

Trafford Council

Housing Strategy 2025-2030



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Foreword

Trafford Council is delighted to introduce our Housing Strategy 2025-2030.

Making sure our residents have access to settled, affordable, and decent homes has always been a top priority for Trafford and learnings from the Covid-19 pandemic have only served to emphasise why housing must remain a key focus for us going forward.

A national housing crisis compounded by a shortage of social housing and ever-increasing rental and property prices has made it more difficult than ever for people to find decent and affordable homes. This is evidenced by the record levels of homelessness in England identified by the Ministry of Housing, Communities and Local Government (MHCLG) in 2023.

While our last Housing Strategy has gone some way to shield Trafford residents from these national challenges by, for example, increasing the supply of properties in the borough including both social and student housing, more must be done. Through extensive consultation, the Council has gained an understanding of what is required to ensure all residents have access to suitable, affordable, future-proof homes, with sound infrastructure that allows neighbourhoods to thrive.

Trafford continues to be a well sought-after borough for young people, families, and the older generation alike and, while this is testament to the communities we have built, our housing market, services, and infrastructure are under more pressure than ever.

It is within this context that Trafford Council have developed the Housing Strategy 2025-2030 to set out how we will overcome these challenges and ensure Trafford residents have access to good quality, appropriate and sustainable housing now and in the future.



Councillor James Wright
Executive Member for Housing & Advice
Trafford Council



Councillor Liz Patel
Executive Member for Economy
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Trafford Council

Introduction

Trafford is a borough in Greater Manchester located to the southwest of the city of Manchester. Trafford covers an area of approximately 41 square miles (106 square kilometres) and is bordered by several other Local Authority areas including Salford, Manchester, Stockport, and Cheshire East.



Trafford Council's new Housing Strategy 2025-2030 sets out how the Council and partners will tackle some of the local and national housing challenges. The housing strategy is a vehicle to make a difference locally and provides residents, partners, and stakeholders an opportunity to influence the future delivery of housing in our communities.

The Council, along with various stakeholders, has developed a comprehensive housing vision to address the current and future housing needs of the borough. This vision encompasses various aspects such as affordable housing, sustainable development, urban regeneration, and community engagement.

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

This strategy cannot be delivered by the Council working in isolation; achievement will require collaborative working with public sector organisations at local and national level, alongside private sector partners. The delivery of the Housing Strategy will therefore be aligned to, and utilise, the Trafford Partnership as it develops to ensure cross-sector collaboration and effective partnership delivery.

An annual statement will be published each year to show progress against the various objectives contained within this Strategy. The strategy is structured around four strategic priorities.

Strategic Priorities

1. Increase the supply of housing in Trafford and build more affordable homes.
2. Ensure Trafford residents can access suitable housing and sustain their homes.
3. Ensure homes meet current and future needs in Trafford.
4. Create neighbourhoods of choice that address inequalities.

Policy and Strategic Context

There have been several new national, regional, and local policies, strategies, initiatives, and announcements that have affected the housing sector since the Housing Strategy 2019-2023 was published.

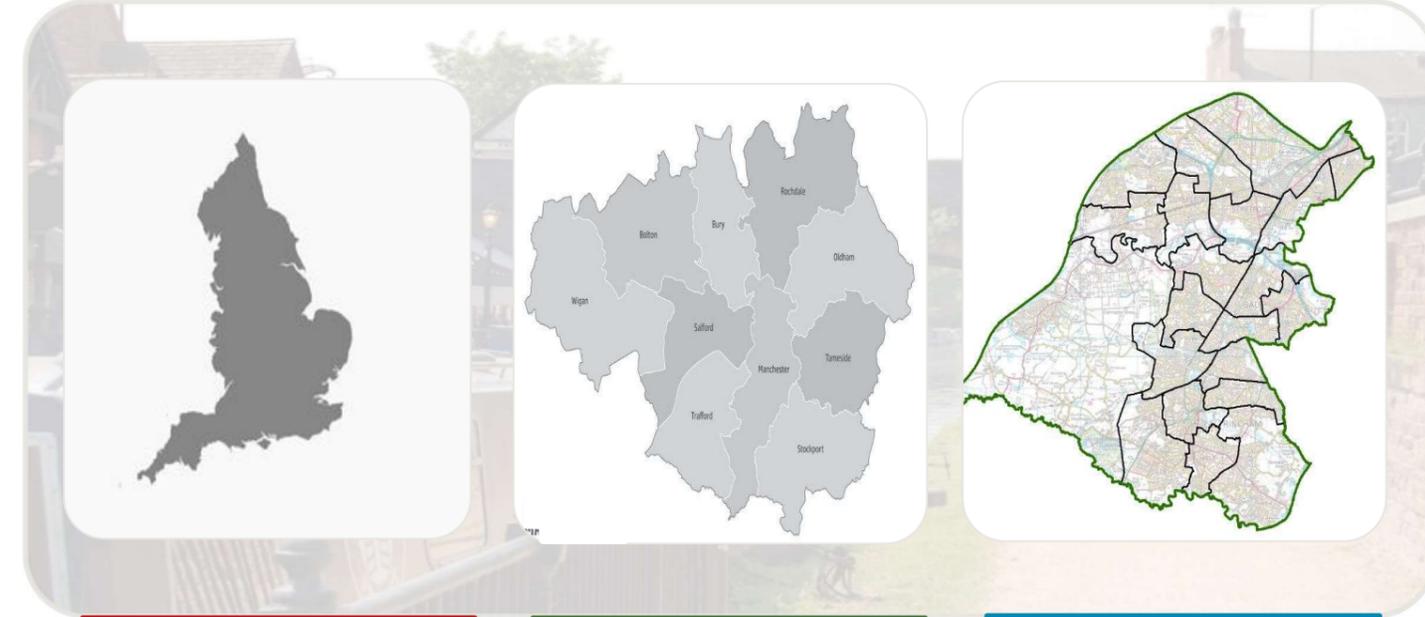
The key legislative and policy changes are listed opposite. Alongside these changes to legislation and policy, Trafford's residents and housing market have been impacted by the following social and economic factors since the last Housing Strategy was published in 2019:

- The UK has been experiencing a cost-of-living crisis since late 2021, which has had a huge impact on the affordability of housing and energy costs. This is compounded in Trafford where property prices and rents were already amongst the highest in the Northwest.
- Increasing interest rates continue to put pressure on homeowners with mortgages, with affordability becoming challenging. This is a big concern for Trafford where almost half of households are homeowners.
- Development in Trafford has been impacted by high inflation which has led to an increase in the price of building materials and labour for new housing developments.
- Trafford Council declared a Climate Emergency in 2018, committing to tackle climate change and work towards carbon neutrality by 2038.



Key legislation, Policies and Strategies

Due consideration has been given to the legislation, policies, and economic context within which the Trafford Housing Strategy 2025-2030 has been drafted. Full details of the Strategic Context can be found in Appendix 1.



National

- The Social Housing White Paper 2020
- Domestic Abuse Act 2021
- The National Planning Policy Framework 2021
- Levelling Up White Paper 2022
- MHCLG Ending Rough Sleeping for Good 2022
- Social Housing Regulation Bill 2022
- Homes England Strategic Plan 2023-2028

Regional

- Greater Manchester Homelessness Prevention Strategy 2021-2026
- Greater Manchester Housing Strategy 2029-2024
- Greater Manchester Places for Everyone submission 2021
- Greater Manchester 5 Year Environment Plan 2019
- Places for Everyone Plan 2022 -2039

Local

- Trafford Corporate Plan 2021-2024
- Trafford Empty Homes Strategy 2019-2024
- Trafford Older Peoples' Housing Strategy 2020-2025
- Trafford Supported Housing Strategy 2023-2028
- Trafford Domestic Abuse Strategy 2022-2025
- Draft: Trafford Local Plan
- Trafford Carbon Neutral Action Plan 2020

Initial Consultation

Trafford Council conducted an initial consultation to give residents and stakeholders an opportunity to shape Trafford's Housing Strategy 2025-2030. The consultation consisted of an online survey, which launched on 15th May 2023 and closed on 30th June 2023, receiving 176 responses, and three listening sessions held in June 2023 which were attended by a total of 26 stakeholders.

The key findings from the initial consultation highlighted the following as the most prominent challenges within Trafford's housing sector, as identified by residents and stakeholders:

The most prominent challenges faced in the Housing Sector	Resident and Stakeholder proposals to overcome Housing Sector challenges
Lack of affordable housing. 	Clearly define what is meant by 'affordable housing'. 
Lack of suitable options for aging population. 	Increase the supply of housing by building more affordable and social housing. 
Lack of specialist housing/high-level supported housing. 	Develop infrastructure and increase amenities in areas of development. 
Lack of social housing. 	Adopt a Brownfield First approach. 
Insufficient infrastructure and amenities. 	Increase the standard of housing for all tenure types, including homeowners. 
Poor property standards. 	Review the housing allocations policy. 
	Increase the level of supported housing, particularly for those with high-level/complex needs. 
	Bring empty properties back into use. 
	Expedite the planning process for developments which contain affordable housing. 

The word cloud below is made up of the words most used by those who participated in the initial consultation; the size of the word reflects the frequency the word was used. A comprehensive breakdown of the initial consultation and findings can be found in the Initial Consultation Report.



Trafford Housing Strategy 2018-2023 Achievements

255 new affordable residential units were completed in 2022/23 which is an increase of 338% from 2021/22.

79 new social rented properties have been developed on the Sale West estate by Irwell Valley.

The Trafford Affordable Housing Fund (TAHF) was established to collate S106 monies to be used to create additional affordable housing.

30 new build social rented homes have been developed by L&Q with assistance from TAHF.

The refurbishment of Lindow Court in Sale commenced in 2023 and will bring forward 9 social rented units with assistance from TAHF.

Development at the former Warwick House was completed creating 90 additional units of student accommodation in Old Trafford.

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

939 additional residential units completed in 2022/23 which is an increase of 306% from 2021/22.

Trafford Older People's Housing Strategy launched in 2020.

Trafford Supported Housing Strategy launched in 2023.

Trafford Empty Property Strategy launched in 2019.

Trafford's new Homelessness Strategy launched in 2019.

Trafford's Private Landlords Forum was re-established to improve links and engage with local landlords.

The Trafford Private Sector Stock Condition Survey was undertaken and area action plans developed.

The Trafford Housing Need and Demand Assessment was completed in 2023.

An empty property has been brought back into use and converted into 4 flats to be used as temporary accommodation.

HOST successfully transferred back into the Council from Salix Homes.

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

Trafford Council and MSV were awarded a grant to provide 12 units of Rough Sleeper Accommodation.

HOST responded to 81,908 housing queries in 2022/23.

Trafford Demographic Insight



Population
235,100



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

96,300 Households with usual residents



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



Average household size 2.44



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

51.3% Female

Sex

48.7% Male



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



Age

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



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

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



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



Population % by country of birth

85.1% United Kingdom
14.9% Non United Kingdom



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

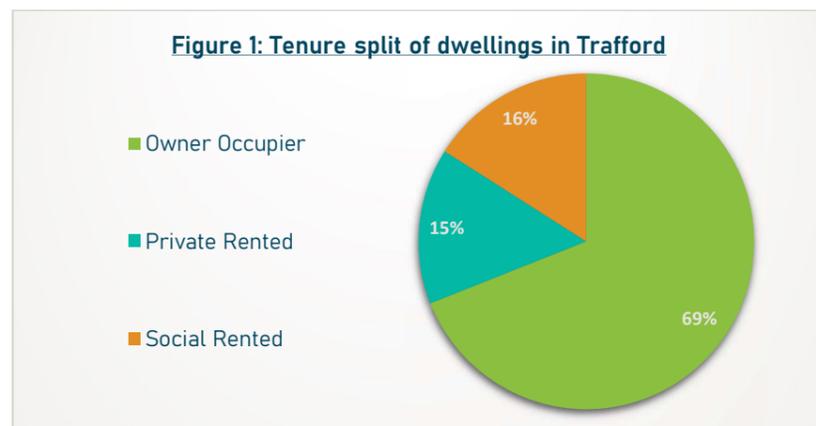
PRIORITY 1: INCREASE THE SUPPLY OF HOUSING IN TRAFFORD AND BUILD MORE AFFORDABLE HOMES

Current housing supply

As of 2023, there were approximately 98,389 residential properties in Trafford, providing homes to a population of around 235,100 residents with an average household size of 2.4 people. Around 75% of the residential properties in the borough are houses, 22% are flats, and 3% are bungalows.

The tenure breakdown of the current housing supply in Trafford is as follows:

- 69% owner occupier
- 15% private rented
- 16% social rented (15.3% social/affordable rented and 0.4% affordable home ownership such as shared ownership)



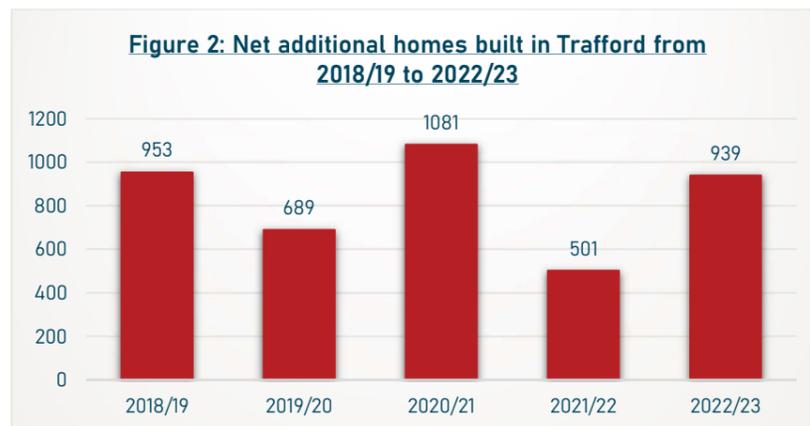
In 2023, there were approximately 3,277 vacant properties in Trafford, giving a vacancy rate of 3.2% which is similar to the rate for the North West (3.1%) and slightly higher than the rate for England (2.8%).

Since 2018, the number of long-term empty homes (vacant for over 6 months) in Trafford has increased by 35%. As of October 2023, there were 1,193 long-term empty homes in the borough¹.

Trafford Council launched the Empty Homes Strategy in 2019 with a vision to bring long-term empty properties back into use to increase the supply of housing within the borough.

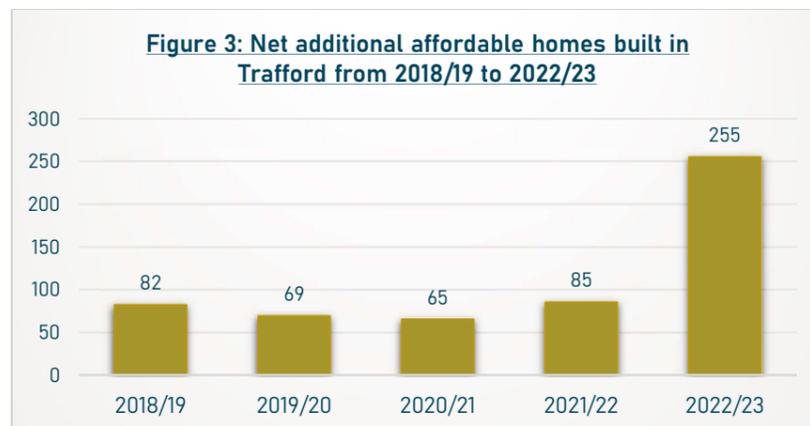
Current housing pipeline

Trafford Council are committed to increasing the supply of housing in the borough. Between 2018/19 and 2022/23, 4,163 additional residential properties were built in Trafford. Figure 2 shows the number of residential units completed in Trafford each financial year from 2018/19.



As of the beginning of 2023/24, full planning permission for 3,975 new residential properties had been granted and an additional 2,018 residential properties had been granted outline permission.

Between 2018/19 and 2022/23, 556 net additional affordable homes were built in Trafford. Figure 3 shows how many affordable units were completed each financial year from 2018/19.



As of the beginning of 2023/24, full planning permission for 643 new affordable homes, and outline permission for a further 175, had been granted.

This data demonstrates that building more affordable homes is a priority in Trafford, with a huge increase of affordable homes delivered in 2022/23 compared to previous years.

