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TRAFFORD
COUNCIL

AGENDA PAPERS FOR EXECUTIVE MEETING

Date: Monday, 24 February 2020

Time: 6.30 p.m.

**Place: Committee Rooms 2 and 3, Trafford Town Hall, Talbot Road, Stretford
M32 0TH**

A G E N D A	PART I	Pages
1.	ATTENDANCES	
	To note attendances, including officers, and any apologies for absence.	
2.	QUESTIONS FROM MEMBERS OF THE PUBLIC	
	A maximum of 15 minutes will be allocated to public questions submitted in writing to Democratic Services (democratic.services@trafford.gov.uk) by 4 p.m. on the working day prior to the meeting. Questions must be relevant to items appearing on the agenda and will be submitted in the order in which they were received.	
3.	DECLARATIONS OF INTEREST	
	Members to give notice of any interest and the nature of that interest relating to any item on the agenda in accordance with the adopted Code of Conduct.	
4.	MINUTES	To Follow
	To receive and, if so determined, to approve as a correct record the Minutes of the meeting held on 27 th January 2020.	
5.	MATTERS FROM COUNCIL OR OVERVIEW AND SCRUTINY COMMITTEES (IF ANY)	
	To consider any matters referred by the Council or by the Overview and Scrutiny Committees.	

6. TRAFFORD OLDER PEOPLE'S HOUSING STRATEGY AND ACTION PLAN 2020-25 1 - 82

To consider a report of the Executive Member for Housing and Regeneration and Executive Member for Adult Social Care.

7. STRETFORD AREA ACTION PLAN 83 - 90

To consider a report of the Executive Member for Housing and Regeneration.

8. URGENT BUSINESS (IF ANY)

Any other item or items which by reason of:-

- (a) Regulation 11 of the Local Authorities (Executive Arrangements) (Meetings and Access to Information) (England) Regulations 2012, the Chairman of the meeting, with the agreement of the relevant Overview and Scrutiny Committee Chairman, is of the opinion should be considered at this meeting as a matter of urgency as it relates to a key decision; or
- (b) special circumstances (to be specified) the Chairman of the meeting is of the opinion should be considered at this meeting as a matter of urgency.

9. EXCLUSION RESOLUTION

Motion (Which may be amended as Members think fit):

That the public be excluded from this meeting during consideration of the remaining items on the agenda, because of the likelihood of disclosure of "exempt information" which falls within one or more descriptive category or categories of the Local Government Act 1972, Schedule 12A, as amended by The Local Government (Access to Information) (Variation) Order 2006, and specified on the agenda item or report relating to each such item respectively.

SARA TODD
Chief Executive

COUNCILLOR ANDREW WESTERN
Leader of the Council

Membership of the Committee

Councillors A. Western (Chair), C. Hynes (Deputy Leader), S. Adshead, M. Freeman, J. Harding, E. Patel, T. Ross, J. Slater, G. Whitham and J.A. Wright.

Further Information

For help, advice and information about this meeting please contact:

Jo Maloney, Governance Officer, 0161 912 4298
Email: joseph.maloney@trafford.gov.uk

Executive - Monday, 24 February 2020

This agenda was issued on Thursday 13th February 2020 by the Legal and Democratic Services Section, Trafford Council, Trafford Town Hall, Talbot Road, Stretford M32 0TH.

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TRAFFORD COUNCIL

Report to: Executive
Date: 24th February 2020
Report for: Decision
Report of: Executive Member for Housing and Regeneration
Executive Member for Adult Social Care

Report Title

Trafford Older People's Housing Strategy and Action Plan 2020-25

Summary

With a growing older population, there is an increasing demand for a diverse range of older peoples' housing in the borough. The Older Peoples' Housing Strategy aims to ensure older people have decent homes to live in, that they are secure and maintain their independence, health inequalities are reduced and care services are flexible enough to meet the different choices older people will increasingly make.

The Older Peoples' Housing Strategy has been produced following extensive consultation and the proposed recommendations in the Strategy are designed to respond to both the current and future needs of the older population. The recommendations have been identified in the context of the Council's Corporate Priorities, the Trafford Housing Strategy (2018-2023), GM Housing Strategy and discussions with key stakeholders.

Recommendation(s)

It is recommended that the Executive approves the Trafford Older Peoples' Housing Strategy and Draft Action Plan 2020-2025 for publication.

Contact person for access to background papers and further information:

Name: Lorna Lloyd, Strategic Growth Officer
Caroline Siddall, Housing Strategy & Growth Manager
Extension: 4923/5776

Background Papers: None.

Appendix One: Trafford Older Peoples' Housing Strategy 2020-2025

Appendix Two: Trafford Older Peoples' Housing Strategy 2020-2025 Consultation Report

Appendix Three: Draft Trafford Older Peoples' Housing Strategy 2020-2025 Action Plan 2020-2025

Implications:

<p>Relationship to Policy Framework/Corporate Priorities</p>	<p>The priorities detailed within the Older Peoples' Housing Strategy 2020-2025 meet the Council's Corporate Priorities of:</p> <ul style="list-style-type: none"> • Building Quality, Affordable and Social Housing • Health and Wellbeing • Successful and Thriving Places • Targeted Support <p>In addition, the Strategy meets the Departmental Improvement Plan's priorities and is complimentary to, and will play a key part in, delivering elements of the Trafford Housing Strategy 2018-2023.</p>
<p>Relationship to GM Policy or Strategy Framework</p>	<p>The Older Peoples' Housing Strategy 2020-25 is aligned with the priorities contained within the GM Strategy and the GM Housing Strategy (2019-24).</p>
<p>Financial</p>	<p>The Strategy identifies actions for the Housing Strategy & Growth Team/Adult Services to deliver within existing staff resources and budgets. It also identifies potential actions to be delivered in partnership with other key public, charitable and private stakeholders.</p>
<p>Legal Implications:</p>	<p>None as a consequence of this report.</p>
<p>Equality/Diversity Implications</p>	<p>None as a consequence of this report.</p>
<p>Sustainability Implications</p>	<p>None as a consequence of this report.</p>
<p>Resource Implications e.g. Staffing / ICT / Assets</p>	<p>None as a consequence of this report.</p>
<p>Risk Management Implications</p>	<p>None as a consequence of this report.</p>
<p>Health & Wellbeing Implications</p>	<p>The Strategy's main aim to improve the health and wellbeing of older people in Trafford. The following Strategic priorities will have a direct impact on the health and wellbeing of older residents:</p> <ul style="list-style-type: none"> - Improve the quality and standard of existing housing for older people in Trafford. - Enable older people in Trafford to live independently. - Create and foster partnerships that work to deliver effective health and social care provision, support services and high quality housing to older people across Trafford.
<p>Health and Safety Implications</p>	<p>None as a consequence of this report.</p>

1.0 Background

- 1.1 The Older Peoples' Housing Strategy covers the five years from 2020 to 2025 and forms part of a suite of specialist and supported housing strategies that sit under the main Housing Strategy 2018-2023. A number of factors have prompted the need for this Strategy; Trafford has an ageing population with increasing health and social care challenges, and a range of suitable housing options are required to meet the housing needs and changing aspirations as people age. The Strategy provides strategic direction regarding national and local policies to promote older people's housing needs and desires.
- 1.2 Changes in the composition, and the increasing number, of older people require a shift in the focus, resources, and processes of local agencies. An ageing society is a key challenge for the housing sector. Over the past decade the government has identified this as an area where significant changes need to be made, not only in physical buildings but in challenging society's perceptions of what suitable housing for older people should mean. There are strong links between older age, housing and health and the Council recognises the interdependence of these.

2.0 Methodology

- 2.1 The Strategy identifies measures to deliver the Council's Corporate Priorities of 'Building Quality, Affordable and Social Housing', 'Successful and Thriving Places', 'Health and Wellbeing' and 'Targeted Support'. It forms a key part in delivering Trafford's Housing Strategy and complements the priorities set in the GM Housing Strategy.
- 2.2 Production of the Strategy involved an initial survey with residents which took place in April 2019 to determine housing needs for older people in the borough. The survey asked a range of questions about residents' current home, how it met their needs and what they wanted for the future, to understand what is important to people in Trafford as they age. Discussions with service providers and support organisations were also undertaken to help identify what is currently available, and what can be done to meet the housing needs of older people in Trafford in the future. The Strategic Housing Partnership Adult Services and Trafford CCG were also part of the initial discussions that enabled the Strategy to be written.

3.0 Older Peoples' Housing in Trafford

- 3.1 A review of available data relating to older people and housing in Trafford shows:
- Trafford has an aging population - over the period 2019 to 2037, the number of older person households is going to increase by around 14,719, an increase of 40.2% in the borough.
 - A high proportion of the borough's older population (65 years plus) are found in the south of the borough - Bowdon, Hale and Flixton.
 - Many homes in Trafford are under-occupied by the 65 years and older population. The availability of two bedroomed properties in Trafford is too low to meet the demand from older people that would consider moving from larger homes.
 - The majority of older people in Trafford (77%) are owner occupiers with the highest number being in Timperley and Hale.

- Trafford has a total of 3,340 Registered Provider/Housing Association older people accommodation units in 2017/18.
- There is an overall shortage of older peoples' accommodation available to buy or rent in Trafford. A search on Rightmove in March 2019 for retirement housing to rent in Trafford identified just three properties available, at an average rent of £645 per month. In terms of retirement properties for sale, 38 properties were found, out of a total 1,437 properties (2.6%). The asking prices for these retirement homes marketed on Rightmove cost up to £318,500 for a two bedroom property.

4.0 Vision and Priorities

- 4.1 To meet the challenges identified above, a Vision has been developed along with four Strategic Priorities. The Vision and Priorities are as follows:

Vision:

'Work together to provide a range of quality, affordable and attractive housing options to enable older people to live independently in Trafford'

Strategic Priorities:

Priority 1: Improve the quality and standard of existing housing for older people in Trafford.

Priority 2: Increase the availability and range of suitable housing options for older people within Trafford.

Priority 3: Enable older people in Trafford to live independently.

Priority 4: Create and foster partnerships that work to deliver effective health and social care provision, support services and high quality housing to older people across Trafford.

- 4.2 To achieve the priorities identified above, the Strategy identifies a number of recommendations and these are set out in Appendix 1 (pages 27-40).

5.0 Consultation

- 5.1 Following completion of the Draft Strategy, a four week public consultation was held during October and November 2019. An on-line survey was created which posed questions relating to the proposed priorities and actions required to deliver them. 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.

- 5.2 In total, 28 responses were received to the on-line survey (see Appendix 2) with 89% being a personal view from residents and elected members. Overall respondents were very positive about the creation of the Strategy, the proposed priorities and recommendations identified. Respondents felt the following priority was the most important: *Increase the availability and range of suitable housing for older people within Trafford.*

5.3 After assessing all consultation responses and suggested additions, the Strategy has been amended to include the following recommendations within the relevant priority:

Priority 1: Improve the quality and standard of existing housing for older people in Trafford.

- Explore the use of already skilled/qualified older people to help with the installation of adaptations rather than using potentially expensive contractors.
- Explore the potential of establishing a 'bills included' package within social rented sector.

Priority 2: Increase the availability and range of suitable housing options for older people within Trafford.

- Consider creating a Retirement/Older People's Community, near to facilities, bus routes that allow independence and a sense of community. The village should be located in an area that has a lower crime rate to ensure safety of residents. The development should be purpose built to include on-site amenities for community purposes and should be a mixture of private and affordable housing.

Priority 4: Create and foster partnerships that work to deliver effective health and social care provision, support services and high quality housing to older people across Trafford.

- More consideration for the LGBT community to be housed together and carers to understand their needs and respect them.
- Ensure Trafford residents are accessing funding and opportunities through 'Greater Manchester Health and Social Care' and other organisations to increase health and well-being.
- Link into health and well-being initiatives such as social gatherings and walking clubs to promote independence and enable people to leave their homes.

6.0 Action Plan

6.1 Following the public consultation, a Draft Action Plan (see Appendix 3) has been produced to identify all proposed actions to meet the strategic priorities of the Strategy. The Action Plan provides an indication of timeframes and identifies key delivery partners for each action.

6.2 Once approved, the Strategic Housing Partnership 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 recommendations detailed within the Older Peoples' Housing Strategy meet the Corporate Priorities of 'Building Quality, Affordable and Social Housing', 'Health and Wellbeing' and 'Successful and Thriving Places'. The Older Peoples' Housing Strategy, coupled with the Trafford Housing Strategy 2018-23 and GM Housing Strategy, forms a comprehensive and fully joined up approach to older peoples' housing within Trafford.

8.0 Other Options

8.1 An option is not to adopt the Older Peoples' Housing Strategy 2020-2025. The absence of an Older People's Housing Strategy across Trafford means the Council will not have a strategic mechanism to tackle older people's housing in the borough.

9.0 Reasons for Recommendations

9.1 The Executive is asked to approve the Trafford Older Peoples' Housing Strategy and Draft Action Plan 2020-2025 which sets the key priorities for the borough and the actions required to deliver them by the Council and other key partners. The overarching Older People's Strategy will provide the mechanism to tackle older people's housing in the borough and meet the Council's Corporate Priorities, actions contained within the Trafford Housing Strategy 2018-2023; and wider GM priorities.

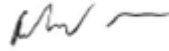
Key Decision: Yes

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

Finance Officer Clearance *PC*

Legal Officer Clearance *TR*

CORPORATE DIRECTOR'S SIGNATURE



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



TRAFFORD
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Trafford Council

Older Peoples' Housing Strategy 2020-2025



Contents

Contents	2
Foreword	3
Introduction	4
Vision	4
Strategic Context	5
National context	5
Sub-regional context	7
Local Context	8
Public and Stakeholder Consultation	10
Residents Survey	10
Stakeholders Survey.....	14
Trafford’s Changing Population	15
Ethnic Groups within Trafford	16
Health and Older People	17
Households within Trafford	18
Tenure.....	20
Sale and Rent in Trafford.....	21
Current older peoples’ housing in Trafford	23
Location of older peoples’ housing.....	24
Strategic Priorities	26
Priority 1: Improve the quality and standard of existing housing for older people in Trafford	27
Priority 2: Increase the availability and range of suitable housing options for older people within Trafford.	31
Priority 3: Enable older people in Trafford to live independently	34
Priority 4: Create and foster partnerships that work to deliver effective health and social care provision and support services at home to older people across Trafford.	38
Delivery of the Strategy	41
Monitoring and Evaluation	41
Figures	42
Glossary of Terms	43

Foreword

Trafford Council is delighted to introduce our Older Peoples' Housing Strategy 2020-2025. With a growing older person population, there is an increasing demand for a diverse range of older peoples' housing in the borough. Trafford Council wants to ensure older people have decent homes to live in, to secure and maintain their independence, reduce health inequalities and offer care services that are flexible enough to meet the different choices older people will increasingly make.

Through extensive consultation, the Council has gained an understanding of what helps older people to thrive and this has formed the basis of this Strategy. The Council recognises that it is about meeting individual needs as everyone is different.

The Strategy offers significant potential for partnership working with a range of public and voluntary agencies and private organisations to help in its delivery.

This document is neither a stand-alone nor a one-off Strategy, but rather one that is integral to the borough's wider vision. The proposed recommendations are designed to respond to the current and future needs of the older adult population.

The Council's Corporate Plan describes Trafford Council's vision and priorities for the borough and these are outlined below:

- Building Quality, Affordable and Social Housing
- Health and Wellbeing
- Successful and Thriving Places
- Children and Young People
- Pride in Our Area
- Green and Connected
- Targeted Support

This Older Peoples' Housing Strategy will contribute to a number of these priorities in particular "Building Quality, Affordable and Social Housing", "Successful and Thriving Places", "Health and Wellbeing" and "Targeted Support".

This Strategy sets out the Council's priorities to provide older people with suitable housing which we hope you will support.



Councillor James Wright
*Executive Member
for Housing and
Regeneration*



Councillor Joanne Harding
*Executive Member
for Adult Social
Care*

Introduction

The Older Peoples' Housing Strategy covers the five years from 2020 to 2025. It forms part of a suite of specialist and supported housing strategies that sit under the main Housing Strategy 2018-2023. A number of factors have prompted the need for this Strategy; Trafford has an ageing population with increasing health and social care challenges, and a range of suitable housing options are required to meet the housing needs and changing aspirations as people age. This document provides strategic direction regarding national and local policies to promote older peoples' housing needs and desires.

Changes in the composition, and the increasing number, of older people require a shift in the focus, resources, and processes of local agencies. An ageing society is a key challenge for the housing sector. Over the past decade the government has identified this as an area where significant changes need to be made, not only in physical buildings but in challenging society's perceptions of what suitable housing for older people should mean. There are strong links between older age, housing and health and the Council recognises the interdependence of these.

Consultation has allowed residents to have an input in this Strategy, including the type of older peoples' housing they would find attractive and where such properties would be best located within Trafford. Residents were asked a range of questions about their current home, how it meets their needs and what they want for the future, to get an understanding of what is important to people as they age. Consultations with service providers and support organisations were also undertaken to help identify what is currently available, and what can be done, to meet the housing needs of older people.

Vision

The Strategy's vision is:

“Work together to provide a range of quality, affordable and attractive housing options to enable older people to live independently in Trafford”

Strategic Context

National context

Planning Practice Guidance (PPG): Housing for Older and Disabled People (June 2019) guides councils in preparing planning policies on housing for older and disabled people. The PPG states that an understanding of how the ageing population affects housing needs is something to be considered from the early stages of plan-making through to decision-taking. The PPG states that accessible and adaptable housing enables people to live more independently, while also saving on health and social costs in the future. It is therefore better to build accessible housing from the outset rather than make adaptations at a later stage at greater cost. Planning policy can help councils to bring forward the supply of accessible housing where a need exists by making use of optional technical housing standards found within the National Planning Policy Framework. These can be used to set the proportion of new housing that will be delivered to meet the standards, such as M4(2) Category 2: Accessible and adaptable dwellings

The **Government response to the Second Report of Session 2017-19 of the Housing, Communities and Local Government Select Committee inquiry into Housing for Older People**¹ (September 2018) sets out that local authorities should plan for the future housing needs of older people to enable safe, independent and comfortable living in their own home for as long as possible, and enable a move to more suitable accommodation if they so wish. As such, local authorities should consider various housing options that are suitable for independent living for older people, and alongside developers take an innovative approach that makes the most effective use of land.

The **National Planning Policy Framework**² (NPPF), as revised and republished in July 2018, sets out the Government's planning policies for England that local authorities must adhere to. The NPPF defines older people as those: *'...over or approaching retirement age, including the active, newly-retired through to the very frail elderly; and whose housing needs can encompass accessible, adaptable general needs housing through to the full range of retirement and specialised housing for those with support or care needs'*.

Homes England³, a non-departmental public body sponsored by the Ministry of Housing, Communities and Local Government, aims to accelerate the delivery of housing across England. Its 'Strategic Plan 2018 to 2023' is to *'intervene in the market to ensure more homes are built in areas of greatest need'*. Homes England administers a Home Building Fund on behalf of the government, providing development finance (loan funding to meet the development costs of building homes for sale or rent) and infrastructure finance (loan funding for site preparation and infrastructure costs needed to enable housing to progress and to prepare land for development), which includes housing for older people.

¹ <https://www.gov.uk/government/publications/housing-for-older-people-government-response-to-the-select-committee-report>

² https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/779764/NPPF_Feb_2019_web.pdf

³ <https://www.gov.uk/government/organisations/homes-england>

The ***Housing for Older People Report***⁴ published by The House of Commons Select Committee (February 2018), states: ‘*Councils should publish a Strategy explaining how they intend to meet the housing needs of older people in their area and, in their Local Plans, identify a target proportion of new housing to be developed for older people along with suitable, well-connected sites for it.*

The report makes several recommendations, such as expanding the Home Improvement Agencies (HIA) so that each local authority area can offer small repairs, maintenance and adaptation services to older people in their own home. Other recommendations include reviewing the barriers preventing older people from moving home and to provide tailored services and support accordingly. A key statement of the report is that all new homes should be built to the Category 2: Accessible and adaptable dwellings building regulations; requiring a new property to reasonably provide features that make it suitable for a range of potential occupants, including the elderly.

The Housing White Paper – ***Fixing our Broken Housing Market***⁵ (February 2017), proposes a change to the current approach to housebuilding and to increase housing supply to provide older people with a better choice of accommodation that can help them to live independently for longer, and reduce costs to the social and healthcare systems. A range of ideas are presented for consideration, including making housing information and advice more accessible to older people, and supporting custom builds and innovative models of housing for this group such as community living.

The ***Future of an Ageing Population***⁶ published by the Government Office for Science (July 2016) details how an ageing population will change the demand for housing in the future, and how building suitable new homes and supporting the adaptation of the existing housing stock will become critical. It is set out that demands on health and social care services could be reduced if housing for older people that can support new technologies, and which are safe, accessible and adaptable is delivered.

This publication also highlights the importance of enabling older people that are under-occupying family homes to move. Evidence shows that a substantial number of older people would move to a smaller home if a suitable property was available; and that those who can move into specialised housing generally have improved wellbeing, better health outcomes and lower health and social care costs.

The ***2014 Care Act***⁷ and accompanying regulations and guidance outline how housing can become more integrated with housing and health and social care provision/services. A fundamental aspect of the Act is the '*suitability of accommodation*' in meeting the at home care and support needs of older and vulnerable people to help prevent, reduce or delay adult social care need.

⁴ <https://www.parliament.uk/business/committees/committees-a-z/commons-select/communities-and-local-government-committee/news-parliament-2017/housing-for-older-people-report-17-19/>

⁵ <https://www.gov.uk/government/publications/fixing-our-broken-housing-market>

⁶ <https://www.gov.uk/government/publications/future-of-an-ageing-population>

⁷ <http://www.legislation.gov.uk/ukpga/2014/23/enacted>

Sub-regional context

The **Greater Manchester Strategy**⁸ envisions the city-region to be ‘*a place where people live healthy lives and older people are valued*’. It recognises that the Greater Manchester’s population is ageing rapidly. The Strategy aims to ensure that ageing is embedded in policy, to identify, and respond to, the needs of older people in areas such as housing. The Strategy sets out to ‘*plan for future patterns of demographic change and develop more, better quality age-friendly homes and communities. We will build on the age-friendly neighbourhoods approach to develop age-friendly districts, town centres and regional centre to become an age-friendly and dementia friendly city-region*’.



The **Greater Manchester Housing Strategy 2019-2024**⁹ was approved by the GMCA in June 2019; and identifies safe, decent and affordable housing that fit the needs and aspirations of current and future older residents to be a priority: ‘*Finding the right home is an essential for all of us and the diverse needs of different parts of the population should be reflected in the housing choices available in Greater Manchester. We know that in future years Greater Manchester will be home to a much larger, more diverse, group of older people. By 2035 nearly three in twenty residents will be aged 75 years or older – and one in twenty will be 85 or older...*’

A focus of the draft **Greater Manchester Spatial Framework**¹⁰ (GMSF) (revised in 2019) is to create places where older people are valued. The Framework’s policy GM-H 3 stipulates that ‘*development across Greater Manchester should seek to incorporate a range of dwelling types and sizes to meet local needs and deliver more inclusive neighbourhoods. Where appropriate, this should include incorporating specialist housing for older households and vulnerable people*’. The concern that without intervention an increase in older people will put pressure on the local health and social care systems is highlighted; as is the need to better support older owner-occupiers living in inadequate accommodation that is affecting their health and who do not have the resources to maintain/adapt their property.

The **Greater Manchester Strategic Housing Market Assessment**¹¹ (2019) states: ‘*The population is projected to increase for all age groups over 55, with the eldest age group of over 85 expected to increase by 79% between 2016 and 2036. This represents an increase from 1.9% of the total population in 2016 to 3.2% in 2036*’.

