

**REPORT OF LEAD MEMBER HOUSING & NEIGHBOURHOODS**

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**TO CITY MAYOR IN CONSULTATION WITH CABINET**

**ON 28.01.2020**

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**TITLE:** Salford's Housing Strategy - Our Home Our City 2020 - 2025

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**RECOMMENDATIONS:**

That City Mayor in consultation with Cabinet approves Salford's Housing Strategy Our Home Our City 2020 - 2025

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**EXECUTIVE SUMMARY:**

Salford's most recent housing strategy 'Shaping Housing in Salford 2020' was developed in 2016 and a decision was made in January 2019 to update it in light of changes within housing and the wider cross cutting sectors.

A collaborative approach has been applied to the production of the revised housing strategy and delivery plan, including consultation with a wide range of stakeholders to inform the development of key objectives and priorities, along with activities identified to achieve those priorities.

The key findings identified following the analysis of the strategic/policy drivers and local data/trends was used to inform the draft priorities and objectives.

Further public consultation and collaboration with key stakeholders has assisted in finalising the delivery plan and strategy document.

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**BACKGROUND DOCUMENTS:** N/A

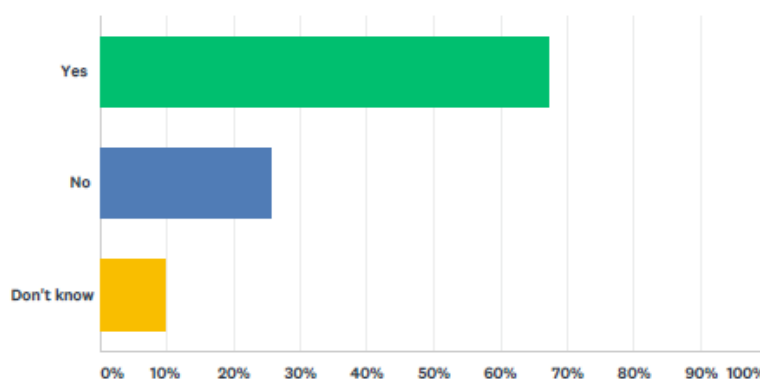
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**KEY DECISION:** YES

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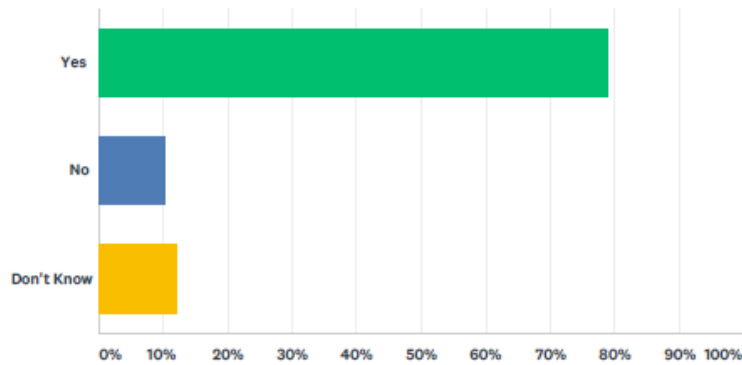
## DETAILS:

- 1.1 The Housing Strategy and Enabling Team brought together a range of disciplines and professions (including: housing strategy, planning, regeneration, joint health and social care commissioners, public health and regulatory services) to inform the development of the strategy. The group identified a range of data from which local trends could be identified, along with a range of policy / strategic drivers and analysis of this information helped to identify the strengths, weaknesses, threats and opportunities within Salford’s housing environment.
- 1.2 Initial discussions with registered housing providers (including Salford’s Strategic Housing Partnership), developers, private rented management agents and health and social care partners further helped to clarify the issues.
- 1.3 The culmination of that work was the identification of a set of draft key objectives and priorities, along with some initial thoughts on how those objectives and priorities might be achieved.
- 1.4 Approval was obtained from City Mayor to consult on those draft objectives and priorities through an 8 week public consultation via Survey Monkey and printed copies of the questionnaire available at all Gateway Centres including Irlam and Cadishead libraries.
- 1.5 The majority of respondents agreed with the draft priorities and objectives initially identified:
  - **67.21%** of respondents agreed that the Housing Strategy should focus on: Increasing the number of new and affordable homes in the City including:
    - a range of new homes in the right location with a mix of sizes, types and tenures, and
    - Increasing the number of affordable homes built – including social rented homes



