

## TRAFFORD COUNCIL

**Report to:** Executive  
**Date:** 27<sup>th</sup> January 2025  
**Report for:** Decision  
**Report of:** Executive Member for Housing and Advice

### Report Title

**Trafford Housing Strategy and Delivery Plan 2025-2030**

### Summary

The Housing Strategy 2025-2030 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 Strategy identifies key interventions required to meet current and future housing need in Trafford and to address several supply and demand challenges.

The interventions have been identified in the context of the Council's Corporate Priorities, GM growth ambitions as articulated in the PfE Plan and GM Housing Strategy.

Following the public consultation on the Draft Housing Strategy, amendments have been made to consider comments received from respondents. Amendments to the strategic properties have been made to remove ambiguity and further clarity has been provided to the definition of affordable housing. Respondents also provided a number of additional actions which have been included within the Delivery Plan.

### Recommendation(s)

It is recommended that the Executive:

- (i) Approves the Trafford Housing Strategy and Delivery Plan 2025-2030 for publication.

### Contact person for access to background papers and further information:

Name: Caroline Siddall (Housing Strategy & Growth Manager), ext. 5776

Appendix 1: Trafford Housing Strategy 2025-2030  
Appendix 2: Trafford Housing Strategy 2025-2030 - Delivery Plan  
Appendix 3: Trafford Housing Strategy 2025-2030 - Summary  
Appendix 4: Trafford Housing Strategy 2025-2030 - Consultation Report

Background Papers: None

*Implications:*

Relationship to Policy Framework/Corporate Priorities	The priorities detailed within the Strategy meet the Council's Corporate Priorities of: <ul style="list-style-type: none"> <li>• A thriving economy and homes for all.</li> <li>• The best start for our children and young people.</li> <li>• Address the climate crisis.</li> <li>• Health and independent lives for everyone.</li> </ul>
Relationship to GM Policy or Strategy Framework	The Trafford Housing Strategy 2025-2030 is aligned with the priorities contained within the GM Strategy, the GM Housing Strategy and the Places for Everyone Plan (PfE).
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.
Carbon Reduction	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 online and documents will be available to access through the Council's web pages.
Risk Management Implications	Risk to delivery of the priorities detailed within the Strategy will be monitored and updated annually.
Health & Wellbeing Implications	None as a consequence of this report.
Health and Safety Implications	None as a consequence of this report.
Socioeconomic duty Implications:	None as a consequence of this report.

## 1.0 Background

- 1.1 Trafford's Housing Strategy 2018-2023 launched in March 2018 and has now expired. It is vital that a new Strategy is produced to provide further housing direction for Trafford over the next five years up to 2030.

- 1.2 Making sure our residents have access to settled, affordable, and decent homes has always been a top priority for Trafford and learnings from the Covid-19 pandemic have only served to emphasise why housing must remain a key focus for the Council going forward. A national housing crisis compounded by a shortage of social housing and ever-increasing rental and property prices has made it more difficult than ever for people to find decent and affordable homes.
- 1.3 While the Council's 2018-2023 Housing Strategy has gone some way to mitigate the impact on Trafford residents from these national challenges by, for example, increasing the supply of properties in the borough, more must be done. Through extensive consultation an understanding has been gained of what is required to ensure all residents have access to suitable, affordable, future-proof homes, with sound infrastructure that allows neighbourhoods to thrive.
- 1.4 It is within this context that the Housing Strategy 2025-2030 has been produced to set out how the Council will continue to address these challenges and ensure Trafford residents have access to good quality, appropriate and sustainable housing both now and in the future.