In addition to the above, Trafford has created area specific Masterplans to regenerate the Civic Quarter and Trafford Wharfside, and developed a redevelopment plan for Stretford

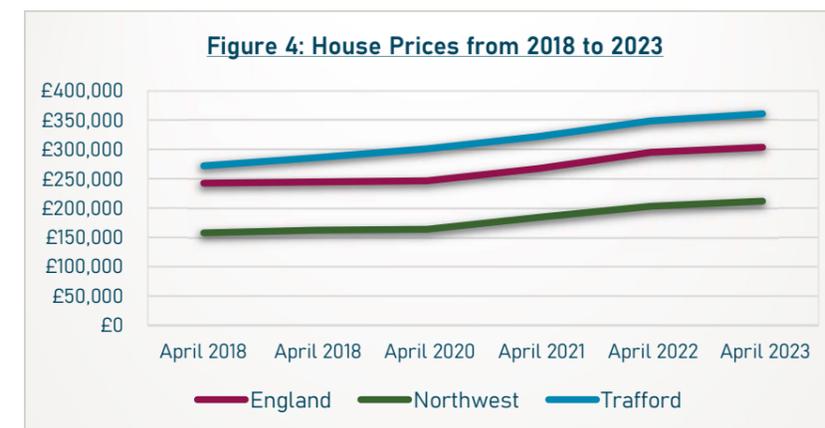
Town Centre which will see delivery of up to 800 new homes along with development of new learning, commercial, and leisure spaces. The Civic Quarter Masterplan will deliver up to 4000 new homes, public realm improvements, and new infrastructure.

House prices and rental values

There is exceptional demand for housing in Trafford. As such, both house prices and rental values in the borough are amongst the highest in the Northwest.

Since 2018, house prices in Trafford have increased by 33%, while nationally prices increased by 25%. As of April 2023, the average property price in Trafford was £361,382, while the Northwest average price was £211,738 and average price in England was £304,102². Meanwhile from 2018 to 2023, the median UK salary increased by 18% from £29,559 to £34,963.³

Figure 4 shows house prices in Trafford, the Northwest, and England since 2018 to 2023.



Rental prices in Trafford have increased by approximately 23% since 2018, while national rents have increased by 18%⁴. As of April 2023, the average monthly rental price in Trafford was £975, while the Northwest average was £650, and national average was £825⁵.

While the data demonstrates that Trafford is a desirable borough, it highlights a risk that residents who have grown up in the borough may be priced out of the area. This was reflected by the findings of the initial consultation where a lack of affordable properties was the most identified housing issue; in particular, reference was made to difficulties experienced by first-time buyers who are unable to get onto the property ladder in the borough.

There is some disparity across the borough with regards to housing cost. Figure 5 shows the average 2023 sale price of properties by subarea in Trafford and Figure 6 shows the average 2023 rental price of properties by subarea in Trafford. These

¹ [Live tables on dwelling stock \(including vacants\)](#)

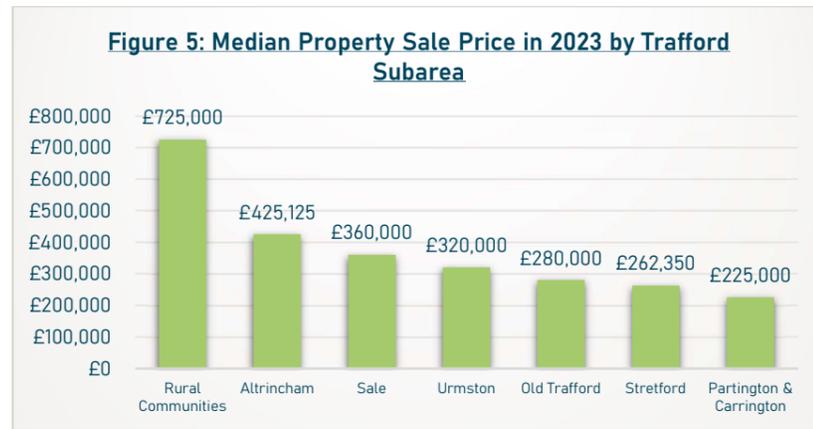
² [UK House Price Index](#)

³ [Average household income, UK Statistical bulletins - Office for National Statistics](#)

⁴ [Private rental market summary statistics in England - Office for National Statistics](#)

⁵ [Private rental market summary statistics in England - Office for National Statistics](#)

figures were taken from Trafford's Housing Need and Demand Assessment (HNA) 2023.



Properties in the Rural Communities (including Hale and Bowdon), Altrincham, and Sale demand the highest prices and rents in Trafford while properties in Partington and Carrington had the lowest sale prices and properties in Old Trafford had the lowest rents.

Housing Affordability

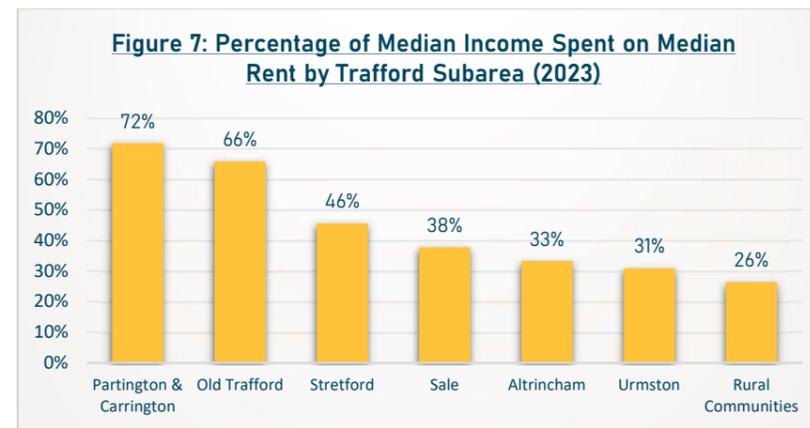
House prices in Trafford are regularly up to nine times the average salary of residents⁶. As most lending institutions will lend up to four and a half times the household's annual income, buyers would require an annual household income of around £80,000 to purchase a median priced property with a mortgage in Trafford.

Similarly, there is a general rule which suggests 'affordable' rents should not exceed 25% of household income⁷. While the 25% figure is recommended by government, some charities have set their affordability threshold between 30-35% of household income⁸. For this Strategy, the government recommendation of 25% has been used. Therefore, based on current average rents in Trafford, a

household would require an annual income of at least £46,000 to rent comfortably in the borough.

Trafford's HNA 2023 found the gross median household income in Trafford was £35,000. This figure is far below the £80,000 required to purchase a property and the £46,000 required to rent comfortably, which supports the initial consultation findings that housing in Trafford is unaffordable for many residents.

Figure 7 shows the percentage of household income spent on rent in 2023 by subarea in Trafford. The data comes from Trafford's HNA 2023 and figures are based on median gross household income and median rents at the time.



As shown, only households in the Rural Communities (where the median gross household income is significantly higher than other areas) are spending close to 25% of their income on rent. In contrast, households in Partington & Carrington and Old Trafford are spending well over half of their household income on rent.

Figure 8 shows the required income multiple required to purchase a property with a mortgage in Trafford by subarea. The data comes from Trafford's HNA 2023, and figures are based on median gross household income and median property prices at the time.



The data supports the initial consultation findings that property prices in Trafford are unaffordable for most residents, with property prices in Altrincham, Old Trafford, and Partington & Carrington being over 10 times median household incomes.



9



⁶ [House price to residence-based earnings ratio - Office for National Statistics](#)

⁷ [CLG SHMA Practice Guidance \(2007\)](#)

⁸ [Winning hearts and minds for decent, affordable housing | Joseph Rowntree Foundation \(jrf.org.uk\)](#)

⁹ [Image Credit: Alan Hamer](#)

Future housing supply

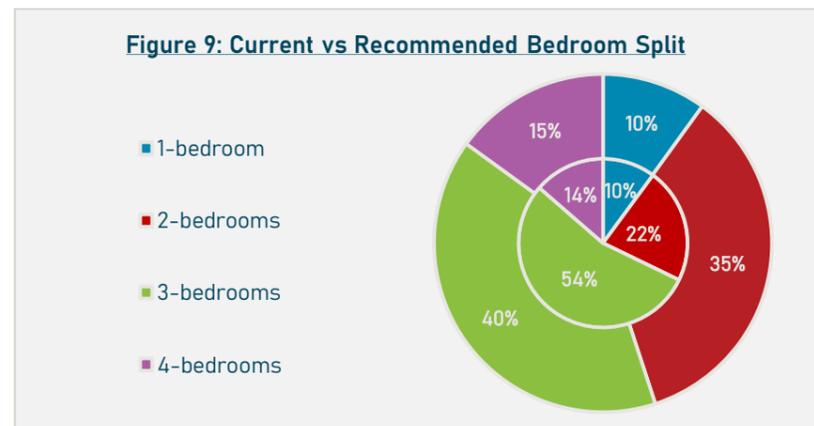
By 2039, the population of Trafford is projected to increase by 6.2% to 256,094. Currently, the most prominent household makeup is two or more adults and single person households, and this is not expected to change. However, projections indicate there will be a significant increase in the number of households aged 45-54 and 64+.

The Places for Everyone strategic plan for nine Greater Manchester authorities sets out the housing requirements for Trafford. It estimates that to meet the demand created by the increased population Trafford will require an additional 19,077 net dwellings by 2039¹⁰.

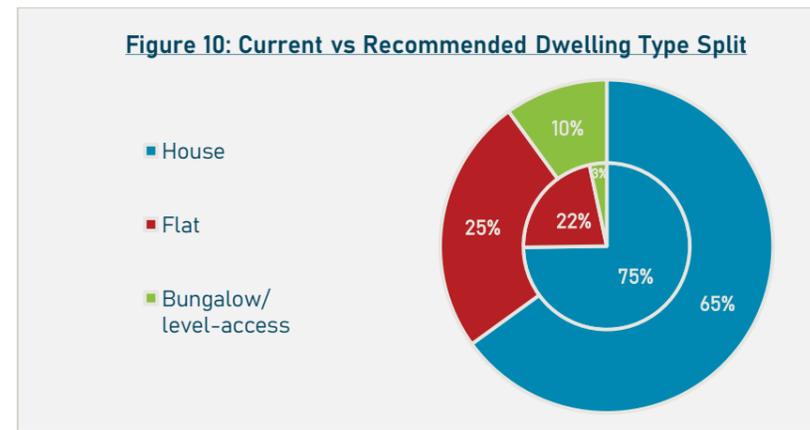
Trafford's HNA 2023 suggests that an average of 1,222 new dwellings are required each year between 2022 and 2039, and 858 of these should be affordable housing with a tenure split of 60% rented and 40% affordable home ownership.

Findings from Trafford's HNA 2023 also show that a more diverse mix of property types and tenures are required in the borough. In particular, there is an identified need to increase the number of flats and bungalows within the borough, along with the number of 2 and 4-bedroom properties.

Figure 9 shows the current split of housing stock in Trafford by number of bedrooms alongside the recommended bedroom split as evidenced by the HNA 2023. The current split is represented in the inner circle while the recommended split is shown in the outer circle.



To meet the recommendations, Trafford Council must increase the provision of 2- and 4-bedroom properties in the borough. Figure 10 shows the current split of housing stock in Trafford by dwelling type alongside the recommended split as evidenced by the HNA 2023. The current split is represented in the inner circle while the outer circle shows the recommended split.



To meet the recommended split, Trafford Council should increase provision of flats and bungalows / level-access properties. The HNA 2023 also identified a gap in provision for older people within Trafford. Although evidence suggests most older people want to remain in their own homes, there is a need to diversify options available to older people who wish to move to more appropriate accommodation.

The findings suggest that an additional 4,441 units of specialist older persons' accommodation is required in Trafford by 2039, including Extra Care units and residential care bedspaces. There is also a particular need for leasehold sheltered housing, enhanced sheltered housing, and Extra Care housing.

Trafford's Older Peoples' Housing Strategy 2020-2025 sets out the boroughs strategic vision for housing for those aged over 55, and includes the following four 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.

Within the Strategy, each strategic priority has key recommendations that the Council and partners will look to deliver.



¹⁰ [mdc11-main-modifications-schedule-accessible.pdf](#)

PRIORITY 1: INCREASE THE SUPPLY OF HOUSING IN TRAFFORD AND BUILD MORE AFFORDABLE HOMES

RECOMMENDATIONS & ACTIONS

1 Increase Net Additional Dwellings

- Continue to work with developers and Registered Providers to increase the supply of housing in Trafford.
- Continue to monitor all residential developments in Trafford through the Housing Tracker and engage with developers and Registered Providers regarding development activity.
- Draft a new Local Plan for Trafford and maintain an identified 5-year supply of deliverable sites.
- Identify large strategic sites in Trafford and develop a masterplan approach to increase residential dwellings.

2 Increase the Supply of Affordable Homes

- Continue to work with developers and Registered Providers to increase the supply of affordable housing in Trafford.
- Continue to monitor all affordable developments in Trafford through the Housing Tracker and engage with developers and Registered Providers regarding development activity.
- Ensure Home England grant funding is maximised in Trafford to increase affordable housing provision.
- Look to increase the supply of affordable homes linked to local income levels in each of the sub areas of Trafford.

3 Provide a Diverse Range of Housing

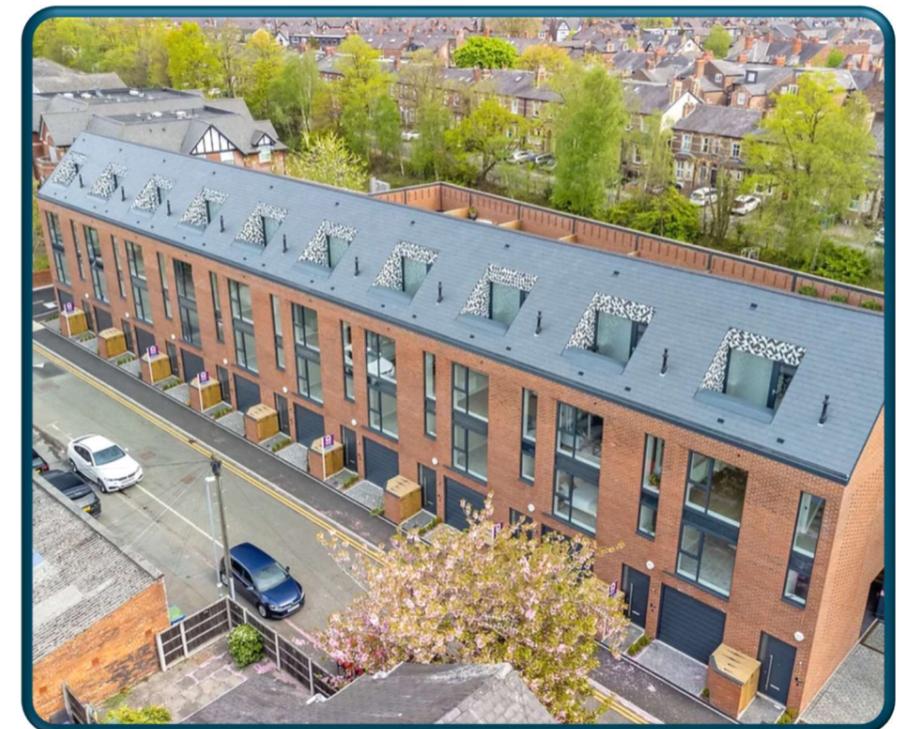
- Conduct Housing Need and Demand Assessment every 3 years to ensure housing mix meets the needs of the borough.
- Develop Housing Propositions which include details on the range of housing available in each ward within the borough and share with developers so any gaps in supply can be addressed.
- Draft a new Local Plan for Trafford to maintain an identified 5-year land supply of deliverable sites that ensures a diverse mix of housing in each of the sub areas of Trafford.
- Identify large strategic sites in Trafford and develop a masterplan approach to increase a diverse mix of residential dwellings.

4 Reduce the Number of Empty Homes

- Continue to work with key stakeholders across the Council to bring long term empty homes back into use.
- Provide advice and information to help raise awareness around long-term empty properties.
- Continue to use scoring matrix to identify the highest and lowest priority empty properties to be brought back into use.
- Utilise enforcement powers and repurpose empty homes for Council use.