⁸ <https://www.greatermanchester-ca.gov.uk/ourpeopleourplace>

⁹ https://www.greatermanchester-ca.gov.uk/media/2165/16a_gm_housing_strategy_final.pdf

¹⁰ https://www.greatermanchester-ca.gov.uk/media/1710/gm_plan_for_homes_jobs_and_the_environment_1101-web.pdf

¹¹ <https://www.salford.gov.uk/media/393430/gm-shma-jan-19.pdf>

The assessment indicates higher concentrations of older people towards the south of Greater Manchester (Trafford and Stockport), where the highest health and life expectancies in Greater Manchester can also be found (79.9 years). There are pockets of higher concentrations of older person households within Trafford around the north-west area, and in a small part to the south. Three wards within Trafford have around fifty percent or more of their populations aged over 55 years; these are Bowdon (52.2%), Hale Barns (51.7%) and Davyhulme West (48.8%). The assessment shows Trafford to have the highest percentage of under-occupied properties (defined as homes with two or more spare bedrooms) by those over 65 years of age within Greater Manchester, at 59%. This is greater than the North West (51.8%) and England (51.6%) figures.

Greater Manchester Age-friendly Strategy¹² (March 2018) estimates that by 2035 37% of the city-region will be aged over 50. A key aim of the strategy is to increase housing choice that encourages social connections and wellbeing in later life. One of the strategy's three year objectives is to promote '*a mix of generations wherever possible, in planning processes and housing developments*'; such as new housing being built with lifetime principles, and neighbourhood plans reflecting age-friendly principles.

The Future of Ageing in Greater Manchester¹³ produced by the Greater Manchester Combined Authority (GMCA) and New Economy (February 2017) outlines a need for the development of age friendly housing, and for future residential developments to respond to an ageing population. Several recommendations are made including exploring the practicalities of replicating age-friendly design principles and approaches across Greater Manchester. The need to consider routes for lobbying at a national level to address legislative barriers to the delivery of more age friendly homes in the region is emphasised, and a proposal to redevelop vacant NHS estates as possible housing sites for older people is made.

Local Context

The **Draft Age Well Plan for Trafford**¹⁴ (March 2019) reviews the concept of an age friendly community and sets out a need to enable residents to live in their homes and communities for as long as possible. The plan suggest even small changes can have a big impact towards achieving this:

'If we live in a home that can be easily adapted; such as having a stair lift, or even just a handrail installed it can make a big difference to our quality of life, improve safety and reduce the chance of falls at home'.

Trafford Housing Strategy 2018-2023¹⁵ (June 2018) forecasts that in the next twenty years within Trafford there will be an almost fifty percent increase in the number of people over the age of 60, compared with 2015; of this 10,700 more people will be over the age of

¹² https://www.greatermanchester-ca.gov.uk/media/1166/gm_ageing_strategy.pdf

¹³ <http://nws.eurocities.eu/MediaShell/media/TheFutureofAgeinginGreaterManchester.pdf>

¹⁴ https://search3.openobjects.com/mediamanager/trafford/fsd/files/age_well_plan_for_trafford_final_270327.pdf

¹⁵ <https://www.trafford.gov.uk/about-your-council/strategies-plans-and-policies/housing-strategy/docs/Trafford-Housing-Strategy.pdf>

75. The strategy highlights high levels of properties being under-occupied as older people continue living in their family homes into old age; concluding that *'continuing to live in a home that is larger than required into old age is not ideal; it can lead to social isolation and loneliness, daily chores become too onerous, heating bills for a large home are too high'*. The Strategy stipulates that the Council should consult older residents to find out what sort of accommodation they would find attractive and where; and to develop a housing strategy that will increase the housing options available for older people and help with choosing and accessing those options. The issue of social isolation and ageing must also be addressed.

Report of the Director of Public Health - Trafford 2018¹⁶ references that in Trafford the number of people aged over 65 years is projected to increase 29% between 2016 and 2031, and the number of people aged over 85 to increase by 35% over this period. This report examines key aspects of growing older in Trafford, and makes recommendations for how older people can, as much as possible, remain healthy and happy in later life. Ageing well is complex and agencies cannot work in isolation. The report sets out the need to support the long-term vision of the Centre for Better Ageing for 2040 (represented in the diagram to the right), in which safe and accessible housing is positioned as a key input.



¹⁶ <https://www.trafford.gov.uk/residents/adults-and-older-people/health-and-wellbeing/public-health/docs/Public-Health-annual-report-2018.pdf>

Public and Stakeholder Consultation

Trafford Council undertook a public consultation to obtain views, comments and feedback from residents, interested parties and organisations on current and future housing needs and support for older people. Consultation began on 7th January 2019 and ran for a period of 6 weeks.

Two online surveys were created; one for residents to complete and the other aimed at stakeholders (those with an interest in the housing, health and care needs of older people). The stakeholders were emailed directly inviting them to take part.

For the residents survey, a link was available on the Council’s website following a press release and publicity via social media. In total, 83 responses were received to the residents survey and 11 responses received to the stakeholders survey (representing the interests of a local authority and private sector organisations).

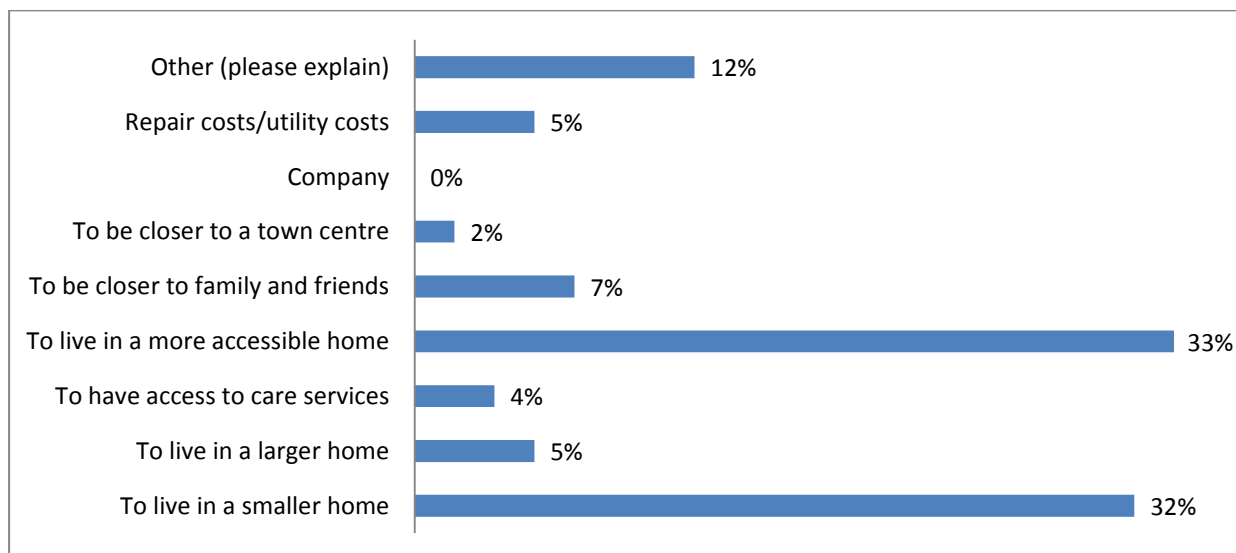
Below is a summary of key points that were raised from the residents and stakeholders surveys.

Residents Survey

Moving into older person accommodation

40% of respondents to the residents survey would consider moving into older person accommodation, with 20% planning such a move. The residents survey results indicate a significant number (19%) of older people would prefer to stay in their own home where possible. The main reasons given for moving are listed in Figure 1.

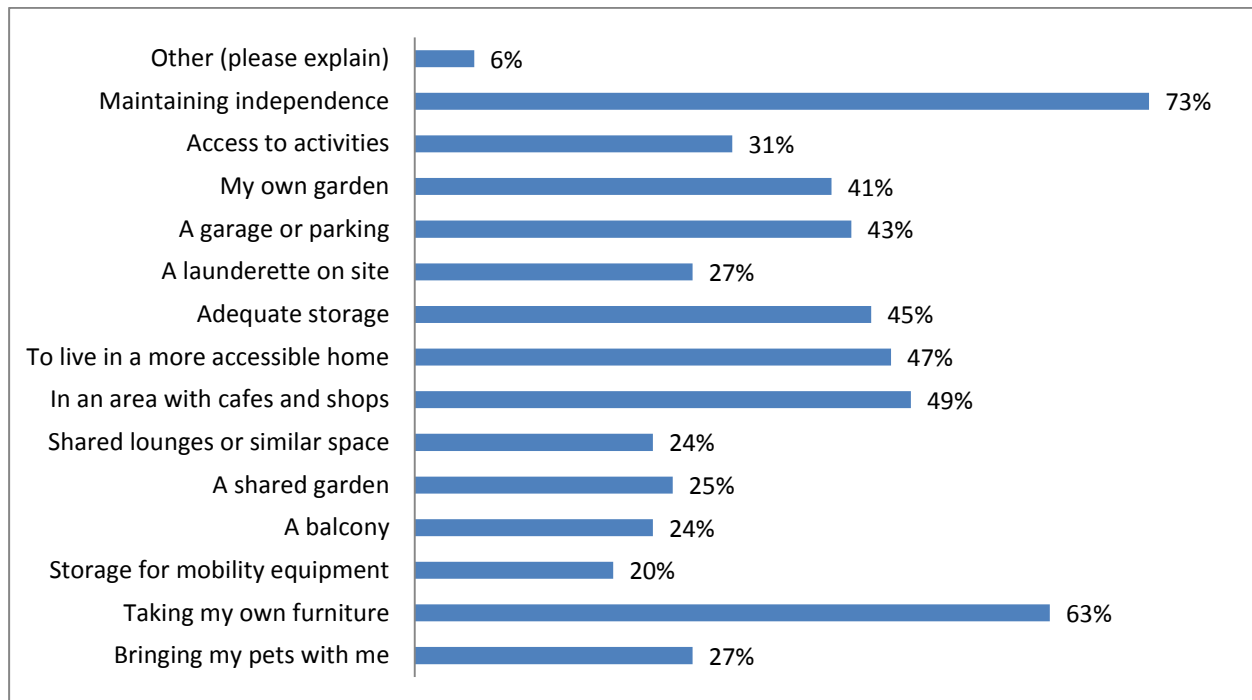
Figure 1: What is the main reason you moved or are considering moving?



The main reason residents would consider a move is to live in a smaller or more accessible home.

Figure 2 highlights what the most important aspects of the accommodation would be.

Figure 2: If you plan to move or have moved, what would be the most important aspects of the accommodation for you?



Respondents felt that taking their own furniture and maintaining independence were the most important aspect.

Onsite care and support services

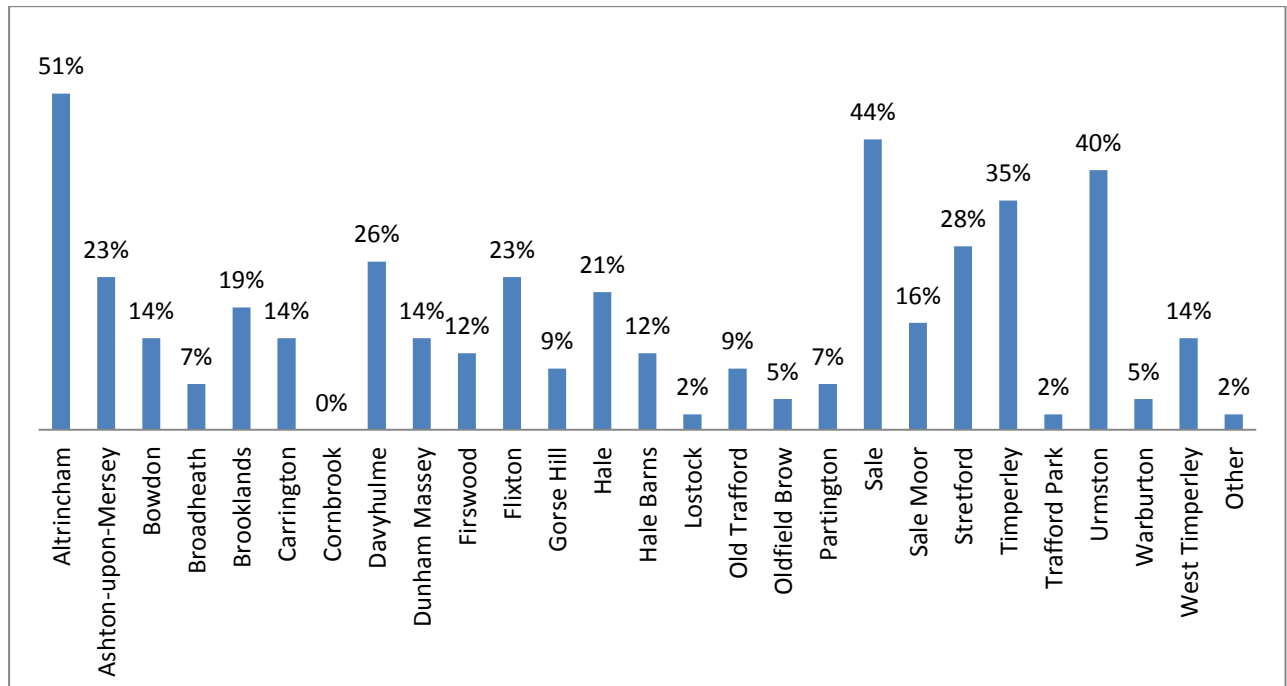
There was a mixed response from the residents who completed the survey when questioned whether they wanted care and support built into the accommodation either now or in the future, with 30% answering yes, 36% no, and 34% declaring they are unsure. This suggests residents do not know what they will need or want later in life.

Most important aspects of accommodation for older residents

The residents survey highlighted 68% of residents preferred a two bedroom property, which should be ideally located within or on the outskirts of a town centres with good transport links. Nearly 4 out of 5 of the respondents said they would like to remain in Trafford as they grow older.

Figure 3 highlights the areas in Trafford respondents to the survey stated they would move.

Figure 3: If you indicated a move within Trafford above, which area are you most likely to move?



A review of where older residents want to live, if they move within Trafford, indicates a need for older people's housing across the borough, however Sale, Altrincham, Urmston and Stretford were the most popular areas (Figure 3).

Future housing demand

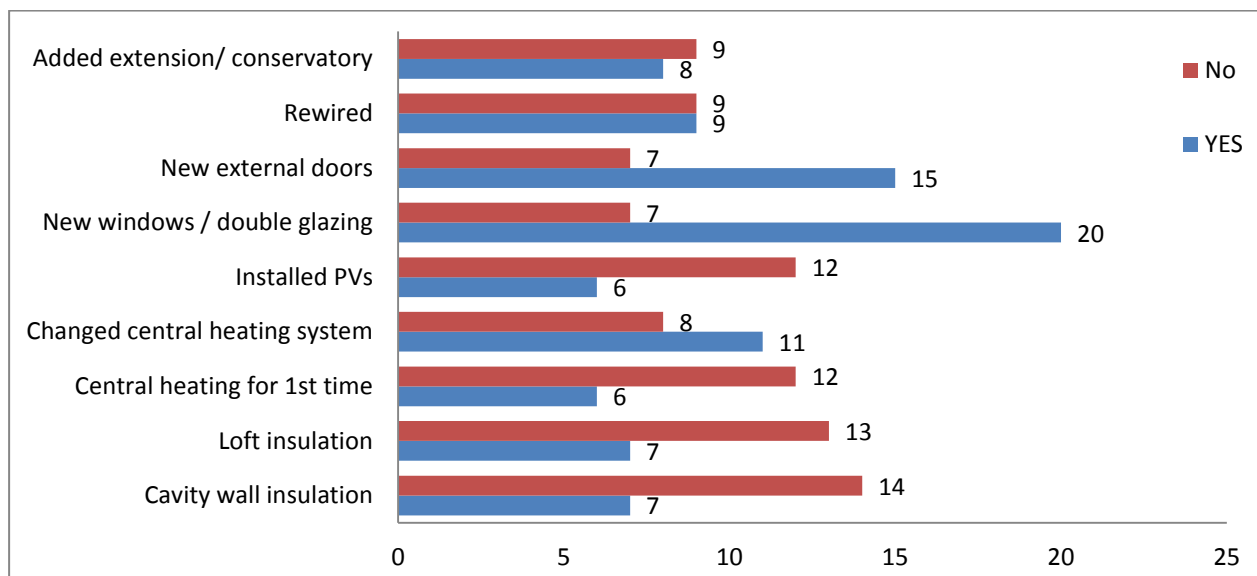
Findings from the residents survey show sheltered housing to be the preferred older peoples' housing option (89%), whereas retirement housing (57%) is the accommodation type older people are moving into. Extra Care housing appears to be the least popular option among older people, with many viewing this form of housing with negative care home connotations; and so it requires significant rebranding and public relations work if perceptions are to be changed.

The consultation identified renting from the Council or housing association as the most desirable choice of tenure for older people (46%), followed by buying outright or with a mortgage (36%).

Changes and adaptations

The consultation exercise showed grab rails and bathroom adaptations as the most commonly required household change to facilitate independent living.

Figure 4: What improvements, if any, do you feel your home requires?

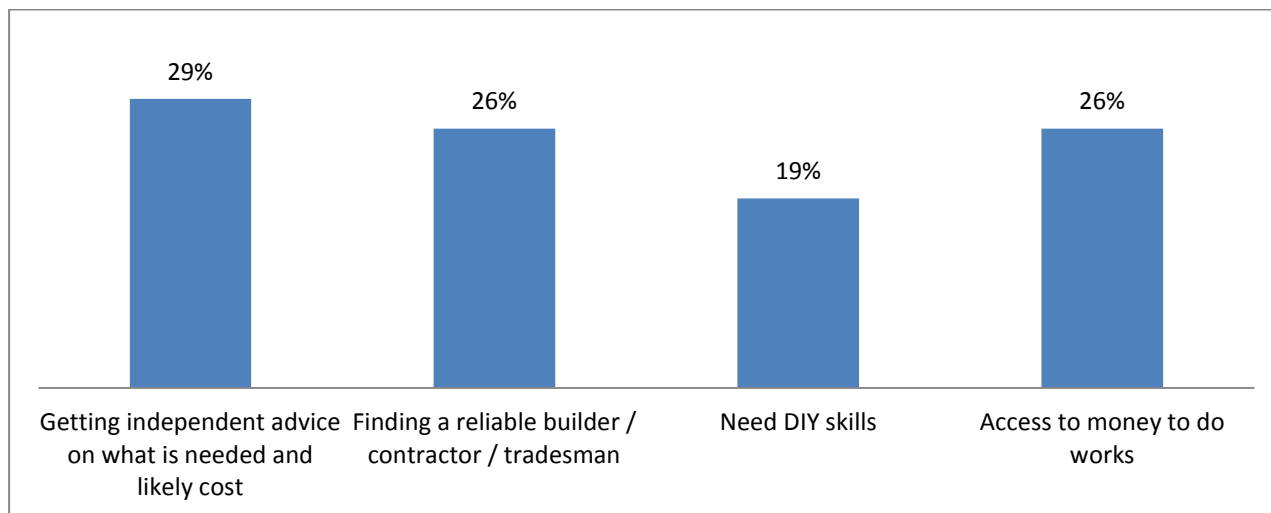


With regard to the most required home improvement, respondents to the residents survey indicate double glazing and new external doors as the most required home improvement (Figure 4).

Barrier to repairing / adapting homes

Figure 5 shows what the barriers to repairing or adapting an older person’s home were.

Figure 5: To what extent do the following acts as a barrier to you repairing / adapting



The residents survey identified getting independent advice and cost estimates for what repairs and adaptations are needed to their home as the main barrier to carrying out required work. This is jointly followed by finding a reliable builder/tradesman and access money to do the works (Figure 5).

When asked if it would be useful for the Council to provide a list of approved builders and contractors, 79% said yes.

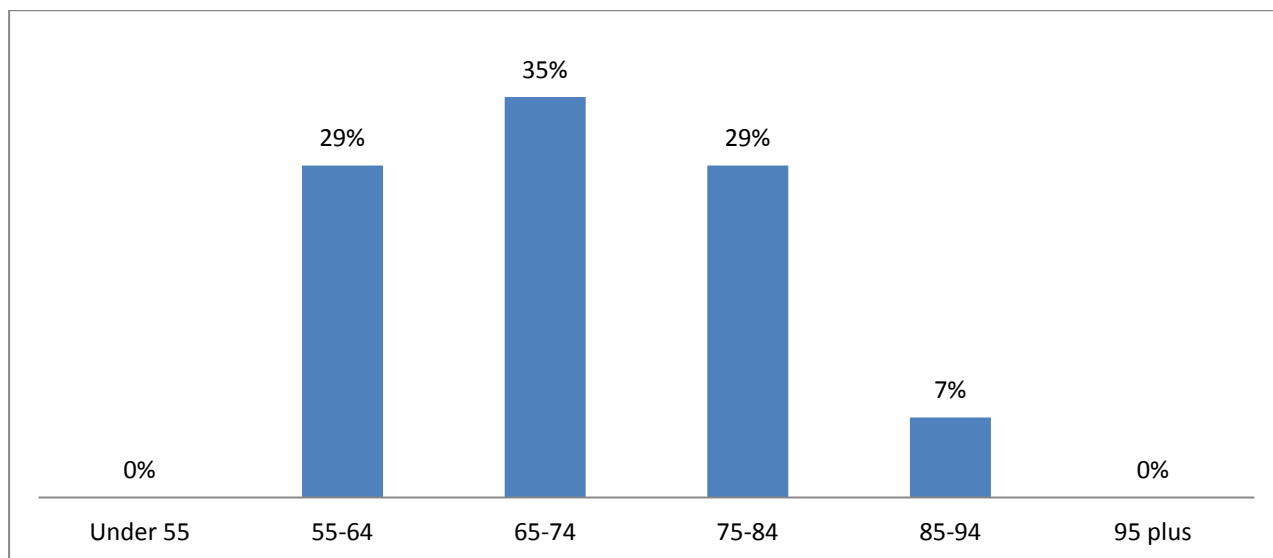
Stakeholders Survey

Findings from the stakeholders survey support those from the residents survey in identifying a desire to live in a smaller and/or more accessible home as the main reason why older people move; with two bedroomed properties in close proximity to shops and amenities the preferred choice of housing.

Letting / selling properties and vacancy rates

The consultation findings support this Strategy’s statement that older peoples’ housing in Trafford is popular, with low turnover of stock and quick sales/lets evidencing this. Most of the stakeholders who took part in the consultation have sheltered housing stock (85%). When asked about the letting speed of their older person accommodation, the stakeholders answered that most void units are let quickly and no property type is harder to let than others; and it was confirmed there are low turnover rates

Figure 6: Age Profile of your residents who live in older person housing



The stakeholders identified that most people who live in older peoples’ housing are aged between 55-84 years old (Figure 6). These results might indicate that those older than this move to a specialised care home facility.

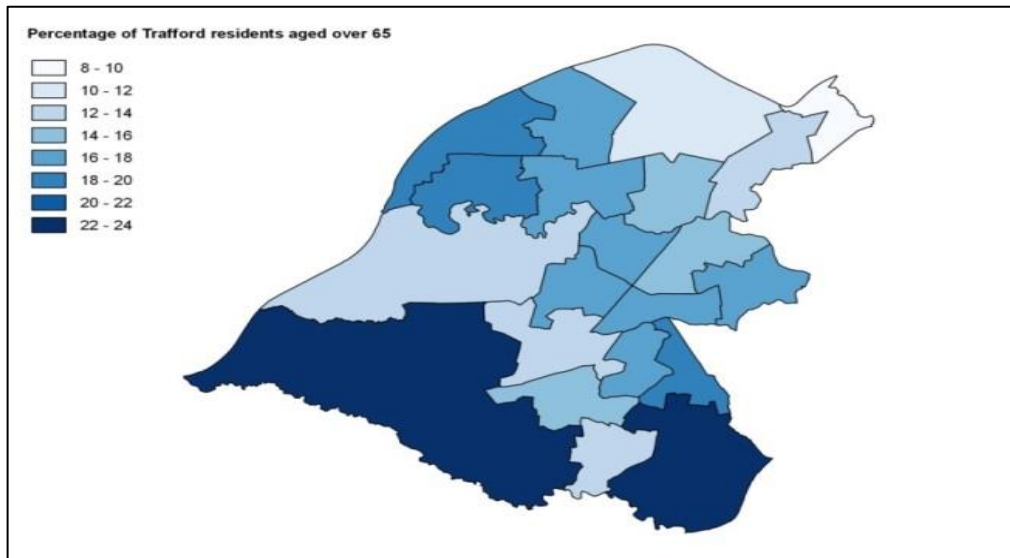
Outcomes from the consultation

The consultation responses will inform and influence this Strategy’s Action Plan and the priorities the Council will set for delivering housing that best meets the needs of older people in the borough. The full Consultation Report can be found in Appendix 1.

