



CONSULTATION DRAFT

BUILDING

MANCHESTER'S

NEIGHBOURHOODS

Housing Strategy 2011 – 2021

Forewords

This housing strategy is an important part of the city's drive, through our Community Strategy, to help residents and partners make the most out of their Manchester. It's about ensuring a variety of desirable housing options in each neighbourhood. It's about creating a strong sense of place where people have a choice of good homes in good neighbourhoods. It's about a Manchester that we are proud to call home and that provides real opportunities for its residents, now and into the future.

Good quality housing helps families to raise healthy children, will support children's education and will help adults to get back into work; all of these help the city to grow. Together, each part of the housing market – social rented, private renting, owner occupation – can be used to widen and improve the housing offer as never before. We want to redefine what residents can expect from their landlords and advisors, and work with innovative and responsive partners to provide the housing, we need to help the city to grow. We are grateful to everyone who has contributed and shaped our thinking so far. I believe their participation will lead to a richer, more inclusive housing strategy. And a safer, healthier, wealthier Manchester.

This strategy sets out how we will enable the delivery of a high-quality, balanced and diverse housing supply that meets the needs and aspirations of Manchester's current and future residents and supports the Greater Manchester Strategy's vision for sustainable economic growth that is enjoyed by the many not the few.

By 'high-quality' we mean homes that meet the decent homes standard, are energy efficient and well designed. We mean homes that are well linked by good public transport and homes that will attract and retain working and high earning households as well as meeting the needs of our most vulnerable residents. By 'balanced and diverse' we mean that no one area has a concentration of a single type of home and enjoys well designed and maintained public spaces, shopping areas, schools and leisure facilities.

This strategy also sets out how we can work closely together as housing providers, investors and service users, to go beyond meeting the housing needs and aspirations of our communities.



Councillor Paul Andrews,
Executive Member,
Neighbourhood Services



Paul Beardmore,
Director of Housing
Manchester City Council

Our vision

We are creating neighbourhoods of choice, successful neighbourhoods which attract and retain people from diverse communities where people feel secure and can reach their full potential.

We are building places and homes that increase prosperity, happiness and health and which will meet the needs of a competitive city region as defined in Manchester's Community Strategy.

At the core of what we are doing are three key objectives:

01

Enhancing opportunities to access homes for residents with raised aspirations and sense of self esteem.

ACCESS

02

Raising the quality and sustainability of our homes and neighbourhoods.

QUALITY

03

Increasing the quantity of housing to ensure the right types of housing are available in the right places.

