

# Housing Strategy 2025–2030

## Delivery Plan



Delivery Plan Key:					
Short Term (1-2 years)		Medium Term (3-4 years)		Long Term (5 years)	
<b>PRIORITY 1: INCREASE THE SUPPLY OF HOUSING IN TRAFFORD AND BUILD MORE AFFORDABLE HOMES</b>					
Ref.	Recommendation	Action	By who		
1.1	Increase Net Additional Dwellings	Continue to work with developers and Registered Providers to increase the supply of housing in Trafford.	Housing Strategy, Planning, RPs		
1.2		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.	Housing Strategy, Strategic Planning		
1.3		Draft a new Local Plan for Trafford and maintain an identified 5-year supply of deliverable sites.	Strategic Planning		
1.4		Identify large sites in Trafford and develop a masterplan approach to increase residential dwellings.	Growth, Communities & Housing Service and Development Management		
1.5		Expedite the planning process to allow developments to come forward at a quicker pace.	Strategic Planning		
1.5	Increase the Supply of Affordable Homes	Continue to work with developers and Registered Providers to increase the supply of affordable housing in Trafford.	Housing Strategy, Planning, RPs		
1.6		Continue to monitor all affordable developments in Trafford through the Housing Tracker and engage with developers and Registered Providers regarding development of affordable housing.	Housing Strategy, Strategic Planning		
1.7		Ensure Home England grant funding is maximised in Trafford to increase affordable housing provision.	Housing Strategy		
1.8		Look to increase the supply of affordable homes linked to local income levels in each of the sub areas of Trafford.	Housing Strategy, Development Management, Registered Providers. Strategic Planning		

Ref.	Recommendation	Action	By who
1.9	Provide a Diverse Range of Housing	Conduct a Housing Need and Demand Assessment every 3 years to ensure housing mix meets the needs of the borough.	Housing Strategy
1.10		Develop Housing Propositions which include details on the range of housing available in each ward within the borough and share with developers so any gaps in supply can be addressed.	Housing Strategy
1.11		Draft a new Local Plan for Trafford to maintain an identified 5-year land supply of deliverable sites that ensures a diverse mix of housing in each of the sub areas of Trafford.	Strategic Planning
1.12		Identify large sites in Trafford and develop a masterplan approach to increase a diverse mix of residential dwellings.	Growth, Communities & Housing Service and Development Management
1.13	Reduce the Number of Empty Homes	Continue to work with key stakeholders across the Council to bring long term empty homes back into use.	Housing Strategy and Housing Standards
1.14		Provide advice and information to help raise awareness around long-term empty properties.	Housing Standards, Housing Strategy
1.15		Continue to use a scoring matrix to identify the highest and lowest priority empty properties to be brought back into use.	Housing Standards
1.16		Utilise enforcement powers and repurpose empty homes for Council use.	Housing Standards
1.17	Expand the Private Rented Sector	Continue to work with landlords in Trafford to increase the provision of PRS accommodation.	HOST, Housing Strategy
1.18		Work with GMCA to promote the Good Landlord Charter in Trafford.	Housing Standards, Housing Strategy, HOST
1.19		Develop a Landlord Incentive Scheme to increase the provision of PRS accommodation in Trafford	HOST, Housing Strategy
1.20		Ensure the need for expansion of the PRS in Trafford is captured within a new Local Plan for Trafford.	Housing Strategy, Strategic Planning

## PRIORITY 2: ENSURE ALL RESIDENTS CAN OBTAIN AND SUSTAIN SUITABLE HOUSING IN THE BOROUGH

Ref.	Recommendation	Action	By who
2.1	Eradicate Homelessness in the Borough	Continue efforts to tackle the root causes of homelessness by working in partnership to ensure early intervention.	HOST
2.2		Develop a new Homelessness Strategy in 2025 to cover a further 5-year period	Housing Strategy
2.3		Provide resettlement support, with a focus on promoting independence and empowerment, to break the cycle of homelessness.	HOST, RPs
2.4		Monitor the performance of Housing Options Service Trafford regularly and take appropriate action to address any identified gaps in service.	Housing Strategy, HOST
2.5	Enable Residents to Sustain their Homes	Work in partnership with key organisations to provide housing-related support for all residents, including those in at-risk groups such as survivors of domestic abuse and victims of humanitarian crises.	HOST, TDAS, RPs, VCSE partners
2.6		Work closely with local Registered Providers and Private Landlords to facilitate early intervention for any residents at risk of eviction.	HOST, RPs
2.7		Apply Housing First principals to all support provision in Trafford as far as is practical.	HOST
2.8		Explore options to expand the Tenancy Support Service.	Housing Strategy, HOST
2.9	Improve Trafford's Private Rented Sector	Empower and support private renters to hold their landlords to the required standards, for example by collaborating with GMCA on the Good Landlord Charter.	HOST, Housing Standards