Trafford's Changing Population

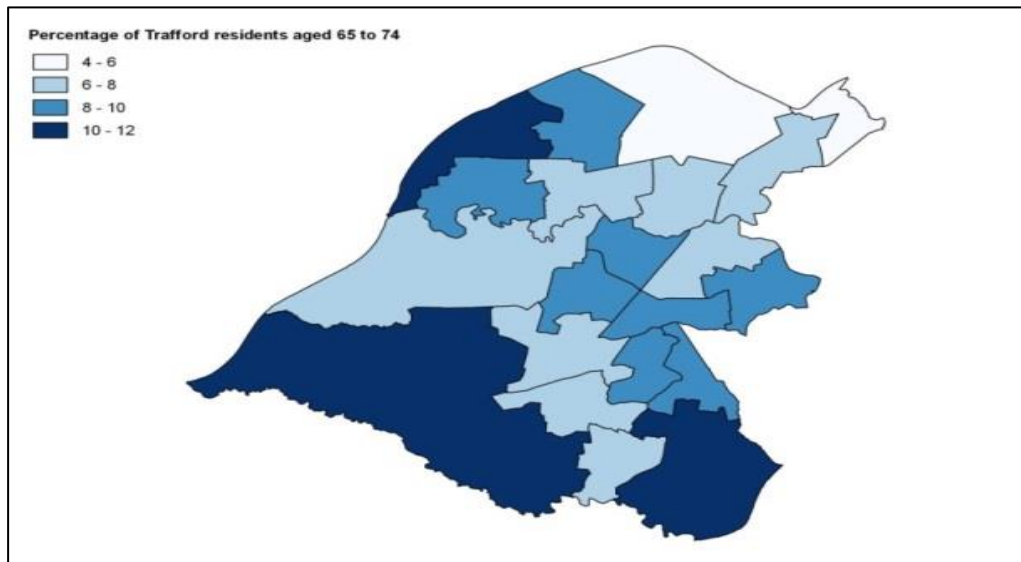
Trafford is seeing a steady increase in the number of its residents living into their seventies and beyond. According to the 2017 'Mid-Year Population Estimates' (June 2017, ONS), people aged over 65 years make up 17.2% of the borough's total population, which is proportionate with England as a whole (18%).

Figure 7: Percentage of Trafford residents aged over 65



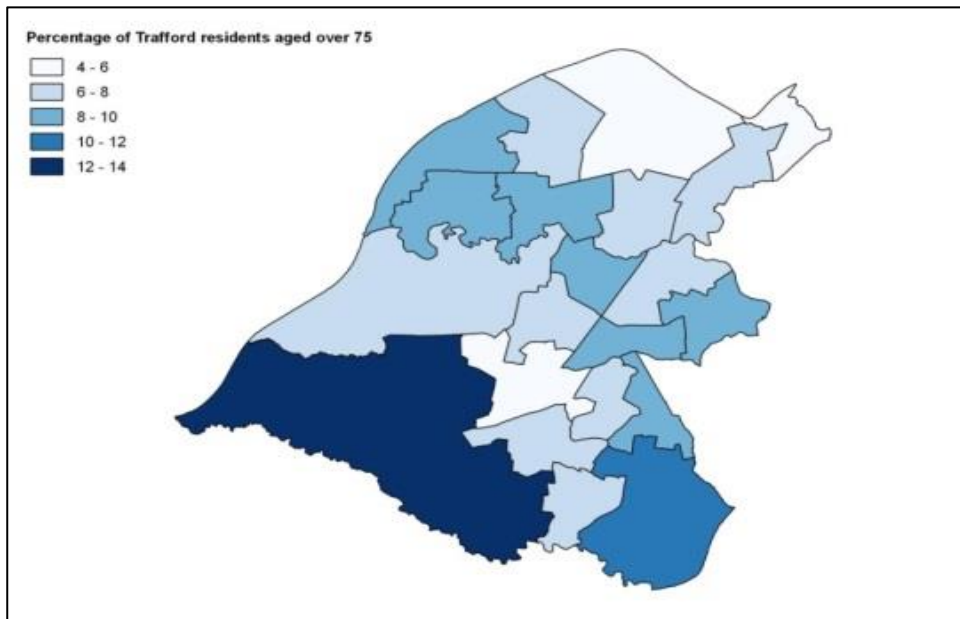
(Source: ONS, 2011)

Figure 8: Percentage of Trafford residents aged over 65 to 74



(Source: ONS, 2011)

Figure 9: Percentage of Trafford residents aged over 75



(Source: ONS, 2011)

Localities in southern Trafford have proportionally more people aged 65 and over compared to the northern parts of the borough. For example, in the Bowdon and Hale Barns wards around 1 in 4 people are aged over 65 years compared to fewer than 1 in 10 in Clifford.

A high proportion of the borough's older population (65 years plus) are found in the wards of Bowdon (24% of the ward population), Flixton (22% of the ward population), Davyhulme West (21% of the ward population) and Hale Barns (24% of the ward population). These wards are relatively affluent, reflecting that a disproportionate number of older people within Trafford live outside the borough's most deprived areas. However, whilst many older people do reside in affluent areas a high number could be in the position of being 'equity rich, but income poor' due to significant house price rises in their lifetimes.

Ethnic Groups within Trafford

In the 2011 ONS, the majority of older people in Trafford were classified as white (95%); higher than the figure of 85.5% for this group across all ages. At ward level Clifford stands out from the rest of Trafford, having a large Asian (21.6%) and Black Caribbean (23.7%) populations over 60 years old. Deprivation is high in Clifford as such is one of Trafford's most disadvantaged ward.

It is well evidenced that for some chronic diseases the risk is more endemic among certain communities; for example, the risk of diabetes and cardio-vascular disease is greater in Afro-Caribbean and South Asian communities. The impact of the health and social care needs of these communities must therefore be explored to check if their housing requirements and aspirations differ from other ethnic groups as they age.

Health and Older People

Trafford is in the third quintile for average life expectancy in England for both females and males (*Public Health Report, 2018*). The average life expectancy at birth in Trafford during 2014-16 was 83.7 years for females and 80 years for males; slightly above the national averages. However, this masks considerable variations at ward level. Females living in Hale Barns can on average expect to reach the age of 87 years, but those living in Bucklow-St. Martins can expect to reach an average age of 78 years. A similar variation in the average life expectancy at birth for males living in these two wards is also evident.

As a borough, Trafford performs well in most health indicators, but there are notable differences between wards. For example, in the 2011 Census, 43% of people aged over 65 years in Hale Central reported having a long-term illness or disability that limits their daily activities; but 65% of this age group reported the same in Bucklow-St. Martins.

Figure 10: Life expectancy inequalities



(Source: *Public Health Report, 2018*)

Healthy life expectancy (HLE) at birth represents the average number of years a person can expect to live in good health. According to the ONS (2017) healthy life expectancy estimates for males in Trafford is 62.7 years; which is similar to the England average (63.3 years). Female HLE in Trafford is 66.2 years, which is better than the England average (63.9 years). However, those living in the most deprived areas of Trafford spend, on average, a greater proportion of their life in poor health. For example, females in Hale Central can expect to live for nearly 87 years on average, with around 14 of those years in poor health. In contrast, females in Clifton have an average life expectancy of 79 years with 23 of those spent in poor health. The comparable data for males also reflects a disparity between these two areas (Figure 10).

To summarise, a person growing older in Trafford is statistically more likely to live a shorter life, in varying degrees of poverty and to suffer with ill health and/or long-term conditions depending on which ward they live in.

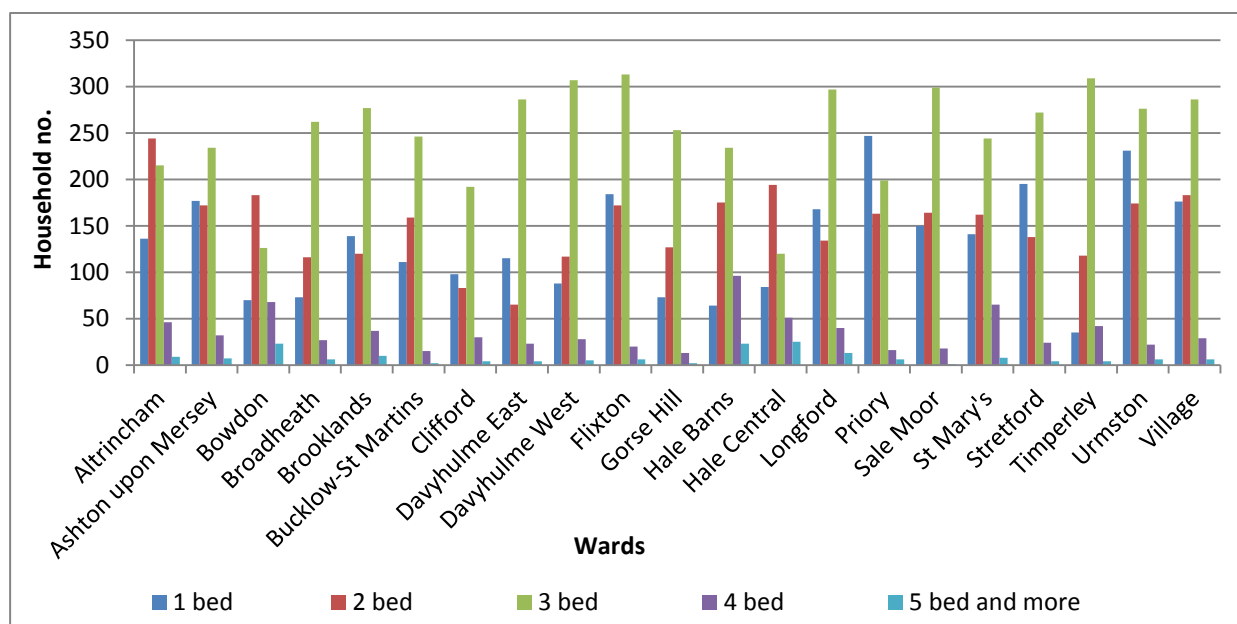
Households within Trafford

House Size

The majority of the homes in Trafford are under-occupied by the 65 years and older population. The availability of two bedroomed properties in Trafford is too low to meet the demand from older people that would consider moving from larger homes. It is this size property that is indicated by the residents and stakeholders survey findings, and policy document review, as the most desirable option for older people moving home.

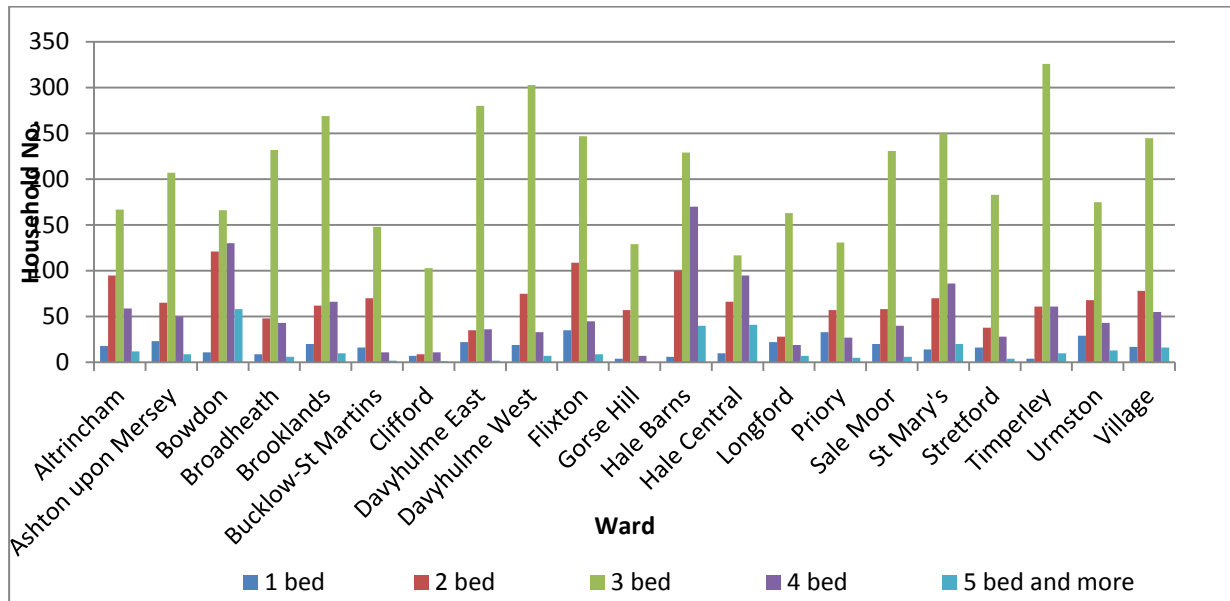
Figures 11 and 12 show the size of property by bedroom number that those over 65 years of age currently live in at ward level. Single people in this demographic mostly occupy three bedroomed properties, illustrating the under-occupancy issues in Trafford. Three bedroomed properties are also the most common for one family households headed by a person over 65 years. The figures are reflective of the composition of property types found in the different areas. For example, the Bowdon, Hale Barns, Hale Central and St. Mary's wards all have higher proportions of single older people and one family households with a person over 65 years living in four or five bedroomed properties than elsewhere in Trafford; and it is in these wards that larger house sizes have traditionally been more common.,

Figure 11: Single person household: Aged 65+ and number of bedrooms



(Source: ONS, 2011)

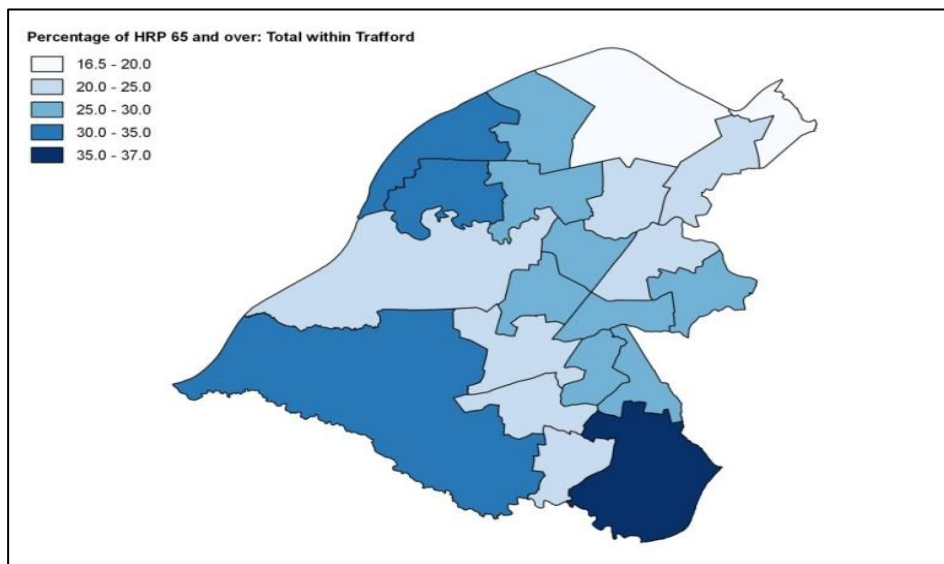
Figure 12: One family household: Headed by person aged 65+ and number of bedrooms



(Source: ONS, 2011)

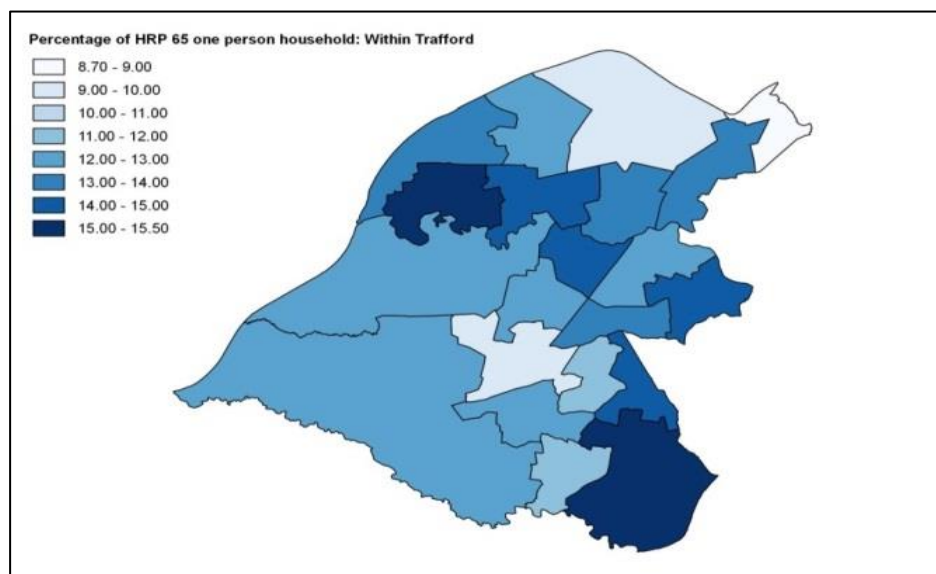
A percentage breakdown of housing across Trafford with a 'Household Reference Person' (HRP) aged 65 years and older is provided in Figures 13 and 14 below. The HRP is the individual taken to represent the household for statistical purposes, with the priority given to the oldest person. Figures 13 and 14 show the location and household structures of homes that include at least one older person. Such information will help to inform where older person units might be in most need across the borough. Whilst the figures illustrate a general spread of households with a HRP aged 65 and older, a greater concentration is found to the south and a lower percentage to the north including.

Figure 13: Percentage of households with HRP aged 65+



(Source: ONS, 2011)

Figure 14 Percentage of single person households with HRP aged 65+



(Source: ONS, 2011)

Tenure

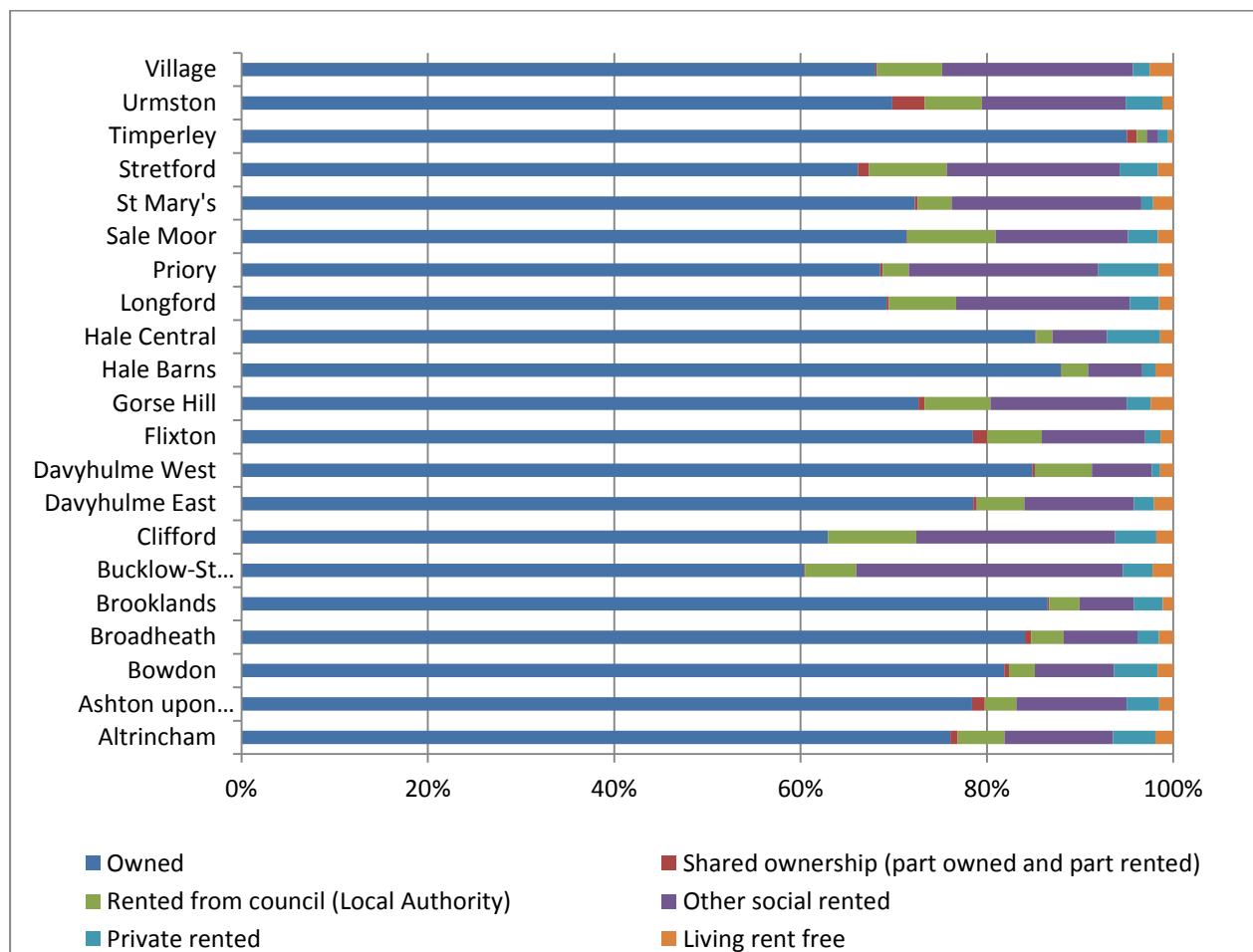
The majority of older people in Trafford are owner occupiers. According to the 2011 Census, 76.5% of households headed by a person aged 65 years and older were owner occupied; which is comparably higher than the England and Wales (74.3%) and Great Manchester (69.1%) figures. A breakdown of this figure shows the percentage of owner occupiers to reach as high as 95% in Timperley, 88% with Hale Barns and 87% Brooklands close behind. This contrasts with just 60% of older people in Bucklow-St. Martins and 63% in Clifford owning their home.

The 2011 Census also evidences lower social housing provision as a percentage of all households (for all age groups) by the Council and Registered Providers in Trafford compared to regional figures - North West (16.3%), Greater Manchester (19.2%) and Trafford (14.5%). The areas in Trafford with the highest social housing provision are Bucklow-St Martins (35.9%) and Clifford (32.6%) and St Marys (29%); and these percentages drop to as low as 2.7% in Timperley and 4.9% in Hale Barns.

Although marginally higher than the national and regional figures, shared ownership across Trafford for households in which the HRP is aged 65 and older is minimal (Trafford 0.66%, England and Wales 0.47% and Greater Manchester 0.59%); dropping to as low as 0.08% in Sale Moor. However, at 3.46% shared ownership is more popular in Ashton upon Urmston, and so this form of tenure will be considered within this Strategy,

Regarding other tenure types within Trafford where the household reference person is aged 65 years and over, Priory (6.4%) and Hale Central (5.7%) have the highest percentages of private rent, and Davyhulme West (0.09%) the lowest. The percentage of those living rent free, whereby the owner (such as a family member or friend) does not ask for payment, is highest in the Village (2.5%), Gorse Hill (2.4%) and Bucklow-St Martins (2.2%) wards, with Timperley (0.6%) the lowest. Figure 15 below shows further details.

Figure 15: Tenure – Household reference person aged 65 and over



The large numbers of owner occupiers in Trafford need to be reflected in the priorities of this Strategy, as does the need to take account of local specific compositions of tenure type. Consideration will also be given to how equity release can help to facilitate a move into older person housing for the asset rich but income poor home owners, and how social housing provision for older people can be sustainably increased for those who can't self-finance a move to a more suitable property.