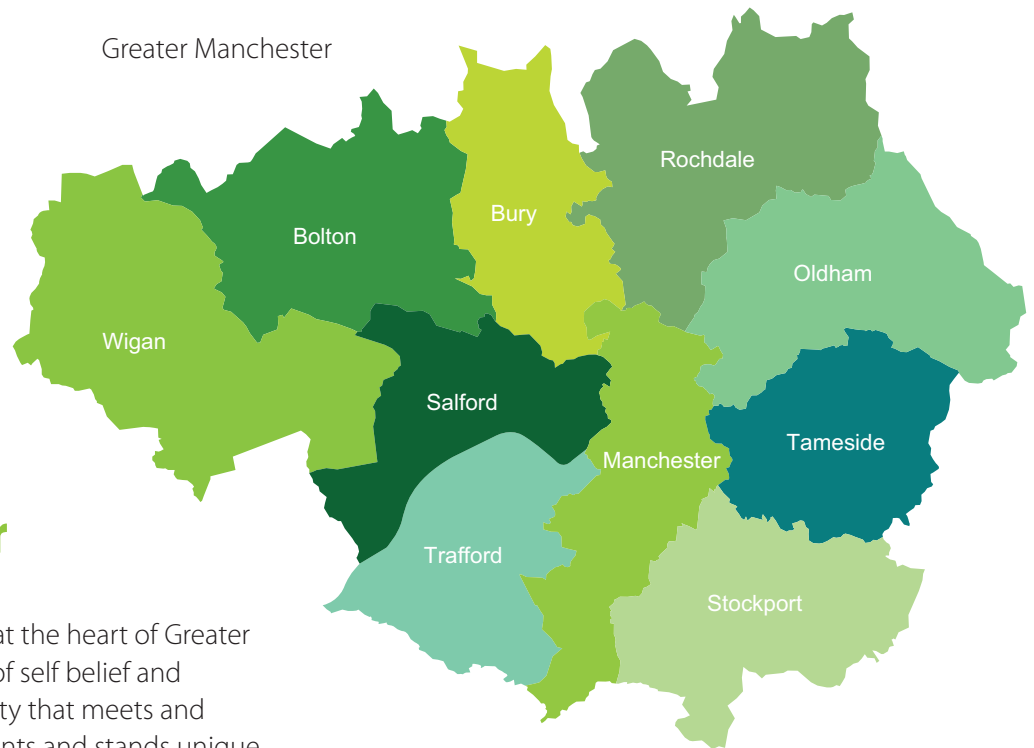
QUANTITY



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“We passionately believe in quality and innovation and that community involvement is critical”



The Story so far

Manchester is a powerful city at the heart of Greater Manchester with a great deal of self belief and ambition. Our aim is to be a city that meets and exceeds the needs of its residents and stands unique in its enterprise, creativity and industry.

Loss of much of our manufacturing industry in the last century meant that there was a drain of working households to outside neighbourhoods. This led to vacant and abandoned areas, a concentration of council housing with significant pockets of deprivation, unemployment, long-term ill health and disability and a lack of skills and aspiration.

Fortunately, through our residents, strong leadership, innovation and dynamism we have had the determination to rebuild and regenerate to the extent that the city now has the strength of being the core of the economy of Greater Manchester and the North West.

In recent years we have been able to attract employers so there has been an expansion of economic opportunity leading to a growing population of economically active residents. The number of households in Manchester has increased by 37,549 in the last ten years.

There has been major investment in physical infrastructure and the built environment and we have taken the first steps to address the challenge of a failing housing market.

And, working with our network of partners, we have become better equipped to deliver excellent, responsive and cost effective services.

More recently we have had additional challenges.

Like the rest of the country the city has felt the effects of the economic downturn. Our housing markets have felt the impact, with some planned developments not being started, and some stalling. This is because less investment money has been available to fund developments and the housing market has changed, with first time buyers finding it harder to get on the housing ladder.

As a direct result of our strong partnerships we will be in the strongest possible position to make the most of the recovery in the housing market as it kicks in.

What we have achieved so far

Regeneration of the city has been directed through our five Strategic Regeneration Frameworks, focusing on local needs

We have demolished over 2000 obsolete homes in the last five years and they are being replaced by high quality housing

There have been 24,000 new homes built in the last ten years, giving people better choice and quality

The city centre is an attractive place to live for over 10,000 households, and is meeting the demands of a young and mobile workforce

In East Manchester former industrial areas have been transformed and now provide quality homes and neighbourhoods

In partnership with residents we have made dramatic improvements to the homes and estates of social housing through the Decent Homes Programme which has transferred our housing estates to new not-for-profit landlords and brought in £1.3 billion investment

Private Finance Initiatives (PFIs) are revitalising areas of Ardwick and Miles Platting; areas like Grove Village have changed beyond recognition. Another PFI is in the pipeline for the Brunswick area.

255 empty houses have been brought back into use over the last two years

We have increased the energy efficiency of around 18,500 homes

We have been at the forefront of tackling antisocial behaviour in our communities

There is a well established loan and housing assistance scheme that has helped over 50,000 individual owners maintain and improve their homes in the last five years

Supporting People funding has helped to transform the lives of many vulnerable people – about 19,000 people a year receive support

Our Step Up project ensures that people who talk to us about housing also receive advice about training and employment opportunities

Since 2005 we have helped 7,500 families threatened with homelessness by finding solutions that prevent them from having to move into temporary accommodation. 95% of people who do become homeless do not re-present as homeless

We have successfully attracted over £20 million extra funding to the city through the government's Kickstart Programme, to keep providing homes through the recession

With our partners in social housing provision, we have developed a set of common standards for how our neighbourhoods are managed to improve the way our estates look and how we tackle antisocial behaviour.

We have started building over 200 new council homes in Charlestown, Blackley and West Gorton, the first newly built council housing in over 20 years

The Council has changed the way it allocates social housing to reward people who work or contribute to the city.

The challenges

We must now maintain momentum and refocus on those of our population who still miss out on opportunities. Housing underpins and supports work to promote aspiration and skills and ensure everyone is included in the benefits of the city's growth.

