

TRAFFORD COUNCIL

Report to: Executive
Date: 25th June 2018
Report for: Decision
Report of: Executive Member for Communities & Housing

Report Title

Trafford Housing Strategy and Draft Action Plan 2018-2023

Summary

The Housing Strategy has been developed to identify the key housing priorities for the borough and the measures required to deliver them by the Council and other key public and private stakeholders.

The Housing Strategy identifies key interventions required to meet current and future housing need in Trafford and to address a number of supply and demand challenges. The interventions have been identified in the context of the Council's Corporate Objectives, Trafford Vision 2031, GM growth ambitions as articulated in the GMSF and GM Housing Strategy, and discussions with key stakeholders.

The Housing Strategy coupled with the Vision, Corporate Objectives, Trafford Economic and Housing Growth Framework and the wider GM strategic arena, forms a comprehensive and fully joined up approach to delivering future housing growth to benefit Trafford's residents.

Recommendation(s)

That the Executive approves the Trafford Housing Strategy and Draft Action Plan 2018-2023.

Contact person for access to background papers and further information:

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Appendix One: Trafford Housing Strategy 2018-2023
Appendix Two: State of the Market Report, February 2017
Appendix Three: Trafford Housing Strategy 2018-2023 Consultation Report – Online Surveys

Appendix Four:
Appendix Five:

Housing Strategy Consultation Responses – Direct Comments
Draft Trafford Housing Strategy Action Plan 2018-2023

Background Papers:

None

Implications:

| | |
|---|---|
| Relationship to Policy Framework/Corporate Priorities | <p>The priorities detailed within the Strategy meet the Council's Corporate Objectives of:</p> <ul style="list-style-type: none"> • Economic Growth and Development • Safe Place to Live • Services Focused on the Most Vulnerable People <p>In addition, the Strategy meets the Annual Delivery Plan and the Departmental Improvement Plan priorities and is complimentary to, and will play a key part in, delivering the Trafford Vision.</p> |
| Relationship to GM Policy or Strategy Framework | The Trafford Housing Strategy 2018-2023 is aligned with the priorities contained within the GM Strategy, the emerging GM Housing Strategy and the draft Greater Manchester Spatial Framework (GMSF). |
| Financial | The Strategy identifies interventions for the Strategic Growth Service to deliver housing growth and also identifies potential interventions to be delivered in partnership with other key public and private stakeholders. The funding and cost implications of these interventions will be evaluated on a case by case basis before decisions are made around the implementation and ongoing management. |
| Legal Implications: | None as a consequence of this report. |
| Equality/Diversity Implications | None as a consequence of this report. |
| Sustainability Implications | None as a consequence of this report. |
| Resource Implications e.g. Staffing / ICT / Assets | Existing staff resources have been identified to support the delivery of the interventions detailed within the Strategy. Information will be made available on line and documents will be available to access through the Council's web pages. |
| Risk Management Implications | Risk to delivery of the interventions detailed within the Strategy will be monitored and updated as required. |
| Health & Wellbeing Implications | None as a consequence of this report. |
| Health and Safety Implications | None as a consequence of this report. |

1.0 Background

- 1.1 In 2017 the Council, with the full support of the Trafford Strategic Housing Partnership (SHP), commissioned Arc 4 to develop a five year Housing Strategy for Trafford (the Strategy). The Strategy was commissioned to identify the key strategic priorities for the borough and the practical measures required to achieve them by the Council and other key public and private stakeholders (see Appendix 1).

2.0 Methodology

- 2.1 The Strategy identifies measures to deliver the Council's Corporate Objectives. It also complements the Trafford Economic and Housing Growth Framework that sets the strategic growth priorities and interventions for the borough, and plays a key role in delivering the priorities set in the GM Strategy and the emerging GM Housing Strategy. The Strategy has also been set in the context of the emerging Greater Manchester Spatial Framework (GMSF).

3.0 Opportunities and Challenges

Opportunities

- 3.1 The Strategy has identified that Trafford is a strong performer in GM and will be a major driver of growth within the context of GMCA. 'The State of the Market Report' (see Appendix 2) identifies that Trafford has one of the strongest housing markets in GM underpinned by higher than average levels of home ownership (69.3% compared to 60.1%) and significantly higher than average house prices especially in the settlements located in the southern part of the borough. Both elements have recovered from the 2007/08 economic downturn and median property values in 2016 were at £236,000.
- 3.2 Due to its transport links, schools, parks, quality of homes and improving town centres; Trafford is a popular location to live in and a strong attraction for families. As one of the region's economic powerhouses, Trafford plays a major role in GM's economy. 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 workforce. The strength of the borough's economy further enhances its attractiveness as place to live and work in.
- 3.3 The GMSF provides the opportunity for significant residential growth in the borough with major strategic housing development sites identified at Timperley, Carrington and Flixton. Other growth sites being developed/ planned include Trafford Waters, Pomona/Cornbrook Hub, Old Trafford, Trafford's Town Centre's and Trafford Wharfside. The Strategy highlights that developers remain confident in Trafford as a borough to invest in and in 2017/2018, 2,743 residential units have received planning permission.