Sale and Rent in Trafford

The average cost of renting or buying a house in Trafford is high, even for social housing, and is perhaps indicative of a low availability of stock. A search on Rightmove in March 2019 for retirement housing in Trafford, returned just three properties that were available for rent. These were a one private property (£825 per month for a 1 bed) and two properties with Registered Providers (£581 monthly for a 1 bed and £529 monthly for a 2 bed). In perspective, the full amount of the new state pension is £168.60 a week (2019/2020 rate). Although some residents may be entitled to housing benefits, welfare reforms and capped payments do still present challenges for eligible Trafford residents and Registered Providers. For example, the local housing allowance rate in Trafford is £105.04 per week for a one bedroom property, and for those eligible for a two bedroom allowance the rate is £123.58 per week and so a shortfall remains.

These rental amounts are greater than the average rent costs for older peoples' housing in Greater Manchester, including Extra Care, as shown in Figure 16.

Figure 16: Average rents

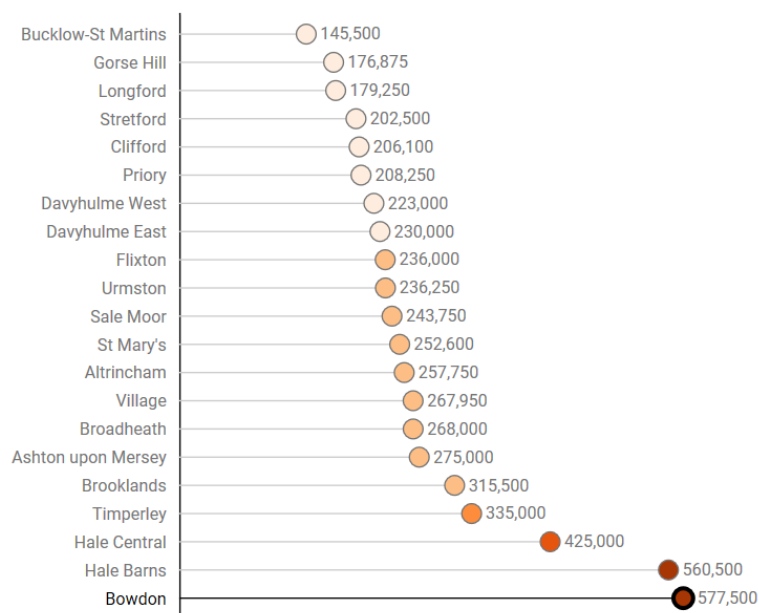
Client Group	Rent (weekly)	
	GM average	Count of districts
Extra Care	£109	5
Older People	£97	10

(Source: Greater Manchester Supported Housing Census, 2017-18)

A Rightmove search for retirement properties for sale in Trafford returned 38 results for this type (out of a possible 1,437 properties for sale at the time). Of these, 28 were one bedrooomed and just 10 were 2 bedrooomed properties (the preferred property size for older people moving home as identified previously in this Strategy). The asking prices for these retirement homes marketed on Rightmove cost up to £318,500 for a two bedroom property.

Land registry data from 2017 indicates the average median property price in Trafford is £277,251, but prices vary by up to £432,000 within the borough (Figure 17).

Figure 17: Median property prices across Trafford at ward level



Current older peoples' housing in Trafford

There are three main types of specialist housing for older people – Sheltered, Retirement and Extra Care. Trafford Council does not currently own any homes, with most social housing properties within Trafford owned and managed by Trafford Housing Trust. A number of registered housing providers offer different types of older peoples' housing too (see Figure 18).

Sheltered Housing

Sheltered housing schemes are normally for those over retirement age, although people in their fifties and above with support needs can apply. They typically offer self-contained accommodation for rent, based on need, by Councils or housing associations. These schemes aim to help people lead active and independent lives for as long as possible. To help support this, each scheme has facilities such as a communal lounge, kitchen and laundrette; and each flat or bungalow has an alarm system for emergencies.



Pavilion Lodge, Stretford



Millom Court, Timperley

Retirement Housing

Retirement housing is typically built by private developers. Once all the properties have been sold, the scheme is usually run by a separate management group that employs the scheme manager and organises maintenance and other services. Most retirement housing is sold on a leasehold basis, granting tenancy for an extended period, typically 99 to 125 years.



Speakman Court, Altrincham



St John's Lodge, Timperley

Extra Care Housing

Extra Care housing is sometimes referred to as ‘very sheltered’ housing. It aims to provide well designed homes that are suitable for frailty and illness in older age to support independent living; and allows care to be delivered to people in their own homes without having to go into residential or nursing care. Care services can be offered 24 hours per day, 7 days per week. The communal facilities in Extra Care housing usually exceed those found in conventional or in enhanced sheltered /retirement housing schemes, and often include gyms and wellbeing facilities, IT and educational resources. Extra Care housing can be social rented, part ownership or full ownership tenures depending on the model and area the scheme is developed in. Care costs are often lower when delivered in Extra Care housing in comparison to residential care. The Department of Health has been particularly active in promoting this style of provision, supporting a programme of capital subsidy that has encouraged the spread of Extra Care housing across England.



Oakfield Court, Urmston

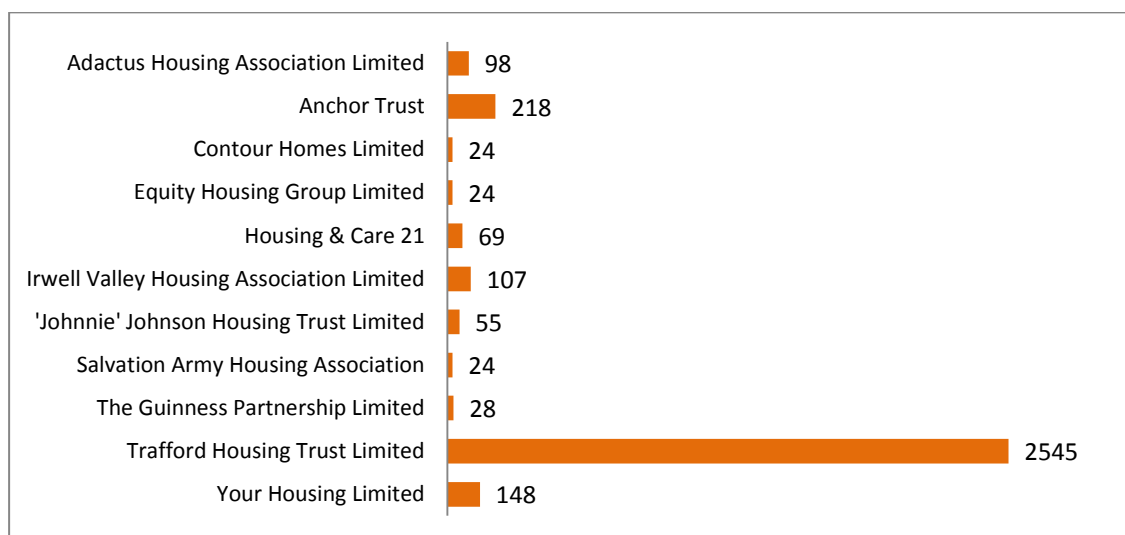


The Limelight, Old Trafford

Location of older peoples’ housing

The government collects statistical data returns from all Registered Providers (RP) of social housing in England. The 2017-18 data returns show Trafford has a total of 3,340 RP older people accommodation units (Figure 18).

Figure 18: Housing for Older People (RP Stock) - Owned 2017/18



*Contour Homes Limited is now known as Onwards Homes and Adactus is now known as Jigsaw.

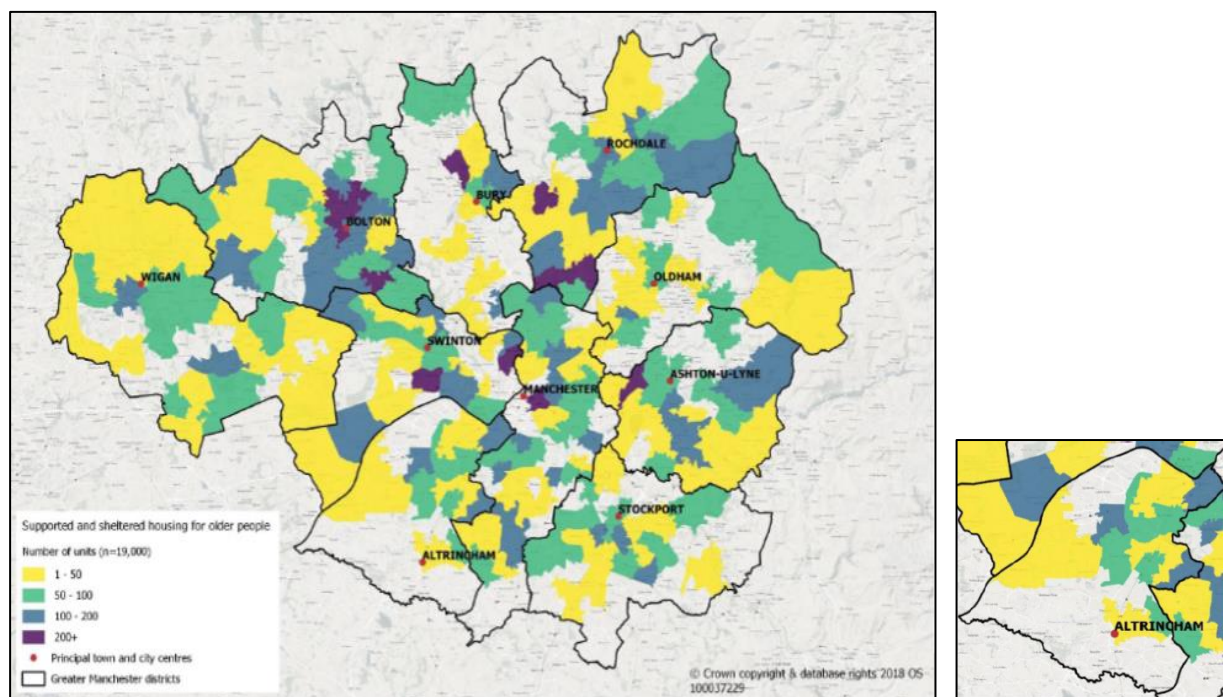
The GMCA and the NHS produced a GM Supported Housing Data Pack in August 2018. From this data, a GM Supported Housing Census (2017-18) was produced and indicates the existing housing and support proving for older people. This census identified 1,330 units targeted for older people across approximately 175 schemes in Trafford (Figure 19).

Figure 19: Greater Manchester Supported Housing Census (2017-18)

Client Group	Total Schemes	Total Units
Extra Care	Less than 5	200
Older People	10	320
Older People with a care need	Less than 5	40
Sheltered Housing	20	770

This information has been mapped (Figure 20), and shows Old Trafford, Sale Moor and Urmston have the highest concentrations of supported and sheltered housing in Trafford.

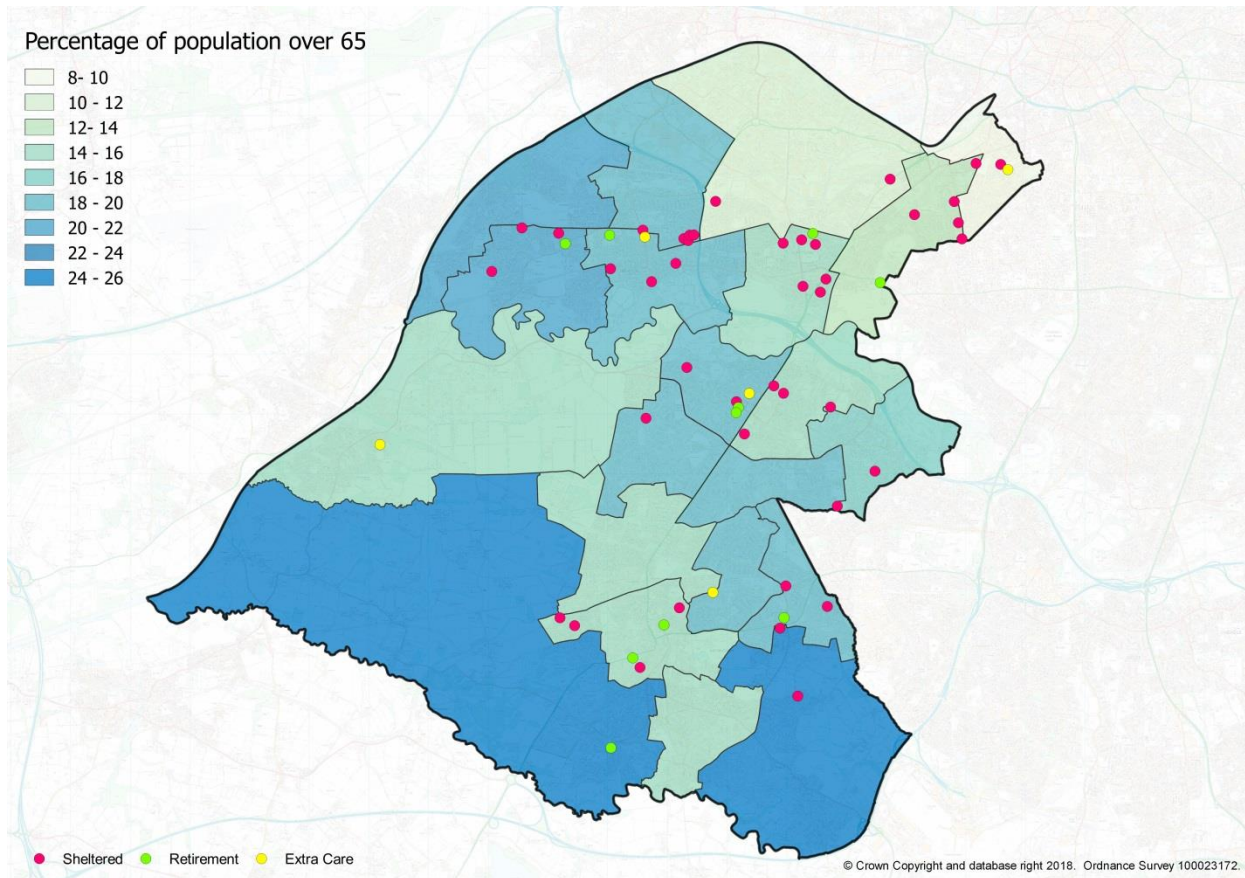
Figure 20: Supported and sheltered housing for older people within Trafford



From the Strategy’s research, the location of older peoples’ housing is shown in Figure 21 and has been broken down into Sheltered, Retirement and Extra Care properties. These locations have been mapped against older person population estimates for wards based on 2017 data. The map shows there are currently only a small number of Extra Care properties spread across the borough. Of interest, the map also shows that the south of the borough, which has the highest concentrations of older people as a percentage of population numbers, has a low number of specialist older peoples’ housing. This might be attributable to high land values, and the returns for general open market properties being

greater. To be certain of the reason(s) for this low number of specialist older person housing to the south will require further exploration.

Figure 21: Location of older peoples' housing in Trafford against ONS 2017 population estimates.



Strategic Priorities

Following the review of Policy, consultation with residents and stakeholders and analysis of data, the following strategic priorities have been identified.

1. Improve the quality and standard of existing housing for older people in Trafford.
2. Increase the availability and range of suitable housing options for older people within Trafford.
3. Enable older people in Trafford to live independently.
4. Create and foster partnerships that work to deliver effective health and social care provision, support services and high quality housing to older people across Trafford.

Each strategic priority has key recommendations that the Council and partners need to explore; details of which are contained within the next sections.

Priority 1: Improve the quality and standard of existing housing for older people in Trafford.

Effective use of the existing housing stock for older people is vital to the Council's plans to meet the growing housing needs of the borough's ageing population, especially in the medium to long term whilst new homes and developments are built. The Council will explore the need for a Suitability and Stock Condition Survey regarding existing specialist older peoples' housing and if they remain fit for purpose in the future. This will include reviewing how the existing stock can be future proofed to support advancements in healthcare technology to help realise the recommendations from the Strategy's other priorities. The Council must also ensure current specialist accommodation is being allocated correctly and in a manner that maximises value for money; especially where it is funded from the Council's Adult Social Care budgets.

Significant work will be required to improve housing stock in the private sector (including those owned by residents themselves) which houses most of Trafford's older residents. The consultation exercise confirmed grab rails and bathroom adaptations as the most commonly required household changes needed to facilitate independent living for older people. Trafford's residents identified getting independent advice and estimates for what work is required, alongside finding a reliable tradesman to do the job and accessing the money for the works, as the greatest barriers to making required changes and repairs to their homes. The Council will therefore need to ensure this assistance is provided to all, and to provide specific support for those home owners with limited resources so they can live well and independent. Action will also be needed to support and encourage private landlords to make alterations where possible.

It is well documented that older people are disproportionately more likely to live in poor quality housing in need of repair, particularly those living in disadvantaged areas. There is a growing body of evidence linking low quality housing to poor health outcomes among the older population. Issues such as dampness or cold rooms, steep stairs or poor external access can make it difficult for residents to maintain good health and wellbeing and can contribute to social isolation. There are important financial incentives for the Council to address poor quality housing, due to the significant health and social costs attributed to growing old. Without preventative action to limit the impacts of getting older on health, costs to the NHS, local services and Trafford Council will rise as the older population grows. The Council will therefore review how it delivers aids and adaptation services to both the public and private sectors, and explore how to best extend its services and provide direct assistance to older people to maintain their homes and independence.

At present a means tested Disabled Facilities Grant (DFG) is available for disability related home adaptations costing over £1,000. This can help towards the cost of providing facilities or adaptations to enable the disabled person to continue to live in their own home and is available to owner-occupiers and those in rented accommodation.

In addition, a 'Moving Assistance Grant' is also provided by Trafford Council to help residents move to a different property when a member of the household has been assessed as needing major adaptations to their current home.

This grant is a recognition that it may always not be cost effective, or agreeable with the property landlord, to adapt a home to meet certain living requirements and so moving may be a better choice.



The delivery of DFGs remain a statutory obligation, however Trafford Council needs to ensure grants are focused on the greatest returns or benefits to older people, and look at developing more diverse and cost effective responses to people's requirements. Eligibility for a DFG is means tested, and so there is a gap in this provision of assistance for those in need of support to arrange and finance disability, and indeed non-disability, related repairs and changes to their homes who are not eligible but have limited finance.

The Council will therefore examine the feasibility of introducing a home improvement loan scheme, and a repairs and adaptations service to all as found in neighbouring boroughs. For example, the low cost improvement loans provided by Manchester City Council's Care and Repair scheme, and Salford Council's Home improvement Agency that offers support with financial and practical assistance to residents to complete required repairs. Funding considerations must also include exploring how residents can access the finance required themselves through such schemes as equity release.

The Council must also scope best practice from what other local authorities are doing to support older people to live healthily, safely and independently in their homes. To help achieve its ambitions, the Council will look to maximise the resources at its disposal by applying for all appropriate funding opportunities. The Council will also look to promote and support voluntary and charitable organisations that aim to improve older peoples' housing, such as Care & Repair England¹⁷.

The above actions will be taken with fuel poverty in mind too. Fuel Poverty is when a household spends more than 10% of its income to heat their home adequately, meaning that people living within the home can often be cold, or if they choose to heat their house, do not have enough money to pay for food or other services. This can lead to poor physical and mental health outcomes.

In 2017, 11.4% of Trafford's households were indicated as being fuel poor (11,246 households) (source: sub-regional fuel poverty 2017 data). While the reasons for fuel poverty are complex, it is generally agreed that fuel poverty is caused by a convergence of three factors: poor energy efficiency of the home; low income, which is often linked to general poverty; and high fuel prices, including the use of relatively expensive fuel.

Older people are one of the most vulnerable groups due to spending longer periods of time at home and having a greater requirement for heat and hot water than the average

¹⁷ Care & Repair England is an independent charitable organisation that has initiated care and repair schemes to help older people undertake home repairs and adaptations, and handyperson services that provide free or low cost help to older people with essential jobs in the home.

household, and also because they have traditionally been on lower incomes. Fuel poverty can damage people's quality of life and contributes to the excess winter death toll among pensioners. The Council will therefore look to ensure older people live in good quality sustainable housing that is accessible, well maintained, fuel efficient and suitable for their needs. To achieve this the Council will actively apply and promote national grants and initiatives to help fund energy saving improvements to homes of all tenure types, including new boilers, loft cavity insulation, double glazing and general energy advice. This might include, but is not limited to, the government's Affordable Warmth Obligation and the Warm Front Grant, and other streams of funding including the nationwide Warm Homes Fund established by the National Grid and administered by Affordable Warmth Solutions.

RECOMMENDATIONS:

1. Make the best use of the existing housing stock and development opportunities.

- Maximise future appropriate funding opportunities to improve services and accommodation for older people.
- Undertake a suitability and condition survey to ensure the existing older person accommodation remains fit for purpose in the future.
- Review how existing stock can be future proofed to support advancements in healthcare technology, including good internet availability.
- Engage with Registered Providers to develop plans to ensure their services and housing stock is responsive to the needs of an ageing customer base.
- Review the allocation criteria, including age thresholds, for specialist accommodation to maximise value for money.

2. Review adapted properties and look at how Registered Providers are letting. Develop services that support older people to adapt, repair and maintain their homes.

- Maximise the resources for adaptations by ensuring funding opportunities from all sources are utilised.
- Explore how to extend services aimed at helping older people maintain their home to those not currently eligible to the support.
- Investigate how to maximise value for money for adaptation works for vulnerable people and to encourage private investment in this area.
- Explore the use of already skilled/qualified older people to help with the installation of adaptations rather than using potentially expensive contractors.

RECOMMENDATIONS:

3. Develop services that support older people to adapt, repair and maintain their homes.

- Review how other Councils provide support (including financial) and practical assistance to older people to repair, improve and adapt their homes.
- Explore establishing a Care & Repair scheme to support improvements to older peoples' housing.
- Explore providing grant assistance to older and vulnerable customers to ensure their homes are safe, warm and dry, and develop and promote targeted information such as maintenance booklets, and energy efficiency advice for these households.
- Consider advertising the Age UK maintained list of recommended tradesmen to Trafford residents.

4. Ensure private landlords are alert and sensitive to the housing management services and home adaptations required by older people.

- Work with private landlords to improve the quality of private rented housing for older people.
- Work with Registered Providers to ensure Decent Homes Standards are maintained.

5. Reduce fuel poverty and lessen its effects.

- Ensure older people have enough money for fuel by encouraging them to access benefits and grants.
- Work with partners to enable the delivery of insulation and renewable energy products and hard-to-treat property interventions.
- Raise awareness of lifestyle carbon savings, fuel debt advice and best value energy tariffs.
- Explore the potential of establishing a 'bills included' package within social rented sector.

Priority 2: Increase the availability and range of suitable housing options for older people within Trafford.

There is clear need for more older peoples' housing in Trafford to meet current and future demand. There is a very limited stock available of older peoples' accommodation in the borough, which has low turnover rates and quick sales/lets. The increasing life expectancy among Trafford residents will also mean more specialist forms of housing (and care) for older people will be particularly required, and these developments will ideally be made available across the borough so that people can maintain social and family connection in familiar neighbourhoods.



Predictive modelling figures for Trafford show a significant shortfall of retirement housing, and housing with care units, to meet future need without intervention. There is a predicted shortfall of 1,043 units without growth in the borough's current stock for sheltered / retirement housing, and a shortfall of 836 housing with care units by 2035¹⁸.

The lack of older person housing options and stock is resulting in older people staying in unsuitable properties for longer; often until a crisis forces them to move to what is available, but which may still not be fully suitable to their individual needs. The changing aspirations of what older people want from their homes must be considered if the Strategy is to be a success. This includes acknowledging the demand for greater space standards in new developments. Building suitable new homes to respond to the growing ageing population in Trafford is critical, as is the need to encourage all new build properties to be accessible for all and designed beyond the minimum lifetime home standards where possible (now incorporated in Part M of the Building Regulations,) to 'future proof' them as residents age.

