

Trafford Housing Strategy

2024-2029

Health & Wellbeing Board, September 2023

Caroline Siddall – Housing Strategy & Growth Manager

Trafford Housing Strategy

- **Trafford Council are in the process of developing a new Housing Strategy to cover the period 2024 – 2029.**
- **Consultation began on 15th May 2023 when a survey was launched to gather the views of Trafford residents on housing in the borough.**
- **Listening sessions with key stakeholders took place during June to gather further views on housing in Trafford.**
- **The responses from the survey and the listening sessions are being to shape the new Housing Strategy.**

Trafford Housing Strategy 2018-2023

- **Trafford's last Housing Strategy launched in June 2018 and ran until March 2023.**
- **Delivery of the Strategy was led by Trafford's Strategic Housing Partnership.**
- **Each year since the Strategy launched, an Annual Statement has been published on the Council's website to provide an update on delivery of the Strategy.**

Trafford Housing Strategy 2018-2023

The Housing Strategy 2018-2023 had 7 Strategic Priorities:

1. To accelerate housing growth.
2. To support inclusive economic growth.
3. To create neighbourhoods of choice through a better mix of homes and attractive, accessible environments.
4. To reduce inequalities across the borough.
5. To improve residents' health and wellbeing.
6. To increase the range of, and residents access to, opportunities.
7. To reduce homelessness.

Achievements

977 new build residential units completed which is an increase of 323% from 2021/22.

255 new build affordable residential units completed is an increase of 338% from 2021/22.

The Trafford Affordable Housing Fund (TAHF) was established to bring together S106 monies for affordable housing off-site contributions from developers.

L&Q with funding from TAHF have developed 30, 1 and 2 bed social rented properties in Timperley.

The refurbishment of Lindow Court, Sale is due to start in June 2023 bringing forward 10 social rented units funded from TAHF.

A Joint Venture established with Bruntwood to redevelop the Civic Quarter and Stretford Mall.

Joint Venture with L&Q established to regenerate the Tamworth area of Old Trafford.

New Student Accommodation at the former Warwick House has been completed (Academy Apartments) to provide UA92 1st year students

Achievements

The Trafford Housing Need and Demand Assessment 2023 is underway.

Older People's Housing Strategy 2020-2025 produced and launched in 2020.

Empty Homes Strategy 2020-2025 produced and launched in 2020.

Supported Housing Strategy 2023 - 2028 produced and launched in 2023.

Homeless Strategy 2019-2024 produced and launched in 2019.

347 households prevented from becoming homeless in 2022/23 which is a 12% increase from 2021/22.

Average length of stay in B&B for families reduced from 20 days in 2021/22 to 14 days in 2022/23.

336 households rehoused from the Council's housing register in 2022/23.

Housing Strategy 2024 – 2029

The development timeline for the new Housing Strategy 2024-29 is as follows:

- Initial Strategy Consultation - 15th May – 30th June 2023
- Listening Sessions - 5th – 26th June 2023
- First Draft completed - October/November 2023
- Final version completed - December/January 2023/24
- Public Consultation - February/March 2024
- Final amendments - April/May 2024
- Strategy launch - June/July 2024

Consultation Survey Findings

The resident survey opened on 15th May 2023 and ran for 6 weeks. We received 176 responses. Some insights from the responses received:

25% of respondents are experiencing disrepair. 18% in PRS, 26% in social housing, 56% homeowners.

The most commonly experienced disrepair were structural defects (61%) and damp & mould (48%).

32% are considering moving to a different property. Of these, 88% intend to remain in Trafford.

40% intend to move in 18+ months, 23% in 6-12 months, 19% within 6 months, and 18% in 12-18 months.

The most common reasons for wanting to move are “to become a homeowner” and “to live in a larger property”.

77% of those considering moving would prefer to become a homeowner than rent from a private or social landlord.

72% believe the main housing issue in Trafford is affordability.

Lack of social housing, inadequate supply/availability of housing, and poor infrastructure were the next three most commonly identified housing issues.

Demographic of Respondents

The largest majority (28%) of respondents reported a household income of between £20,001 and £40,000; 12% had a household income of less than £20,001 and 16% had a household income between £40,001 and £60,000. 16% of respondents had a household income of over £60,001.



The main source of income of respondents is as follows; 64% employment; 16% pension, 5% welfare benefits, 1% student finance. 14% preferred not to say.



The respondents area of residence within Trafford is as follows; 46% Sale, 13% Stretford, 12% Urmston, 11% Partington, 11% Altrincham, 3% Hale & Bowdon, 2% Carrington, and 2% Old Trafford.



Gender

61% female, 28% male, 2% non-binary, 1% other. 8% preferred not to say.

Age

37% 55+, 16% 41-50, 13% 25-35, 11% 51-54, 10% 36-40, 5% 16-24. 9% preferred not to say.

Ethnicity

78% White British, 6% White Other, 2% Asian/Asian British, 2% Mixed/Multiple Ethnic Groups, 1% Other Ethnicity. 11% preferred not to say.

