

# Trafford Council

## Housing Strategy 2025-2030 Summary Statement



## Introduction

The Trafford Housing Strategy 2025-2030 sets out how the Council and partners will tackle some of the local and national housing challenges. 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.

The Council, 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.

This statement will provide a summary of the Trafford Housing Strategy 2025-2030.

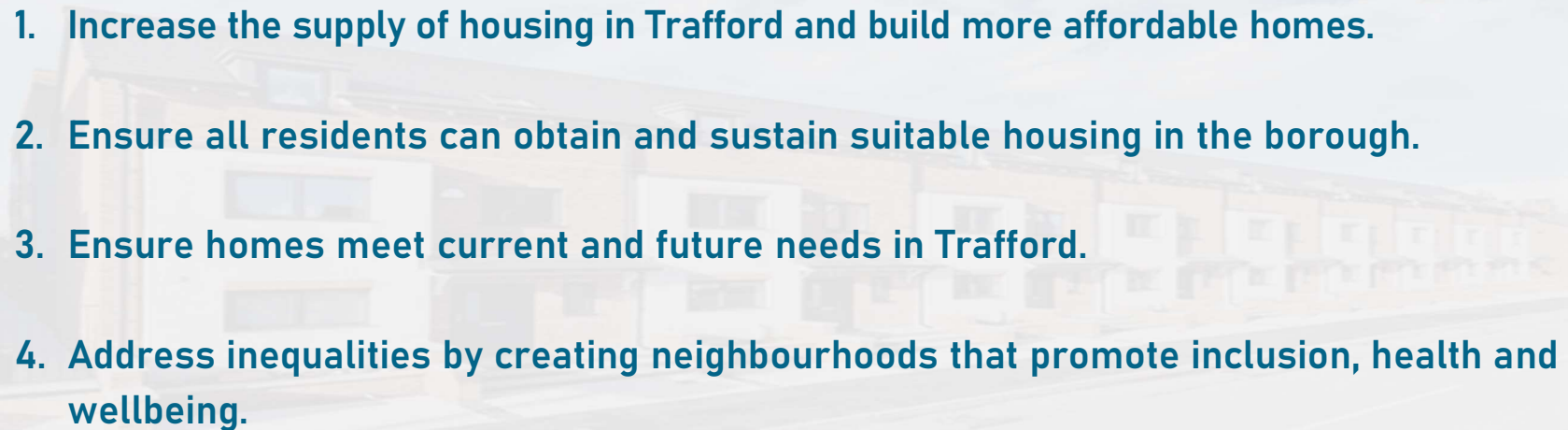
## Vision

The Trafford Housing Strategy 2025-2030 vision is:

*“Ensuring Trafford residents have access to good quality, appropriate and sustainable housing now and in the future”.*

# Strategic Priorities

Following a review of policy, strategic context, findings from the Trafford Housing Need & Demand Assessment 2023, consultation with residents and stakeholders, and analysis of data, the following strategic priorities have been identified:

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- 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.**

Each Strategic Priority has several key recommendations which the Council and its partners must deliver to achieve the overall vision of the Strategy. These recommendations are listed at the end of the Summary Statement and will be used to create an Action Plan to facilitate the delivery of the Housing Strategy.

# Trafford Demographic Insight



**Population**  
235,100

96,300 Households with usual residents



Average household size 2.44

51.3% Female

**Sex**

48.7% Male



**Age**

19.5% aged 0-14  
62.9% aged 15-64  
17.6% aged 65+ years

30.3% Couples with children  
15.2% Couples no children  
10.9% Lone parent family  
29.5% One person household



**Population % by country of birth**  
85.1% United Kingdom  
14.9% Non United Kingdom



18,921 households are in a flat or maisonette.  
76,770 households in whole houses or bungalows.  
31 households in a caravan or mobile temporary structure.

There has been a **2%** increase of the total dwellings since the 2011 census.



There has been a decrease of households in social rented properties by **-7%** since 2011.

65 households in Trafford are living rent free in 2021, this has reduced by **-91%** since 2011.



There has been a **23%** increase of households residing in private rented accommodation since 2011. Shared Ownership increased by **15%**.

73.5% of households were under-occupied.  
2.9% of households were overcrowded.



43.1% of households reported to live in a 3 bedroom property which is almost double of any other housing group by number of bedrooms.

# Delivery of the Strategy

The strategic priorities and recommendations will be delivered through the Housing Strategy 2025–2030 Action Plan.

This strategy cannot be delivered by the Council 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 Housing Strategy will therefore be aligned to, and utilise, the Trafford Partnership as it develops to ensure cross-sector collaboration and effective partnership delivery.

The Action Plan has been developed in partnership with stakeholders, partners and agencies and agreed by the Strategic Housing Partnership (SHP). The Strategic Housing Partnership was established to provide strategic leadership in the delivery of key priorities of the Trafford Inclusive Growth Board and the Trafford Housing Strategy. It will provide detailed actions and targets to ensure that we achieve the priorities identified over the next five years by 2030. The Action Plan will be reviewed annually to ensure that all new changes in legislation and policies/strategies developed by the Council are reflected.

An annual statement will be published each year to show progress against the various objectives contained within this Strategy.