

**Manchester City Council  
Report for Resolution**

**Report To:** Executive - 10 March 2010  
**Subject:** Greater Manchester Housing Strategy  
**Report of:** Director of Housing

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**Summary**

This report concerns the Greater Manchester Housing Strategy which was approved by the AGMA Executive Board on 18 December 2009. This report seeks approval from Executive for the Council to ratify the Greater Manchester Housing Strategy.

**Recommendations**

To approve and recommend to council the ratification of the Greater Manchester Housing Strategy.

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**Wards Affected:**

All wards

<b>Community Strategy Spine</b>	<b>Summary of the contribution to the strategy</b>
Performance of the economy of the region and sub region	The GM Housing Strategy supports the Greater Manchester Strategy, drawing direction from the housing related objectives. These specifically include ensuring housing supports economic growth for the sub-region.
Reaching full potential in education and employment	The Strategy supports the aims of the City in using housing to act as an incentive to employment.
Individual and collective self esteem – mutual respect	N/A
Neighbourhoods of Choice	The Strategy supports the concept of mixed communities and sustainable neighbourhoods, ensuring that new and existing neighbourhoods are designed and developed to enable positive housing choices to be made by residents.

## **Financial Consequences – Revenue**

The Strategy has the potential to help Manchester City Council develop more new housing across the City which will generate an increase in the Council Tax base and provide additional resources.

### **Contact Officers:**

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### **Background documents (available for public inspection):**

The Greater Manchester Strategy (GMS) 2009  
The Greater Manchester Housing Strategy 2010

## **1 Introduction**

- 1.1 The Greater Manchester Housing Strategy was developed following consultation with relevant districts and bodies within the sub-region. It sets out a programme of joint priorities for the next few years and is designed to complement existing district housing strategies.
- 1.2 Among the objectives in the Strategy are:
- To transform the quality of the City Region residential offer
  - To put in place the conditions to support and accelerate delivery of housing growth
  - To radically improve the quality of the private rented sector
  - Focussed intervention in the most deprived areas
  - To understand the spatial implications of the Greater Manchester Housing Strategy, including delivery of supporting infrastructure
  - Achieve a rapid transformation to a low carbon economy
  - Housing, health and well-being
- 1.4 Development and delivery of the Greater Manchester Housing Strategy is a key part of the Planning and Housing Commission's work programme and was an issue highlighted within the Greater Manchester Strategy. The Strategy was developed by a group of officers across the sub-region and was agreed by the Planning and Housing Commission on 9 December 2009 and the AGMA Executive Board on 18 December 2009. The AGMA Executive Board recommended that the strategy be ratified by individual districts.
- 1.5 The strategy is intended to help translate the housing priorities set out in the Greater Manchester Strategy into an agreed programme of joint priorities and actions. It is designed to complement rather than replace existing district strategies. The focus of the Greater Manchester Strategy is on areas where working together at a sub-regional level is likely to add most value. It was informed by the research carried out through the Greater Manchester Strategic Housing Market Assessment and other sources
- 1.6 There was a range of consultation undertaken in the preparation of the strategy including consultation with elected members from districts, housing associations, house builders and a range of other organisations, including the Homes and Communities Agency (HCA) through:
- A stakeholder consultation event in September 2009
  - A consultation document circulated to housing providers, developers, districts and others
  - Discussion at the AGMA Scrutiny pool
- 1.7 The draft Strategy was used to inform the signing of the Local Investment Agreement between AGMA and the HCA in December 2009 and will have a strong influence in identifying future priorities for investment.

## 2 Current Position

2.1 The Greater Manchester Housing Strategy sets out the key issues and challenges affecting housing in the sub-region and outlines common housing priorities. Among the challenges are:

- **Housing growth**, with the Greater Manchester population projected to rise by a further 354,100 between 2008 and 2030 and a fall in average household size boosting the demand for housing.
- **The Quality of the Residential Offer**, with almost half of all properties in Greater Manchester in Council Tax Band A compared to 25 % nationally and high levels of terraced properties
- **Deprivation**, with nearly 600,000 residents in the sub-region within the worst 10 % Super Output Areas nationally and increasing levels of worklessness
- **An ageing population**, with the number of people aged over 65 and over projected to increase by almost 40 % between 2010 and 2030, which will have major implications for provision of adapted and supported housing.

2.2 The Strategy is based around the three key themes in the North West Regional Housing Strategy 2009, which also form the key themes in Manchester's Draft Housing Strategy Statement.

- Achieving the right quantity of housing
- Continuing to raise the quality of the existing housing stock and
- Connecting people to an improved housing offer

2.3 The Strategy is based around the following strategic objectives

- To transform the quality of the City Region residential offer
- To put in place the conditions to support and accelerate delivery of housing growth
- To radically improve the quality of the private rented sector
- Focussed intervention in the most deprived areas
- To understand the spatial implications of the Greater Manchester Housing Strategy, including delivery of supporting infrastructure
- Achieve a rapid transformation to a low carbon economy
- Housing, health and well-being

2.4 A detailed action plan will be developed and will be presented to the Planning and Housing Commission in March 2010. This will be monitored through the Commission and will be delivered by members of the Greater Manchester Housing Officers Group. Among actions highlighted to address priorities are:

- Further strengthening joint work on transport, energy, flood and water supply issues in Greater Manchester
- Through working with the HCA, develop new and existing models for development

- Continue the pioneering long-term approach to transforming neighbourhoods in our Housing Market Renewal areas
- Identify opportunities for regeneration to transform selected neighbourhoods else
- Continue to work with social housing providers to maintain standards and wider sustainable improvements
- Implement an accreditation scheme for private landlords in all districts and look to converge policies, procedures and criteria
- Explore possibilities of access to quality private rented sector housing through the sub regional choice based lettings scheme
- Deliver improvements to existing homes above and beyond traditional insulation measures
- Work with private sector energy companies and investors to develop long term schemes to finance retrofitting of homes
- Support development of the Enhanced Housing Options model across districts to ensure that housing provides a linkage to a range of support services, including employment and health
- Develop shared approaches to allocations, debt management and financial inclusion
- Develop stronger linkages between Housing and Health to ensure programmes are meeting the needs of local people
- Develop technology and communications systems to assist vulnerable people to live independently
- Assess Home Improvement Agencies across Greater Manchester to seek to develop and deliver some common standards.

2.4 Overall governance for the strategy will rest with the Planning and Housing Commission. The GM Housing Officer Group will be responsible for implementing the action plans and will report regularly to the PHC. A number of the actions are already being implemented as part of the Statutory City Region pilots and progress on these is reported both to the PHC and internally through the Council's Place Board chaired by the Chief Executive.

### **3 Recommendations**

3.1 It is recommended that the Greater Manchester Housing Strategy should be ratified. The strategy is aligned with the North West Housing Strategy and complements Manchester's Draft Housing Strategy, and offers an opportunity to set a clear vision on how the districts in Greater Manchester will work together over the next few years to improve the quality of the sub-region's housing offer for residents. Through working together on issues relating to investment in the quantity, quality and access to housing, the districts in Greater Manchester Council will ensure that they are influencing priorities for investment and improving services.