Sexual Orientation

71% heterosexual, 3% gay, 3% bisexual, 2% other, 1% lesbian. 20% preferred not to say.

Disability

69% do not have disability, 19% have a disability. 12% preferred not to say.

Housing Circumstances of Respondents



25% of respondents were experiencing disrepair in their home. Of these, 50% were homeowners, 23% were in social housing, and 16% were in private rented homes.



61% of respondents experiencing disrepair had structural defects in their property. 48% had issues with damp and mould, 27% had electrical defects, 2% had vermin/infestations, and 7% had 'other' disrepair issues.



32% of respondents are considering moving. Of these, 88% wanted to remain in Trafford. The most common reason was to become a homeowner.

Property Type

87% house, 11% flat, 4% bungalow, 1% refuge

Tenure

67% homeowner, 13% social tenant, 10% private tenant, 9% lodging with family, 1% shared ownership, 1% temporary accommodation, 1% other

Household Makeup

56% living with partner, 25% living alone, 17% living with parents/ family, 1% homeless, 1% living with friends, 1% other

Main Housing Issues in Trafford

Respondents were asked what they believed to be the main housing issues in the borough. This was an open question with respondents entering their response into a blank text box. From the responses, 9 clear themes emerged:

 **Poor Infrastructure/insufficient amenities**

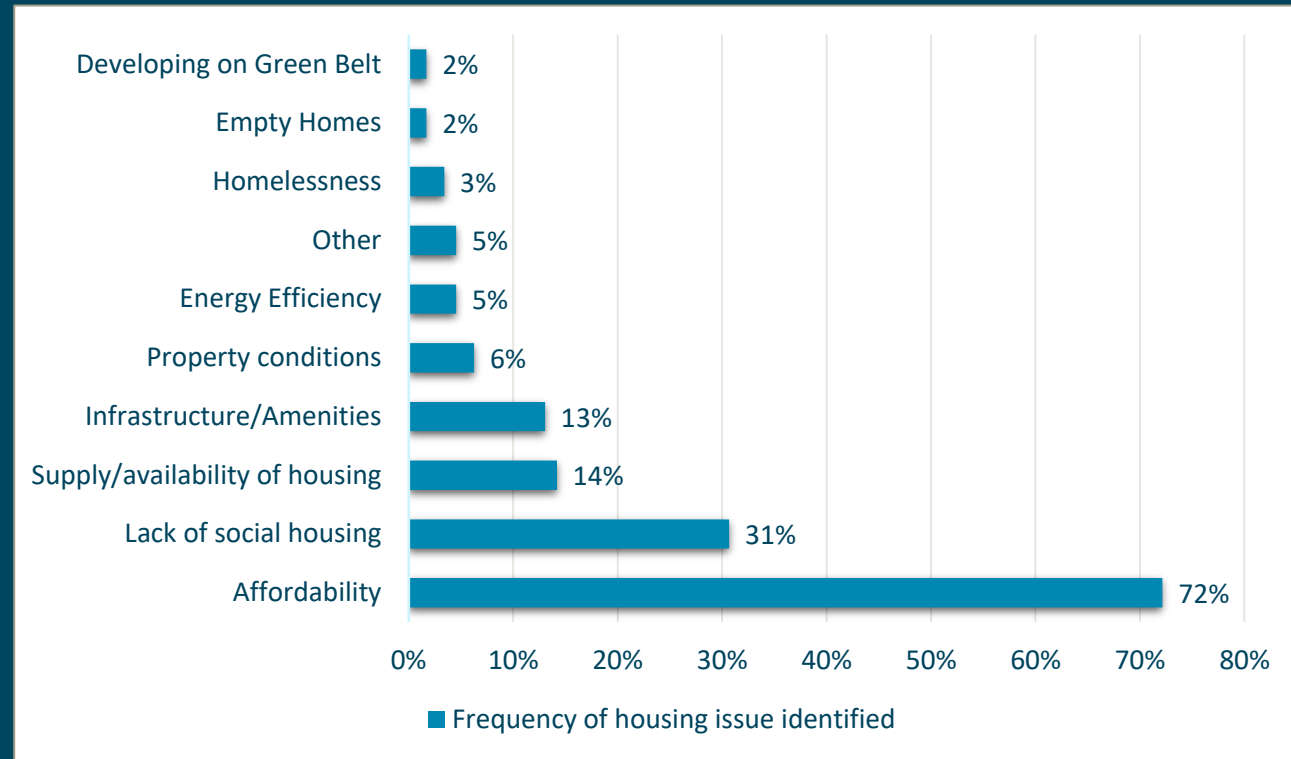
 **Homelessness**  **Energy efficiency**