Developing new models of housing across a range of tenures from rented to shared ownership to outright sale is required to meet the varying financial needs and the aspirations of older people. Many older people in Trafford may be considered asset rich but income poor, and there are also areas of deprivation within the borough in which older people are reliant on social and affordable housing provision. Action needs to be taken to make the market more buoyant.

Whilst the Council can assess the feasibility of buying or building residential care homes itself, in the current economic climate there is limited financial scope for the Council to address the housing shortfall alone. However, high land values and scarcity of available plots means there is a limited number of affordable older peoples' housing opportunities in Trafford. To make affordable housing financially viable for housing associations, Registered Providers and private

¹⁸ Greater Manchester Supported Housing Data Pack-Trafford (August 2018)

developers, some degree of subsidy or funding, either from national or local government sources may be required, in addition to any finance raised against rental income or sales. To address this, the Council will support interested parties to apply for capital funding, and other funding streams, to help develop schemes. The Council will also pro-actively engage with retirement homebuilders and promote Trafford as a good place to invest in construction

The planning system must be fully utilised by the Council to encourage and enable private development of targeted and appropriate older peoples' housing. This might include a percentage contribution of new builds to be allocated for affordable older peoples' housing for new developments; and to set a proportion of accessible and adaptable dwellings suitable for older residents to be included in developments through planning policy. The potential of developing vacant government and NHS building plots into older peoples' housing will be assessed to help meet the need for land, and the conversion of office space for residential use (where feasible) will also be encouraged alongside refurbishing and splitting larger properties. The Council will also work with housing providers to develop options that will assist older people to downsize, for example rent to buy options, to improve the turnover of family homes. Furthermore, as the cost of renting or buying a property in Trafford is high compared to the Greater Manchester and North West averages, cooperation with providers is needed to explore a range of finance options, such as equity release, shared ownership and affordable housing provision.

The need to build more homes offers an opportunity to encourage innovative designs to better meet future needs and to use resources more effectively; and to explore new housing concepts, such as co-housing. Co-housing communities are run by residents and can help to alleviate the social isolation that many older people experience today. There are a range of grants, loans and other finance options available to help develop co-housing, and the management costs of most schemes are self-funded by residents.

In co-housing schemes, each householder has a self-contained private home and shares a community space where residents come together for arranged activities and to regularly eat together. These communities can be intergenerational or specifically focused to cater for older people. An example of co-housing is the 'New Ground' Older Women's Cohousing Community (OWCH) in High Barnet, which opened in November 2016. This was the UK's first senior co-housing community with over fifty women (current ages range from 51 to 87). There are 25 flats, which are a mixture of one, two and three bedrooled properties. 17 of the flats are leasehold, and the remainder are social rented. The concept is proving increasingly popular. Locally, Manchester Urban Cohousing and Chorlton Co-housing are looking to establish co-housing projects in the city region for those aged over fifty years.

A Community Housing Fund of £163 million is available nationally to build new community-led homes, with just below £6 million (£5,945,896) allocated to the North West and funding distributed by local councils. Whilst this does not represent a significant amount to invest in new construction, access to this money could help to test the viability of this form of housing in Trafford. Trafford Council will actively pursue this funding stream to deliver some of the older peoples' housing required.

RECOMMENDATIONS:

1. Increase the supply of older peoples' housing, including specialist and affordable housing, across the borough

- Encourage private development of older peoples' housing via the planning system. This might include a percentage contribution of new builds to be allocated for affordable older peoples' housing.
- Make use of the NPPF optional technical housing standards within planning policy, such as M4(2) Category 2: Accessible and adaptable dwellings, to set the proportion of new housing that can assist independent living for older people to be included in developments.
- Pro-actively engage with retirement homebuilders and promote Trafford as a good place to invest in construction.
- Work with Registered Providers (and private scheme providers where possible) to develop schemes with capital grant funding and provide support with applications for other funding streams.
- Allocate sites for specialist housing for older people where there is an identified unmet need.
- Assess the viability of using vacant government and NHS building plots, and the feasibility of converting office space for residential use and splitting larger properties, to develop older peoples' housing.
- Explore buying or building residential care homes to have better control of care and rent costs, and to ensure future provision of this stock and to influence where it is located.
- Explore the possibilities of co-housing.
- Continue the work of further understanding the older persons housing market via Housing Market Needs and Demand Surveys.
- Consider creating a Retirement/Older Peoples' community, near to facilities, bus routes that allow independence and a sense of community. The village should be located in an area that has a lower crime rate to ensure safety of residents. The development should be purpose built to include on-site amenities for community purposes and should be a mixture of private and affordable housing.

2. Actively promote the different financial packages and mechanisms that enable a move

- Explore financial products and incentives that can enable older people to either continue living in their current home or move to a more suitable home, and look to widen access to shared ownership and equity release initiatives.
- Work with housing providers to develop options that will assist older people to 'rightsize', for example rent to buy options, to improve the turnover of family homes.
- Explore opportunities to develop lease management products for older people.

Priority 3: Enable older people in Trafford to live independently

The consultation found a significant number of older people would prefer to stay in their own home where possible. However, in addition to the upgrading, repairing and maintaining of homes as detailed in 'Priority 1' of this Strategy, other measures are also required to support residents to live independently in homes that remain suitable as they age. For example, improved advice and access to new technologies, such as telecare.

Technology enabled care

Innovation in technology is transforming many aspects of daily life, including health and social care. The *Inside Housing* publication¹⁹ (19 October 2018) discussed the use of new assistive technologies for older people – for instance, using Amazon's voice activated assistant Alexa. Virtual and remote assisting technology is increasing in popularity within the care sector as providers look to reduce intrusive and costlier in-person services. An example of this technology in use is at the Extra Care charitable trust scheme in Stoke Gifford, which is a collaboration between a housing provider and the University of West of England (UWE). Each flat has a hallway mounted tablet display that incorporates assistive technology functions, including an ability to communicate via email with the rest of the retirement village. The Stoke Gifford project's focus is on how technology can be socially, as well as physically, beneficial to residents: *'Technology can give us early indicators of when someone's age related condition starts affecting their social life'*. Dr Praminda Caleb-Solly; Associate Professor of Independent Living Systems at UWE

Ageing populations will create new demands for technologies, products and services, including new care technologies, new housing models and innovative savings products for retirement. The Council is planning to develop a Technology Enabled Care Strategy and to take a partnership approach to the testing and showcasing of new approaches. This includes investing in a range of devices to keep its older residents safe and well in their homes and communities.



Commissioners will work closely with all Registered Providers (particularly Trafford Housing Trust as Trafford's largest provider) to examine the technologies that are most likely to change or affect health and care over the next few years, such as:

- The use of smart phone apps.
- Hospital-level diagnostics in the home and at the point of re-enablement.
- Computerised cognitive behavioural therapy.
- New preventive digital therapies.
- Peer-to-peer support networks.

¹⁹ *Inside Housing*, 'How to encourage downsizing', 19 October 2018, <https://www.insidehousing.co.uk/insight/how-to-encourage-downsizing-58409>

There is a need to better explore initiatives and services that have proven successful elsewhere in supporting older people to stay in their own homes and communities independently and safely for longer; and to expand on the services that Trafford Council is already providing. This includes improving the guidance and assistance for older people in the borough who would like to move into more accessible housing that is easier to maintain and manage, and which provide the required levels of support; and improving the link between services supporting older people who want to remain independent. In addition to increasing the availability of information to better support older people to make informed decisions about services and housing options available to them, the Council will use its position to work with housing providers and agencies providing advice to older people to ensure the information given is consistent.

There are existing schemes and services that older people within Trafford may benefit from, and which the Council will do more to promote:

1. Good Neighbour Trafford

Good Neighbour Trafford is run by the Royal Voluntary Service (a national charity). In this scheme, local volunteers provide day to day support for neighbouring residents, including the elderly, frail and socially isolated. For older people, this support may enable them to live independently in their own homes and communities for longer and reduce feelings of isolation and loneliness. Each flat or bungalow in the scheme has an alarm system connected to a communication centre. Emergency help is available around the clock, just as in sheltered housing.

There is an opportunity to explore expanding this scheme to include other residential dwellings where older people do not currently benefit from such assurance. This may require the Council to provide funding for this, and to engage local health and social care organisations to also contribute towards any costs.

2. Housing Options for Older People (HOOP)

Devised by the charity Elderly Accommodation Counsel, HOOP is a technique for appraising options, and incorporates two main elements:

- A comprehensive assessment of a user's current housing.
- Identification of any housing information they need about possible solutions or alternative homes.

A questionnaire is used to ask people about the different aspects of their home situation - size, condition, comfort, location, costs and so forth. HOOP analyse the responses to help identify the information the older person needs and provides it. The service also makes the customer aware of other sources of help and advice they might benefit from and guide them to the appropriate agency.

The number of people aged over 65 years in Trafford is projected to grow 29% by 2031, and the number of those below this age is expected to decrease over this time. This shift in age distribution could lead to greater promotion of intergenerational co-living to address both the support needs of an ageing population and the need for affordable housing for younger generations. This housing arrangement will need to be explored by the Council.

3. Homeshare UK

This scheme brings together people in need of support with a spare room, with those in need of affordable accommodation who are willing to provide this support. This could include basics such as cooking meals or grocery shopping. In addition to the support provided, the scheme's aim is to reduce loneliness and social isolation. To facilitate arrangements, Homeshare provides the initial administrative



support, such as carrying out DBS checks and obtaining references to ensure suitability. The home sharer pays a fixed low rent cost each month via Homeshare (which charges both parties an ongoing administration fee) and contributes towards the householder bills.

4. PossAbilities: Shared Lives

Shared Lives is where a person with a spare room is paid to support a vulnerable adult in their own home. This service offers both long term and short-term placements, and can be used as day support, a transition point from hospital discharge to returning home, and as a stepping stone for someone to get their own tenancy. Individuals supported in Shared Lives may be older people who are frail or living with dementia.

RECOMMENDATIONS:

1. Ensure comprehensive information about housing options and varying support services is easily accessible and well promoted to residents as they age.

- Review good practice within other local authorities to help increase the capacity of preventative services.
- Promote the use of Housing Options for Older People (HOOP) and the services they provide.
- Develop links between the housing providers and agencies that provide advice to older residents to ensure older people can access the full range of information and advice on housing choices and support services, and to ensure information is consistent.
- Improve advice and access to Technology Enhanced Care services that assist independent living.
- Produce a Technology Enhanced Care Strategy.
- Ensure technology enabled care is considered in new sheltered and Extra care developments.
- Engage and support Registered Providers and developers to ensure new developments are equipped to support the use of advancing technology.

2. Explore and promote living arrangements that provide safety and security to older residents.

- Continue to promote and support the take up of 'Homeshare' options among older people.
- Review how to best support the expansion and uptake of the 'Good Neighbour' scheme across Trafford.

Priority 4: Create and foster partnerships that work to deliver effective health and social care provision and support services at home to older people across Trafford.

Greater housing choice and assistance at home is required to respond to the needs of an ageing population that is more likely to suffer with ill-health and long-term conditions as life expectancy continues to increase. Significant input from health and social care services is necessary to enable older people to maintain a good quality of life and independence for longer, and to prevent or delay care needs from escalating. The amount of time older people will overstay in hospital can be considerable due to a lack of support for them at home to allow them to be discharged, particularly for some age-related illnesses. It is therefore critical that joint commissioning opportunities are explored to maximise public resources.

New partnerships and ways of working will need to be formed if health and social care support is to be provided at home. As services are redesigned to provide home and community-based care and early interventions, the 'home' becomes a vital component in developing successful integrated services. People want to be supported to stay in their existing home or to move to more suitable accommodation when they choose. The challenge is for health, social care and the housing sector, to work together to reduce the barriers that can prevent this and to do it in a cost-effective way.



An outdoor gym programme could be used to encourage older people to stay fit. Staying active is recognised as an excellent way of preventing age related illnesses and health deteriorations. A study by the University of Pennsylvania in 2008, of people aged over 64, showed that exercise such as walking can decrease the aerobic age of an older person by up to 12 years within just three months. This could extend a person's

functional independence. Other positive effects of increased aerobic exercise are less susceptibility to disease, faster recovery after illness, and reduced risk of falls because of improved muscle power, balance and co-ordination. An example of a local outdoor gym project specially designed for the elderly is Dam Head Park in Blackley, Manchester. The equipment was installed in 2008 at a cost of £15,000 (excluding groundworks, landscaping etc.) funded by Northwards Housing. This example demonstrates that effective partnership working and collaboration could help Trafford Council to introduce facilities and

infrastructure for older people within the borough at no or shared cost. Whilst there are examples of outdoor gyms to be found in some of Trafford's parks, none of the equipment has been designed specifically for older users and so may not meet their physical needs. Trafford Council will look to adopt the outdoor gym project for older people and roll it out across the borough. There is an opportunity to explore joint commissioning opportunities with the NHS to help fund this due to costs savings it may provide. For example, there is a scheme within Trafford in which GPs are prescribing exercise at local leisure centres instead of medication at a cost to local NHS budgets.

The charity MIND, in association with the University of Essex, ran two studies to investigate the benefits of 'Ecotherapy'; a natural, free and accessible option to boost mental health and well-being, and a way of reducing dependency on prescribed medication. The conclusions of the studies evidenced significant benefits in terms of mental health and well-being for those who actively engaged in some form of outdoor activity. 'Ecotherapy' is being developed as a clinically valid treatment option and as a core component of a public health strategy to improve mental health.

Finally, the lack of housing options for older residents who wish to stay in a particular neighbourhood or community is an issue that needs to be tackled. This includes those residents of black and minority ethnicity (BME). The impact of the health and social care needs of minority communities must be explored to check if their housing requirements, aspirations and at home care needs will also be met.

RECOMMENDATIONS:

1. Develop new partnerships, and build on existing relationships, to review how housing information and provision will best meet the cultural and health needs of older people.

- Work with community groups and charities to identify any gaps or barriers to specialist housing for older BME residents, and other marginalised groups.
- Work with dementia services and charities to inform and promote housing information, and to scope the housing provision and support required; including to those who need a higher level of support (i.e. washing, dressing etc).
- More consideration for the LGBTQ + community to be housed together and carers to understand their needs and respect them.

2. Improve the integration of local services.

- Work with health and social care colleagues to ensure the provision of housing advice and preventative services is available to older residents at the point of social care assessment or diagnosis of health condition.
- Adopt the outdoor gym project for older people and roll this out across the borough.
- Link into health and well-being initiatives such as social gatherings and walking clubs to promote independence and enable people to leave their homes.

Delivery of the Strategy

The strategic priorities and recommendations will be delivered through the Older People's Housing Strategy Action Plan 2020-2025.

The Action Plan will be developed in partnership with stakeholders, partners and agencies and agreed by an Older Peoples' Housing Champions Group (OPHCG) and the Strategic Housing Partnership (SHP).

The OPHCG will be set up to provide strategic leadership in the delivery of the key priorities. The Action Plan will be monitored on a quarterly basis and the group will drive forward the delivery and progress of meeting the objectives of the Strategy.

The SHP was established to provide strategic leadership in the delivery of key priorities of the Trafford Inclusive Growth Board and the Trafford Housing Strategy 2018-2023. The SHP will lead on housing growth within the borough and the implementation of associated initiatives and projects.

The Action Plan will provide detailed actions and targets to ensure that we achieve the priorities identified over the next five years by 2024. The Action Plan will be reviewed annually to ensure that all new changes in legislation and policies/strategies developed by the Council are reflected.

Monitoring and Evaluation

A key element of a successful Strategy is regular monitoring of the action plan, and evaluation of the overall Strategy to ensure it remains relevant and on track to meet its targets. Work will take place to ensure the Strategy is monitored in the most appropriate forum, involving statutory and voluntary sector agencies as well as service users. The Action Plan will be reviewed annually and will be performance managed. The Strategy and Action Plan can only be delivered by working in partnership and through building on the success of previous partnership working. The key partners in delivering the vision and aims of this Strategy will be: Registered Providers, the NHS Commissioning Body, CCGs Care Providers, private developers, and the planning department. Further suitable partners will be approached to contribute where appropriate.

Figures

Figure 1: What is the main reason you moved or are considering moving?	10
Figure 2: If you plan to move or have moved, what would be the most important aspects of the accommodation for you?	11
Figure 3: If you indicated a move within Trafford above, which area are you most likely to move?.....	12
Figure 4: What improvements, if any, do you feel your home requires?	13
Figure 5: To what extent do the following acts as a barrier to you repairing / adapting	13
Figure 6: Age Profile of your residents who live in older person housing.....	14
Figure 7: Percentage of Trafford residents aged over 65	15
Figure 8: Percentage of Trafford residents aged over 65 to 74	15
Figure 9: Percentage of Trafford residents aged over 75	16
Figure 10: Life expectancy inequalities	17
Figure 11: Single person household: Aged 65+ and number of bedrooms.....	18
Figure 12: One family household: Headed by person aged 65+ and number of bedrooms.....	19
Figure 13: Percentage of households with HRP aged 65+.....	19
Figure 14 Percentage of single person households with HRP aged 65+.....	20
Figure 15: Tenure – Household reference person aged 65 and over	21
Figure 16: Average rents	22
Figure 17: Median property prices across Trafford at ward level.....	22
Figure 18:Housing for Older People (RP Stock) - Owned 2017/18.....	24
Figure 19: Greater Manchester Supported Housing Census (2017-18)	25
Figure 20: Supported and sheltered housing for older people within Trafford.....	25
Figure 21: Location of older peoples’ housing in Trafford against ONS 2017 population estimates.....	26

Glossary of Terms

A

Affordable housing: Affordable housing is social rented, affordable rented and intermediate housing provided to eligible households whose needs are not met by the market. Eligibility is determined with regard to local incomes and local house prices.

E

Extra Care Housing is housing designed with the needs of frailer older people in mind and with varying levels of care and support available on site. Extra Care Housing is also known as very sheltered housing, assisted living, or simply as 'housing with care'. It comes in many built forms, including blocks of flats, bungalow estates and retirement villages. In addition to the communal facilities often found in sheltered housing (residents' lounge, guest suite, laundry), Extra Care often includes a restaurant or dining room, health & fitness facilities, hobby rooms and even computer rooms. Domestic support and personal care are available, usually provided by on-site staff. Properties can be rented, owned or part owned/part rented.

G

Greater Manchester Combined Authority (GMCA): The GMCA is made up of the ten Greater Manchester councils and Mayor, who work with other local services, businesses, communities and other partners to improve the city-region. The GMCA is run jointly by the leaders of the ten councils and the Mayor of Greater Manchester, Andy Burnham.

H

Housing Association/ Registered Provider (RP): It is a non-profit organisation, and they rent properties to low incomes households with particular needs. Their portfolio consists of social and affordable rented properties, and they provide options for low cost home ownership.

Housing Need: It is an indicator of existing deficit: the number of households that do not have access to accommodation that meet certain normative standards.

Housing Tenure: is the legal status under which someone has the right to live in a property. The two most common forms of tenure are home ownership and renting. Home-ownership is when a property is owned outright or bought with mortgage or loan. The second type of tenure is renting, and it has two forms, and they are social and private renting.

M

Mortgage: It is a legal agreement by which a bank/ building society, lends money at interest, and in exchange they take the title of the borrower's property. Over a set period of time, the borrower must repay the loan to outright own the property. If the borrower fails to meet the condition of the agreement, the mortgage provider can repossess the property.

P

Private Rented Sector (PRS): The PRS is a property that is owned and rented out by a private landlord.

R

Registered Provider (RP): It is a non-profit organisation, and they rent properties to low incomes households with particular needs. Their portfolio consists of social and affordable rented properties, and they provide options for low cost home ownership.

Retirement Housing: It is a multi-residence housing facility intended for the elderly. Typically, each person or couple in the home has an apartment-style room or suite of rooms. Retirement housing is aimed at older people. Residents must usually be aged over 55 or 60. Most retirement housing is sold on a leasehold basis. This means you have a tenancy granted for a long period of time, for example 99 or 125 years.

S

Shared Ownership: Shared ownership schemes are a cross between buying and renting; aimed mainly at first-time buyers. You own a share and then rent the part you don't own at a reduced rate.

Social Rent: Social rented housing is owned by local authorities or private registered providers, for which guideline target rents are determined through the national rent regime.

Supported Housing: Housing designed to meet specific needs and in which there is some level of on-site support provided as part of the accommodation offered.

Sheltered Housing: With a few exceptions, all developments (or 'schemes') provide independent, self-contained homes with their own front doors. There are many different types of scheme, both to rent or to buy. Properties in most schemes are designed to make life a little easier for older people - with features like raised electric sockets, lowered worktops, walk-in showers, and so on. Some will usually be designed to accommodate wheelchair users. And they are usually linked to an emergency alarm service (sometimes called 'community alarm service') to call help if needed. Many schemes also have their own 'manager' or 'warden', either living on-site or nearby, whose job is to manage the scheme and help arrange any services residents need. Managed schemes will also usually have some shared or communal facilities such as a lounge for residents to meet, a laundry, a guest flat and a garden.



TRAFFORD
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Older Peoples' Housing Strategy 2020-2025

Consultation Feedback Report – Nov 2019



Consultation Feedback

Trafford Council undertook a period of public consultation to obtain views, comments and feedback from a range of interested parties, organisations and individuals on the new Trafford Older Peoples' Housing Strategy (2020-2025).

Formal consultation began on the Draft Trafford Older Peoples' Housing Strategy on Monday 14th October 2019 and ran for a period of four weeks until Sunday 10th November 2019.

An on-line survey was created with questions relating to the Strategy's proposed priorities and the recommendations required to deliver them. A copy of the survey, Draft Strategy and appendices were available on the Council's website following a press release and social media publicity via Facebook and Twitter.

In total, 28 responses were received to the on-line survey with 89% representing personal views of residents and elected members. 11% of the responses were made on behalf on an organisation, such as housing associations, and private sector organisations including voluntary sector/charity.

Trafford's Draft Older Peoples' Housing Strategy (2020-2025)

This Draft Older Peoples' Housing Strategy sets out the priorities for addressing Trafford's ageing population, and the range of suitable housing options required to meet the housing needs and changing aspirations as people age.

The vision for the Draft Strategy is:

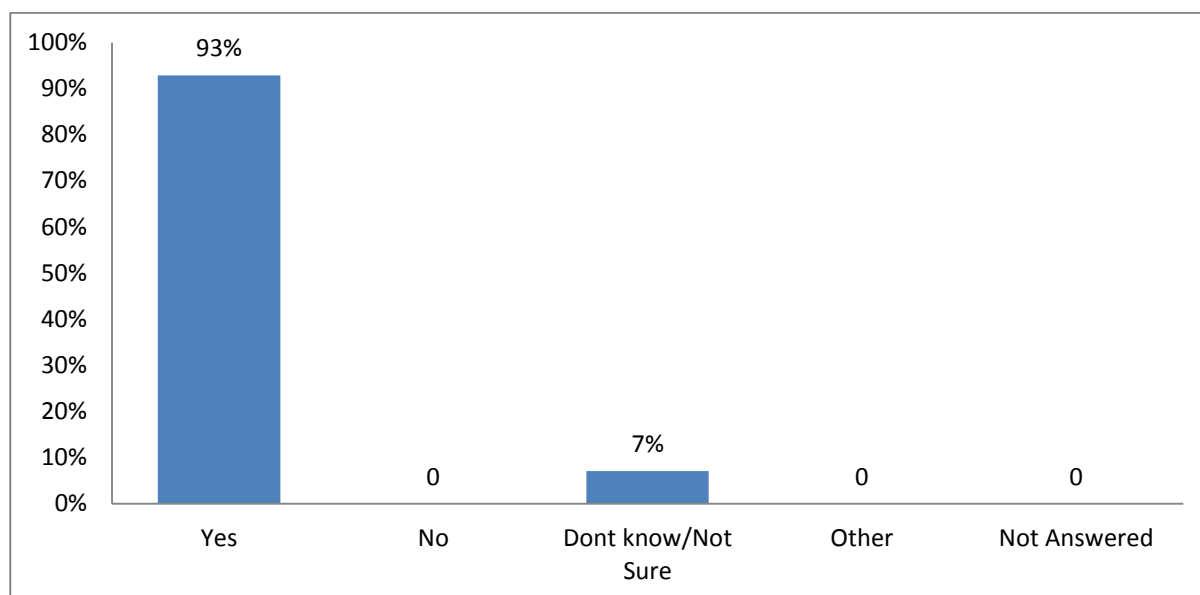
“Work together to provide a range of quality, affordable and attractive housing options to enable older people to live independently in Trafford.”