Challenges

- 3.4 However despite its strengths, Trafford does face a number of challenging issues. Due to high demand, there is an affordability 'gap' since the ratio between average incomes and average property prices is 8.35, which far exceeds the ratio of 3.5 times the average salary, which mortgage companies base their lending criteria on. Based on average wage levels and the average costs of properties, households in Trafford need an additional income of £25,000 to be able to buy a property. Trafford's housing market, in effect, acts like a 'southern borough' compared to the rest of GM.

- 3.5 Trafford also has a lack of supply, particularly in terms of social/affordable housing with only 5% of the total stock in GM. The largest numbers of social/affordable housing are in Old Trafford and Partington, which accounts for around 40% of all tenures in these areas. There is therefore a disparity in the spread of social/ affordable housing which coupled with a lack of supply, further compounds affordability issues, particularly for those residents living in the southern areas of the borough. Trafford also has a relatively small private rented sector and over the last 16 years it has grown at around half the rate compared to the rest of GM. Average rentals are £750 and due to the costs of accessing home ownership, demand is high and prices will increase.
- 3.6 Trafford has an ageing population with 42% aged 30-59 and 22% aged 60+ (of these 37% are over 75). By 2035, the population growth in Trafford will be in the older age groups with c74, 000 people over 60 (compared with c52, 000 in 2015) and an additional c11, 000 over the age of 75 yrs. This raises current, and compounds future issues, in terms of supply with older people continuing to live alone in larger properties, the type of housing stock required to meet the needs of the ageing population and public services provision. The delivery of new housing of a range of types and tenures will be critical in addressing the supply and affordability challenges the borough is currently facing, and will face in the future.

4.0 Interventions

- 4.1 To meet the challenges identified above, the Strategy identifies a number of housing priorities as follows:
- (i) To accelerate housing growth.
 - (ii) To support inclusive economic growth.
 - (iii) To create neighbourhoods of choice through a better mix of homes.
 - (iv) To reduce inequalities across the borough.
 - (v) To improve residents' health and wellbeing.
 - (vi) To increase the range of, and residents access to, opportunities; and to reduce homelessness.
- 4.2 The interventions required to deliver the priorities are set out in Section 2.4 of the document (pages 21 and 22) and have been identified in the context of the market analysis undertaken, Council objectives, the policy context and discussions with key stakeholders. The interventions are summarised as:
- Funding the development of market rented homes.
 - Identify and create new development sites.
 - Packaging sites for development.
 - Strategic acquisition of sites.
 - Strategic approach to s106 affordable housing contributions and commuted sums.
 - Direct delivery of new homes by Trafford Council.
 - Financial models to support access to affordable housing options.
- 4.3 In addition, the Strategy recommends the production of 'Housing Propositions' which will identify the different types, sizes and tenures of properties needed to help balance the profile of housing throughout the borough. These Propositions will sit alongside the 'Place Plans' being developed through the Trafford Vision 2031 to ensure a range of quality housing that meets the needs of current and future residents.

5.0 Consultation

- 5.1 The Strategy has been prepared in consultation with key stakeholder across Trafford and GM and initial findings were discussed with the SHP on the 18th September 2017 and 30th November 2017. A session was held with developers on the 10th October 2017 to get the private sector perspective on the state of the housing market and issues / actions. The Inclusive Growth Board has also received ongoing updates on progress.
- 5.2 Following completion of the Draft Strategy the Council held a four week public consultation during February and March 2018. Key stakeholders, including Registered Providers, neighbouring Local Authorities, GMCA and developers were notified in relation to the consultation which was open to all to submit their comments. An on-line survey was created which posed questions relating to key elements of the Strategy document. A copy of the survey, draft Strategy and appendices were available on the Council's website following a press release and publicity via Facebook and Twitter.
- 5.3 Twenty seven fully completed and nine partially completed surveys were received with two thirds of the responses being from local residents and elected Members. The analysis of these surveys and the comments received during the consultation is contained within Appendix 3.
- 5.4 Overall respondents were very positive about the creation of the Strategy and the proposed 'Housing Propositions', interventions and the need to increase affordable housing provision. In addition to the on-line surveys, the Council received five direct comments via email from the Labour Group, Trafford Housing Trust (THT), HOW Planning LLP (on behalf of Royal London Asset) and Indigo (on behalf of Wyevale Garden Centres and Redrow Homes Ltd). A summary of these responses are detailed within Appendix 4. Also discussions with the CCG have taken place to ensure that links between the Housing Strategy and health are in place.
- 5.5 In response to the comments received, the Strategy has been updated to ensure reference is made to 'technology enabled care', more emphasis has been made in terms of the need for different types and sizes of affordable housing in the borough; and more clarity has been provided that wider partners and stakeholders will be involved in the development of the 'Housing Propositions'.