 **Availability of housing**  **Affordability**

 **Empty homes**  **Lack of social housing**

 **Developing on Greenbelt**

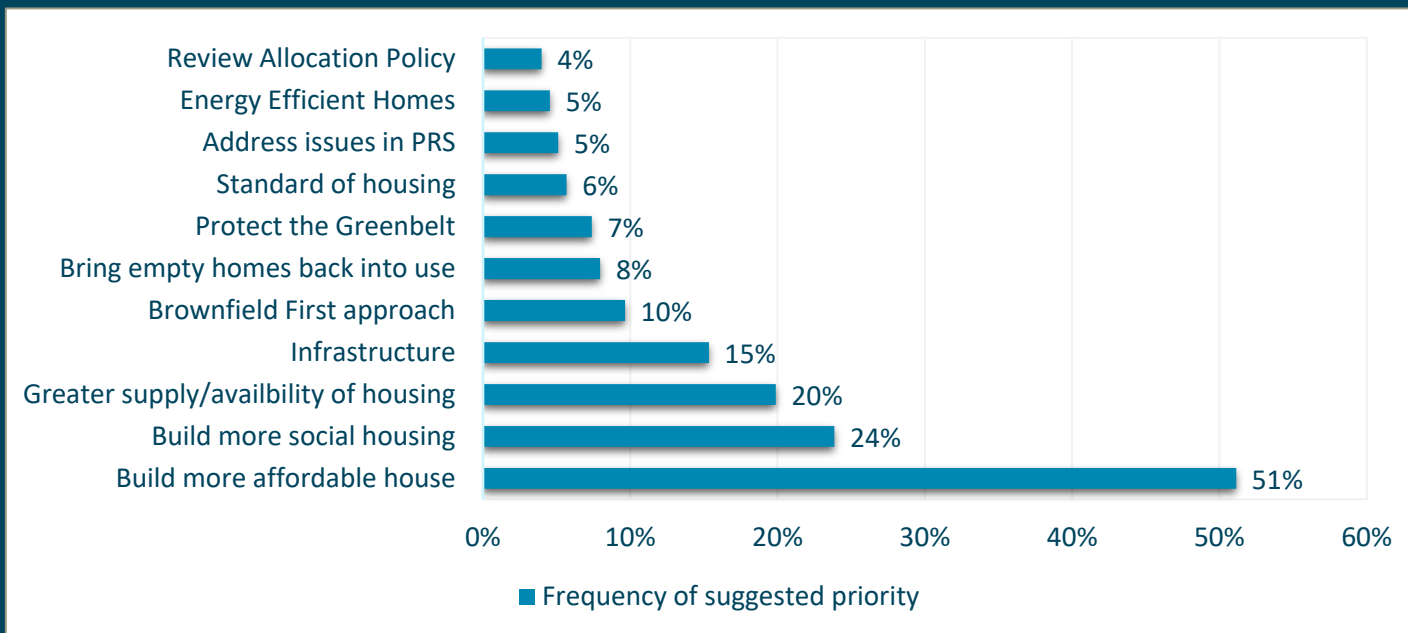
 **Poor property conditions**



The above chart shows the frequency of each theme occurring in respondents answers. 72% of respondents referenced affordability in their response, 31% referenced a lack of social housing, 14% referenced supply/availability of housing, and 13% referenced poor infrastructure and/or a lack of amenities when describing what they believe to be the main housing issues in Trafford.

Suggested Priorities

Respondents were asked what they believe the priorities should be for the new Housing Strategy 2024-2029. Responses were analysed and grouped into key themes, which are listed opposite:



The above chart shows the frequency of each theme occurring in respondents answers. 51% of respondents suggested building more affordable housing, 31% referenced a lack of social housing, 14% referenced supply/ availability of housing, and 13% referenced poor infrastructure and/or a lack of amenities when describing what they believe to be the main housing issues in Trafford.

Build more affordable housing

Build more social housing

Increase housing supply/ availability

Develop infrastructure / increase amenities

Take a Brownfield First approach

Bring empty properties back into use

Protect the Greenbelt

Increase standard of housing

Review Allocations Policy

Address private rented sector issues

Improve energy efficiency of new and existing homes

Housing Strategy 2024 – 2029: Draft Strategic Priorities

1. Increase the supply of housing in Trafford and build more ‘truly’ affordable homes.

Current stock and tenure, house process/rentals, current and future housing delivery, affordable housing pipeline, truly affordable homes...

2. Ensure Trafford residents can access and sustain their homes.

Access to housing, Trafford Home Choice, Allocations Policy, Homeless Prevention, Tenancy Support...

3. Ensure homes meet current and future needs in Trafford.

Housing Need Assessment, Sustainability, Zero Carbon, Retrofit, Fuel Poverty, Property Conditions (damp & mould)...

4. Create neighbourhoods of choice that addresses inequalities and places people want to live.

Place making, Trafford Design Guide/Code, Places for Everyone, Infrastructure needs, health inequalities...

Housing Strategy 2024 – 2029

Health & Wellbeing Board Questions

1. What do you think are the key housing issues in Trafford?
2. What do you think is meant by 'truly affordable housing' and what can we do to increase affordable housing in Trafford?
3. What do you feel are the issues in the Private Rented Sector ?
4. What can we do to address the sustainability and zero carbon challenges for new and existing homes?
5. What can we do to end homelessness?
6. What should be done to create neighbourhoods of choice that address inequalities?

