

APPENDIX 5 – HOUSING STRATEGY ACTION PLAN

Trafford Council

Draft Housing Strategy Action Plan 2018-2023



Ref.	Action	By when	By who
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
1.2	Develop a master-plan led approach to appropriate large/strategic sites.	Ongoing	Strategic Growth Service/SHP/ Vision 2031/ Place Shaping Board
1.3	Partner with the private sector (including Registered Providers) to deliver new homes.	Ongoing	Strategic Growth Service/ SHP/Place Shaping Board/ Amey
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
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
1.6	Proactively identify, negotiate and where appropriate acquire sites to speed up development.	Ongoing	Strategic Growth Service/ Place Shaping Board/ Amey
1.7	Where appropriate package sites to deliver more housing / improved mix / improved viability.	Ongoing	Strategic Growth Service/ Place Shaping Board/ Amey

Ref.	Action	By when	By who
1.8	Research and explore opportunities to deliver more self and customer build properties.	Ongoing	Strategic Growth Service/Amey/Place Shaping Board
1.9	Research and explore opportunities to deliver accommodation through non-traditional methods of construction.	Ongoing	Strategic Growth Service/Development Management/Amey
1.10	Work with investors to deliver more bespoke build to rent accommodation.	Ongoing	Strategic Growth Service/ Place Shaping Board/ Amey
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
1.12	Research and explore the potential in Trafford for Community Land Trusts.	March 2020	Strategic Growth Service/ Place Shaping Board/ Amey
1.13	Introduce and extend the type and range of affordable housing products to meet all housing needs.	Ongoing	Strategic Growth Service/SHP
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
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 /SHP/ Finance

Ref.	Action	By when	By who
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
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
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
2.4	Provide guidance on the appropriate housing densities in relation to their proximity to services 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/ Amey/Place Shaping Board/GMCA
2.5	Support the increase and improvement of connectivity (particularly transport links) within and across the borough.	Ongoing	Strategic Growth Team/Amey/TfGM
2.6	Identify and target sources of external and match funding including maximising receipts from planning obligations.	Ongoing	Strategic Growth Service/Development Management

Ref.	Action	By when	By who
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</i> - October 2018	Strategic Growth Service/SHP/CFW
3.2	Develop an Older People's Accommodation Strategy.	<i>Commence</i> - October 2018 <i>End</i> - Summer 2019	Strategic Growth Service/SHP/CFW
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
3.4	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
3.5	Explore options and support requirements for 'co-housing' - <i>linked to the Older People's Housing Strategy.</i>	Ongoing	Strategic Growth Service/SHP/CFW
3.6	Explore options and support requirements for 'Homeshare' - <i>linked to the Older People's Housing Strategy.</i>	Ongoing	Strategic Growth Service/SHP/CFW

Ref.	Action	By when	By who
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>Place Shaping Board</p> <p>Stretford Mall/Development Management</p> <p>Strategic Growth Service/Amey/Place Shaping Board</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
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/Place Shaping Board
4.4	Support the appropriate development of new bespoke student accommodation.	Ongoing	Strategic Growth Service/SHP/ residents/Vision 2031 Team/ Amey/Place Shaping Board
4.5	Continue to work with local landlords within the Private Rented Sector to improve standards.	Ongoing	Housing Standards/Development Management/Enforcement/ Building Control

Ref.	Action	By when	By who
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
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.	May 2019	Strategic Growth Service/Housing Standards
5.3	Establish a multidisciplinary approach to both identifying and addressing problems in the private sector.	<i>Commence</i> - May 2019	Housing Standards/ HOST/SHP/GMP/ Community safety
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
5.5	Improve liaison and links with private landlords through the establishment of a Private Landlords Forum.	March 2020	Strategic Growth Service/Housing Standards
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
5.7	Develop a new Empty Property Strategy and action plan.	<i>Commence</i> - May 2019 <i>End</i> – December	Strategic Growth Service/Housing Standards

Ref.	Action	By when	By who
		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	Strategic Growth Service/Housing Standards
ACTION 6: PROVIDE SUPPORT FOR THE PEOPLE WHO NEED IT			
6.1	Work with and at the GM level to support the GM Action Homeless Network.	Ongoing	Strategic Growth Service / HOST/GMCA
6.2	Review and assess the likely impact of the Homelessness Reduction Act upon the Council's resources.	March 2019	Strategic Growth Service / HOST
6.3	Implement a new GM ICT caseload system for homelessness.	April 2018	Strategic Growth Service / HOST
6.4	Develop a Supported Housing Strategy.	March 2020	Strategic Growth Service / SHP/CFW
6.5	Explore opportunities to extend and increase the provision of temporary accommodation.	Ongoing	Strategic Growth Service / HOST / SHP
6.6	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 / SHP

Ref.	Action	By when	By who
6.7	Ensure access to and awareness of local services Through the Trafford Service Directory	March 2019	Family Information Service
6.8	Support the establishment and implementation of a Trafford Care Coordination Centre System (TCCC).	By March 2023	TBD
6.9	Agree and establish targets for apprenticeships in construction for local people.	Ongoing	Social Value Group/Procurement/ Strategic Growth Service
6.10	Develop pathways into construction jobs and apprenticeships for local people.	Ongoing	Construction Sub-Group/Inclusive Growth Board
6.11	Support homeless people and those in insecure tenancies into employment and training opportunities.	Ongoing	TEES/Inclusive Growth Board