To help achieve this vision the Draft Strategy is structured around four clear priorities:

Strategic Priorities:

1. Improve the quality and standard of existing housing for older people in Trafford.
2. Increase the availability and range of suitable housing options for older people within Trafford.
3. Enable older people in Trafford to live independently.
4. Create and foster partnerships that work to deliver effective health and social care provision, support services and high-quality housing to older people across Trafford.

Question 3: Do you agree with the proposed strategic priorities?



93% of the survey respondents agreed with the proposed strategic properties (as illustrated above). The remaining 7% were all undecided.

Question 4: Of the four priorities identified, which are the most important to you and why?’

The three most important priorities were recorded as:

1. Increase the availability and range of suitable housing for older people within Trafford.
2. Enable older people in Trafford to live independently.
3. Create and foster partnerships that work to deliver effective health and social care provision, support services and high-quality housing to older people across Trafford / Improve the quality and standard of existing housing for older people in Trafford.

Response

The Council would like to thank all those that responded to the survey. We are pleased there is a clear majority support for the strategic priorities proposed. We have noted that increasing the availability and range of suitable housing options for older people within Trafford stands out as the most important priority followed by enabling older people in Trafford to live independently.

Priority 1: Improve the quality and standard of existing housing for older people in Trafford.

Effective use of the existing housing stock for older people is central to the Strategy's plans to meet the growing housing needs of the borough's ageing population, especially in the medium to long term, whilst new homes and developments are built. The following recommendations should be delivered to help us achieve this priority:

Make the best use of the existing housing stock and development opportunities.

- Maximise funding opportunities to improve both services and accommodation for older people.
- Undertake a suitability and condition survey to ensure the existing older person accommodation remains fit for purpose in the future.
- Review how existing stock can be future proofed to support advancements in healthcare technology, including good internet availability.
- Review options of introducing services offering low cost equipment and adaptation for public and private sector housing.
- Engage with Registered Providers to develop business plans to ensure their services and housing stock is responsive to the needs of an ageing customer base.
- Review the allocation criteria, including age thresholds, for specialist accommodation to maximise value for money, particularly where funding is from the Council's Adult Social Care budgets.

Review adapted properties and look at how Registered Providers are letting.

Develop services that support older people to adapt, repair and maintain their homes.

- Maximise the resources for adaptations by ensuring funding opportunities from all sources are utilised.
- Explore how to extend services aimed at helping older people maintain their home to those not currently eligible to the support.
- Investigate how to maximise value for money for adaptation works for vulnerable people and to encourage private investment in this area.

Develop services that support older people to adapt, repair and maintain their homes.

- Review how other councils provide support (including financial) and practical assistance to older people to repair, improve and adapt their homes.
- Look at joining the Care & Repair scheme or other similar charitable/voluntary organisation that supports improvements to older people's housing.
- Explore providing grant assistance to older and vulnerable customers to ensure their homes are safe, warm and dry, and develop and promote targeted information such as maintenance booklets, and energy efficiency advice for these households.

- Consider advertising the Age UK maintained list of recommended tradesmen to Trafford residents.

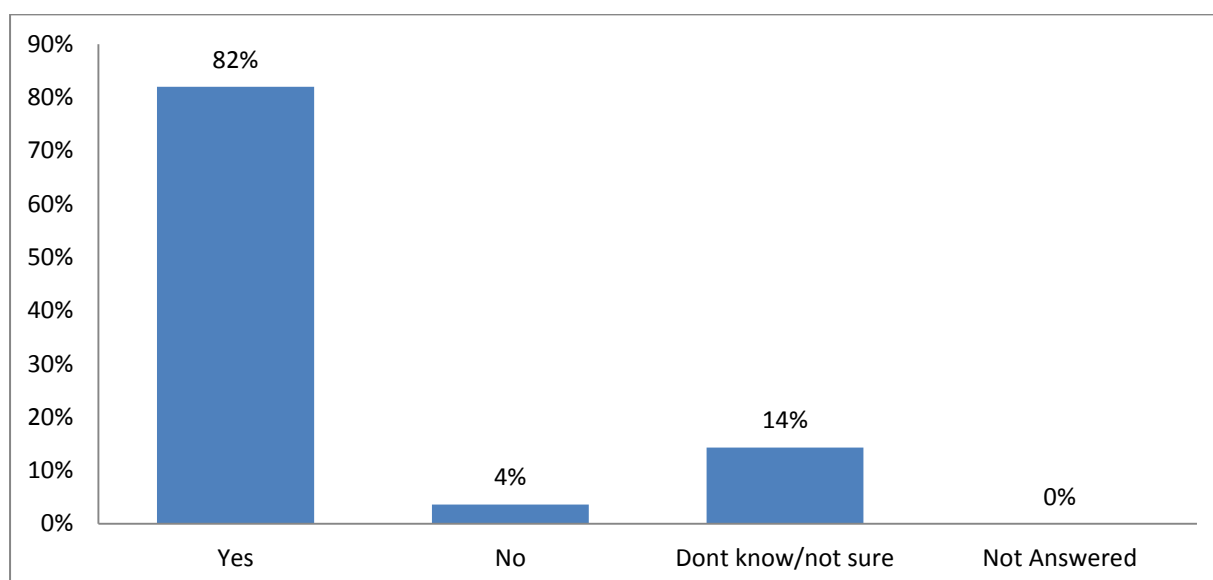
Ensure private landlords are alert and sensitive to the housing management services and home adaptations required by older people.

- Work with private landlords through a Landlords Accreditation Scheme to improve the quality of private rented housing for older people
- Work with Registered Providers to ensure Decent Homes Standards are maintained.

Reduce fuel poverty and lessen its effects.

- Ensure older people have enough money for fuel by encouraging them to access benefits and grants.
- Work with charitable and voluntary partners to enable the delivery of insulation and renewable energy products and hard-to-treat property interventions.
- Raise awareness of lifestyle carbon savings, fuel debt advice and best value energy tariffs.

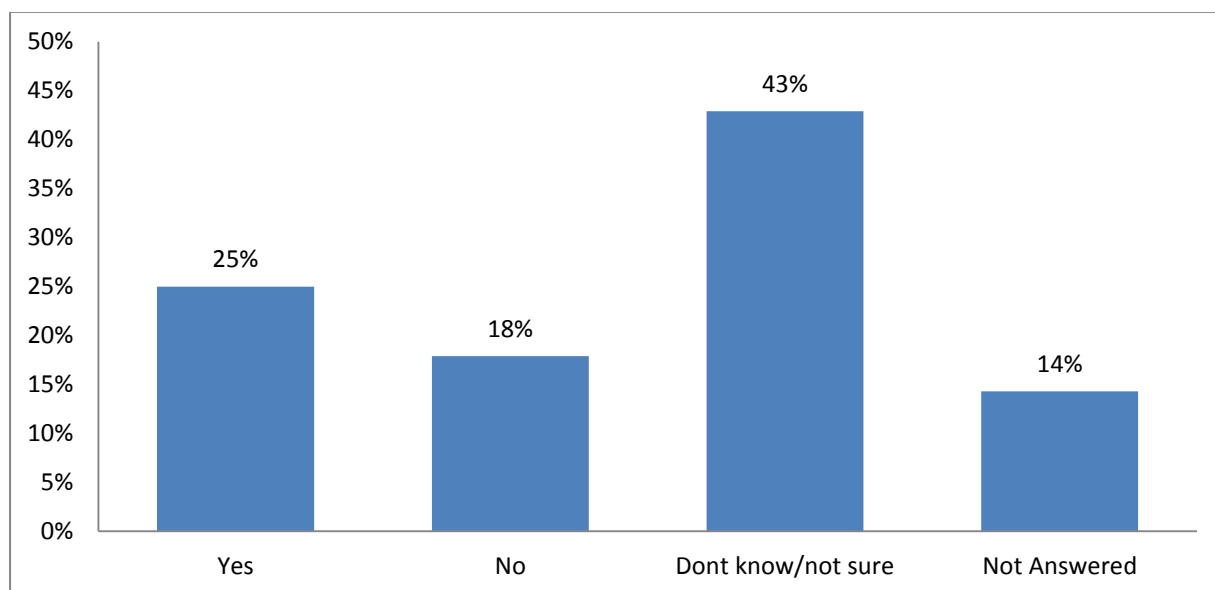
Question 5: Do you agree with these recommendations?



82% of the respondents agreed with the proposed recommendations to improve the quality and standard of existing housing for older people in Trafford. Free text comments submitted alongside the survey responses can be found below.

<i>I don't agree with private landlords for the elderly as they can be taken advantage of people.</i>
<i>Stop putting in adaptations and then removing them when the person dies and putting in some new and starting all over again.</i>
<i>Consider how to reach/communicate with older people as many are not internet users and are isolated from day to day contact with support services</i>
<i>Ensure that any recommendations given in relation to maintaining properties are not the same as some of the firms that have been brought in previously.</i>
<i>Older people should not be having to navigate service providers each month. I would be happy to participate in a full 'bills included' package. Older people should [sentence submitted unfinished].</i>
<i>Would greatly appreciate participation in the Care and Repair scheme, trusted workmen or similar assistance in maintaining private property in reliable and economic way appropriate to the needs of older people.</i>
<i>Housing strategy and options should consider the needs of all council tax payers and not solely people who reside in social housing. Inclusive planning for the needs of all Trafford older people to ensure affordable homes to rent or buy is a priority given the Gael game population.</i>

Question 6: Are there any other recommendations we need to consider to meet Priority 1?



43% of the respondents stated they don't know/not sure what other recommendations the Council and partners need to consider in order to meet Priority 1. However, a quarter of the respondents suggest there are other recommendations to be considered.

The following comments, including suggested recommendations, were provided by the respondents:

<i>Enough housing for the elderly on one level in areas that they can reach shops easily not like in Urmston halfway down Queens road with no shops near or Balmoral Rd</i>
<i>Make sure there are necessary facilities nearby for the elderly e.g. pedestrian crossings, Royal Mail post boxes, onsite hairdressers, and cafes.</i>
<i>Use skilled older people to help put in adaptations rather than using expensive contractors. Ask community groups, Community Payback to help access gardens and clear rubbish to prevent hoarding. Key workers who provide support and help residents to meet up like they do with supported accommodation for young people.</i>
<i>As a carer for elderly parents it is important to be able to adapt and adjust their home to take care of their changing needs. Having tried to use Trafford Council for support with personal hygiene care with a dementia suffering parent without much success this is an area which needs improving.</i>
<i>Please consider buying up derelict blocks and turning them into contemporary housing for older people be it high rise or otherwise with modern gym, shop, hairdresser, cafe etc on bottom floor. Give older people a voice of how they want their rented accommodation to look like - be managed. Landlords are happy to let to students- why not take more care of their properties and let to a group of older people instead who would respect their properties. This would be suitable for those of us who are not yet infirm and a growing number of over 66 year olds who are still mobile and 'young at heart' who have income but under the current provision, would be forced to live a life of poverty in order to pay their rent and bills each month. These are people like me who have worked in front line services for many years on low incomes.</i>
<i>Timescale</i>
<i>As above ensure the strategy is inclusive for all Older Trafford residents and not solely for those in private rented or social housing.</i>
<i>We need more things for older people to do.</i>
<i>Incentives to get people to downsize, especially in social housing</i>
<i>Culturally specific changes.</i>

Response

The Council would like to thank all those that took part in the survey, and we are pleased to note the support for Priority 1.

We welcome the additional recommendations made for our consideration; and have decided that the following suggestions will be included under the 'Improve the quality and standard of existing housing for older people in Trafford' heading in the Priority 1 section of the Draft Strategy:

- *Explore the use of already skilled/qualified older people to help with the installation of adaptations rather than using potentially expensive contractors.*
- *Explore the potential of establishing a 'bills included' package within social rented sector.*

Priority 2: Increase the availability and range of suitable housing options for older people within Trafford.

There is a very limited stock of available older peoples' accommodation in Trafford, which has low turnover rates and quick sales/lets. The increasing life expectancy among Trafford residents will mean more specialist forms of housing (and care) for older people will be required, and these developments should be made available across the borough so that people can maintain social and family connection in familiar neighbourhoods. Predictive modelling figures for Trafford show a significant shortfall of retirement housing, and housing with care units, to meet future need without intervention. There is a predicted shortfall of 1,043 units without growth in the borough's current stock for sheltered / retirement housing, and a shortfall of 836 housing with care units by 2035.

The following recommendations should be delivered to help us achieve this priority:

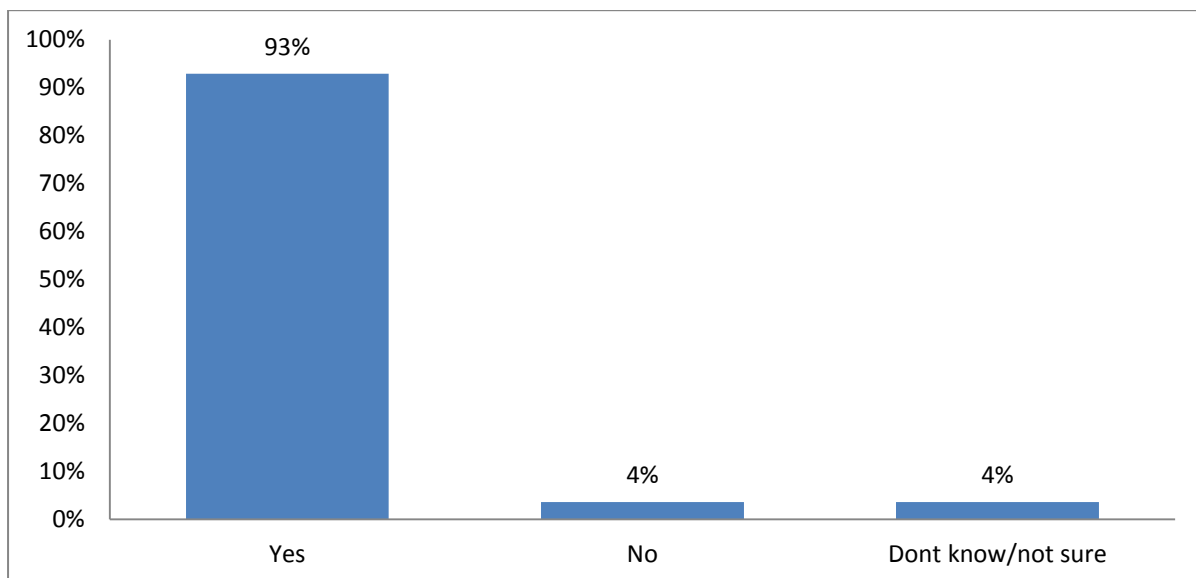
Increase the supply of older peoples' housing, including specialist and affordable housing, across the borough.

- Use available online tool kits (such as SHOP@) to forecast the expected housing and care needs of older people.
- Encourage private development of older peoples' housing via the planning system. This might include a percentage contribution of new builds to be allocated for affordable older peoples' housing.
- Make use of the NPPF optional technical housing standards within planning policy, such as M4(2) Category 2: Accessible and adaptable dwellings, to set the proportion of new housing that can assist independent living for older people to be included in developments.
- Pro-actively engage with retirement homebuilders and promote Trafford as a good place to invest in construction.
- Work with Registered Providers (and private scheme providers where possible) to develop schemes with capital grant funding and provide support with applications for other funding streams.
- Allocate sites for specialist housing for older people where there is an identified unmet need.
- Assess the viability of using vacant government and NHS building plots, and the feasibility of converting office space for residential use and splitting larger properties, to develop older peoples' housing.
- The Council will explore buying or building residential care homes to have better control of care and rent costs, and to ensure future provision of this stock and to influence where it is located.
- Explore the possibilities of co-housing and engage with the UK Co-housing Network to help prepare best practice guidance that is helpful and consistent with National Planning Policy.
- Continue the work of further understanding the older persons housing market via Housing Market Needs and Demand Surveys.

Actively promote the different financial packages and mechanisms that can enable a move.

- Explore financial products and incentives that can enable older people to either continue living in their current home or move to a more suitable home, and look to widen access to shared ownership and equity release initiatives.
- Work with housing providers to develop options that will assist older people to 'rightsize', for example rent to buy options, to improve the turnover of family homes.
- Explore opportunities to develop lease management products for older people.
- Explore how to provide tailored services for older people, including better customer service and guidance from lenders for mortgage applications.

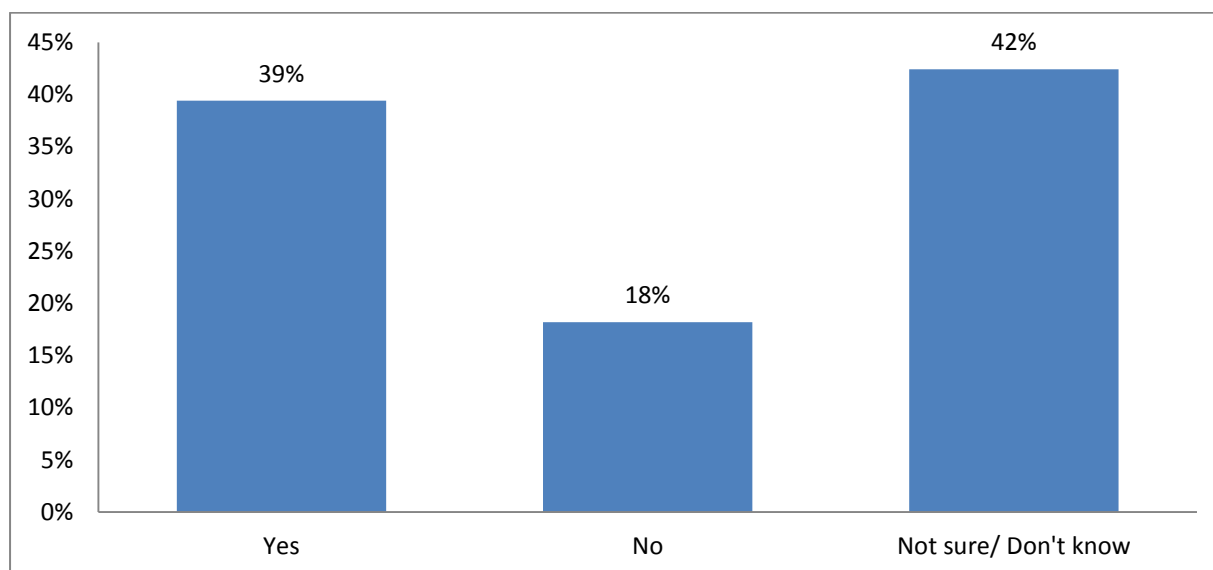
Question 7: Do you agree with these recommendations?



93% of the respondents said they agreed with the recommendations to increase the availability and range of suitable housing options for older people within Trafford. The following comments were made in relation to this question:

<i>Home builders for retirement seem to have big catches i.e. monthly service charges which can be met when people move in but become harder over years especially if people end up needing care or go in home that all needs funding by the individuals</i>
<i>Especially helping people stay in their own homes.</i>
<i>I fully support the plans to look at co housing and especially that based on the Danish model of inter generational housing or otherwise.</i>
<i>It should be made easier for older people who are looking to downsize to more age appropriate accommodation to be able to move.</i>

Question 8: Are there any other recommendations we need to consider to meet Priority 2?



42% of the respondents said they were not sure / don't know if there are any other recommendations the Council needs to consider to meet Priority 2, followed by 39% who stated there are other recommendations that the Council needs to consider.

The following comments and suggested recommendations were provided by the respondents:

<i>Targeted surveys of older people focusing on more specific needs and preferences.</i>
<i>Trafford should consider creating a Retirement Village, near to facilities, bus routes that allow independence & a sense of community. The village should be located in an area that has a lower crime rate to ensure safety of residents. The village should be purpose built to include on-site amenities for community purposes & should be a mixture of private & council housing.</i>
<i>Again affordable housing in easy accessible places near to shops and Drs</i>
<i>Where do you raise the money needed? Higher Community Tax?</i>
<i>Use places like Andale House and change them into flats so older people are nearer services shops and transport like Brunt wood are doing for student accommodation at UA92.</i>
<i>Build more flats/bungalows/single level properties to accommodate those who want these - my parents really struggled to find something when they downsized.</i>
<i>Timescale</i>
<i>Explore and look to introduce measures which reduce and prevent prohibitively extortionist management charges for older people who purchase private supported accommodation like McCarthy Stone and other schemes.</i>

Some of these private companies are not transparent with their service charges and lease payments, making some of these schemes very expensive e.g. the old dairy crest land, the new scheme across from Trafford General hospital. They have a very high monthly leasehold charge, with a high service charge on top. You are talking £400 approx. a month. You need to make sure private companies are transparent and fair.

Response:

Increasing the availability and range of suitable housing options for older people within Trafford and its growing older population is critical, and we are pleased to note the support among the respondents for Priority 2.

We gratefully acknowledge the suggested recommendations provided to help meet this priority, and the following will be included in the Strategy:

- *Consider creating a Retirement/Older Peoples' community, near to facilities, bus routes that allow independence and a sense of community. The development should be located in an area that has a lower crime rate to ensure safety of residents. The village should be purpose built to include on-site amenities for community purposes & should be a mixture of private & social housing.*

Priority 3: Enable older people in Trafford to live independently

This Strategy found a significant number of older people would prefer to stay in their own home where possible. However, in addition to the upgrading, repairing and maintaining of homes as detailed in 'Priority 1' of this Strategy, other measures are also required to support residents to live independently in homes that remain suitable as they age. For example, improved advice and access to new technologies, such as telecare. The following recommendations should be delivered to help us achieve this priority:

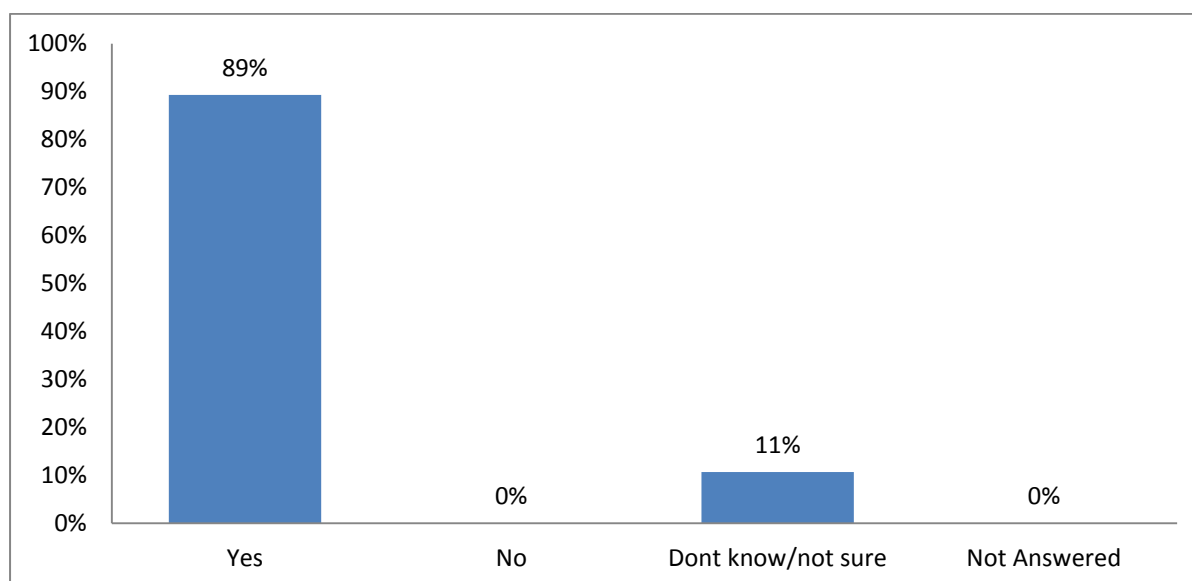
Ensure comprehensive information about housing options and varying support services is easily accessible and well promoted to residents as they age.