Ref.	Recommendation	Action	By who
2.10	Improve Trafford's Private Rented Sector	Strengthen relationships with local private landlords and letting agents. For example, by maximising attendance at Landlord Forums and building connections with local letting agents.	HOST, Housing Strategy
2.11		Ensure prompt action is taken to implement any new legislation targeted at improving the private rented sector.	HOST, Housing Standards
2.12		Explore options to offer advice and guidance to private landlords to minimise improper practice.	HOST, Housing Standards
2.13	Improve Access to Social Housing	Review Trafford Housing Allocations Policy 2018 to ensure it reflects current demand and supply.	Housing Strategy
2.14		Consult with individuals who are registered and those who have been rehoused via Trafford Home Choice to identify areas for improvement and address these where possible.	HOST, Housing Strategy
2.15		Ensure Trafford HomeChoice is accessible to all, considering those who may be digitally excluded.	HOST, Housing Strategy
2.16		Work with partners to ensure THC data is accurate and accessible to all residents.	HOST, Housing Strategy, RPs
2.17	Support Residents to Overcome Affordability Barriers	Work with partners to develop advice materials on rightsizing, under occupation, and best use of space ensuring accessible formats are available.	HOST, Housing Strategy
2.18		Foster collaborative working arrangements between internal and external agencies that offer advice on housing, welfare benefits, debt, income maximisation and budgeting.	HOST, RPs, Welfare Rights, VCSE
2.19		Identify areas within the borough where affordability is most challenging and seek to offer targeted interventions in these areas.	HOST, Housing Strategy, Welfare Rights, Trafford Assist, Strategic Planning
2.20		Maximise on funding opportunities to promote affordability across the borough.	HOST, Housing Strategy

## PRIORITY 3: ENSURE HOMES IN TRAFFORD MEET CURRENT AND FUTURE NEEDS

Ref.	Recommendation	Action	By who
3.1	Meet the Housing Needs of All Residents	Explore opportunities to address the lack of suitable housing options for younger residents with a focus on home ownership.	Housing Strategy, Strategic Planning
3.2		Ensure accommodation options in Trafford continue to meet the needs of the ageing population.	Housing Strategy, Strategic Planning, Adults Commissioning
3.3		Address any identified gaps in relation to specialist housing need, including supported accommodation and adapted/adaptable properties.	Adults Commissioning, Housing Strategy, Strategic Planning
3.4		Widely promote information on housing options and develop housing advice materials specific to marginalised cohorts such as veterans, ex-offenders, and refugees.	HOST, Housing Strategy
3.5	Improve Property Standards Across All Tenures	Tackle issues of disrepair and poor standards in the private rented sector, taking enforcement action where necessary to address hazards.	Housing Standards
3.6		Work with Registered Providers to proactively implement relevant legislation such as the Social Housing (Regulation) Act 2023.	Housing Strategy, HOST
3.7		Explore options to support homeowners to maintain decent housing standards.	Housing Standards
3.8		Continue to work closely with Registered Providers to ensure issues of disrepair, in particular damp and mould, within the social housing sector are quickly identified and remedied.	Housing Standards, RPs, Housing Strategy
3.9	Address the Climate Emergency	Continue to work with GMCA and partners to encourage residents to access available schemes to improve the energy efficiency of their homes and reduce their carbon emissions.	Climate Change & Sustainability, HOST, Welfare Rights

Ref.	Recommendation	Action	By who
3.10	Address the Climate Emergency	Identify fuel-poor areas and promote information and advice on available initiatives to address fuel-poverty in these areas.	Strategic Planning, Climate Change & Sustainability, RPs
3.11		Work with housing partners to achieve Trafford's ambition of carbon neutrality by 2038.	Housing Strategy, Strategic Planning, Climate Change & Sustainability, RPs
3.12		Engage with GMCA's Retrofit Programme to renovate Trafford properties.	Housing Standards, Strategic Planning, Climate Change & Sustainability, RPs
3.13		Explore options to improve climate resistance to protect residents from natural emergencies such as floods and heatwaves.	Strategic Planning, Climate Change & Sustainability, RPs
3.13	Enable All Residents to Access the Benefits of Technology	Work with partners including Registered Providers to upskill residents and decrease levels of digital exclusion, particularly in areas with the highest DERI scores.	Inclusive Economy & Communities, Libraries, RPs
3.14		Promote existing initiatives amongst landlords, residents, and Registered Providers to reduce digital exclusion e.g., Trafford's Device Lending Scheme and the GM Data Bank.	Communications, Inclusive Economy & Communities, Libraries
3.15		Support the use of technology in construction and development within Trafford.	Strategic Planning, Inclusive Economy & Communities
3.16		Explore options to use technology to streamline housing services in the borough.	Strategic Planning, Housing Strategy, RPs, HOST
3.17	Ensure Housing Supply Remains Appropriate for All Residents	Ensure Trafford is represented at a Regional and National level in relation to housing discussions and decisions.	Housing Strategy, HOST, Strategic Planning
3.18		Commit to regular evidence-based housing need assessments to identify any gaps in Trafford's housing offer.	Housing Strategy, Strategic Planning
3.19		Keep an open dialogue with Registered Providers and local developers to ensure future development is in line with the need of residents.	Housing Strategy, Strategic Planning, RPs
3.20		Optimise all funding opportunities in relation to the supply of housing in Trafford.	Housing Strategy, Strategic Planning, RPs