6.0 Draft Action Plan

- 6.1 Following the public consultation exercise on the Housing Strategy, a Draft Action Plan (see Appendix 5) has been produced to meet the priorities identified in 4.1 and to provide more detail on the interventions identified in 4.2. The Plan provides an indication of timeframes and key partners for activity under the following action areas:
- (i) Increase Housing Delivery (Market & Affordable).
 - (ii) Rebalance the housing offer across Trafford Council.
 - (iii) Address and meet the housing needs of older people.
 - (iv) Develop a planned and quality housing offer for students (current and future).
 - (v) Improve existing homes.
 - (vi) Provide support for the people who need it.
- 6.2 A number of key policy/strategy areas contained within the Plan include:

- Undertake a Private Sector Stock Condition Survey.
- Revise Trafford's Empty Property Strategy.
- Develop a Housing Strategy for Older People.
- Create a Supported Housing Strategy for Trafford.
- Undertake a Strategic Housing Market Assessment for Trafford.
- Produce 'Housing Propositions' for each area in Trafford.

6.3 The Draft Action Plan will be a live document and will be amended over-time. The CCG along with other key partners will be involved in the ongoing development of the Plan to ensure that cross-department/service area actions that have a housing input are included. Once approved by Executive, the SHP will adopt the Action Plan as its delivery plan and will provide a co-ordination role in terms of delivery, monitoring progress and performance management.

7.0 Wider Corporate Linkages

7.1 The interventions and actions detailed within the Housing Strategy and Draft Action Plan meet the Corporate Objectives of 'Economic Growth and Development', 'Safe Place' to 'Live and Services Focused on the Most Vulnerable People'. In addition they meet the Annual Delivery Plan and the Departmental Improvement Plan priorities. The Strategy is also complimentary to, and will play a key part in, delivering the Trafford Vision 2031 which sets a long term vision for the future where "Nobody is held back, nobody is left behind." The Strategy is cross-cutting and will therefore play a role in delivering the seven work-streams under the Vision.

7.2 The Housing Strategy coupled with the Vision, Corporate Objectives, Trafford Economic and Housing Growth Framework and the wider GM strategic arena, forms a comprehensive and fully joined up approach to delivering future housing growth to benefit Trafford's residents.

8.0 Other Options

8.1 Other options are not to adopt the Strategy or to adopt a different Strategy. The absence of an overarching Strategy for the delivery of housing growth across Trafford will not provide the Council with the mechanism to meet, and plan for, current and future housing need. In addition, it will not provide the detailed interventions required to support housing growth across the borough which is why the Strategy is proposed. The proposed consultation may lead to refinements to the draft Strategy.

9.0 Reasons for Recommendation

9.1 The Executive is asked to approve the Trafford Housing Strategy and Draft Action Plan 2018-2023 which sets the key housing priorities for the borough and the measures required to deliver them by the Council and other key public and private stakeholders. The Housing Strategy identifies key interventions required to meet current and future housing need in Trafford and to address a number of supply and demand challenges. The interventions have been identified in the context of the Council's Corporate Objectives, Trafford Vision 2031, GM growth ambitions as articulated in the emerging GMSF and GM Housing Strategy, and discussions with key stakeholders. The Housing Strategy coupled with the Vision, Corporate Objectives, Trafford Economic and Housing Growth Framework and the wider GM strategic arena; forms a comprehensive and fully joined up approach to delivering future housing growth to benefit Trafford's residents.

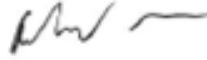
Key Decision Yes

If Key Decision, has 28-day notice been given? Yes

Finance Officer Clearance *PC*

Legal Officer Clearance *TR*

CORPORATE DIRECTOR'S SIGNATURE

A handwritten signature in black ink, appearing to be 'D.W.' followed by a horizontal line.

To confirm that the Financial and Legal Implications have been considered and the Executive Member has cleared the report.