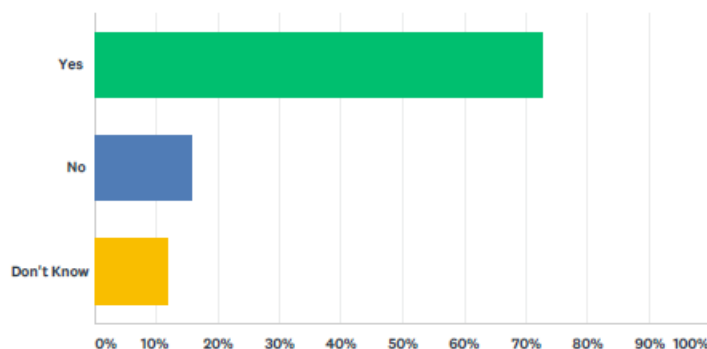
ANSWER CHOICES	RESPONSES	
Yes	67.21%	164
No	25.82%	63
Don't know	9.84%	24
Total Respondents: 244		

- **78.89%** of respondents agreed that the Housing Strategy should focus on: Improving and maintaining existing homes, including:
  - Ensuring that Salford residents have access to well managed and affordable rented homes.
  - Ensuring that Salford residents have access to good quality standards within existing housing including the private rented, owner occupier and social housing sectors.



ANSWER CHOICES	RESPONSES	
Yes	78.89%	142
No	10.56%	19
Don't Know	12.22%	22
Total Respondents: 180		

- **72.78%** of respondents agreed that the Housing Strategy should focus on: Supporting residents through appropriate housing and support, including:
  - Quality supported accommodation (including extra care homes) available for those who need it.
  - Vulnerable People who are informed and supported to manage their own homes.
  - Gypsies, Travellers and Showpeople who have access to appropriate sites.
  - Adapted homes that are available for those who need it.



ANSWER CHOICES	RESPONSES	
Yes	72.78%	115
No	15.82%	25
Don't Know	12.03%	19
Total Respondents: 158		

1.6 A range of individual comments and suggestions were made about the priorities and how the objectives could be achieved and common themes included the following:

**More new and affordable homes:**

- Greater availability of Affordable Homes and specifically social homes
- Flexible, adaptable homes that can meet the changing needs of households
- More bungalows / accessible homes
- Avoiding building on green belt / protecting green space
- Improving the street scene
- Improved connectivity with good infrastructure and access to good transport links
- More energy efficient new homes
- More shared ownership options
- More larger family homes
- Need for a choice and range of different homes in different communities
- Replacing Right to Buy homes

**Existing homes are improved and maintained:**

- Addressing empty properties – repurposing old buildings
- More affordable homes in the private rented sector
- Better maintained homes including to the privately / social rented and owner occupier sectors
- A voluntary private landlord code of conduct
- Security of tenure in the private rented sector
- Addressing the high rise fire safety issues
- Retro-fit support for owner occupiers
- Support with energy efficiency measures in existing homes
- Continued implementation of enforcement powers including dealing with ASB

**Supporting residents through appropriate housing and support:**

- Support to older people who want to sell-up and 'right-size'
- More information, advice and signposting about options to residents – wider promotion of services
- Explore shared ownership
- Debt advice
- Support with right-sizing – freeing up family accommodation
- Engagement with unregulated, non-commissioned support services
- Support for vulnerable people to help them manage their own homes
- Better awareness of the needs of people with autism and learning disabilities to enable better tenancy support
- Reasonable adjustment policies for disabled people in social housing
- Needs and resource mapping to inform plans and proposals to meet the housing needs of vulnerable groups
- Need to consider the needs of disabled people and families with disabled children

1.7 The culmination of this work is the development of a new housing vision:

‘Salford will be a great place to live, work and prosper. Where a range of affordable, good quality and energy efficient homes can be found within well planned and desirable neighbourhoods’.

1.8 Salford is a growing city with increasing numbers of residents, new homes and employment opportunities. Housing costs are, however, becoming less affordable, the demand for social housing continues to increase whilst at the same time supply is falling. This manifests itself in an increasing number of households on the City’s housing register and - in its more extreme form - rising homelessness presentations and rough sleeping. The City’s housing market tenure is also changing with a growing private rented sector with over 1 in 4 homes rented privately. Housing conditions also continue to be an issue in certain tenures and areas of the City with just under 2% of homes in the City having a health and safety hazard – often due to excess cold<sup>1</sup>.

1.9 To deliver this vision and address these issues the Strategy identifies three priorities:

- Increasing the number of new and affordable homes.

The strategy recognises the strong partnership between the City and its Registered Provider partners that have helped to deliver 3284 affordable homes over the last 10 years but to address an identified shortfall of 613 affordable homes per annum we need to do more. This will include direct delivery by the City building on the work of Derive – the City’s local housing company, continued partnership working with Registered Providers and additional new providers – including community groups to deliver community led housing – together with progressing the delivery of a range of regeneration plans across the City.