5 Expand the Private Rented Sector

- Continue to work with landlords in Trafford to increase the provision of PRS accommodation.
- Work with GMCA to enhance the Good Landlord Charter for Trafford.
- Develop a Landlord Incentive Scheme to increase the provision of PRS accommodation in Trafford.
- Ensure the need for expansion of the PRS in Trafford is captured within a new Local Plan.



PRIORITY 2: ENSURE TRAFFORD RESIDENTS CAN ACCESS AND SUSTAIN THEIR HOMES

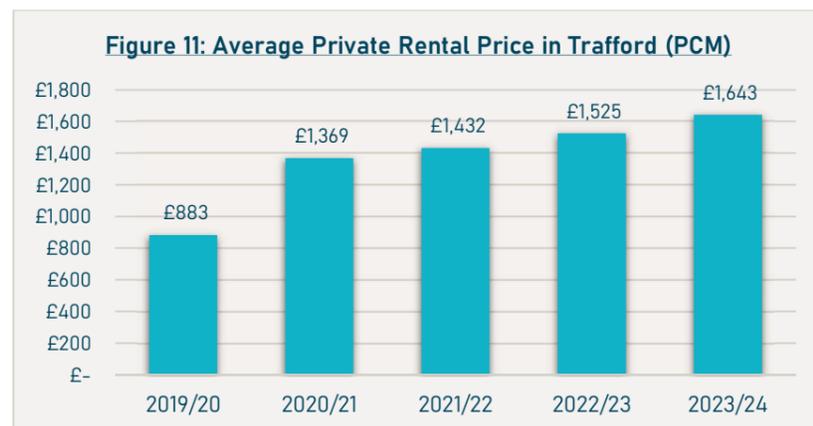
Affordability

Affordability continues to be the biggest hurdle to accessing and sustaining housing in the borough, with both house prices and rental charges being among the highest in both Greater Manchester and the North West.

These high prices make it challenging for residents to access housing in the borough as they are often unable to find properties within their budget. This is exacerbated by upfront costs such as deposits and rent in advance that are often more than what is affordable for local households.

Likewise, affordability is a key factor in sustaining homes in Trafford, with many residents experiencing rent or mortgage interest rate increases which push the cost of the property beyond what is affordable for them.

Figure 11 shows the monthly average private rents in Trafford from 2019/20 to 2023/24. The data demonstrates that private rents in the borough have increased by 86% during this time. These figures vary from the ONS data displayed in Priority 1 as they were taken from Trafford's Housing Bulletin¹¹, which presents the average rent calculated from all properties advertised for rent in the area at the time the data is collected.



Priority One provides significant detail of housing affordability in Trafford. The recommendations within Priority 1 look to address affordability issues within the borough.

Private Rented Sector

The private rented sector is an important option for those who cannot, or do not wish to, access home ownership or social housing.

Approximately 4.6 million households in England rent their homes from a private landlord, which represents 19% of the population¹². In contrast, Trafford's housing market is dominated by homeowners, with private renters making up only 15.4% of households. However, findings from the Census 2021 show that there has been a 2.6% increase in the number of households renting privately in Trafford, while the percentage of social renters and owner occupiers have reduced by 1.4% and 0.3% respectively.

With demand for private rented housing in Trafford growing, there is now a greater onus on ensuring the private sector stock in the borough is of a decent standard and effectively regulated to ensure residents in the sector can sustain their homes.

Trafford is committed to preventing those who rent privately in the borough falling victim to rogue landlords. The Authority has therefore signed up to a pioneering Greater Manchester-wide scheme to tackle landlords who are failing to maintain their properties.

In addition, the Greater Manchester Good Landlord Charter¹³, which is funded through £1.5m from the Housing Investment Loans Fund, hopes to improve housing standards in the private rented sector, boost local enforcement, and improve access to advice and support for residents, private tenants, and private landlords.

Beyond this, Trafford Council eagerly awaits the Renters Reform Bill¹⁴ and will play its part in ensuring the proposed register of private sector landlords and private sector property portal are implemented effectively.

Trafford Home Choice

Trafford's Housing Allocations Policy sets out the rules, criteria, and procedure for how social housing within the borough is allocated via Trafford Home Choice (THC).

The Localism Act 2011 introduced significant amendments to Part 6 of the Housing Act 1996, and the way in which social housing is allocated. One of the main policy objectives behind these amendments made it easier for the local authority to manage unrealistic expectations by excluding people who have little or no prospect of being allocated accommodation¹⁵.

Trafford's most recent Allocations Policy was published in 2018 and will therefore need reviewing to ensure it reflects the demand, supply, and needs of the borough with a view to ensuring those most in need of social housing in Trafford can access it.

Nominations Agreements

All social housing within the borough is managed by Registered Providers (RPs). Trafford Council has Nomination Agreements in place with all local RPs to determine what percentage of their available properties will be allocated via THC, with percentages ranging from 50% to 75%.

Despite Trafford Council successfully negotiating higher nominations percentages with several RPs 2022, the number of properties advertised on THC has gradually decreased over the past 5 years as fewer social properties have become available. Figure 12 shows the number of properties advertised via THC from 2019/20 to 2022/23.



As demonstrated, the number of available social rented properties in the borough has decreased every year since 2019/20, except for 2021/22 which saw a slight rise in the number of properties advertised.

¹¹ [Housing data and statistics \(trafford.gov.uk\)](https://trafford.gov.uk/housing-data-and-statistics)

¹² [English Housing Survey 2021 to 2022](https://www.gov.uk/government/statistics/english-housing-survey-2021-to-2022)

¹³ [Greater Manchester sets out ambitious plans for Good Landlord Charter to drive up housing standards - Greater Manchester Combined Authority](https://www.greatermanchestercombinedauthority.gov.uk/good-landlord-charter)

¹⁴ [Renters \(Reform\) Bill - UK Parliament](https://www.parliament.uk/bills/2023/renters-reform)

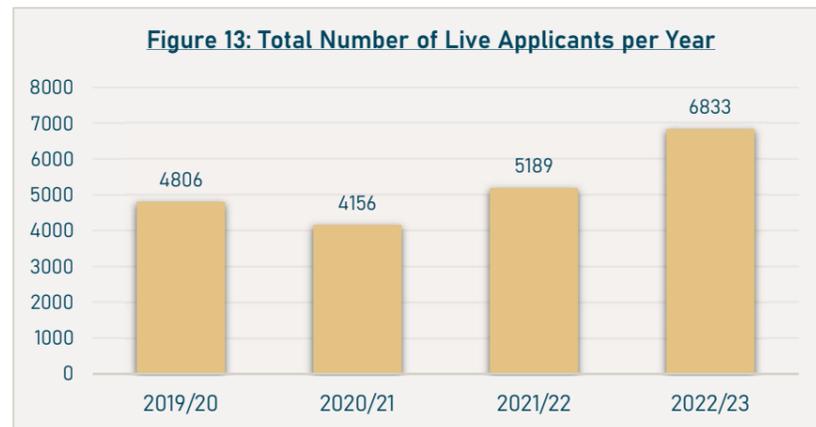
¹⁵ [Allocation of accommodation: guidance for local housing authorities in England \(publishing.service.gov.uk\)](https://www.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/100000/allocation-of-accommodation-guidance-for-local-housing-authorities-in-england)

Due to this decrease, it is imperative that Trafford Council ensure the limited supply of social housing is allocated to those residents in the greatest need.

Live Applications

While the number of available social rented properties in Trafford continues to decrease, the demand for social housing in the borough continually rises.

Residents who are registered with THC and actively seeking social housing are referred to as 'Live Applicants'. Figure 13 shows the number of Live Applicants from 2018/19 to 2022/23.



As demonstrated, the number of Live Applicants continues to increase each year. A data cleanse exercise led to a slight decrease in 2020/21, but the data shows the number of Live Applicants has increased by 42% from 2019/20 to 2022/23.

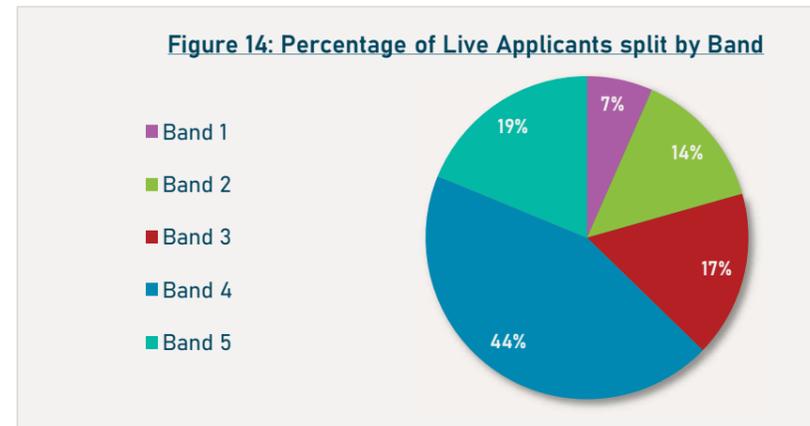
With demand for social housing greater than the supply, Trafford Council must prioritise applicants accordingly. As a result, the borough operates a Band system; those with the highest priority are placed into Band 1 and will be re-housed more quickly than those with the lowest priority in Band 5.

The Band an applicant is placed into is determined by their circumstances and housing need. In line with government guidance¹⁶, Reasonable Preference is given to the following:

- Applicants who are homeless as per the definition contained within Part 7 Housing Act 1996.
- Applicants owed any homelessness duty.
- Applicants occupying insanitary or overcrowded housing or otherwise living in unsatisfactory housing conditions.

- Applicants who need to move on medical or welfare grounds, including grounds relating to disability.
- Applicants who need to move to a particular locality within Trafford where failure to meet this need would cause hardship.

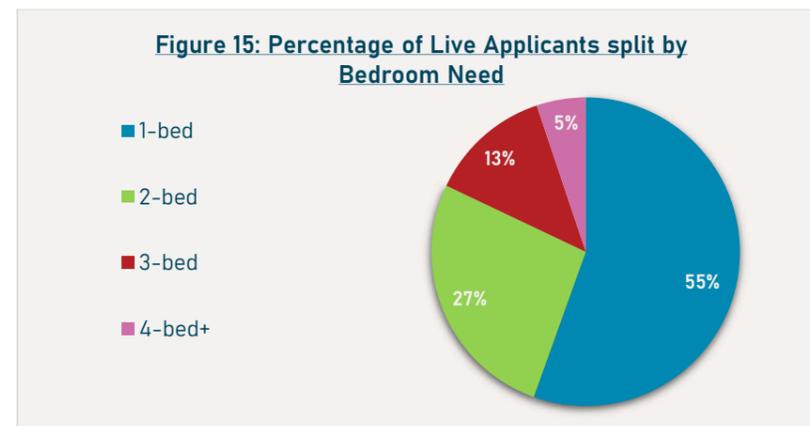
Full details of how priority is awarded is detailed within Trafford's Allocations Policy¹⁷. Figure 14 shows the percentage of applicants in each Band in 2023.



As evidenced, only 7% of Live Applicants are in the highest priority Band, with almost half being placed in the lower priority Bands 4 & 5. Those in Band 5 have little prospect of securing social housing.

The type of property required by applicants can also have an impact on the length of time it takes to secure social housing in the borough.

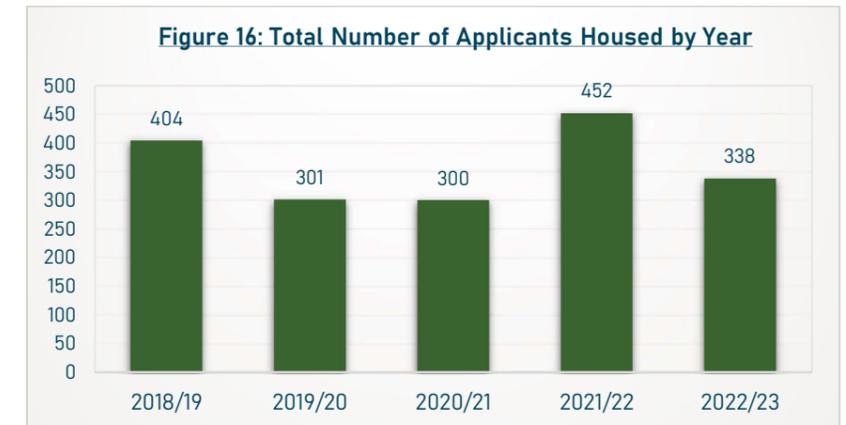
Bedroom need is determined by a Live Applicants household size and makeup. Figure 15 shows the bedroom need of all Live Applicants as of 2023.



As shown, the majority of Live Applicants require a 1-bedroom property and only a small number require 4 or more bedrooms.

Applicants Housed from Trafford Home Choice

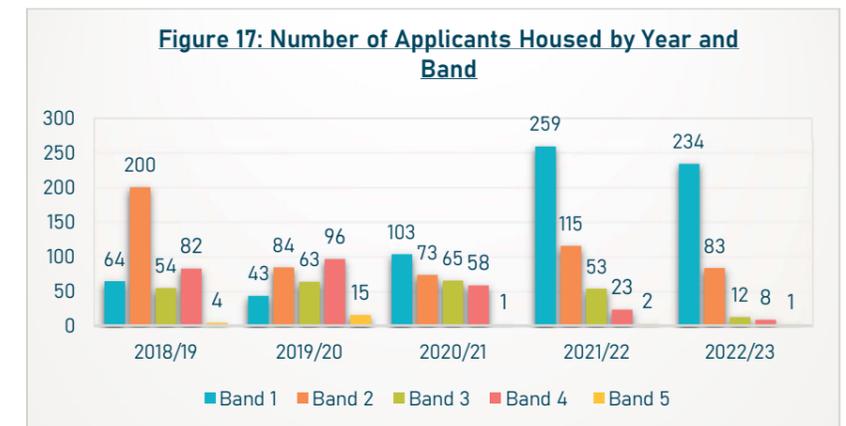
Live Applicants who successfully bid on, and subsequently accept an offer of, social housing in Trafford are classed as housed. Figure 16 shows how many applicants have been housed each year from 2018/19 to 2022/23.



Between 2018/19 and 2022/23, 1,795 applicants were housed via THC. However, this data may not give a truly accurate depiction of the increasing difficulty of rehousing applicants due to the lower figures in 2019/20 and 2020/21 being the result of the Covid-19 pandemic.

The reduction in applicants being rehoused in 2022/23 compared to 2021/22 is in line with the challenges faced by Live Applicants in accessing social housing in Trafford.

Figure 17 shows the number of applicants housed by Band from 2018/19 to 2022/23.



¹⁶ Allocation of accommodation: guidance for local authorities

¹⁷ Housing-Allocation-Policy.pdf

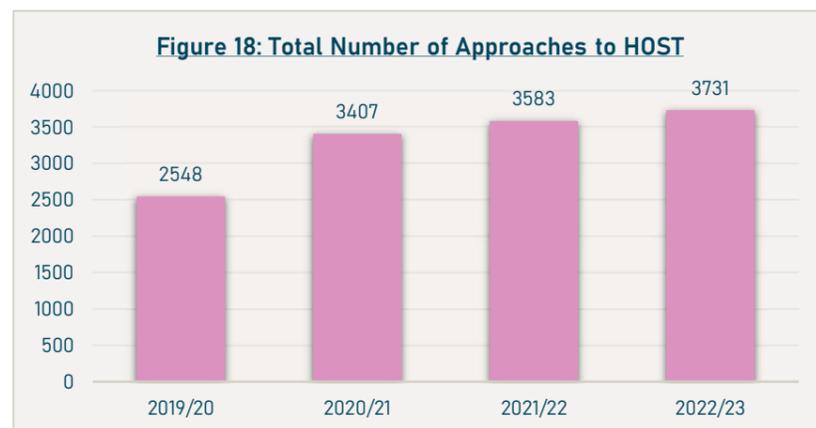
As expected, applicants in higher priority bands (Band 1 and Band 2) are housed more frequently than those in lower priority bands (Bands 3, 4 and 5).

Trafford Council is committed to transparency in relation to its housing allocations data, recognising that this reduces unrealistic expectations. Making this data accessible will give residents a more informed understanding of the demand and supply of social housing in the borough, allowing them to forward plan and be realistic about their housing options.

Homelessness

Housing Options Service Trafford (HOST) is responsible for delivering the Council's statutory homelessness service which involves providing advice, casework, outreach services, and floating support to those who face housing difficulties and homelessness.