## PRIORITY 4: ADDRESS INEQUALITIES BY CREATING NEIGHBOURHOODS THAT PROMOTE INCLUSION, HEALTH, AND WELLBEING

Ref.	Recommendation	Action	By who
4.1	Address Levels of Deprivation in Relation to Health and Housing	Support Health and Care Services to actively engage with patients about housing difficulties and advocate on their behalf.	Public Health, HOST, Housing Standards, VCSE sector partners
4.2		Improve access to health initiatives for those who are homeless or in temporary accommodation.	Public Health, HOST, Housing Strategy, VCSE sector partners
4.3		Embed the tripartite agreement between GM Housing Providers, GMCA, and GM Integrated Care Partnership to strengthen communities, help people stay well, and detect illness earlier.	GM Housing Providers, GMCA, and GM Integrated Care Partnership
4.4		Explore good practice for addressing health inequalities from a housing perspective in other LAs and look to implement in Trafford where practical.	Public Health, Housing Strategy, Strategic Planning
4.5	Address Inequalities in Access to Local Amenities	Consult with residents and established services in areas of large developments to ensure the impact of the development on local infrastructure is fully considered.	Strategic Planning, Planning
4.6		Conduct equality impact assessments and work with neighbourhood networks to understand the need and opportunities of local areas.	Strategic Planning
4.7		Continue to work with GMCA on the Ageing in Place Pathfinder Programme.	Public Health, Housing Strategy
4.8		Explore good practice in other Local Authority's where neighbourhoods that promote inclusion, health and wellbeing have been created.	Strategic Planning, Housing Strategy
4.9	Facilitate Access to Green Spaces for All Residents	Consider development of more green spaces, particularly in the West and Southwest of the borough.	Strategic Planning
4.10		Ensure Council owned green spaces are of good quality, properly maintained, and safe for use.	Strategic Planning, Development Management



Ref.	Recommendation	Action	By who
4.11	Facilitate Access to Green Spaces for All Residents	Consult with residents prior to increasing green space in their area to avoid 'green gentrification'.	Strategic Planning, Parks and Greenspaces, Leisure
4.12		Improve access to green spaces in low-income areas, with a focus on active travel, and give due consideration to inequalities in access and experience.	Strategic Planning, Highways Transport & Environment, Estates
4.13	Create Neighbourhoods that Promote Community Inclusion	Ensure the most vulnerable cohorts such as rough sleepers, survivors of domestic abuse, asylum seekers, and older people are considered in the impact assessments for all new developments.	Strategic Planning, HOST, VCSE, Planning/ Development Management
4.14		Strengthen partnerships between Housing, Health, Care and Family services in Trafford to aid development of neighbourhood teams.	Public Health, Housing Strategy, Strategic Planning, RPs
4.15		Explore options to support Community Based Participatory Research and ensure the findings are considered when creating new Statutory Development Plans.	Public Health, Strategic Planning
4.16		Explore good practice in other Local Authority areas for promoting community inclusion and social participation and implement in Trafford where practical.	Public Health, Strategic Planning, Housing Strategy
4.17	Focus Regeneration Efforts on the Most Deprived Areas of the Borough	Accelerate delivery of residential development within the Civil Quarter Area Action Plan.	Strategic Planning
4.18		Finalise and commence the New Carrington and Timperley Wedge Area Masterplans.	Strategic Planning
4.19		Use findings from the Housing Need and Demand Assessment 2023 to identify the other areas of the borough that are most in need of regeneration.	Strategic Planning
4.20		Continue to work with GMCA, Homes England, and MHCLG to access all available funding opportunities for regeneration.	Strategic Planning, Housing Strategy, RPs, Inclusive Economies