- Existing homes improved and maintained.

It is recognised that more than 80% of the homes that we will be living in by 2050 are already built. Therefore, ensuring that the City’s existing homes continue to be improved and maintained is essential. The condition of the owned sector presents some of the most intractable challenges with the majority of decent home failures found in this sector and often owned outright by a homeowner with no revenue to maintain / improve the property. The aftermath of the tragedy of Grenfell Tower also continues to present a number of difficult challenges for building owners – including the City. Regulating the private rented sector and ensuring that residents have access to a well maintained and managed private rented sector also continues to be a priority for the City. The strategy sets out what we will do to through partnership working at a local and GM level and through direct action. This will involve

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<sup>1</sup> It is noted that all data and statistics referred to in this strategy are those identified at a given point time. It is accepted that these will change overtime as updates become available. The identification of trends overtime (where available) proves useful in these circumstances.

promoting safe high-rise residential homes including within the council owned sector, continuing to push energy efficiency improvements including the retrofitting of homes, tackling rogue landlords and their agents and providing services to vulnerable homeowners and private sector tenants.

- Supporting residents through appropriate housing and support.

It is recognised that some of the City's residents have particular needs which are not met within general needs housing including some residents who are supported outside of the City. Addressing these needs is a key factor in contributing positively to their health and wellbeing. It can also provide better value for money for the City. These needs can range from mental health, learning disabilities (and autism), physical disabilities and older persons through to the housing needs of Gypsies, Travellers and Showpeople. The strategy recognises the need for increasing the number of homes suitable to meeting a range of these needs including increasing the number of appropriate properties and reviewing and delivering new extra care schemes for older people.

1.10 The actions in the accompanying delivery plan can only be delivered in partnership with developers, contractors, Registered Providers, the voluntary sector including community groups and colleagues within the city. Progress will be reported six monthly to cabinet and annually to the Strategic Housing Partnership (upon which the Lead Member for Housing sits) and who will have oversight of the delivery of the plan, as well as the Growth and Prosperity Scrutiny Panel. The plan will also be reviewed and updated annually to ensure that it remains relevant.

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## KEY COUNCIL POLICIES:

Homelessness Strategy  
Housing Strategy

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## EQUALITY IMPACT ASSESSMENT AND IMPLICATIONS:

The production of an Equality Impact Assessment has been completed as part of the development of the housing strategy. The strategy delivery plan will help to improve equality outcomes in the housing sector

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## ASSESSMENT OF RISK: Medium

The strategy identifies a number of key priorities and objectives with key delivery outcomes which will be monitored through the action plan. Risks in terms of the delivery of the priorities and objectives will be reviewed annually. It is recognised that there are a number of outcomes which if not delivered carry risks. Mitigating these risks will be a key part of the action plan monitoring.

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**LEGAL IMPLICATIONS Supplied by:** Anthony Clark (0161 234 4219)

Legal Advice will be available on specific topics therein, as and when required. However, there are otherwise no legal implications.

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**FINANCIAL IMPLICATIONS Supplied by:** Paul Hutchings, Strategic Finance Manager x2574

Whilst there are no direct implications resulting from the Housing Strategy Report, there are likely to be wide ranging financial implications resulting from the implementation of the Housing Strategy Action Plan. The financial implications will be assessed and reported on an individual basis as and when items from the action plan are implemented.

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**PROCUREMENT IMPLICATIONS Supplied by:** N/A

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**HR IMPLICATIONS Supplied by:** N/A

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**CLIMATE CHANGE IMPLICATIONS Supplied by:** Julie Craik X2143

The 5-Year Environment Plan for Greater Manchester (which sets out GM's aim for a carbon neutral city region by 2038) and the Greater Manchester Spatial Framework (which commits that all new homes and buildings built within Greater Manchester will be net zero carbon by 2028) have been strong drivers for this strategy, although it is recognised that there is an absence of additional funding or statutory powers to support the delivery of these commitments, to date.

These challenges have been addressed through:

- Plans to work with developers and builders to seek: reductions in the impact of construction, reduced operational energy use in new homes and increased use of renewable energy supplies,
  - Plans to identify and target the most energy inefficient homes in the private sector, encouraging and supporting owner occupiers/private landlords to engage in energy efficiency work / retrofitting: based on energy performance certificates & customer data
  - The work of Registered Housing Providers to –
    - Increase opportunities to engage with customers around energy efficiency
    - Improve achieved energy performance evidenced through EPC data
    - Retro-fitting models developed and commenced
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OTHER DIRECTORATES CONSULTED: People, Health and Place

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CONTACT OFFICER: TEL NO: Julie Craik X 2143

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WARDS TO WHICH REPORT RELATES: All