The number of people approaching HOST for assistance has increased over the last 4 years. Figure 18 shows the total number of approaches to HOST from 2019/20 to 2022/23.



There has been a 46% increase in the number of approaches to HOST between 2019/20 and 2022/23. This increase is the result of various factors including legislative changes, welfare reforms, and economic challenges such as the cost-of-living crisis, increasing rents and mortgage interest rates, and the freeze on Local Housing Allowance rates.

The introduction of the Domestic Abuse Act 2021 placed additional legal duties on local authorities to support those at risk of, or fleeing, domestic abuse. The biggest change in relation to homelessness was that all eligible homeless victims of domestic abuse automatically now have 'priority need' for homelessness assistance.

Homeless Applications

Not all approaches to HOST will result in a homeless application, with some individuals only requiring advice to resolve their housing difficulties. However, those that require more intensive support can make a homeless application.

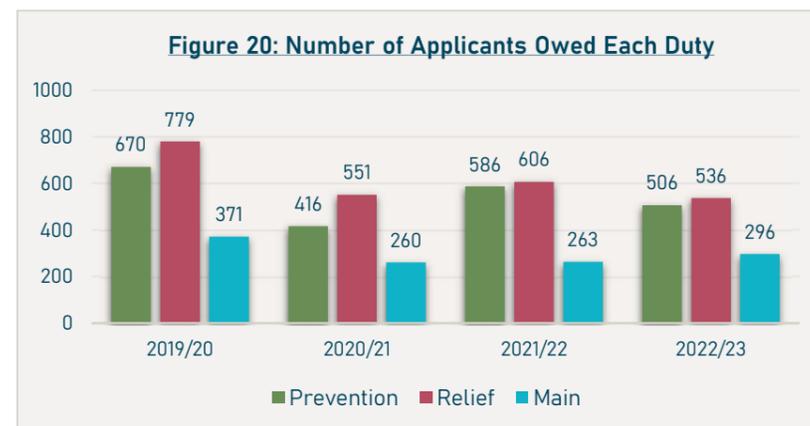
Figure 19 shows the number of homeless applications taken by HOST each year from 2019/20 to 2022/23.



Upon taking a homeless application, HOST will make enquiries and assess what duty, if any, is owed to the applicant in line with relevant legislation. The duty triggered will depend on the circumstances of the applicant, with those at risk of becoming homeless within 56 days being owed a Prevention Duty and those who are already homeless owed a Relief Duty.

The Main Duty is owed to homeless applicants who have been unable to secure accommodation during the 56-day Relief Duty and are deemed eligible, in priority need, unintentionally homeless and have a local connection to the borough.

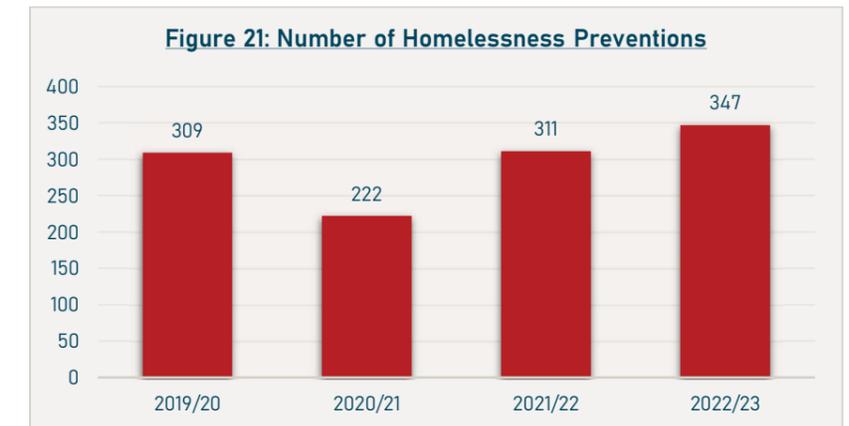
Figure 20 shows how many applicants were owed each homelessness duty per year from 2019/20 to 2022/23.



Trafford Council have made progress in focusing on early intervention in recent years, as evidenced by the increase in number of cases owed a Prevention Duty in 2021/22 and 2022/23.

However, more must be done to reduce the number of individuals who experience homelessness. Ensuring all residents can access housing advice and support at the earliest opportunity will go some way towards this.

Figure 21 shows how many households HOST have prevented from becoming homeless each year from 2019/20 to 2022/23.



As evidenced, HOST has prevented 1,189 households from becoming homeless since 2019/20. However, as the local housing market and external pressures continue to put a strain on Trafford residents, HOST must continue to assist those facing difficulties to access and sustain housing in the borough.

Humanitarian Crises

Trafford Council is committed to supporting individuals in the borough who face homelessness due to humanitarian crises. As such, support has been provided to asylum seekers under the Afghan Relocations and Assistance Policy (ARAP) scheme, the Regional Transitional Outcomes Fund (RTOF) scheme and the Homes for Ukraine scheme.

Housing and associated support has been provided for 5 households under the ARAP scheme and 15 households under the Refugee RTOF scheme. In addition, under the Homes for Ukraine scheme, 220 Ukrainian households have been matched to appropriate hosts and 124 of these have taken up residence in the borough as of April 2023.

To ensure adequate support is provided to these households, HOST recruited an additional Tenancy Support Officer to focus solely on Ukrainian households with additional needs.

In 2022/23, 78 Ukraine households approached HOST for assistance. Of these, 19 made a homeless application and 59 required one-off advice. No Afghan households approached HOST for assistance in 2022/23.

Figure 20 shows the percentage split of Ukraine households that approached HOST in 2022/23 by whether they required one-off advice or made a homeless application.



As demonstrated, HOST was able to resolve the majority of Ukraine households' difficulties with one-off advice.

In response to the influx of refugees, the UK Government introduced the Local Authority Housing Fund (LAHF). This fund was designed to provide housing solutions for those arriving from Afghanistan and Ukraine.

Trafford Council has provisionally been identified as eligible for £2.16m capital grant funding to provide 19 homes, and £800k of additional funding to provide 3 larger homes, for homeless Afghan and Ukraine households.

These properties will be owned and managed by the Council and used specifically for homeless Ukraine and Afghan households for 3 years. However, in line with the grant conditions, these properties will then be utilised as long-term temporary accommodation for all homeless households.

This funding will allow Trafford Council to provide good quality homes in the borough for homeless Ukraine and Afghan households under a spend to save financial model. Importantly, it will also provide additional temporary accommodation stock and reduce pressure on existing waiting lists.

Supported Accommodation

Supported housing is typically defined as housing where support and/or care services are provided alongside the accommodation. It is an important provision for individuals with support needs that are unable to access and sustain general need housing.

In 2023 Trafford Council launched its Supported Housing Strategy¹⁸, which identifies key priorities in relation to the supported housing provision within the borough. The Strategy's vision is "work collaboratively to provide a range of quality supported housing, and housing related support, to enable those with support needs to live independently in Trafford".

An associated Action Plan was developed to aid in delivery of the Supported Housing Strategy. The Action Plan details the steps Trafford Council will take to achieve the Strategy's vision. The overarching strategic priorities are as follows:

- Enable people with support needs to live as independently as possible within Trafford.
- Ensure that an adequate supply of quality, accessible and affordable supported housing, and move-on accommodation, is in place.
- Establish closer working relationships with external services, organisations, and charitable bodies to ensure appropriate support is available and easily accessible.
- Ensure housing advice is promoted and easily accessible to those with support needs in Trafford.
- Explore and review good practice in other Local Authority areas in relation to supported accommodation and support services and implement within Trafford where possible.

Through delivery of the Supported Housing Strategy, Trafford Council will work towards ensuring the most vulnerable residents can access and sustain suitable accommodation.

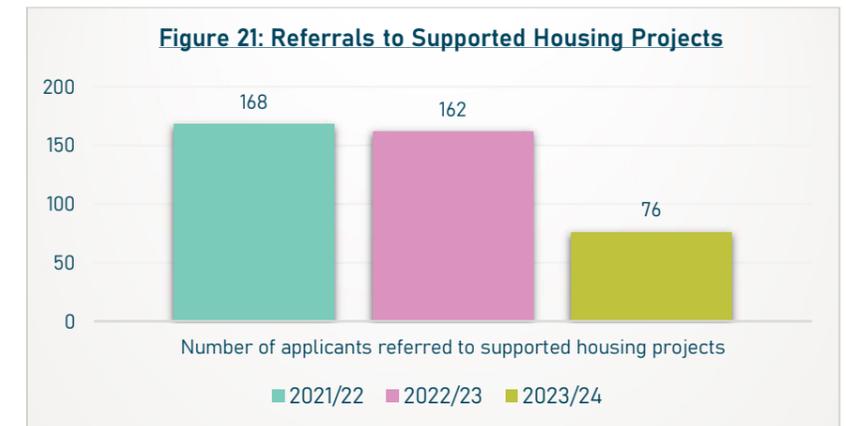
Commissioned Homelessness Services

Trafford Council commission supported accommodation in the borough specifically for individuals experiencing homelessness. This currently includes three accommodation schemes providing the following:

- 40 units of short-stay accommodation (up to two years) that addresses low to medium support needs for adults aged 18+.

- 18 units of short-stay accommodation (up to two years) for young people aged 16-25 with an additional 2 units for emergency placements.

Figure 21 shows the number of referrals made to these supported accommodations schemes from 2021/22 to 2023/24.



As referrals are only made when vacancies are available, the data does not give a true reflection of demand for the commissioned homelessness schemes in Trafford, with true demand being significantly higher than demonstrated.

Trafford Council conducted analysis of the referrals, placements, and refusals for the commissioned homelessness services. The findings highlighted a gap in provision for those with high-level and/or multiple and complex needs.

Trafford Council are therefore exploring options to pilot a supported accommodation scheme for those with complex and high-level support needs for a minimum of 6 months, with a view to extending the scheme if successful.

A Bed Every Night

A Bed Every Night is a GM Mayoral initiative that launched in 2018. The aim of the initiative is to end the need for anybody to sleep rough across Greater Manchester. Under homelessness legislation, emergency accommodation is only provided to homeless applicants who are deemed to be in 'priority need'. ABEN is therefore used to provide emergency accommodation to verified rough sleepers who do not have a priority need.

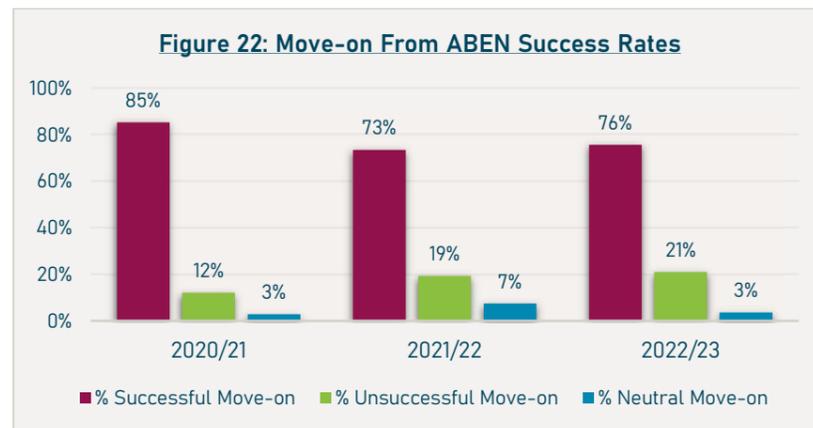
Trafford Council has 18 units of ABEN accommodation funded by GMCA. 11 of these units are self-contained with shared bathrooms and kitchens, and 7 are in a shared setting.

¹⁸ [Supported Housing Strategy 2023-2028](#)

Individuals residing in Trafford's ABEN provision receive person-centred support to address their housing and wider needs, with a focus on sourcing suitable settled move-on accommodation to reduce the likelihood of repeated rough sleeping. The support is provided by two in-house ABEN Tenancy Support Officers.

Since 2020/21, Trafford Council has placed 342 rough sleepers in ABEN and successfully rehoused 252 (74%) of these. Figure 22 shows the percentages of successful move-on, unsuccessful move-on and neutral move-on from ABEN from 2020/21 to 2023/24.

Successful move-on refers to customers who were rehoused into settled living arrangements, unsuccessful move-on relates to customers who left ABEN of their own accord or were evicted, and neutral move-on refers to customers that were incarcerated or hospitalised.



As demonstrated, there has been a slight decrease in the percentage of customers successfully rehoused from ABEN since 2020/21 and a minor increase in unsuccessful move-ons.

Trafford Council must continue to monitor success rates of ABEN and explore options to increase the number of successful move-ons.

Housing First

The ethos of Housing First is that individuals facing homelessness should be offered stable and permanent housing without judgement or preconditions¹⁹. Wrap around, person-centred, support should be offered alongside the accommodation, so individuals have a safe foundation while being supported in their mental, emotional, and physical recovery from homelessness.

¹⁹ [Will Housing First Approaches End Homelessness? - The Connection at St Martin's](#)

The seven principles for Housing First in England²⁰ are:

1. People have a right to a home.
2. Flexible support is provided for as long as is needed.
3. Housing and support are separated.
4. Individuals have choice and control.
5. An active engagement approach is used.
6. People are supported to identify their strengths, goals, and aspirations.
7. A harm reduction approach is used.

Research shows that around 80% of Housing First residents retain their home and are empowered to improve other aspects of their lives²¹.

Greater Manchester ran a Housing First pilot from April 2019 to March 2022. All 10 GM boroughs were part of the pilot and a total of 330 homeless individuals were rehoused over the 3-year period.

Following this success, the Housing First pilot was extended for a further 12 months. As of 2023, 11 Trafford residents, including some of the borough's most entrenched rough sleepers, have been rehoused under the Housing First scheme.

Given the proven success of the Housing First model, Trafford Council are keen to continue the scheme beyond 2023 and will explore funding opportunities to achieve this.

Tenancy Support

Trafford's Tenancy Support Team provide support to residents who are experiencing housing difficulties. This includes individuals who are struggling to manage their tenancy, those recently rehoused following a period of homelessness, and those experiencing difficulties with landlords and property conditions.

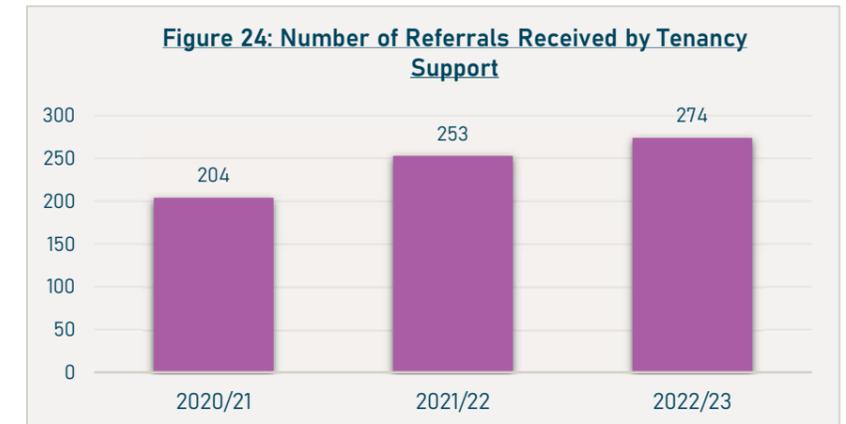
The Tenancy Support Service is integral to Trafford Council's objective of preventing homelessness and assisting households prior to them reaching housing crisis.

The service has achieved great success over the last 3 years, with many households being supported to sustain their tenancies. In addition, due to their early intervention, the Tenancy Support Service often prevent households from becoming homeless, which in turn reduces the pressures on the Council's statutory homelessness service.

²⁰ [Mobilising Housing First toolkit](#)

Between 2020/21 and 2022/23, Tenancy Support have prevented 225 households from becoming homeless. However, due to the ongoing housing pressures in the borough, the demand for the Tenancy Support Service has increased beyond its capacity.

Figure 24 shows the number of referrals made to Tenancy Support from 2020/21 to 2022/23.



As evidenced, the number of referrals made to Tenancy Support has increased by 34% from 2020/21 to 2022/23.

Due to the increase in referrals, the service began operating a waiting list. At end of 2022/23, there were 83 individuals on the waiting list with an average wait time of 6 months. When compared to the beginning of 2021, when there were no individuals on the waiting list, it is clear to see the demand for the Tenancy Support Service is significantly increasing.