## **2.0 Housing Strategy 2025-2030: Vision and Strategic Priorities**

- 2.1 Trafford's Housing Strategy 2025-2030 (Appendix 1) sets out how the Council and partners will tackle some of the local and national housing challenges. A supporting delivery plan has been developed which details the specific actions required over the next five years (Appendix 2). The Housing Strategy is a vehicle to make a difference locally and provides residents, partners, and stakeholders an opportunity to influence the future delivery of housing in our communities. A summary version of the Strategy has also been drafted (Appendix 3).
- 2.2 Trafford, along with various stakeholders, has developed a comprehensive housing vision to address the current and future housing needs of the borough. This vision encompasses various aspects such as affordable housing, sustainable development, urban regeneration, and community engagement.
- 2.3 The Vision for the Strategy is: *'Ensuring Trafford residents have access to good quality, appropriate and sustainable housing now and in the future'*.
- 2.4 This Strategy cannot be delivered by working in isolation; achievement will require collaborative working with public sector organisations at local and national level, alongside private sector partners. The delivery of the Strategy will therefore be aligned to, and utilise, the Trafford Strategic Housing Partnership to ensure cross-sector collaboration and effective partnership delivery.
- 2.5 The Strategy is structured around four strategic priorities:
  1. *Increase the supply of housing in Trafford and build more affordable homes.*
  2. *Ensure all residents can obtain and sustain suitable housing in the borough.*
  3. *Ensure homes meet current and future needs in Trafford.*

#### *4. Address inequalities by creating neighbourhoods that promote inclusion, health and wellbeing.*

### **3.0 Consultation**

- 3.1 Initial consultation took place in June 2023 to give residents and stakeholders an opportunity to help shape Trafford's Draft Housing Strategy 2025-2030. The consultation consisted of an online survey which gave residents the opportunity to provide their opinions on housing in the borough, and three listening sessions where stakeholders provided their views on housing in Trafford during roundtable discussions. 176 responses were received to the online consultation and 26 stakeholders attended the listening sessions.
- 3.2 The key findings from the initial consultation highlighted the following as the most prominent challenges within Trafford's housing sector:
- Lack of affordable and social housing.
  - Lack of suitable options for the aging population.
  - Lack of specialist housing/high level supported housing.
  - Insufficient infrastructure and amenities.
  - Poor property standards.
- 3.3 The solutions suggested by residents and stakeholders to overcome the housing challenges included:
- Clearly define what is meant by 'affordable housing'.
  - Increase the supply of housing by building more affordable and social housing.
  - Develop infrastructure and increase amenities in areas of development.
  - Adopt a Brownfield First approach.
  - Increase the standard of the housing for all tenures including homeowners.
  - Review the housing allocations policy.
  - Increase the level of supported housing in particular for those with complex needs.
  - Bring empty properties back into use.
  - Expedite the planning process for development which contains affordable housing.
- 3.4 Following completion of the Draft Strategy a six-week public consultation took place during September and October 2024. Key stakeholders, including Registered Providers (RPs), 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 social media.
- 3.5 In total, 74 responses were received with 95% representing the views of residents and 5% representing the views of relevant organisations, such as RPs. In addition, three organisations and one individual provided written responses via email rather than completing the online survey. The full analysis of the responses received during the consultation is contained within Appendix 4.
- 3.6 62% of respondents agreed with the proposed strategic priorities, while 27% did not agree and 11% were not sure whether they agreed. Respondents were given the opportunity to provide additional comments alongside their answer. Some respondents noted that the wording of the priorities was unclear and/or too ambiguous; in relation to Priority 1 there

was confusion around what 'affordable' truly means, and in relation to Priority 2 and Priority 4 some felt the wording was too vague.