- Review good practice within other local authorities such as 'Sure Footed' and 'Care on Call' in Salford and look to adopt such practices (if appropriate) in Trafford to help increase the capacity of preventative services.
- Promote the use of Housing Options for Older People (HOOP) and the services they provide.
- Develop links between the housing providers and agencies that provide advice to older residents (such as Care UK and HOOP) to ensure older people can access the full range of information and advice on housing choices and support services, and to ensure information is consistent.
- Improve advice and access to technologies and support services that assist independent living.
- Produce a Technology Enhanced Care Study.
- Ensure telecare is considered in new sheltered and Extra care developments
- Review how to cost effectively introduce adaptations to current homes, including dementia features, to enable people to live in their home for longer.
- Engage and support Registered Providers and developers to ensure new developments are equipped to support the use of advancing technology.

Explore and promote living arrangements that provide safety and security to older residents.

- Promote and support the take up of 'Homeshare' options among older people.
- Review how to best support the expansion and uptake of the 'Good Neighbour' scheme across Trafford.

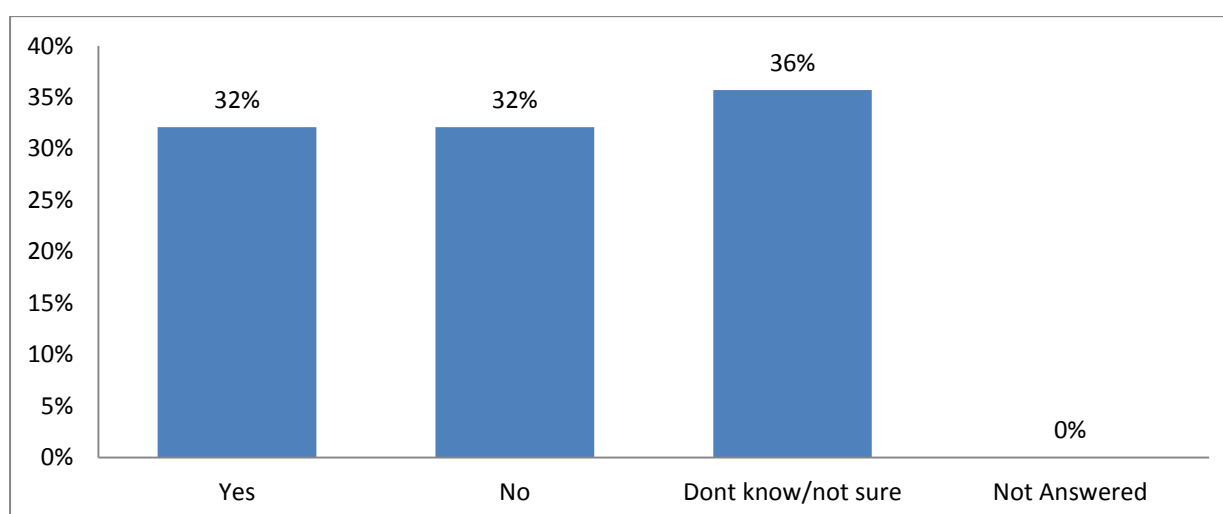
Question 9: Do you agree with these recommendations?



89% of the respondents agreed with the recommendations proposed to enable older people in Trafford to live independently. The below are comments submitted alongside the responses to question 9.

<i>More skype and helping older people link with each other for conversations etc</i>
<i>Support for dementia care is important as it is a growing issue. Also transport options as public transport, especially buses are now very fragmented and it is difficult for older people to access transport which increase their sense of isolation.</i>
<i>Crucial that all areas of best practise adopted are shared with all Trafford residents</i>

Question 10: Are there any other recommendations we need to consider to meet Priority 3?



36% of the respondents stated they don't know/not sure if there are other recommendations the Council and partners need to consider in order meet Priority 3. However, the remaining respondents were split equally between yes and no.

The following comments and other suggested recommendations were provided by the respondents:

<i>All housing providers should be encourage to embrace Technology Enabled Care</i>
<i>Information widely publicised about what services are available. Older people often don't go online, so disseminating information should take place in a variety of ways, not just on the Council website.</i>
<i>Training of individuals to provide care at home for Sale residents.</i>
<i>Upgrading - repairing etc. of homes. I have been in social housing most of my life and mostly disappointed with the improvement works etc. being carried out.</i>
<i>Moved into my present property and had to get in touch to have work done straight away and certain aspects of the property were not good.</i>
<i>I think it is very important that older people after years of bringing up families, working, struggling etc, are allowed to live their lives with dignity and expect a good standard of housing and a small income with which to use to enhance their lives. One of the major factors of current elderly provision has been social isolation. Older people in their own homes - living in just one room as it's too costly to heat others, and never speaking to anyone for days in some cases. I don't want that and nor do any of my peers. It's very important that you look at the average income of people who don't own their homes and accept that as pensioners once they are no longer working, the current provision is just not affordable to most. Some also have skills that can be utilised and shared. We are a new army of older people and under the old schemes we are invisible and disempowered. I do hope you will listen to the voices of my 1950s generation who are just entering retirement now.</i>
<i>Build more flats/bungalows/single level properties with 3 or more bedrooms - my parents couldn't find anything suitable when they decided to downsize as they have separate bedrooms but wanted a spare room for guests</i>
<i>Link into health and well-being initiatives to promote independence. U3A, Trafford Leisure and ensure Trafford residents are accessing funding and opportunities through GMHSC and other organisations</i>
<i>Tackling social isolation needs to be part of independent living</i>

Response:

We are pleased to note there is clear support among the respondents for the existing recommendations made under Priority 3. No additional recommendations were added to this priority following the consultation.

Priority 4: Create and foster partnerships that work to deliver effective health and social care provision, support services and high-quality housing to older people across Trafford.

Greater housing choice and assistance at home is required to respond to the needs of an ageing population that is more likely to suffer with ill-health and long-term conditions as life expectancy continues to increase. Significant input from health and social care services is necessary to enable older people to maintain a good quality of life and independence for longer, and to prevent or delay care needs from escalating. The amount of time older people will overstay in hospital can be considerable due to a lack of support for them at home to allow them to be discharged, particularly for some age-related illnesses. It is therefore critical that joint commissioning opportunities are explored to maximise public resources.

New partnerships and ways of working will need to be formed if health and social care support is to be provided at home. As services are redesigned to provide home and community-based care and early interventions, the 'home' becomes a vital component in developing successful integrated services. People want to be supported to stay in their existing home or to move to more suitable accommodation when they choose. The challenge is for health, social care and the housing sector to work together to reduce the barriers that can prevent this and to do it in a cost-effective way.

The following recommendations should be delivered to help us achieve this priority:

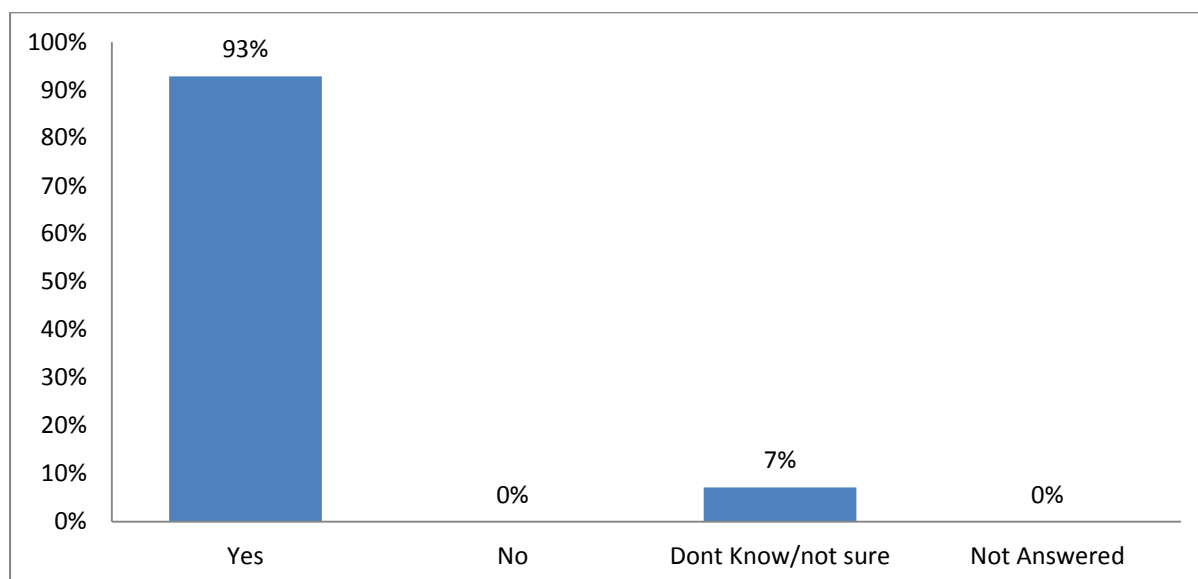
Develop new partnerships, and build on existing relationships, to review how housing information and provision will best meet the cultural and health needs of older people.

- Work with community groups and charities to identify any gaps or barriers to specialist housing for older BME residents, and other marginalised groups.
- Work with dementia services and charities to inform and promote housing information, and to scope the housing provision and support required.

Improve the integration of local services.

- Explore joint commissioning opportunities to deliver healthcare and support services to older people at home and in the community to increase the capacity of preventative services, and to roll out new assistive technologies such as telecare.
- Work with health and social care colleagues to ensure the provision of housing advice and preventative services is available to older residents at the point of social care assessment or diagnosis of health condition.
- Ensure the importance of wider non-housing issues that affect older peoples' housing decisions are discussed with relevant partnerships and agencies.
- Partner with the NHS to review the form of housing/services required to allow for planned hospital discharges or to provide a bridge between a return to full independent living after a stay in hospital.
- Adopt the outdoor gym project for older people and roll this out across the borough.

Question 11: Do you agree with these recommendations?



93% of the respondents agreed with the proposed recommendations to create and foster partnerships that work to deliver effective health and social care provision, support services and high-quality housing to older people across Trafford.

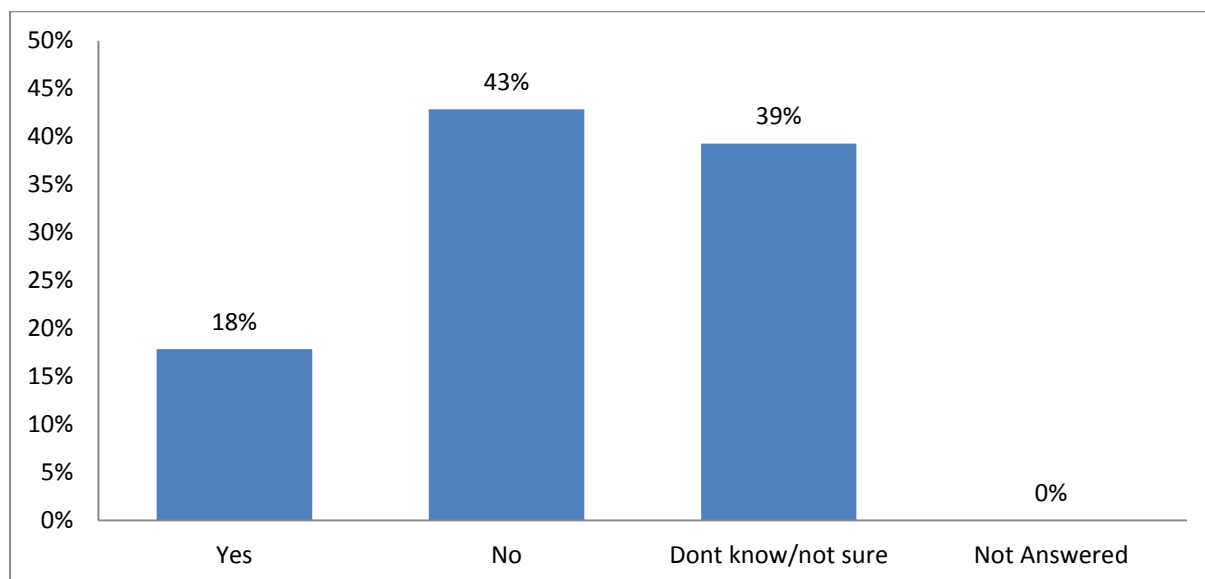
Comments submitted alongside the responses to this question can be found below.

More consideration for LGB community to be housed together and carers to understand their needs and respect them

As I said earlier we had a poor experience trying to get help from Trafford with washing/showering with a dementia suffering parent. In the end we opted to pay privately but would have liked more help from Trafford. We would be willing to pay and many older people also have the capacity to pay so a partnership with a private company (subsidised?) to help meet your financial targets and provide a suitable service.

Trafford MBC should ensure they work closely with all partners and organisations to ensure Trafford residents receive access to funding for a range of services that will improve independence

Question 12: Are there any other recommendations we need to consider to meet Priority 4?



43% of the respondents stated they didn't have any other recommendations that the Council and partners need to consider to meet Priority 4. Secondly, 39% stated that they don't know / not sure regarding other recommendations.

The following comments and other suggested recommendations were provided by the respondents:

<i>Consult directly with your target group, ask what they want and need. Older people can and do make informed decisions!</i>
<i>Retirement villages with outdoor gyms, shops, shared services such as the washing/drying of clothes, hairdressers, newsagent, doctors, chemist etc. At present they are very expensive and usually for homebuyers. Is there a way of building such villages? So that people had their own self-contained place for a fully inclusive cost?</i>
<i>Make sure people know they can use Trafford Directory to find information</i>
<i>Timescale</i>
<i>make it easy to navigate and local. need to work holistically with family as well,</i>

Response:

There is a notable majority support among the respondents for the recommendations listed under Priority 4. We gratefully acknowledge the additional recommendations offered by the respondents, and are pleased to include the following suggestions within the Strategy:

- *More consideration for the LGBT community to be housed together and carers to understand their needs and respect them.*
- *Link into health and well-being initiatives such as social gatherings and walking clubs to promote independence and enable people to leave their homes.*
- *Ensure Trafford residents are accessing funding and opportunities through 'Greater Manchester Health and Social Care' and other organisations to increase health and well-being.*

Additional Comments

The respondents were given the option to make any final comments on the Draft Strategy at the end of the survey. The below are the comments submitted:

<i>Offer incentives to under occupied properties this may encourage an older person to move to a more suitable property.</i>
<i>A programme requires developing to facilitate homeowners who need to see their own homes to move into more suitable retirement housing as they age or as their health declines.</i>
<i>Again make affordable housing with easy access to local shops and Drs</i>
<i>Provision for regular spot checks on residential care. Using cctv for when you are not there. You hear such awful stories of people in residential care who are treated badly. I wondered how Trafford Council would look at this so that none of your residents fell foul of ill treatment?</i>
<i>When consulting remember that many older people will not respond to online surveys - they still need paper copies.</i>
<i>Even pavement flagstones and smooth even pavement kerb droppings are required to help with walking and wheelchairs. I have pushed my elderly mum in a wheelchair and the kerb droppings to the road are sometimes too steep. The flagstones are not smooth enough for the elderly to walk either with or without a walking frame/shopping trolley.</i>
<i>More disabled parking spaces required. Elderly people often cannot afford to have adapted baths, hand rails etc fitted.</i>
<i>I would like to see more extra care housing scheme which enable people to stay independent for longer. This scheme would work better if they had more staff available over night. E.g. a person requiring the assistance of 2 would not be allowed in some</i>

<p>existing schemes because there is not enough staff on during the night. This is not enabling some older people who want to be independent. This will also prevent some people from having to go into 24 hour care, where cost are very expensive and the impact that goes with this to the individual.</p>
<p>Consider that older people are reluctant to ask for help and will suffer in silence rather than be a "nuisance" but are also isolated from email and modern communication methods and often are not confident with landline telephones.</p> <p>Older people worry about how to pay for services such as transport or home help as they are not confident about using cash machines for either security or technology reasons and fear that people do not accept cheques as payment method any more. These increases their sense of be quiet and get on with it rather than ask for help.</p>
<p>Tenants are now expected to get a lot of their own repairs etc. completed themselves. And hopefully this will be taken into account with any future rent increases.</p> <p>On moving into my current property the bathroom was in a condition where the floor was not just dirty was badly stained, sink has rust around plug etc.</p>
<p>I have felt very passionate as I near retirement myself and observe the current provision for older peoples' housing, that it has not changed in at least 30years. Many are dated, tired and in need of refurbishment. I visited one such place in another borough with a shared communal area, where the green velour chairs were placed in a line against the wall.</p> <p>In an era where a contingent of women suddenly found they had to work an extra 6 years, we don't want to then find ourselves in a place such as this to live out the rest of our lives. We are an older generation who grew up to be younger and more adventurous than our parents. Please listen to the voices of this generation and get it right this time. Currently, I am renting from a kind friend who has let me rent from her for a reduced rent for 9 years. I worry all the time about where I'm going to live on a pittance of a pension when I retire in a years' time. I truly can't afford to have any quality of life unless a more affordable alternative is found.</p>
<p>Many older people would like to live in a block of flats designed for their needs but do not need or want to pay for the services of an in-house warden. There seems to be a gap in the market for an enterprising builder to design accommodation for a community of older people to live together and yet achieve an independent life style .</p>
<p>As I mentioned earlier, older people need more to do to stay active. I would like to see outdoor gym equipment, closer to where we live. Also, the local swimming pool needs renewing. Thank you!</p>
<p>More suitable general needs flats, that are not just marketed towards younger people. I would happily downsize into something that was suitable in the next 10 years. but I want something of decent quality and good living space.</p> <p>The ability to keep a pet as well would be very good.</p>
<p>More council owned/run properties</p>
<p>Cultural considerations have to be taken into account because of the diverse nature of Trafford.</p>

Response:

The Council would like to thank all those that responded to the survey. Overall the submissions are positive about the Draft Older People's Housing Strategy, and support the priorities identified to address the housing needs of Trafford's ageing population.

We are interested to learn from the comments provided by the respondents that a notable number believe the Council and housing providers should look to offer incentives to encourage older people to 'rightsize'.

We have also noted there appears to be strong support for an increased provision of Extra Care housing in Trafford; and that some respondents feel there is a gap in the housing market for an enterprising builder to design accommodation for a community of older people to live together and yet achieve an independent life style. In the free text comments provided it was mentioned that many older people would like to live in a block of flats designed for their needs but do not need or want to pay for the services of an in-house warden. This is important feedback that the Council will consider.

Following the comments made, the below recommendations have been included within the Older People's Housing Strategy Action Plan:

- *Explore the use of already skilled/qualified older people to help with the installation of adaptations rather than using potentially expensive contractors.*
- *Explore the potential of establishing a 'bills included' package within social rented sector.*
- *Consider creating a Retirement/Older Peoples' community, near to facilities, bus routes that allow independence and a sense of community. The development should be located in an area that has a lower crime rate to ensure safety of residents. The village should be purpose built to include on-site amenities for community purposes and should be a mixture of private and council housing.*
- *More consideration for the LGBT community to be housed together and carers to understand their needs and respect them.*
- *Link into health and well-being initiatives such as social gatherings and walking clubs to promote independence and enable people to leave their homes.*
- *Ensure Trafford residents are accessing funding and opportunities through 'Greater Manchester Health and Social Care' and other organisations to increase health and well-being.*

Equalities Monitoring Information

Respondent profile:

By current living situation

67% of the respondents were home owners; either with a mortgage or without a mortgage (i.e. mortgage free), 21% of the respondents rented privately or with a housing association, and 11% did not answer the question.

By Gender

82% of the respondents were women, and 18% male.

By Age

5% of the respondents were aged 30-39, 5% were aged 40-49, 36% were aged 50-59, 36% were aged 60-69, and 18% were 70-79 years old.

By Ethnic Group

68% of all respondents classified themselves as being White British, with a further 25% classifying themselves as White English, 4% White Scottish, and 4% White Welsh.

By Sexual Orientation

86% of all respondents classified themselves as being straight / heterosexual, 4% bisexual, 7% as a gay woman, and 4% preferred not to say.

By Religion / Belief

50% of respondents classified themselves as Christian, 11% atheist; 32% as having no religion or belief, and 7% preferred not to say.

Marital Status:

46% of the respondents stated they were married or in a civil partnership, 46% were not and 7% preferred not to say.

By Disability

14% of respondents classified themselves as having a disability; and 86% as having no disability.

*Please note that figures have been rounded.

Trafford Council

Draft Older Peoples' Housing Strategy Action Plan 2020-2025



Page 73



PRIORITY 1: IMPROVE THE QUALITY AND STANDARD OF EXISTING HOUSING FOR OLDER PEOPLE IN TRAFFORD.

Ref	Recommendation	By when	By who	
Page 74 1	Make the best use of the existing housing stock and development opportunities.	<ul style="list-style-type: none"> Maximise future appropriate funding opportunities to improve services and accommodation for older people. 	Ongoing	Registered Providers, Housing Strategy & Growth Team, Adult Services, Trafford CCG
		<ul style="list-style-type: none"> Undertake a suitability and condition survey to ensure the existing older person accommodation remains fit for purpose in the future. 	Dec 2021	<i>Lead</i> – Registered Providers <i>Support</i> - Housing Standards Team, Housing Strategy & Growth Team
		<ul style="list-style-type: none"> Review how existing stock can be future proofed to support advancements in healthcare technology, including good internet availability. 	Dec 2020	<i>Lead</i> – Registered Providers <i>Support</i> - Housing Standards Team, Housing Strategy & Growth Team
		<ul style="list-style-type: none"> Engage with Registered Providers to develop plans to ensure services and housing stock is responsive to the needs of an ageing customer base 	March 2022	Housing Strategy & Growth Team, Registered Providers.
		<ul style="list-style-type: none"> Review the allocation criteria, including age thresholds, for specialist accommodation to maximise value for money. 	December 2020	<i>Lead</i> – Housing Options Service Trafford (HOST) <i>Support</i> - Housing Strategy & Growth Team, Adult Service and Trafford CCG
		<ul style="list-style-type: none"> Maximise resources for adaptations by ensuring funding opportunities from all sources are utilised 	Ongoing	<i>Lead</i> – Adult Services <i>Support</i> – Registered Providers and Housing Strategy & Growth Team

1.2	Review adapted properties and look at how Registered Providers are letting.	<ul style="list-style-type: none"> Explore how to extend services aimed at helping older people maintain their home to those not currently eligible to the support. 	March 2022	Housing Standards Team, Housing Strategy & Growth Team, HOST, Registered Providers
		<ul style="list-style-type: none"> Explore the use of already skilled/qualified older people to help with the installation of adaptations rather than using potentially expensive contractors. 	Dec 2021	<i>Lead</i> – Adult Services and Housing Strategy & Growth <i>Support</i> - Age UK, Community Groups, Partnerships and Communities Team, Skill & Employment Team
1.3	Develop services that support older people to adapt, repair and maintain their homes	<ul style="list-style-type: none"> Review how other Councils provide support (including financial) and practical assistance to older people to repair, improve and adapt their homes 	December 2020	Adult Services and Housing Strategy & Growth Team
		<ul style="list-style-type: none"> Explore establishing a Care & Repair scheme to support improvements to older peoples' housing. 	Ongoing	<i>Lead</i> – Adult Services <i>Support</i> - Housing Strategy & Growth Team and Trafford CCG
		<ul style="list-style-type: none"> Explore providing grant assistance to older and vulnerable customers to ensure their homes are safe, warm and dry, and develop and promote targeted information such as maintenance booklets, and energy efficiency advice for these households. 	Ongoing	<i>Lead</i> – Housing Standards <i>Support</i> - Trafford CCG, Adult Services , Housing Strategy & Growth Team
		<ul style="list-style-type: none"> Consider advertising the Age UK maintained list of recommended tradesmen to Trafford residents. 	March 2020	<i>Lead</i> – Coms & Marketing Team <i>Support</i> – Age UK, Housing Standard, Trafford CCG, Adult Services , Housing Strategy & Growth Team

1.5	Ensure private landlords are alert and sensitive to the housing management services and home adaptations required by older people.	<ul style="list-style-type: none"> Work with private landlords in Trafford to improve the quality of private rented housing for older people 	Ongoing	<i>Lead</i> - Housing Standards Team <i>Support</i> - Housing Strategy & Growth Team, HOST, Registered Providers
		<ul style="list-style-type: none"> Work with Registered Providers to ensure Decent Homes Standards are maintained. 	Ongoing	Housing Strategy & Growth Team, HOST, Registered Providers
1.6	Reduce fuel poverty and lessen its effects	<ul style="list-style-type: none"> Ensure older people have enough money for fuel by encouraging them to access benefits and grants. 	Ongoing	HOST, Housing Standards, Adult Services, Trafford CCG, DWP.
		<ul style="list-style-type: none"> Work with partners to enable the delivery of insulation and renewable energy products and hard-to-treat property interventions. 	Ongoing	<i>Lead</i> – Housing Standards <i>Support</i> - Adult Services, Trafford CCG, Housing Strategy & Growth Team, HOST, Registered Providers.
		<ul style="list-style-type: none"> Raise awareness of lifestyle carbon savings, fuel debt advice and best value energy tariffs. 	Ongoing	<i>Lead</i> – Coms & Marketing Team <i>Support</i> - Housing Strategy & Growth Team, Adult Services, HOST, Registered Providers
		<ul style="list-style-type: none"> Explore the potential of establishing a ‘bills included’ package within social rented sector. 	Ongoing	<i>Lead</i> – Registered Providers <i>Support</i> - Housing Strategy & Growth Team, HOST

PRIORITY 2: INCREASE THE AVAILABILITY AND RANGE OF SUITABLE HOUSING OPTIONS FOR OLDER PEOPLE WITHIN TRAFFORD.