In light of this, Trafford Council will need to explore options to expand the Tenancy Support Service to meet the growing demand with a view to ensuring residents can access housing related support at the earliest opportunity.



²¹ [The role of Housing First | The Plan To End Homelessness](#)

PRIORITY 2: ENSURE TRAFFORD RESIDENTS CAN ACCESS AND SUSTAIN THEIR HOMES

RECOMMENDATIONS & ACTIONS

1 Eradicate Homelessness in the Borough

- Continue efforts to tackle the root causes of homelessness by working in partnership to ensure early intervention.
- Develop a new Homelessness Strategy in 2025 to cover a further 5-year period.
- Provide resettlement support, with a focus on promoting independence and empowerment, to break the cycle of homelessness.
- Monitor the performance of Housing Options Service Trafford regularly and take appropriate action to address any identified gaps in service.

2 Enable Residents to Sustain Their Homes

- Work in partnership with key organisations to provide housing related support for all residents, including those in at-risk groups such as survivors of domestic abuse and victims of humanitarian crises.
- Work closely with local Registered Providers and private landlords to facilitate early intervention for any residents at risk of eviction.
- Apply Housing First principals to all support provision in Trafford as far as is practical.
- Explore options to expand the Tenancy Support Service.

3 Improve Trafford's Private Rented Sector

- Empower and support private renters to hold their landlords to the required standards by collaborating with GMCA on the Good Landlord Charter.
- Strengthen relationships with local private landlords and letting agents. For example, by maximising attendance at Landlord Forums and building connections with local letting agencies.
- Ensure prompt action is taken to implement any new legislation targeted at improving the private rented sector.
- Explore options to offer advice and guidance to private landlords to minimise improper practice.

4 Improve Access to Social Housing in Trafford

- Review Trafford Housing Allocations Policy 2018 to ensure it reflects current demand and supply.
- Consult with individuals who are registered and those who have been rehoused via Trafford HomeChoice to identify areas for improvement and address these where possible.
- Ensure Trafford HomeChoice is accessible to all, considering those who may be digitally excluded.
- Work with partners to ensure THC data is accurate and accessible to all residents.

5 Support Residents to Overcome Affordability Barriers

- Work with partners to develop advice materials on rightsizing, under occupation, and best use of space ensuring accessible formats are available.
- Foster collaborative working arrangements between internal and external agencies that offer advice on housing, welfare benefits, debt, income maximisation and budgeting.
- Identify areas within the borough where affordability is most challenging and seek to offer targeted interventions in these areas.
- Maximise funding opportunities to promote affordability across the borough.

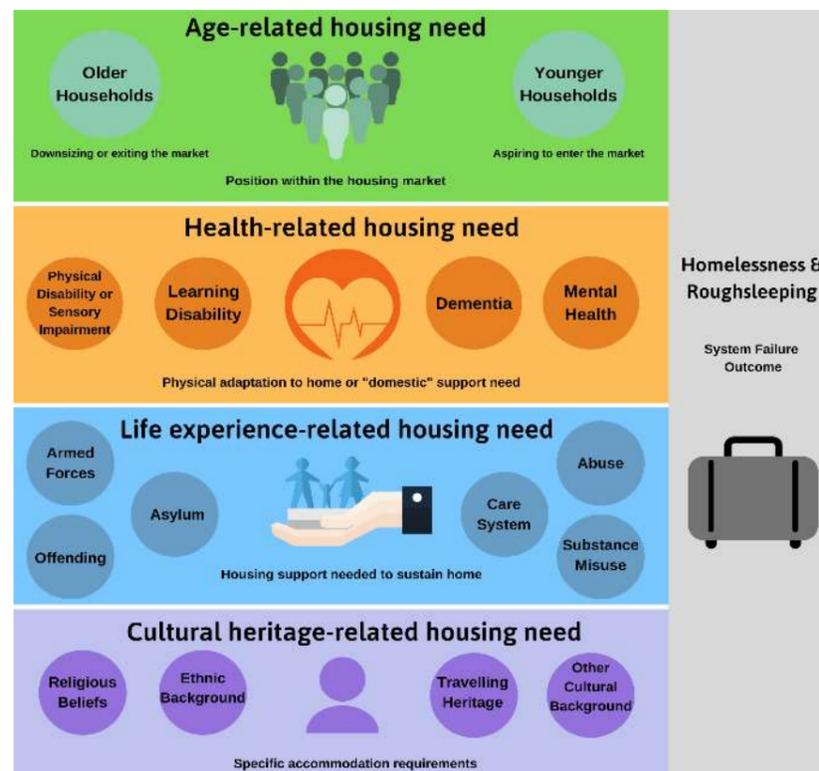


PRIORITY 3: ENSURE HOMES IN TRAFFORD MEET CURRENT AND FUTURE NEEDS

Housing Need of Different Groups

The National Planning Policy Framework²² refers to housing needs for different groups in the community and these fall into two broad groups: housing for people with additional needs and housing for specific household types.

The graphic below shows how these groups are further split into age-related housing need, health-related housing need, life experience-related housing need and cultural heritage-related housing need.



The evidence base relating to additional needs groups has been established based around four broad principles²³:

1. People with additional needs are generally accommodated in mainstream housing and provided with care and support when needed.
2. Some people will have complex and multiple needs and therefore may fall into several different categories of need.

²² [National Planning Policy Framework](#)

²³ [Trafford Housing Needs Assessment \(HNA\) 2023](#)

²⁴ [MTVH-Housing-Futures-Report-FINAL.pdf](#)

3. Some people require long-term accommodation to provide support for ongoing needs; and some require short-term supported housing which aims to support people for a period before moving into mainstream housing.
4. Most people with additional needs will not need specialist supported housing but they may need adaptations to their homes and/or care and support provided in other ways.

Trafford commissioned their most recent HNA in 2023. The final report provides in-depth insight into what housing is required in Trafford to meet current and future need.

Age Related

The HNA 2023 advises that age-related housing need refers to the needs of specific age groups in the housing market, whether this be younger or older cohorts. The type, size, and affordability of suitable housing of these cohorts can be impacted by specific life events.

The report '*Housing Futures: The vital role of home in young people's futures*' is based on national opinion polling that surveyed 2,047 18 to 34-year-olds²⁴. The report found that 70% of young people believe their housing choices are restricted because the interests of other groups are prioritised over theirs. In addition, 60% hoped to own their own home in 5 years' time, but fewer than 50% believe this to be achievable.

To overcome this inequality, the report suggests improving young people's education of housing options and ensuring that new homes are built with young people in mind. Despite the evidence desire of young people to have their own home, up to 40% of working young people remain living with their family, a trend that has been increasing for the past two decades²⁵.

The Report stipulates that young people have a clear desire to have a secure home of their own and see this as fundamental to having a good life. Whether this is owning a home or having a long-term affordable rented home, being able to map out a future was only felt to be possible if people knew they could secure access to a place to live²⁶.

Affordability is also a huge barrier to young people accessing their own homes. According to the Institute for Fiscal Studies, the increase in monthly mortgage payments awaiting 20- to 40-year-olds will be about twice as large as the rise for those over the age of 60²⁷.

²⁵ [Berrington, A. and Stone, J. \(2014\) 'Young adults' transitions to residential independence in the UK: the role of social and housing policy](#)

²⁶ [MTVH-Housing-Futures-Report-FINAL.pdf](#)

While younger people are struggling to access their own homes, older people face difficulties in accessing housing that is suitable for their needs and household size, with many older residents under occupying large properties in the borough.

Trafford's aging population is set to significantly increase by 2039, so it is imperative that the housing supply in the borough meets the needs of this cohort. To do so, Trafford must ensure there is adequate supply of housing that is suitable for older people, with a range of options available to give older people more choice over where they live.

Findings from the HNA 2023 recommend that 4,441 additional units of accommodation for older people is required in Trafford by 2039 including 2,662 C3 dwellings, 1,104 C2 Extra Care and 673 C2 residential care bedspaces.

Trafford's Older Peoples' Housing Strategy 2020-2025 sets out the vision and priorities for older peoples housing in the borough, and the associated action plan details the steps the Council will take to deliver this.

Health Related

Health related housing need covers a wide range of cohorts and includes individuals with physical disabilities, sensory impairments, learning disabilities, neurodiversity, dementia, and mental health conditions.

The HNA 2023 suggests that around 27% of Trafford's residents class themselves as disabled under the Equality Act 2010 definition, and this figure is anticipated the increase by 2037. However, research conducted as part of the HNA 2023 found that only around 7% of homes in Trafford have been adapted or purpose-built for individuals with a long-term illness or disability.

To address this gap in housing supply, the HNA 2023 recommends that all new dwellings in the borough should be built to M4(2) accessible and adaptable standard.

Trafford conducted in-depth analysis of the provision of housing in the borough for those that have health related housing needs and used the findings to develop the Supported Housing Strategy 2023-2028.

²⁷ [Interest rate hikes could see 1.4 million people lose 20% of their disposable income](#)

The Supported Housing Strategy provides a comprehensive breakdown of the current and future housing requirements for residents with health-related housing needs. This includes those with learning disabilities and/or autism, those with mental health conditions, and those with physical and sensory disabilities.

Through delivery of its Supported Housing Strategy, Trafford Council will look to ensure the borough has an adequate supply of housing for residents with health-related housing needs.

To ensure relevant and appropriate measures are taken to provide suitable housing to those with health-related house needs, Trafford Council must review the progress made in delivery of the Supported Housing Strategy annually and publish an updated Supported Housing Strategy every 5 years.

Life Experience

Life-experience housing need refers to individuals who have a specific housing requirement linked to their current or past life experiences. This can include ex-offenders, refugees, care leavers, and those with a history of substance misuse, domestic abuse, or serving in the armed forces.

Often, those with such life experiences will experience greater difficulty in accessing and sustaining a home than the general population. Trafford's Supported Housing Strategy 2023-2028 provides insight into the current and future need of these cohorts and offers objectives, and associated actions, which detail how the Council will enable those with life-experience housing need to access and sustain a home in the borough.

In addition, Trafford Armed Forces Covenant recognises the value that service personnel, veterans and military families contribute to our country. As such, the Covenant works on the principals that no member of armed forces community should face disadvantage when accessing local services and, in some circumstances, special treatment may be appropriate, especially for the injured and/or bereaved.

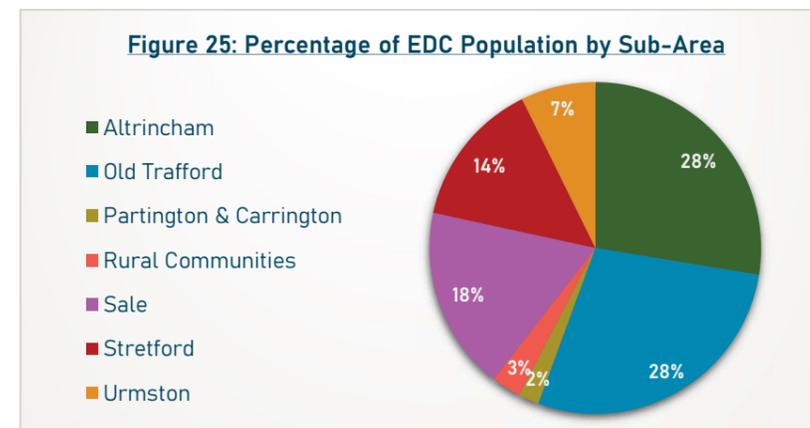
In relation to housing, those with ties to the armed forces are given reasonable preference on the housing register, and any veterans who approach HOST to make a homeless application are giving additional consideration in relation to priority need.

Further, in line with the Government's First Homes policy, Trafford considers individuals connected with the armed forces as an eligible group for First Homes.

Cultural Heritage

Cultural heritage housing need relates to housing needs that stem from an individual's from culture, ethnicity, or religious beliefs. This includes the specific needs of members of ethnically diverse communities (EDC) as well as those from travelling communities.

Around 22% of the population in Trafford belong to an EDC. The distribution of individuals from EDC within the borough is shown in Figure 25.



As demonstrated, populations of EDC are higher in the North of the borough in areas such as Altrincham and Old Trafford.

The HNA 2023 identified that 18% of Trafford households who identified as belonging to EDC were in some form of housing need compared with 12% of all households. The most common housing needs amongst this group were related to living in shared housing and inaccessible housing.

Trafford Council must be mindful of the findings within the HNA 2023 and ensure the needs of EDC are considered when developing housing policies and masterplans.

The HNA 2023 also identified the need for additional pitches for the gypsy, traveller and travelling show-person cohort. As of 2023, there were no sites or yards in Trafford to accommodate the travelling show-person's cohort and only one site made up of 17 pitches to accommodate those in the gypsy and traveller community. The HNA 2023 recommends that Trafford should

look to provide an additional 13 additional pitches by 2036 to meet the demand in the borough.

Housing Standards

Research shows that poor internal residential conditions, such as damp and mould and inadequate indoor temperatures, adversely impact physical and mental health²⁸. It is also evidenced that those living in the private rented sector experience such problems more frequently and are less able to resolve the issues than homeowners and those in social housing²⁹.

Children and young people are at particularly high risk of developing or worsening of mental health conditions due to living in a cold home; 28% of young people living in cold homes were found to have multiple negative mental health symptoms, compared with 4% of young people living in warm homes³⁰.

In addition, children living in cold homes are over twice as likely to suffer from respiratory problems compared to those in warm homes³¹. Further, this decline in mental and physical health may impact their ability to engage in education, which ultimately reduces their long-term prospects.

In the UK, those with low educational attainment are almost five times as likely to be in poverty as those with higher educational attainment³². In addition, for adults and parents, the stress of poor-quality housing can lead to poor mental health with an increase in conditions such as depression and anxiety³³.

Due to the clear link between housing standards and overall life quality, Trafford Council is committed to ensuring all homes within the borough of a decent and safe standard.

Published in 2002, The Decent Homes Standard³⁴ sets out the minimum requirements for all social rented housing in England. The Standard has been under constant review since its inception and, in November 2023, the government introduced proposals to extend the Standard to the private rented sector for the first time.

In 2023, MHCLG published plans to support changes to the law on damp and mould. These changes were introduced in the Social Housing (Regulation) Act 2023³⁵. MHCLG also wrote to all local authorities in England requesting that improvement of housing conditions of both private rented and social rented

²⁸ [The role of physical environmental characteristics and intellectual disability in conduct problem trajectories across childhood](#)

²⁹ [the-health-impacts-of-cold-homes-and-fuel-poverty](#)

³⁰ [Fuel Poverty, Cold Homes and Health Inequalities in the UK](#)

³¹ [the-health-impacts-of-cold-homes-and-fuel-poverty](#)

³² [Intergenerational transmission of poverty in the UK & EU - ONS](#)

³³ [Housing Disadvantage and Poor Mental Health](#)

³⁴ [A decent home: definition and guidance](#)

³⁵ [Social Housing \(Regulation\) Act 2023](#)

properties is prioritised in line with legal duties under the Housing Act 2004³⁶. All local authorities were directed to:

- Pay particular attention to high scoring category 2 damp and mould hazards.
- Provide MHCLG with an assessment of the damp and mould issues affecting private rented properties in their area.
- Supply MHCLG with an assessment on action which may need to be taken.

MHCLG have also issued further guidance specifically on understanding and addressing the health risks of damp and mould in the home³⁷.

Trafford Council has strong relationships with all Registered Providers who operate within the borough and continues to provide support and monitoring to ensure they adhere to the legislation and guidance surrounding the standard of their housing stock.

Housing Standards

Trafford's Housing Standards Team work proactively to tackle housing standard issues within the borough's private rented sector. A new code within Housing Standards' case management system has been set up to report on the number of complaints received relating to damp and mould. This enables the Council to monitor the scope of the problem within the borough and ensures that efficient work is carried out to tackle the issue.

The HNA 2023 report indicates that almost half of households across the borough have some issues of disrepair. The most frequently reported disrepair includes windows disrepair, dampness and mould growth, and roof disrepair.

However, the nature of disrepair varies across tenures, with owner occupiers mainly experiencing structural defects such as roof and window disrepair, while those in private and social rented properties mainly experienced disrepair relating to damp and mould growth.

Trafford Council's Housing Standards Team continues to enforce decent housing standards within the borough by conducting inspections under the Housing Act 2004 using the Housing Health and Safety Rating System (HHSRS) and taking enforcement action where necessary.

