a landlord forum, plus a scheme that benefits landlords who meet high standards.
- Carry out house condition surveys to understand the condition of Trafford's private housing; what the biggest problems are and in which areas they tend to be found.
- Explore options for dealing with empty properties.

Increasing housing



We will:

- Invite local people to work with us to develop Place Plans for their neighbourhoods that include ideas about: housing, transport, shops, schools, businesses, open spaces and leisure facilities.
- Partner with private companies to deliver new homes.
- Identify land or buildings already owned by the Council, which would be suitable to build on or adapt for housing.
- Explore different ways in which people can build their own homes.
- Work with investors to build more homes to rent.
- Develop new ways of financially supporting people to rent or buy their own house.

Right place, right house

We will:

- Support the increase and improvement of transport links across Trafford.
- Develop a plan of how many houses, and of what type, are needed in each neighbourhood.



Homes for older people

We will:

- Talk to older residents to find out what their housing needs are and how we can support them in the future.
- Develop an Older People's Accommodation Strategy.
- Increase the housing options available for older people.



Homes for students

We will:

- Explore the impact of students living in Stretford, Old Trafford and elsewhere in the borough.
- Support the development of accommodation built specifically for students.
- Support the delivery of homes for students as outlined in the plans for the new University Academy 92 on Talbot Road.
- Continue to work with local landlords to improve the standard of privately rented housing.



Support for those who need it

We will:

- Revise Trafford's Homelessness Strategy.
- Develop a Supported Housing Strategy.
- Look into ways of increasing the amount of temporary accommodation on offer in Trafford.
- Make apprenticeships, work experience and jobs in construction available to local people.
- Support homeless people into employment and training opportunities.
- Work with private landlords to make more accommodation available for homeless people.





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