Ref	Recommendation	By when	By who	
Page 77	<p>Increase the supply of older peoples' housing, including specialist and affordable housing, across the borough</p>	<ul style="list-style-type: none"> Encourage private development of older peoples' housing via the planning system. This might include a percentage contribution of new builds to be allocated for affordable older peoples' housing. 	Ongoing	Development Management/Planning Policy
		<ul style="list-style-type: none"> Make use of the NPPF optional technical housing standards within planning policy, such as M4(2) Category 2: Accessible and adaptable dwellings, to set the proportion of new housing that can assist independent living for older people to be included in developments. 	Dec 2021	Planning Policy, Development Management, Housing Strategy & Growth Team
		<ul style="list-style-type: none"> Pro-actively engage with retirement homebuilders and promote Trafford as a good place to invest in construction. 	Ongoing	Planning Policy, Development Management, Housing Strategy & Growth Team
		<ul style="list-style-type: none"> Work with Registered Providers (and private scheme providers where possible) to develop schemes with capital grant funding and provide support with applications for other funding streams. 	Ongoing	<p><i>Lead</i> - Housing Strategy & Growth Team</p> <p><i>Support</i> - Registered Providers, Homes England</p>
		<ul style="list-style-type: none"> Allocate sites for specialist housing for older people where there is an identified unmet need. 	Dec 2021	<p><i>Lead</i> - Planning Policy</p> <p><i>Support</i> - Housing Strategy & Growth Team</p>

Ref	Recommendation	By when	By who
	<ul style="list-style-type: none"> Assess the viability of using vacant government and NHS building plots, and the feasibility of converting office space for residential use and splitting larger properties, to develop older peoples' housing. 	Dec 2020	Lead - Place Shaping Board Support - Planning Policy, Housing Strategy & Growth Team, Trafford CCG, Adult Services, NHS
	<ul style="list-style-type: none"> Explore buying or building residential care homes to have better control of care and rent costs, and to ensure future provision of this stock and to influence where it is located. 	Ongoing	Development Team, Planning Policy, Trafford CCG, Adult Services, Legal
	<ul style="list-style-type: none"> Explore the possibilities of co-housing. 	Dec 2020	Planning Policy, Housing Strategy & Growth Team, Trafford CCG, Adult Services
	<ul style="list-style-type: none"> Continue the work of further understanding the older persons housing market via Housing Market Needs and Demand Surveys. 	Ongoing	Planning Policy, Housing Strategy & Growth Team
	<ul style="list-style-type: none"> Consider creating a Retirement/Older Peoples' community, near to facilities, bus routes that allow independence and a sense of community. The village should be located in an area that has a lower crime rate to ensure safety of residents. The development should be purpose built to include on-site amenities for community purposes and should be a mixture of private and council housing. 	Dec 2022	Adult Services, Planning Policy, Housing Strategy & Growth Team, Trafford CCG

Ref	Recommendation	By when	By who	
2.2	Actively promote the different financial packages and mechanisms that can enable a move	• Explore financial products and incentives that can enable older people to either continue living in their current home or move to a more suitable home, and look to widen access to shared ownership and equity release initiatives.	Dec 2021	Adult Services, Housing Strategy & Growth Team,
		• Work with housing providers to develop options that will assist older people to 'rightsized', for example rent to buy options, to improve the turnover of family homes.	Ongoing	Adult Services, Registered Providers, Housing Strategy & Growth Team
		• Explore opportunities to develop lease management products for older people.	Dec 2022	Adult Services, Housing Strategy & Growth Team,

PRIORITY 3: ENABLE OLDER PEOPLE IN TRAFFORD TO LIVE INDEPENDENTLY

Ref	Recommendation	By when	By who	
3.1	Ensure comprehensive information about housing options and varying support services is easily accessible and well promoted to residents as they age.	• Review good practice within other local authorities to help increase the capacity of preventative services (i.e. mobile wardens).	March 2021	Adult Services, Housing Strategy & Growth Team, Trafford CCG
		• Promote the use of Housing Options for Older People (HOOP) and the services they provide.	Ongoing	Housing Strategy & Growth Team, Trafford CCG, Adult Services Communications & Marketing Team, HOST, Registered Providers, Partnerships and Communities Team

Ref	Recommendation	By when	By who
	<ul style="list-style-type: none"> Develop links between the housing providers and agencies that provide advice to older residents to ensure older people can access the full range of information and advice on housing choices and support services, and to ensure information is consistent. 	March 2021	Adult Services, Trafford CCG, Housing Strategy & Growth Team, HOST, Registered Providers, Communications & Marketing Team, Voluntary Sector.
	<ul style="list-style-type: none"> Improve advice and access to Technology Enhanced Care services that assist independent living. 	Ongoing	Adult Services, Trafford CCG, Housing Strategy & Growth Team, Registered Providers, Care Providers
	<ul style="list-style-type: none"> Produce a Technology Enhanced Care Strategy. 	March 2020	Adult Services, Trafford CCG, Housing Strategy & Growth Team
	<ul style="list-style-type: none"> Ensure technology enabled care is considered in new sheltered and Extra care developments. 	Ongoing	Adult Services, Trafford CCG, Registered Providers
	<ul style="list-style-type: none"> Engage and support Registered Providers and developers to ensure new developments are equipped to support the use of advancing technology. 	Ongoing	Adult Services, Trafford CCG, Housing Strategy & Growth Team, HOST, Registered Providers, Planning Policy
3.2	Explore and promote living arrangements that provide safety and security to older residents.	Ongoing	Adult Services, Trafford CCG, Housing Strategy & Growth Team, HOST, Registered Providers, Partnerships and Communities Team

Ref	Recommendation	By when	By who
	<ul style="list-style-type: none"> Review how to best support the expansion and uptake of the 'Good Neighbour' scheme across Trafford. 	March 2020	Adult Services, Trafford CCG, Housing Strategy & Growth Team, HOST, Registered Providers, Partnerships and Communities Team

PRIORITY 4: CREATE AND FOSTER PARTNERSHIPS THAT WORK TO DELIVER EFFECTIVE HEALTH AND SOCIAL CARE PROVISION AND SUPPORT SERVICES AT HOME TO OLDER PEOPLE ACROSS TRAFFORD.

Ref	Recommendation	By when	By who
Page 81 4.1	<p>Develop new partnerships, and build on existing relationships, to review how housing information and provision will best meet the cultural and health needs of older people.</p>	<ul style="list-style-type: none"> Work with community groups and charities to identify any gaps or barriers to specialist housing for older BME residents, and other marginalised groups. 	Dec 2021 Partnerships and Communities Team, Adult Services, Housing Strategy & Growth Team.
		<ul style="list-style-type: none"> Work with dementia services and charities to inform and promote housing information, and to scope the housing provision and support required; including to those who need a higher level of support (i.e. washing, dressing etc). 	Ongoing Adult Services, Trafford CCG, Community/Voluntary Groups and Charities.
		<ul style="list-style-type: none"> More consideration for the LGBTQ + community to be housed together and carers to understand their needs and respect them. 	Ongoing Partnerships and Communities Team, Adult Services, HOST, Registered Providers

Ref	Recommendation	By when	By who
		<ul style="list-style-type: none"> Ensure Trafford residents are accessing funding and opportunities through 'Greater Manchester Health and Social Care' and other organisations to increase health and well-being. 	<p>Ongoing</p> <p>Partnerships and Communities Team, Adult Services, HOST, Registered Providers, GMCA</p>
Page 82	<p>Improve the integration of local services.</p>	<ul style="list-style-type: none"> Work with health and social care colleagues to ensure the provision of housing advice and preventative services is available to older residents at the point of social care assessment or diagnosis of health condition. 	<p>Dec 2021</p> <p>Lead – HOST</p> <p>Support - NHS, Adult Services, Trafford CCG, Registered Providers, Housing Strategy & Growth Team</p>
		<ul style="list-style-type: none"> Adopt the outdoor gym project for older people and look to roll this out across the borough. 	<p>Dec 2021</p> <p>Planning Policy, Housing Strategy & Growth Team, Partnerships and Communities Team, NHS</p>
		<ul style="list-style-type: none"> Link into health and well-being initiatives such as social gatherings and walking clubs to promote independence and enable people to leave their homes. 	<p>Ongoing</p> <p>NHS, Partnerships and Communities Team, Adult Services, Trafford CCG, Housing Strategy & Growth Team</p>

TRAFFORD COUNCIL

Report to: Executive
Date: 24 February 2020
Report for: Decision
Report of: Executive Member for Housing and Regeneration

Report Title

Stretford Area Action Plan

Summary

Securing the successful regeneration of Stretford has been a long-standing priority for the Council. The Council is now proposing to commence preparation of a Stretford Area Action Plan (AAP) to provide a robust planning framework for the delivery of its objectives and ambitions for Stretford Town Centre and its surrounds.

The Stretford AAP will form part of the Council's adopted development plan, sitting alongside the adopted Core Strategy and in due course the emerging Trafford Local Plan. The Development Plan informs the entirety of the development management process, from pre-application through to the determination of planning applications or related consents.

Recommendation(s)

It is recommended that the Executive:

- (i) Approves the commencement of work to prepare the Stretford AAP.
- (ii) Approves the indicative timeline for its preparation through to adoption.
- (iii) Notes that a consultancy team will be commissioned via the Trafford Bruntwood Joint Venture to support preparation of the Stretford AAP.
- (iv) Notes the indicative AAP boundary for initial consultation.

Contact person for access to background papers and further information:

Name: Rebecca Coley (Head of Planning and Development)
Mike Reed (Strategic Growth Manager)

Extension: x4788
x 4924

Background Papers: None

Appendices:
Appendix 1 - Proposed Draft Area Action Plan Boundary

Implications:

Relationship to Policy Framework/Corporate Priorities	The Stretford Area Action Plan (AAP) will support the delivery of the Council's Corporate Plan (2019), including the priorities Building Quality, Affordable and Social Housing, Health and Wellbeing, and Successful and Thriving Places. The final Area Action Plan will be an adopted Development Plan Document which will sit alongside the adopted Core Strategy and in due course the emerging Trafford Local Plan. Furthermore the Area Action Plan will form an important component in the delivery of the Refreshed Stretford Masterplan vision.
Relationship to GM Policy or Strategy Framework	At a GM level the Stretford AAP will support the growth ambitions articulated within the emerging Greater Manchester Spatial Framework and the GM Strategy. Specific proposals within the AAP will be developed in the context of the GM 2040 Transport Strategy, GM Congestion Plan, and Made to Move walking and cycling plan to identify improvements tackling traffic congestion, promote sustainable modes of travel and better integrate transport and new developments.
Financial	With the exception of Council staff resources, which are being met from existing budgets, the costs associated with the production of the AAP, including associated consultations, will be funded from the Joint Venture between the Council and Bruntwood.
Legal Implications:	Legal will support the production of the Area Action Plan as required.
Equality/Diversity Implications	An Equalities Impact Assessment has been carried out. This has concluded that there would be a neutral impact on protected groups from these proposals. Further assessments will be completed as part of the process to prepare the Final AAP, including as part of the Integrated Assessment.
Sustainability Implications	The AAP will contain policies with relevance to sustainability principles that new development would be in accordance with. The AAP will help deliver the Council's climate change / low carbon agenda and the GM Environment Plan though supporting better use of the existing land resource and promoting development in sustainable urban locations.
Resource Implications e.g. Staffing / ICT / Assets	Existing resources have been identified to support the preparation and delivery of the AAP and related activity across all the partners.
Risk Management Implications	The preparation and delivery of the AAP is supported by a risk plan setting out the key risks to delivery and proposed mitigation measures.
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 Securing the successful regeneration of Stretford Town Centre has been a long-standing priority for the Council. In January 2018 the Council approved the Refreshed Stretford Masterplan to provide its strategy for the transformation of Stretford. Despite the work delivered to date, significant challenges remain, including a high vacancy rate, limited diversity of uses and the loss of several major retailers in recent years.
- 1.2 The Council now intends to commence preparation of a Stretford Area Action Plan (AAP) to provide the basis for the creation of a renewed and reshaped Town Centre that will be a successful and distinctive place aligned to the aspirations of the community. This will support a whole town centre approach, with community engagement at its heart, underpinned by a robust planning framework and effective delivery arrangements.
- 1.3 Previous attempts to deliver the regeneration of the Town Centre have been hampered due to a lack of control of strategically important sites, most notably the Stretford Mall site. In order to acquire the Stretford Mall site and gain control of this key asset in the Town Centre a joint venture arrangement (JV) has been established between the Council and Bruntwood on a 50:50 basis and on commercial terms. The JV arrangements will provide the basis of a delivery mechanism for development at the Stretford Mall site and potentially across the wider Stretford AAP area.

2.0 Proposed Stretford AAP

- 2.1 An AAP can be produced to set out area-specific vision and planning policy for areas within a wider Local Planning Authority area where it is anticipated that significant change is likely to take place. Its status as a Development Plan Document falls under the legislative framework established by the Planning and Compulsory Purchase Act 2004 and the Regulations made under that Act, namely the Town and Country Planning (Local Planning) (England) Regulations 2012. As part of the Development Plan, once adopted, an AAP informs the entirety of the development management process, from pre-application through to the determination of planning applications or related consents.
- 2.2 The Council considers that the most appropriate and robust route, in planning terms, is to produce a document for adoption as a Development Plan Document. Therefore the Council is proposing to prepare an AAP for Stretford.
- 2.3 The Stretford AAP will help to ensure that the scale of development and change proposed for the area is positively managed and guided by a robust planning framework. The AAP will inform the entirety of the development management process, from pre-application through to the determination of planning applications or related consents. A specialist consultancy team will be commissioned, via the Trafford Bruntwood JV, to commence preparation of the AAP on behalf of the Council and in consultation with the local community.
- 2.4 The initial AAP boundary for consideration is identified at Appendix 1 and incorporates Stretford Town Centre and its surrounds. The boundary covers an area from the A56 gyratory up to the Bridgewater Canal and incorporates Stretford Mall, Lacy Street, the Essoldo Cinema, Stretford Public Hall, Victoria Park and Stretford House.

- 2.5 The production and adoption of the Stretford AAP is following the stages below (indicative timeframes are identified):

Stage of adoption process	Indicative Timescale
Approval of Consultation Draft CQ AAP (Regulation 18) by Executive followed by public consultation	Autumn 2020
Approval of Publication Draft CQ AAP (Regulation 19) by Full Council followed by public consultation	Spring 2021
Submission to Planning Inspectorate (PINS) for Examination	Summer 2021
Examination in Public (EIP)*	Autumn 2021
Adoption of CQ AAP by Full Council*	Mid 2022

[*Note: these dates depend on the capacity of the Planning Inspectorate to timetable an Examination in Public in a timely manner which is outside the Council's control].

3.0 Wider Corporate Links

- 3.1 The Stretford AAP will be consistent with the Council's Corporate Plan (2019) and the Trafford Economic and Housing Growth Framework (2018). The Stretford AAP will sit alongside the adopted Core Strategy, albeit it will supersede the site specific and / or land allocation policies of the current adopted Core Strategy and the adopted Trafford Unitary Development Plan within the final AAP boundary. Work is currently underway on a new Local Plan, which once adopted, will replace the remainder of the Core Strategy and Unitary Development Plan, forming part of the Development Plan alongside other Development Plan Documents, including the Stretford AAP. The Stretford AAP is also aligned with the principles in the emerging Trafford Design Guide.
- 3.2 At a GM level, it will support the growth ambitions articulated within the GM Strategy whilst supporting the urban capacity work, housing and employment numbers for the emerging Greater Manchester Spatial Framework (GMSF). Specific proposals within the AAP will be developed in the context of the GM 2040 Transport Strategy, GM Congestion Plan, and Made to Move walking and cycling plan to identify improvements tackling traffic congestion, promote sustainable modes of travel and better integrate transport and new developments.

4.0 Other Options

- 4.1 The Council could continue to progress the proposals for the Stretford area under the existing Refreshed Stretford Masterplan or develop a Supplementary Planning Document (SPD). However given the scope, content proposed, and scale of development envisaged for the area it is more appropriate to be brought forward through an AAP.
- 4.2 Stretford is not identified as a Strategic Location in the adopted Core Strategy and now needs an area specific set of planning policies to bring forward appropriate regenerative development in the area. The continued absence of a robust

overarching planning framework for the delivery of development in the Stretford area will not provide the Council with a strategic context within which to make decisions on future development in support of its priorities for economic growth and development. The final AAP will provide the statutory starting point for planning decision making and have sufficient weight to meaningfully influence and shape development activity in the area.

- 4.3 The final AAP will become part of the existing Development Plan for Trafford. To rely on the new Local Plan to bring forward the proposals for Stretford would present too much risk of a delay as this document is reliant on the production of the Greater Manchester Spatial Framework (GMSF) and its associated timetable

5.0 Consultation

- 5.1 It is recognised that regular engagement and consultation feedback is essential to identify what is important to the community and partners and to inform the delivery of the proposals for the Stretford area. Significant consultation with the local community over the last five years has provided a robust basis for the development of a shared, sustainable and authentic vision and comprehensive approach to regeneration that will be set out in the AAP.
- 5.2 Following acquisition of the Stretford Mall site by the JV, a public consultation event was held on 11 November 2019 to provide an opportunity for local people and groups to share their thoughts about the priorities for the Town Centre and how they would like to see the Mall improved. A further consultation session was held on 25 January 2020 to outline feedback from the first event, and provide further opportunities for local people and groups to share ideas that can shape the future of Stretford. Both these events were extremely well attended. A further engagement event will be held on 7 March 2020.
- 5.3 Once a Consultation Draft Stretford AAP has been prepared the Council will undertake public consultation in line with its published Statement of Community Involvement and the Local Plan Regulations (2012). This consultation process will provide further opportunities to fully involve all interested parties, including local people, businesses and key stakeholders in the development of the formal proposals and ensure they reflect the views of the community and other key stakeholders.

Reasons for Recommendation

The Executive is asked to approve preparation of the Stretford AAP in accordance with the timescales set out in the report to provide a robust planning framework for the delivery of its objectives and ambitions for Stretford Town Centre and its surrounds.

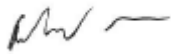
Key Decision No

If Key Decision, has 28-day notice been given? N/A

Finance Officer ClearanceGB.....

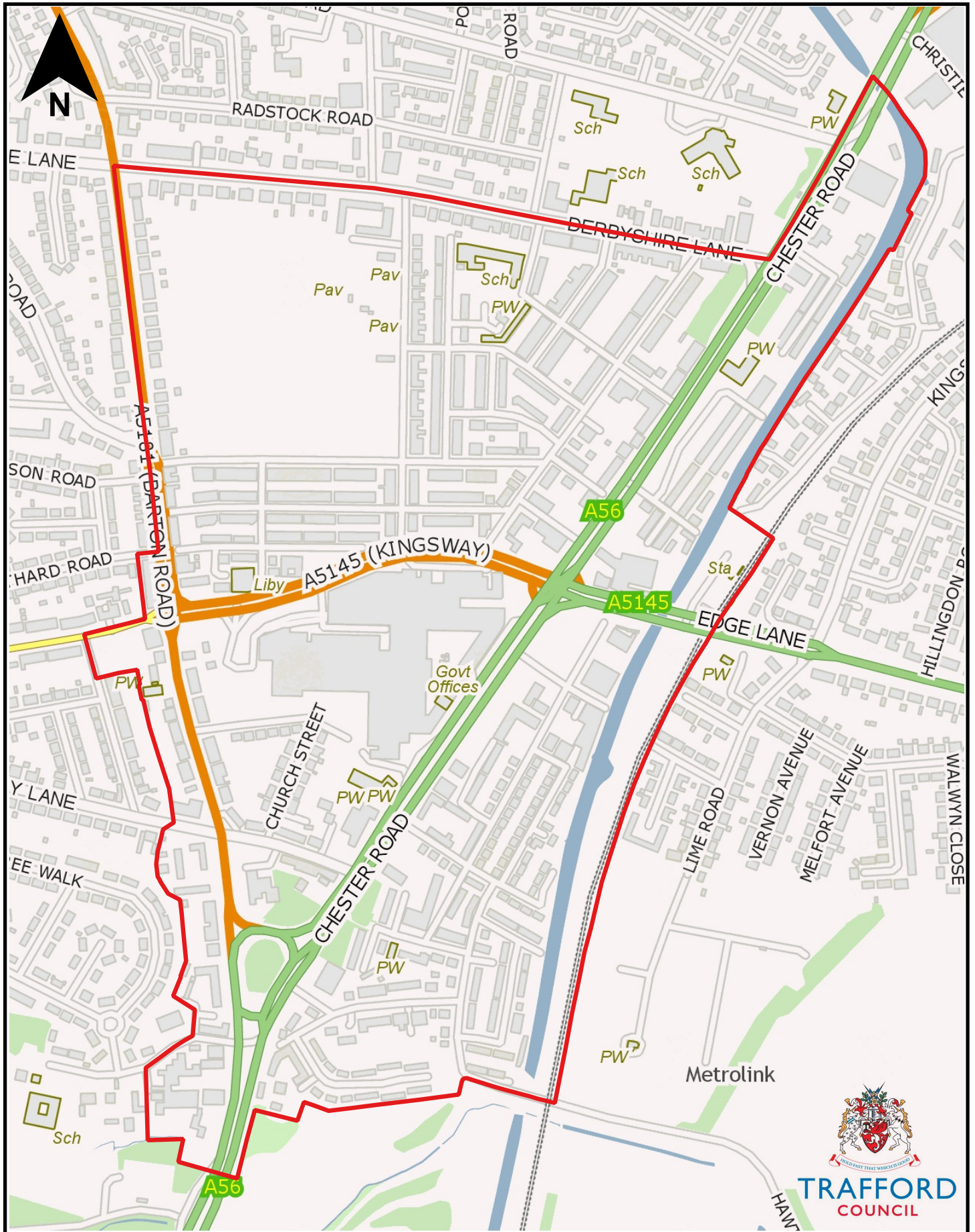
Legal Officer ClearanceJC.....

DIRECTOR'S SIGNATURE



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

Stretford AAP Initial Boundary



Drawn by: Francesca Jewsbury

Date drawn: 03/02/2020

Reference: 00107

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