³⁶ [LA direction letter on standards](#)

³⁷ [Understanding and addressing the health risks of damp and mould in the home](#)

³⁸ [CNAP-FINAL-June-2023.pdf](#)

Climate Change and Carbon Neutrality

In recent years, Trafford has experienced increasing incidents of extreme weather from severe storms and flooding to unusually high temperatures. The Council therefore recognises that urgent action is needed to address climate change and adapt to its impacts for the benefit of current and future generations.

To demonstrate the commitment to this ambition, Trafford Council included "addressing our climate crisis" as one of its Corporate Priorities and recognised the important role of housing in delivering on the commitment to become carbon neutral by 2038.

Carbon Neutral Action Plan

Trafford's Carbon Neutral Action Plan was approved in December 2020. The plan details the measures that will reduce the borough's carbon footprint and make strides towards becoming carbon neutral by 2038.

The Action Plan was refreshed in 2023³⁸, and includes the following housing-related actions:

- Work in partnership with housing providers to secure investment for energy efficiency measures.
- Support Social Housing providers in developing decarbonisation plans and accessing Social Housing Decarbonisation Schemes.
- Energy advice through Local Energy Advice Programme and promotion of Your Home Better.
- Identify funding, and support advice programmes such as ECO4 & Local Energy Advice Programme (LEAP), to support energy retrofit in vulnerable homes.
- Work with partners to enable the delivery of insulation and renewable energy products and hard-to-treat property interventions.
- Identify housing data that helps understand the challenges, opportunities, and implications of Net Zero 2038.
- Address energy efficiency in the Private Rented Sector and enforce Minimum EPCs.
- Work with housing partners to secure investment for energy efficient measures.

³⁹ <https://gmgreencity.com/wp-content/uploads/2022/08/Trafford-LAEP-Final.pdf>

⁴⁰ [Greater Manchester: Your Home Better | Local Government Association](#)

⁴¹ [What is retrofit - Centre for Sustainable Energy](#)

- Ensure that consideration is given to how developments can be future proofed so that they are resilient and adaptable to future climatic changes, such as an increase in extreme weather events.
- Introduce Planning Policy that drives minimisation of resources / energy in construction.
- Encourage the adoption of PASSIVHAUS and similar approaches through the planning system, along with BREEAM sustainability assessment.

Trafford established the Climate Change Network (formally the Climate Emergency & Air Quality Commission), which is a cross-sector partnership responsible for developing, delivering, and monitoring the Carbon Neutral Action Plan.

Local Area Energy Plan

A Local Area Energy Plan³⁹ has been carried out to define the extent of the transformation needed across Trafford as well as a focus on identifying first steps to progress. It provides a robust evidence base and plan to help engage businesses and citizens in accelerating towards the carbon neutral goal. The plan provides Trafford with an overall vision that illustrates the scale of change needed, through to 2038, to work towards carbon neutrality.

Retrofitting

The average UK home emits around 3.7 tonnes of CO₂ per year which is a quarter of the Borough's total CO₂ emissions. 1.2 million homes in Greater Manchester are responsible for approximately a quarter of Greater Manchester's carbon emissions⁴⁰. It is therefore critical that all homes in Greater Manchester, including Trafford, are made as energy efficient as possible.

Retrofitting refers to any improvement work on an existing building to improve its energy efficiency; making them easier to heat, able to retain heat for longer, and replacing fossil fuels with renewable energy⁴¹.

GMCA established the Greater Manchester Retrofit Task Force in 2021. The Task Force looks to deliver the RetrofitGM Action Plan⁴² to renovate fuel-poor homes and better insulate them with modern, environmentally friendly, heating systems that are lower carbon.

⁴² [retrofitGM - Greater Manchester Combined Authority](#)

Trafford Council, in partnership with GMCA, launched the Your Home Better service which offers a whole house approach for residents wishing to install measures for more energy efficient, healthier, and comfortable home⁴³. In addition, Trafford have launched a Local Energy Advice Programme which offers free energy and money saving advice to help households save money while keeping their homes warm.

Energy Company Obligation

The Energy Company Obligation (ECO) is a government energy efficiency scheme in Great Britain designed to tackle fuel poverty and help reduce carbon emissions.

The scheme has seen 4 iterations, ECO4 applies to measures installed from 1st April 2022 and will cover a four-year period until 31st March 2026. The primary goal of this scheme is to support to low-income households who are unable to upgrade their homes and heating systems by providing grants for:

- Insulating Homes
- Roof & Loft repairs
- Repairing Boilers
- Installing greener heating systems
- Solar Panels and Battery Storage

Trafford Council will promote the ECO scheme to eligible residents with a view to improving the energy efficiency of local homes and reducing the boroughs carbon emissions.

Technology

Technology has become an important part of daily life and advancements in technology show no signs of slowing down. It is therefore crucial to consider the role of technology and how it can be utilised to ensure the housing sector remains future proof. Technology is already used in the housing sector in many ways; from web-based housing letting systems to customer portals to virtual housing development tools. Both the social and private housing sector also use the web to advertise properties and utilise technology for tenant engagement purposes.

Increasingly, mobile apps are being developed and utilised by landlords to offer tenants a streamlined way to make rental payments and access tenancy information. Mobile apps can also be used by tenants to request and track maintenance and repair work more efficiently.

Further, technology is widely used in construction; Building Information Modelling (BIM) is software used by developers to virtualise projects from concept to completion. By using BIM, projects can be completed more efficiency and economically, and with less environmental impact⁴⁴.

By employing such digital technologies in housing construction projects, design problems can be detected and eliminated in a virtual environment, which prevents time-consuming and costly reworking onsite⁴⁵.

Finally, smart sensors are used in the housing sector to track appliance usage, detect potential equipment problems, and monitor a building's temperature and humidity to predict potential maintenance issues before they arise. A survey by Secure Meters in 2020 revealed that 35% of social landlords are installing or trialling smart sensors in their properties⁴⁶.

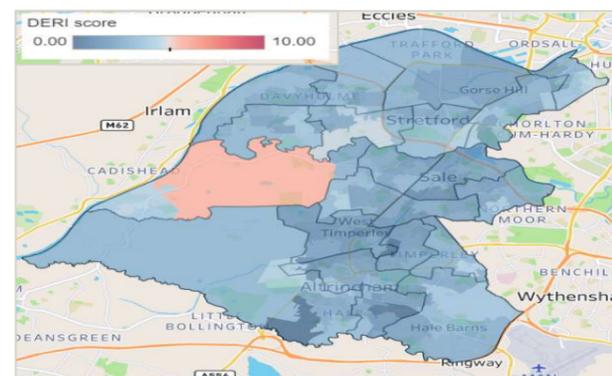
However, while its clear technology is an extremely useful tool within the housing sector, it must be recognised that some areas, such as customer service, require a human touch.

Digital Inclusion

Research suggests that 2.5 million households struggle to afford the internet in the UK, and 1 in 14 households have no home internet access at all⁴⁷. In addition, approximately 2.4 million adults in the UK lack the digital skills to complete a single basic task to get online such as opening an internet browser or using a mouse⁴⁸.

The Digital Exclusion Risk Index (DERI) is a tool that shows where digital exclusion is most likely to occur. It uses 12 different indicators to give a score between 0 (low risk of digital exclusion) and 10 (high risk of digital exclusion)⁴⁹.

The map below shows the DERI tool being applied to Trafford.



As evidenced, the areas within Trafford that are at greatest risk of digital exclusion are Carrington, Partington, and a proportion of Sale. Trafford Council must therefore focus efforts on improving the digital inclusion of residents within these areas.

Trafford Council is already taking steps to address digital exclusion within the borough; in collaboration with partners, the Council offers a variety of support to residents⁵⁰ which includes:

- Device Lending Scheme
- Access to a Digital Inclusion Officer
- Discounted Broadband
- Free SIM Cards
- Support from a Digital Champion
- Digital Upskilling Courses

There is also an interactive map on the Council's website to help residents locate digital support and areas offering free Wi-Fi in the borough.

Trafford also works closely with GMCA who have their own initiatives for combatting digital exclusion. For example, the GM Databank enables registered community organisations across Greater Manchester to support residents locally with a free SIM and mobile data⁵¹.

In addition, GMCA launched the Get Online Greater Manchester scheme to advise GM residents what support is available in their locality⁵².

Trafford Council must build on this existing work and continue its efforts to ensure all residents are digital included and can reap the benefits that technology brings. Particular focus should be given to the areas outlined as most at risk of digital exclusion by the DERI tool.



⁴³ [YOUR HOME BETTER](#)

⁴⁴ [What Is BIM Software?](#)

⁴⁵ [The role of digital construction technology in improving fire safety and inspections](#)

⁴⁶ [Examining perceptions of smart sensors in the social housing sector](#)

⁴⁷ [Building a Digital Nation - Good Things Foundation](#)

⁴⁸ [Digital exclusion \(parliament.uk\)](#)

⁴⁹ [A new tool: the Digital Exclusion Risk Index - Good Things Foundation](#)

⁵⁰ [Digital Trafford](#)

⁵¹ [The Greater Manchester Databank](#)

⁵² [Get Online Greater Manchester - Greater Manchester Combined Authority](#)

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

RECOMMENDATIONS & ACTIONS

1 Meet the Housing Needs of All Residents

- Explore opportunities to address the lack of suitable housing options for younger residents with a focus on home ownership.
- Ensure accommodation options in Trafford continue to meet the needs of the aging population.
- Address any identified gaps in relation to specialist housing need, including supported accommodation and adapted/ adaptable properties.
- Develop advice materials specific to marginalised cohorts such as veterans, ex-offenders, and refugees to ensure they are aware of all appropriate housing options.

2 Improve Property Standards Across All Tenures

- Tackle issues of disrepair and poor standards in the private rented sector, taking enforcement action where necessary to address hazards.
- Work with Registered Providers to proactively implement relevant legislation such as the Social Housing (Regulation) Act 2023.
- Explore options to support homeowners to maintain decent housing standards.
- Continue to work closely with Registered Providers to ensure issues of disrepair, in particular damp and mould, within the social housing sector are quickly identified and remedied.

3 Address the Climate Emergency

- Continue to work with GMCA and partners to encourage residents to access available schemes to improve the energy efficiency of their homes and reduce their carbon emissions.
- Identify fuel-poor areas and promote information and advice on available initiatives to address fuel-poverty in these areas.
- Work with housing partners to achieve Trafford's ambition of carbon neutrality by 2038.
- Engage with GMCA's RetrofitGM Programme to renovate Trafford properties.

4 Enable All Residents to Access the Benefits of Technology

- Work with partners including Registered Providers to upskill residents and decrease levels of digital exclusion, particularly in areas with the highest DERI scores.
- Promote existing initiatives amongst landlords, residents, and Registered Providers to reduce digital exclusion e.g., Trafford's Device Lending Scheme and the GM Data Bank.
- Support the use of technology in construction and development within Trafford.
- Explore options to use technology to streamline housing services in the borough.

5 Ensure Housing Supply Remains Appropriate for All Residents

- Ensure Trafford is represented at a Regional and National level in relation to housing discussions and decisions.
- Commit to regular evidence-based housing need assessments to identify any gaps in Trafford's housing offer.
- Keep an open dialogue with Registered Providers and local developers to ensure future development is in line with the need of residents.
- Optimise all funding opportunities in relation to the supply of housing in Trafford.

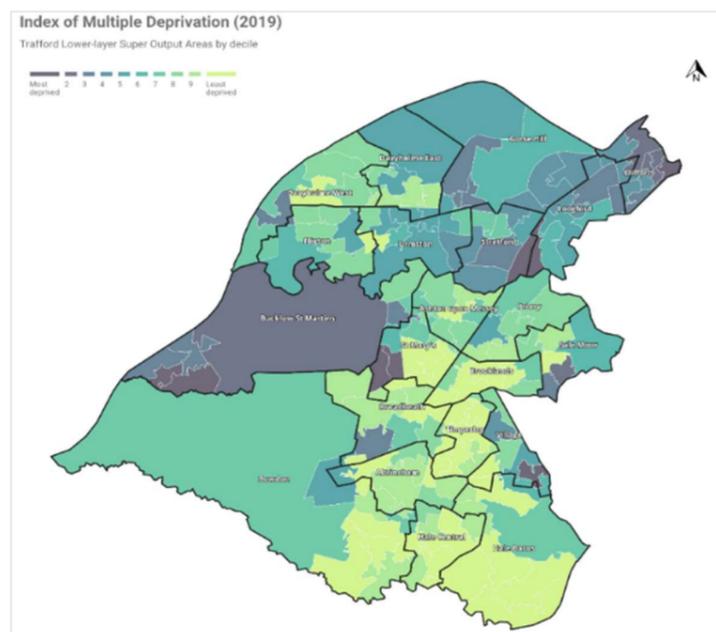


PRIORITY 4: CREATE NEIGHBOURHOODS OF CHOICE THAT ADDRESS INEQUALITIES

Deprivation in Trafford

Trafford is the least deprived authority in Greater Manchester. However, internal inequalities vary significantly within and across neighbourhoods. Trafford has its own North and South divide, with greater life expectancy, better health outcomes and fewer health inequalities in the South of the borough compared with the North.

The Index of Multiple Deprivation (IMD) 2019 is the official measure of relative deprivation in England. It follows an established methodological framework in broadly defining deprivation to encompass a wide range of an individual's living conditions.



As demonstrated by the above map, there is a need for regeneration and development of areas such as Bucklow St Martins, Old Trafford, and certain parts of Stretford and Gorse Hill to decrease disparity across the borough⁵³.

Delivery of the Future Stretford Masterplan and Civic Quarter Area Action Plan⁵⁴, as outlined in Priority 1, will go some way towards achieving this, along with development of New Carrington as contained within Greater Manchester's Places for Everyone Plan. Action to tackle health and housing inequalities

⁵³ [Trafford ward profiler: People reporting their general health as bad or very bad](#)

⁵⁴ [Civic Quarter Area Action Plan](#)

⁵⁵ [gm-icp-strategy-190423.pdf](#)

⁵⁶ [Greater Manchester Tripartite Agreement](#)

must be conscious; some universal improvements and initiatives that improve an area overall inadvertently affect some groups of people negatively and widen inequalities.

A new 'Fairer Health for Trafford' Group will bring together key partners and seek to bring together a clear programme of activities to tackle various inequalities in the Borough, to identify gaps and to provide challenge and advice to programmes, strategies, and governance groups on how they are likely to affect inequalities. This will include working with partners in housing, planning, highways and green space and wider place-making and infrastructure development.

Health & Housing

The Greater Manchester Integrated Care Partnership Strategy outlines several missions to improve the health of people across Greater Manchester. Two of these missions can be supported by this Strategy - 'strengthening communities' and 'helping people stay well and detecting illness earlier'⁵⁵. This includes embedding the tripartite agreement between Greater Manchester Housing Providers (GMHP), Greater Manchester Combined Authority (GMCA) and GM integrated Care Partnership⁵⁶.

Trafford Council are acutely aware of the link between housing and health, with a good home at the heart of shaping a healthy life. Like a building, for people to have good health they need the right foundations. Safe and secure housing can be recognised as one of the building blocks of good health. Limited access to good quality housing (due to disrepair, overcrowding, coldness, damp and/or mould), or a lack of a safe and connected community can therefore be understood as poor quality building blocks meaning the health of those living in such areas is based on shaky foundations⁵⁷.

To improve the health of residents, and address the inequalities across the borough, it's therefore essential to improve these blocks.

While the impact of housing on health is significant, there are strategies that can mitigate this; housing refurbishment, improved heating, and energy efficiency for those with poor quality housing have been shown to positively impact health outcomes⁵⁸. Furthermore, for every £1 invested in housing support for vulnerable people, it delivers nearly £2 of benefits

⁵⁷ [The quality of air outside and inside the home: associations with emotional and behavioural problem scores in early childhood](#)

⁵⁸ [Assessing housing exposures and interventions that impact healthy cities: a systematic overview of reviews](#)

through costs avoided to public services such as social care and health services⁵⁹.

There are some groups that are particularly vulnerable and will need specialist housing or support such as asylum seekers, rough sleepers, those feeling domestic violence or older adults for example. The needs of these groups are considered in Trafford's Supported Housing Strategy and Older Peoples' Housing Strategy; however, they should be explicitly considered in the impact assessments for any new developments to avoid exacerbating inequalities.