- 3.7 45% of respondents stated that Priority 1 was the most important to them. Respondents felt that more housing was needed in Trafford, and that this increase would drive down market prices. However, there it was noted that infrastructure must also be improved in areas of large residential development. 24% of respondents stated that Priority 2 was the most important to them. These respondents felt that before increasing housing supply, Trafford Council should focus on improving the conditions of existing housing in the borough. It was noted that Trafford has a high number of homeowners who are not currently offered any support to maintain their homes to a decent standard.
- 3.8 Due to responses received from the consultation, the following amendments to the Strategy have been made:
- Priority 2 and Priority 4 have been reworded to provide clarity and remove ambiguity.
  - A paragraph has been added under Priority 1 to provide a definition of 'affordable housing' and explain how it is used within the context of the Housing Strategy.
  - Under Priority 3, the recommendation *"Develop advice materials specific to marginalised cohorts such as veterans, ex-offenders, and refugees to ensure they are aware of all appropriate housing options"* has been amended to *"Widely promote information on housing options and develop housing advice materials specific to marginalised cohorts such as veterans, ex-offenders, and refugees"*.
  - Under Priority 1, the recommendation *"Continue to monitor all affordable developments in Trafford through the Housing Tracker and engage with developers and Registered Providers regarding development activity"* has been amended to *"Continue to monitor all residential developments in Trafford through the Housing Tracker and engage with developers to ensure stalled sites come back online as quickly as possible"*.
  - The recommendation *"Explore options to improve climate resistance to protect residents from natural emergencies such as floods and heatwaves"* has been added under Priority 3.
  - The recommendation *"Expedite the planning process to allow developments to come forward at a quicker pace"* has been added under Priority 1.

## 4.0 Opportunities and Challenges

### Opportunities

- 4.1 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. Trafford has one of the strongest housing markets in GM underpinned by higher-than-average levels of home ownership (69% compared to 60%) and significantly higher than average house prices (£361k in 2023/24 compared to £242k in GM).

- 4.2 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.
- 4.3 The PfE plan provides the opportunity for significant residential growth in the borough with major strategic housing development sites identified at Davenport Green and New Carrington. Other growth sites being developed/ planned include Trafford Waters, Pomona/Cornbrook, Old Trafford, Trafford's Town Centres and Trafford Wharfside. The Strategy highlights that developers remain confident in Trafford as a borough to invest in and in 2023/2024, 3,798 residential units have received planning permission.

## **Challenges**

- 4.4 However despite its strengths, Trafford does face several challenging issues. Due to high demand, there is a significant affordability gap since the ratio between average incomes and average property prices is x 9, which far exceeds the ratio of x 3.5 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 on average household income of £80k to be able to buy a property in the borough. Trafford's housing market, in effect, acts like a 'southern borough' compared to the rest of GM.
- 4.5 Trafford also has a lack of supply, particularly in terms of social/affordable housing with only 15% of the total stock in Trafford. 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 rental sector and over the last 20 years it has grown at around half the rate compared to the rest of GM.
- 4.6 Trafford's aging population is set to significantly increase by 2039, so it is imperative that the housing supply in the borough meets the needs of this cohort. To do so, Trafford needs to ensure there is adequate supply of housing that is suitable for older people, with a range of options available to give older people more choice over where they live. Findings from the Housing Needs Assessment 2023 recommend that 4,441 additional units of accommodation for older people is required in Trafford by 2039 including 2,662 sheltered accommodation dwellings, 1,104 Extra Care units and 673 residential care bedspaces.

## **5.0 Wider Corporate Linkages**

- 5.1 The vision and strategic objectives detailed within the Housing Strategy 2025-2030 meets the Corporate Priorities of 'A thriving economy and homes for all', 'The best start for our children and young people', 'Address the climate crisis' and 'Health and independent lives for everyone'.

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

## 6.0 Other Options

6.1 Other options are not to produce a Housing 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.

## 7.0 Reasons for Recommendation

7.1 The Executive is asked to approve the Trafford Housing Strategy and Delivery Plan 2025-2030, for the purposes of publication to enable the Council and key public and private stakeholders to deliver housing growth. The Strategy is a vehicle to make a difference locally and provides residents, partners, and stakeholders an opportunity to influence the future delivery of housing in our communities, and plan for current and future housing needs across the borough.

**Key Decision** Yes

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

Finance Officer Clearance                      PC  
Legal Officer Clearance                      ZH

**CORPORATE DIRECTOR'S SIGNATURE**



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