Mobile Health Unit Initiative

The link between homelessness and poor health is widely evidenced, with homelessness being both a cause and effect of poor health. The Local Government Association found that 41% of homeless people reported long-term physical health conditions and 45% had a diagnosed mental health condition, compare with 28% and 25%, respectively, of the general population⁶⁰.

To address this inequality, Trafford Council successfully obtained funding in 2022 to provide the Mobile Health Unit initiative until March 2025. The initiative utilises medical staff and equipment to provide a mobile outreach service to rough sleepers and those in temporary/unsettled accommodation.

The Mobile Health Unit provides health checks, vaccinations, BBV and HIV testing, blood tests, ECG tests, GP registration assistance, dentist support, sexual health support, immunisation support, smoking cessation support, drug and alcohol support, and signposting.

To encourage engagement, the Mobile Health Unit offers those accessing the initiative supermarket vouchers and a support pack containing hygiene items and clothing such as socks, gloves, and hats.

In a 6-month period, 154 individuals accessed the Mobile Health Unit. Of these, 73% were from Trafford and 27% were from other Greater Manchester Local Authorities. During this time, 216 health interventions were provided (service users could access multiple health interventions during one visit dependent on their needs) and 216 referrals were made to external organisations for additional and/or ongoing support.

⁵⁹ [How does housing influence our health?](#)

⁶⁰ [HEALTH AND HOMELESSNESS](#)

The success of the Mobile Health Unit evidences the need for health services to be tailored to meet those who are homeless in Trafford. As such, Trafford Council will explore options to continue this initiative beyond March 2025.

Access to Quality Green Space and Engagement with Nature

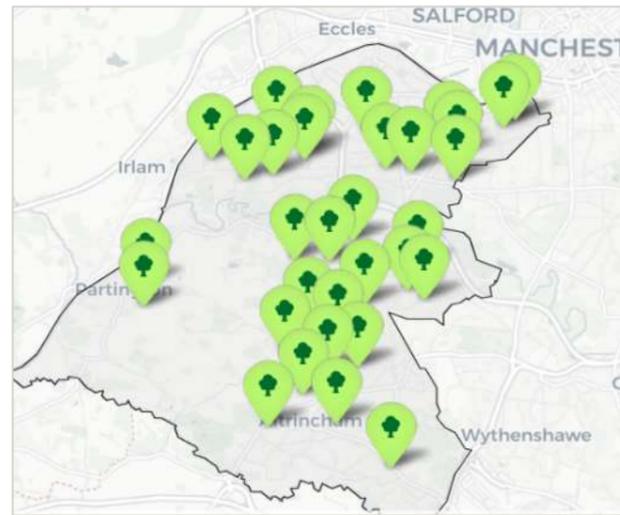
The context within which houses are situated (green spaces, amenities, services) are also foundational building blocks to good physical and mental health. Such spaces can provide cost free opportunities to exercise, relax and connect with others which in turn reduces stress and improves health. Specifically, good access to green (land with natural vegetation such as grass, trees, and other plants) and blue (rivers, lakes, or the sea) spaces is associated with improvements in both physical and mental wellbeing and can be seen as a “promising tool for enhancing public health”⁶¹.

However, some people are less able to access such spaces and receive the associated benefits. Specifically, those in low-income areas have much poorer access to good quality green spaces⁶².

supporting access to green spaces is more than just the quantity or proximity of available spaces, but also the quality; if green spaces are not maintained, or feel unsafe, the benefits on communities will likely be reduced⁶³.

It is therefore important that ongoing and meaningful conversations are had with a diverse range of residents when developing green spaces to understand what will benefit different groups in the short and long-term. Trafford are beginning to address this with development of the new Design Code.

Some estimates suggest £2.1 billion a year could be saved in health costs if everyone in England had good access to green spaces due to increased levels of increased physical activity⁶⁴. Additionally, an urban regeneration project of a green space in Belfast found that for every £1 invested in the regeneration project the local economy gained between £1.34 and £1.59⁶⁵.



As demonstrated by the map above, Trafford has a good number of green spaces. However, more development of publicly owned green spaces in the West and South West of the borough is needed to address inequalities.

Local Infrastructure and Transport

Along with ensuring adequate supply of decent homes and green spaces, good infrastructure and travel options are also key in promoting healthy lifestyles and reducing inequalities. Poor quality-built environments (unattractive, mistreated and ‘forgotten’ places) have been found to contribute to psychological and emotional stress⁶⁶. Conversely well planned and accessible built environments such as mixed land use developments that prioritise access to schools, recreational centres, and social amenities with opportunities for walking and cycling can increase physical activity among children and adolescents, thereby contributing to building the conditions for positive mental health⁶⁷.

Trafford Council are committed to supporting developments in these areas. In line with the Greater Manchester Bee Network’s vision⁶⁸, Trafford Council have developed a Walking, Wheeling, and Cycling Strategy with a view to drive a shift in behaviour change towards active travel⁶⁹. In addition, Trafford Council have installed new cycle lanes, developed secure cycle hubs, and are developing proposals for Active Neighbourhoods within the borough. In addition, Trafford partnered with Greater

Manchester to launch the first publicly owned, self-service, 24/7 cycle hire scheme in August 2022⁷⁰.

To build on this important work, Trafford Council will need to explore good practice for addressing health inequalities from a housing perspective in other local authorities and look to implement in Trafford where practical. One example is the Residential MetroCard scheme operating in West Yorkshire whereby house occupiers at new residential development sites are provided with discounted MetroCard’s⁷¹.

Amenities

When establishing neighbourhoods, consideration must be given to the capacity of services that will support them. This stretches from local shops, gyms, and schools through to health and social care services. Analysis has found proximity to local services such as grocery stores and schools are prerequisites for walking, cycling, and reducing car dependence⁷².

Neighbourhood areas having good quality local services provides increased opportunities for socialisation and better social support networks, which can aid reductions in stress⁷³. This can also lead to a reduction in isolation and loneliness in older adults.

To avoid inadvertent negative impacts for certain communities, any new developments should consult already established services and residents regarding how developments may influence these services and influence the needs of the community in positive and negative ways, this should include consideration towards digital exclusion.

Additionally, in recognising the significant impact of housing on health, health and care services should be supported to actively engage with patients about their house quality and advocate on their behalf to support housing needs at the individual, service, and system level.

Each interaction with a care and/or health service provides an opportunity for professionals to identify housing difficulties and make appropriate referrals to allow individuals to access housing support.

⁶¹ [Health benefits of green spaces in the living environment](#)

⁶² [Inequalities in access to green space | Greater Manchester Moving](#)

⁶³ [A socio-ecological exploration of fear of crime in urban green spaces](#)

⁶⁴ [An estimate of the value and cost effectiveness of the expanded Walking the Way to Health Initiative scheme 2009](#)

⁶⁵ [The social return on investment of an urban regeneration project using real-world data](#)

⁶⁶ [The built environment and mental health](#)

⁶⁷ [Spatial Planning for Health: an evidence resource for planning and designing healthier places](#)

⁶⁸ [Home | TfGM Bee Active](#)

⁶⁹ [Trafford Walking Wheeling and Cycling Strategy 2023](#)

⁷⁰ [Cycle Hire | TfGM Bee Active](#)

⁷¹ [Residential MetroCard](#)

⁷² [When local access matters: A detailed analysis of place, neighbourhood amenities and travel choice](#)

⁷³ [Housing as a social determinant of health and wellbeing](#)

Without recognising hidden social challenges, the risk of misdiagnosis and inappropriate interventions or care plans increases⁷⁴. In a survey of patient perceptions on care integration between health care and community services, over 40% felt that their doctor was unaware of the difficulties they were facing⁷⁵.

Facilitating Community Inclusion and Social Participation

Homes are more than the bricks and mortar; they are also context and surrounding community. When a sense of community and social connectedness is absent it has a significant impact on the health of individuals. When there is poor social connection, individuals have less access to resources that promote better health, less knowledge of health promotion behaviours, and experience greater levels of stress⁷⁶.

Those with poor social relationships are more likely to have their lives cut short, with a 50% higher risk of death than people with more friends and family⁷⁷.

Trafford's Locality Board and Health and Wellbeing Board are overseeing the development of four neighbourhood teams and wider community networks to achieve this goal. Housing providers and support are a key part of this. Additionally, the development of Family Hubs will consolidate such efforts to increase community support for families.

Foundational to each area identified above is the importance of local environments that support people to have a sense of belonging. Good local transport supporting people to access green spaces and affordable rental spaces for community groups assist with this.

In aiming to create neighbourhoods of choice, Trafford Council must consider the local population and the communities that are served by the local services. Particular attention should be given to groups such as older adults that may feel excluded as local services move towards online methods of communication, increasing social isolation and reducing community cohesion. In this regard the Age-friendly Trafford programme is working to improve the quality of life for older people living in Trafford⁷⁸.

Additionally, GMCA's Aging in Place Pathfinder Partnership programme is working with Trafford Council to improve residents' quality of life as they grow older⁷⁹. With older adults spending around 83% of their time at home compared to

between 61-77% for middle-aged adults, the accessibility of local amenities becomes more important to reduce inequalities across age groups⁸⁰.

Social participation and community inclusion is essential to reducing inequalities and to ensure they are not exacerbated. Supporting community based participatory research (CBPR) could help to avoid this, whereby members of the community are trained to complete research exploring the communities needs and develop potential solutions⁸¹.

Emerging Statutory Development Plans

Several statutory development plans are being prepared for eventual adoption by Trafford to ensure new development in the borough meets the needs of residents and addresses inequalities.

Places for Everyone⁸²

Trafford Council have worked with the Greater Manchester Combined Authority and other GM authorities to develop the Places for Everyone plan. The Plan supports delivery of key infrastructure and emphasises the need to maximise the use of Brownfield land and urban spaces, while protecting green spaces.

Trafford Local Plan⁸³

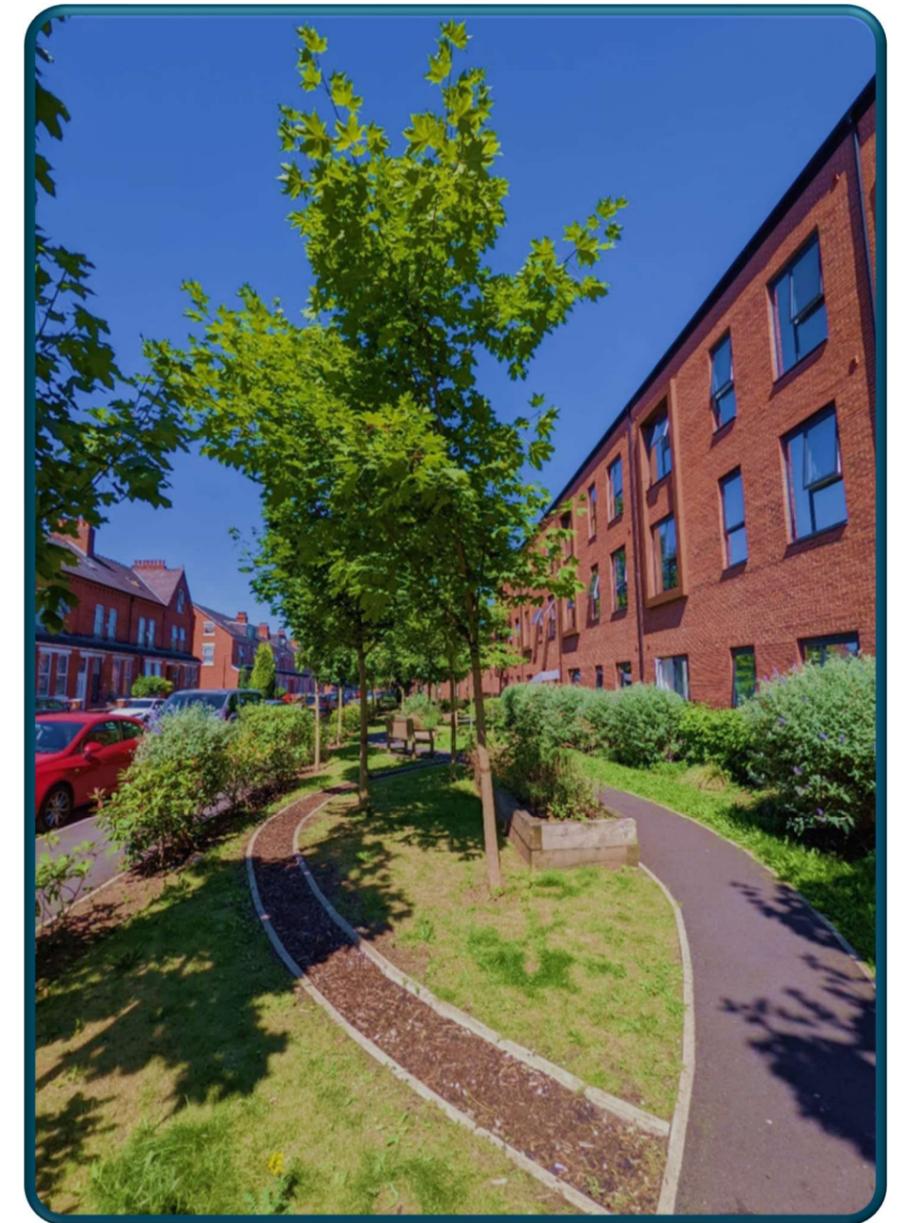
Trafford's Local Plan will complement Places for Everyone by providing greater detail on the vision for development in the borough. The Local Plan will provide a framework to deliver inclusive places, new housing, community facilities and infrastructure as well as a basis for conserving and enhancing the natural and historic environment, mitigating and adapting to climate change, and achieving well designed places.

Design Guide & Design Code

Trafford Council is in the process of preparing the borough's Design Guide and Design Code. These documents will set out the general design principles and standards that development proposals should follow, ensuring that high-quality design plays a major role in all future development in Trafford.

The eventual adoption and implementation of the above Plans will be key to addressing the concerns raised by residents in this Strategy's initial consultation relating to poor infrastructure and a lack of amenities. It will also provide opportunity for Trafford

to create neighbourhoods of choice that promote green space and active travel.



⁷⁴ [Taking action on the social determinants of health in clinical practice](#)

⁷⁵ [Development and preliminary testing of the health in community survey](#)

⁷⁶ [Psychosocial models of the role of social support in the etiology of physical disease](#)

⁷⁷ [Social relationships and mortality risk](#)

⁷⁸ [Age Friendly Trafford Survey](#)

⁷⁹ [The Ageing in Place Pathfinder - Greater Manchester Combined Authority](#)

⁸⁰ [Time Out-of-Home and Cognitive, Physical, and Emotional Wellbeing of Older Adults](#)

⁸¹ [Toolkits, Guides and Case Studies - Durham University](#)

⁸² [Places For Everyone - Greater Manchester Combined Authority](#)

⁸³ [New Trafford Local Plan](#)

PRIORITY 4: CREATE NEIGHBOURHOODS OF CHOICE THAT ADDRESS INEQUALITIES

RECOMMENDATIONS & ACTIONS

1 Address Levels of Deprivation in Relation to Health and Housing

- Support Health and Care services to actively engage with patients about housing difficulties and advocate on their behalf.
- Improve access to health initiatives for those who are homeless or in temporary accommodation.
- Embed the tripartite agreement between GM Housing Providers, GMCA, and GM Integrated Care Partnership to strengthen communities, help people stay well, and detect illness earlier.
- Explore good practice for addressing health inequalities from a housing perspective in other Local Authorities and look to implement in Trafford where practical.

2 Address Inequalities in Access to Local Amenities

- Consult with residents and established services in areas of large developments to ensure the impact of the development on local infrastructure is fully considered.
- Conduct equality impact assessments and work with neighbourhood networks to understand need and opportunities of local areas.
- Continue to work with GMCA on the Aging in Place Pathfinder Programme.
- Explore good practice in other Local Authorities for creating neighbourhoods of choice that address inequalities.

3 Facilitate Access to Green Spaces for All Residents

- Consider development of more green spaces, particularly in the West and Southwest of the borough.
- Ensure Council owned green spaces are of good quality, properly maintained, and safe for use.
- Consult with residents prior to increasing green space in their area to avoid 'green gentrification'.
- Improve access to green spaces in low-income areas, with a focus on active travel, and give due consideration to inequalities in access and experience.

4 Create Neighbourhoods that Promote Community Inclusion

- Ensure the most vulnerable cohorts such as rough sleepers, those fleeing domestic abuse, asylum seekers, and older people are considered in the impact assessments for all new developments.
- Strengthen partnerships between Housing, Health, Care and Family services in Trafford to aid development of neighbourhood teams.
- Explore options to support Community Based Participatory Research and ensure the findings are considered when creating new Statutory Development Plans.
- Explore good practice in other Local Authority areas for promoting community inclusion and social participation and implement in Trafford where practical.

5 Focus Regeneration Efforts on the Most Deprived Areas of the Borough

- Accelerate delivery of residential development within the Civil Quarter Area Action Plan.
- Finalise and commence the New Carrington and Timperley Wedge Area Masterplans.
- Use findings from the Housing Need and Demand Assessment 2023 to identify the other areas that are most in need of regeneration.
- Continue to work with GMCA, Homes England, and MHCLG to access all available funding opportunities for regeneration.



Appendix 1. Strategic Context in Detail

National Context

Social Housing White Paper⁸⁴

The Government published the Social Housing White Paper in November 2020 collating a range of different initiatives and legislation and building on the proposals set out in the Social Housing Green Paper and the Review of Social Housing Regulation: Call for Evidence. The White Paper sets out seven commitments that social housing residents should be able to expect from their landlord, focussing on building and resident safety, resident voice, and improvements in transparency and accountability.

The Paper also outlines plans for new regulation and a strengthened Housing Ombudsman, along with a requirement on social landlords to report against new resident satisfaction and income/expenditure measures. A potential review of the Decent Home Standard, new nominated responsible person(s) for health and safety and consumer standards and an intention to tackle anti-social behaviour by clarifying roles of different agencies are also proposed.

In 2022, the Social Housing Regulation Bill was presented to Parliament to deliver the reforms outlined in the Social Housing White Paper.

MHCLG Rough Sleeper Strategy⁸⁵

In August 2018, the government published the Rough Sleeping Strategy which committed to halving rough sleeping by 2022 and eradicating it by 2027. The vision is by 2027 all parts of central and local government (in partnership with businesses, the public and wider society) are working together to ensure that no-one has to experience rough sleeping.

Linked to the delivery of this Strategy, the government announced a range of cross-government initiatives which will see the start of new joint working, including a health provision for people who sleep rough and working in prisons to prevent people from sleeping rough in the first place.

MHCLG Ending Rough Sleeping for good⁸⁶

In September 2022, the government published the 'Ending Rough Sleeping for Good' policy paper. This is a cross-government strategy which sets out how the government and

its partners will work together to deliver on the government's manifesto commitment to end rough sleeping in this Parliament. It also lays the foundations for long-term style change to end rough sleeping sustainably and for good.

Importantly, the strategy lays out a clear and defined vision for ending rough sleeping in that it is "prevented wherever possible, and where it does occur it is rare, brief, and non-recurrent".

The Strategy promises an investment of £500 million into the Rough Sleeping Initiative over three years and a £12 million Test and Learn Programme to trial innovative approaches and test what works to reduce homelessness and rough sleeping.

A new £200 million Single Homelessness Accommodation Programme will be launched to deliver up to 2,400 homes and wrap-around support by March 2025. This will provide new supported housing and Housing First accommodation.

Domestic Abuse Act 2021⁸⁷

The Domestic Abuse Act 2021 was introduced in April 2021. It aims to raise awareness and understanding of domestic abuse and its impacts on victims and their families, improve effectiveness of the justice system in providing protection for victims and bringing perpetrators to justice, and strengthen the support for victims of abuse and their children by statutory agencies.

The Act places a duty on local authorities in England to provide support to victims of domestic abuse and their children in refuges and other safe accommodation. It amends Part 7 of the Housing Act 1996 to provide that all eligible homeless victims of domestic abuse automatically have priority need for homelessness assistance and requires that local authorities grant a new lifetime tenancy to social tenants leaving existing lifetime tenancies for reasons connected to domestic abuse.

Following the introduction of the Domestic Abuse Act, the government also updated the Homelessness Code of Guidance⁸⁸.

Levelling Up White Paper – February 2022⁸⁹

The government published the Levelling Up White Paper in February 2022. The document sets out a large programme of

work aimed at tackling geographical disparities across England, stating four core objectives:

1. Boost productivity, pay, jobs, and living standards by growing the private sector, especially in those places where they are lagging.
2. Spread opportunities and improve public services, especially in those places where they are weakest.
3. Restore a sense of community, local pride and belonging, especially in those places where they have been lost.
4. Empower local leaders and communities, especially in those places lacking local agency.

The Paper also sets out that, "by 2030, renters will have a secure path to ownership with the number of first-time buyers increasing in all areas; and the government's ambition is for the number of non-decent rented homes to have fallen by 50%, with the biggest improvements in the lowest performing areas."

The following initiatives were introduced:

- £1.8bn for brownfield and infrastructure projects will be available across England to help Local Authorities 'unlock' brownfield sites. A further £180m of funding is announced for MCAs for locally led brownfield projects.
- Decent Homes Standard is to be extended to the private rented sector.
- Section 21 'no-fault' evictions are to be abolished.
- A commitment to increase choices available to older people 'trapped in non-decent or unsuitable accommodation' and a new Task Force will be launched to look at ways better choice, quality, and security of housing for older people can be provided, including how to address regional disparities in supply of appropriate and specialised housing.
- Boosting homeownership with the help of the previously announced £1.5bn Levelling Up Home Building Fund.
- Commitment to build more genuinely affordable housing through the £11.5bn Affordable Homes Programme and to introduce a Social Housing Regulation Bill.

National Planning Policy Framework⁹⁰

The National Planning Policy Framework (NPPF) was revised in July 2021 and sets out the government's planning policies for England and how these are expected to be applied. All Local

⁸⁴ [The charter for social housing residents: social housing white paper \(publishing.service.gov.uk\)](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/733421/Rough-Sleeping-Strategy_WEB.pdf)

⁸⁵ https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/733421/Rough-Sleeping-Strategy_WEB.pdf

⁸⁶ [Ending Rough Sleeping for Good \(publishing.service.gov.uk\)](https://publishing.service.gov.uk)

⁸⁷ <https://www.legislation.gov.uk/ukpga/2021/17/contents/enacted>

⁸⁸ <https://www.gov.uk/guidance/homelessness-code-of-guidance-for-local-authorities>

⁸⁹ assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/1052706/Levelling_Up_WP_HRES.pdf

⁹⁰ [National Planning Policy Framework - GOV.UK \(www.gov.uk\)](https://www.gov.uk)

Authorities in England must have regard to the NPPF in reaching planning decisions and preparing their local plans.

The NPPF has a focus on sustainable development, stating that local planning authorities should meet their objectively assessed development needs and grant development proposals in line with up-to-date development plans unless any adverse impacts of doing so would significantly and demonstrably outweigh the benefits or specific policies in the Framework indicate development should be restricted. There are three main objectives for achieving sustainable development: Economic, Environmental, and Social.

The NPPF emphasises that all new developments should be “well designed, beautiful, safe spaces” and all new streets should be lined with trees.

The Government published the National Planning Practice Guidance alongside the NPPF to explain key issues in implementing the Framework.

Homes England Strategic Plan⁹¹

Homes England launched its 5-year Strategic Plan in 2023, which sets out its mission: “we drive regeneration and housing delivery to create high-quality homes and thriving places. This will support greater social justice, the levelling up of communities across England and the creation of places people are proud to call home”.

To achieve this ambition, Homes England outlined five Strategic Objectives as follows:

- Support the creation of vibrant and successful places that people can be proud of, working with local leaders and other partners to deliver housing-led, mixed-use, regeneration with a brownfield first approach.
- Facilitate the creation of the homes people need, intervening where necessary, to ensure places have enough homes of the right type and tenure.
- Promote the creation of high-quality homes in well-designed places that reflect community priorities by taking an inclusive and long-term approach.
- Build a housing and regeneration sector that works for everyone, driving diversification, partnership working, and innovation.
- Enable sustainable homes and places, maximising their positive contribution to the natural environment and minimising their environmental impact.

⁹¹ [Homes England Strategic Plan 2023-2028](#)

⁹² [gm-housing-strategy-2019-2024.pdf \(greatermanchester-ca.gov.uk\)](#)

⁹³ [gmhps-final-july-21.pdf \(greatermanchester-ca.gov.uk\)](#)

Regional Context

The Greater Manchester Housing Strategy 2019-2024⁹²

Greater Manchester (GM) identified decent and affordable housing as a priority in their Housing Strategy. The Strategy details how the Mayor of Greater Manchester, the GM Combined Authority (GMCA) and the ten Greater Manchester authorities will maximise the leverage of the resources available to them. Also, the GMCA has agreed to invest surpluses from the £300m GM Housing Investment Loan Fund to help support the delivery of truly affordable housing, tackle empty homes, and issues in the private rented sector including rogue landlords as contained within the Housing Strategy.

Since the launch of the Strategy, GMCA has developed an Implementation Plan to steer and track progress in the delivery of the agenda set out in the Housing Strategy. It captures activity already underway as well as new lines of work to be commenced in the coming months. The Implementation Plan is updated on a six-monthly reporting cycle, with updates taken to the Greater Manchester Planning and Housing Commission.

Greater Manchester Homelessness Prevention Strategy⁹³

The GMCA launched the Homelessness Prevention strategy in July 2021. The Strategy was co-produced by GMCA, people with lived experiences of homelessness and those who work with them and takes a person-centred and trauma-informed approach to understanding and responding to issues around homelessness. An Action Plan was launched alongside the Strategy and will be reviewed every 6 months to identify progress.

Places for Everyone⁹⁴

Places for Everyone is a long-term plan co-ordinated by GMCA on behalf of nine GM districts for jobs, new homes, and sustainable growth. The plan will determine the kind of development that takes place in each of the 9 boroughs, maximising the use of brownfield land and urban spaces while protecting Green Belt land from the risk of unplanned development. It will also ensure all new developments are sustainably integrated into GM's transport network or supported by new infrastructure.

Following extensive consultation, GMCA have submitted the Places for Everyone plan to the Secretary of State. The submission documents can be found on GMCA's website.

⁹⁴ [Places For Everyone - Greater Manchester Combined Authority \(greatermanchester-ca.gov.uk\)](#)

⁹⁵ [Trafford Council Corporate Plan 2021-24](#)

Local Context

Trafford Corporate Plan 2021-2024⁹⁵

Trafford Council refreshed its Corporate Plan in 2021 and created a new overarching vision: “*Trafford – Where our residents, communities and businesses prosper*”. This vision will ensure Trafford builds back better out of the Covid pandemic to develop a borough fit for everyone. To achieve this vision, three new corporate priorities have been set:

1. Reducing health inequalities: Working with people, communities, and partners, particularly in deprived areas, to improve the physical and mental health of all our residents.
2. Supporting people out of poverty: Tackling the root causes to prevent people from falling into poverty and raising people out of it.
3. Addressing our Climate Crisis: Reducing our carbon footprint and tackling the impact of climate change.

The Corporate Plan 2021-2024 details how performance will be measured in respect of delivering on these priorities and outlines a commitment to produce quarterly reports on how successfully the priorities are being achieved.

Empty Homes Strategy 2019-2024⁹⁶

Trafford's Empty Homes Strategy has been produced to identify key priorities and actions to be delivered by the Council and other stakeholders over the next five years to bring empty homes back into use across Trafford Council area.

The strategic vision is: “*Work together to bring Trafford's long term empty properties back into use to increase the supply of quality, affordable homes for our residents*”.

The strategic priorities are:

- Work with owners of long-term empty properties to bring them back into use.
- Improve our neighbourhoods by addressing long term empty homes have become the focus of anti-social behaviour and neglect.
- Provide advice information to help raise awareness around long-term empty properties.
- Develop effective partnerships with key stakeholders to address long term empty properties.

Trafford Council publish an Annual Summary each year which details progress in delivery of the Strategy.

⁹⁶ <http://www.trafford.gov.uk/about-your-council/strategies-plans-and-policies/housing-strategy/docs/Trafford-Council-Empty-Homes-Strategy-2019-2024.pdf>

Older People's Housing Strategy 2020-2025⁹⁷

Trafford's Older Peoples' Housing Strategy (2020-2025), launched in February 2020, identifies key priorities and actions to be delivered by the Council and other stakeholders over the next five years. The aim of the Strategy is to deliver an integrated approach to the housing needs of older people in the borough. This includes a focus on enabling older people to remain in their own homes and to make active and informed choices about where they live. It also includes a focus on suitable housing, care, and support, while maximising independence and quality of life.

The Strategy identifies some key themes to improve the range and quantity of housing provision for older people and contains an action plan and priorities for the Council to explore.

The vision for the Older Peoples' Housing Strategy 2020-2025 is: *"Work together to provide a range of quality, affordable and attractive housing options to enable older people to live independently in Trafford"*.

The strategic priorities are:

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.

Trafford Supported Housing Strategy 2023-2028⁹⁸

Trafford's Supported Housing Strategy was launched in 2023 and identifies the key priorities in relation to supported housing within the borough. The aim of the Strategy is to deliver an integrated approach to the housing requirements of those with support needs, with a focus on enabling people with support needs to live as independently as possible within the borough.

The strategic vision is: *"Work collaboratively to provide a range of quality supported housing, and housing related support, to enable those with support needs to live independently in Trafford."*

The strategic priorities are:

1. Enable people with support needs to live as independently as possible within Trafford.

2. Ensure an adequate supply of quality, accessible and affordable supported housing, and move-on accommodation, is in place.
3. Establish closer working relationships with external services, organisations, and charitable bodies to ensure appropriate support is available and easily accessible.
4. Ensure housing advice is promoted and easily accessible to those with support needs in Trafford.
5. Explore and review good practice in other Local Authority areas in relation to supported accommodation and support services and implement within Trafford where possible.

Trafford Domestic Abuse Strategy 2022-2025⁹⁹

The Domestic Abuse Strategy 2022 – 2025 sets out Trafford's vision of enabling our residents, their families, and communities to live a healthy life, free from abuse and violence. The Strategy outlines that this vision will be supported by reducing the impact of domestic abuse on the population of Trafford by developing and implementing a sustainable system wide approach to prevention, early intervention, response, and support.

The Strategy outlines four priorities that will enable Trafford to work towards a long-term response that meets the needs of victims, their children, and perpetrators across the borough. These are:

1. Ensure that every victim is identified early and has access to the support they need.
2. Ensure the support for families is co-ordinated.
3. Ensure that communities can spot the signs of abuse and know where to get help.
4. Ensure multi-agency system is joined up so that individuals, families, and communities who seek support can find it, and access it.

The Strategy also sets out thirteen objectives which will be used to work towards delivering the strategies priorities. The objectives will be delivered by the Domestic Abuse Partnership Board through an implementation plan which is contained within the Strategy's appendix. An annual report will be produced annually outlining achievements and providing a refreshed implementation plan.

Trafford Local Plan¹⁰⁰

The Trafford Local Plan sets out a vision and framework of policies for the future development of Trafford, addressing needs and opportunities in Trafford and providing a framework

to deliver inclusive places, new housing, economic growth, community facilities and infrastructure.

Preparation of a new Trafford Local Plan is underway following a public consultation.

Trafford Carbon Neutral Action Plan 2020¹⁰¹

The Carbon Neutral Action Plan contains measures that will reduce the borough carbon footprint, focussing on resources, themes and initiatives which require more development in order for Trafford to achieve its ambition of being carbon neutral by 2038. The plan is aligned with the GM 5-year Environmental Plan and overseen by a cross-sectoral Trafford Climate Emergency and Air Quality Commission.



⁹⁷ <http://www.trafford.gov.uk/about-your-council/strategies-plans-and-policies/housing-strategy/docs/Trafford-Older-Peoples-Housing-Strategy-2020-2035.pdf>

⁹⁸ [Trafford Supported Housing Strategy 2023-2028](#)

⁹⁹ [Domestic Abuse Strategy 2021.pdf \(trafford.gov.uk\)](#)

¹⁰⁰ [New Trafford Local Plan](#)

¹⁰¹ [Carbon Neutral Action Plan \(trafford.gov.uk\)](#)



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