The balance of housing types and tenures is still not right in many neighbourhoods. We want all our localities, different as they are, to offer homes for a mix of lifestyles rather than concentrations

We need to provide housing that attracts and retains residents, and we need to help those who want to be home owners – especially as mortgages are less accessible

Our neighbourhoods must provide balance. While we want to provide opportunities for people to move to meet their aspirations we do not want any neighbourhoods to be places that people always choose to move away from, with no long term communities or commitment

Meeting the challenge of climate change and managing our use of energy is important for our future economy and the well being of our residents

Our neighbourhoods are diverse but we need to ensure that the communities they house can get on well together and enjoy mutual respect

Many residents have concerns that their communities are not safe

We will create neighbourhoods of choice that:

- Offer a greater range of housing and economic options for existing residents
- Create genuinely integrated mixed communities
- Create secure and sustainable environments
- Sustain our current levels of owner occupation

A new approach for growth

The economy has changed a great deal in the last two years. At a time when the housing market is likely to remain changeable for some years, and funding is restricted, our strategy needs to be innovative to deliver changes for housing in Manchester. We need new partners and new initiatives to keep the city growing. This means:

- Using our land and assets to work with private sector and institutional investors to meet demand for new homes
- Supporting developers to overcome barriers to building new homes
- Looking for solutions that do not depend on public subsidy
- Tackling the unsustainable use of energy in our housing
- Finding new solutions for those who wish to become home owners

Delivery through our partnerships

We have already achieved a massive change through working together – with other local authorities, with registered providers and landlords, and with residents and tenants.

This Strategy links with other strategies that affect Manchester's neighbourhoods. These include the Planning Core Strategy and Local Development Framework, the Crime and Disorder Strategy, the Supporting People Strategy, Neighbourhood Focus Strategy, Homelessness Strategy and our Strategic Regeneration Frameworks.

We look forward to facing the fresh challenge of engaging with new partners in the private sector to deliver new investment opportunities, and to the challenge of delivering our housing vision with our partners.

Partnership working is at the heart of the development and delivery of this housing strategy, so 'we' means all of us who work together so that our homes and neighbourhoods can benefit the city and its residents:

The residents of Manchester
Manchester City Council
Local Strategic Partnership
Sustainable Neighbourhoods Partnership
The Strategic Housing Partnership
Registered Providers
Private Landlords' Forum
Developers
Community Network for Manchester
AGMA – the Association of Greater Manchester Authorities
Manchester and Salford Housing Market Renewal Partnership
New East Manchester
Homes and Communities Agency
The city's Strategic Regeneration Frameworks
And many more...

Why this document is important for you

- If you live in the city you can find out about our vision for the city's homes and neighbourhoods
- If you work in the city you can see what it offers you or your organisation and you can use it to inform your colleagues and workforce about the plans
- You can see what role you can play to help
- You can form your plans around it
- It will allow you to comment on how we deliver our housing strategy

How to get involved

This document and details of how you can comment on it are available on the Manchester Strategic Housing Partnership website.

<http://www.mshp.org.uk>

On the Manchester Strategic Housing Partnership website you will also find links to other relevant strategies, documents and the evidence that lies behind this strategy, as well as opportunities to get involved in our Resident Involvement Network.

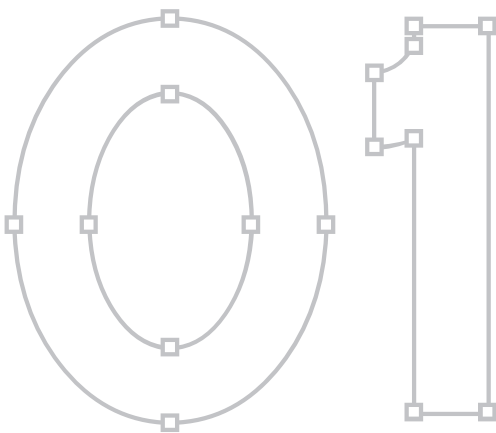
You can also write to:

Housing Strategy Consultation
Manchester City Council
PO Box 532
Town Hall
Manchester
M60 2LA

Access: **Informed choice for all**

In 2010, there were 16,000 households on Manchester's housing register – 7,000 more than in 2001

Turnover in social rented homes has reduced by 42% in under 10 years



Our goal

- Everyone in the city knows what homes are available and makes their own informed choice about where they can afford to live
- A co-ordinated advice and information service joins up housing and employment opportunities to give people the widest choice possible
- Good quality, joined up information is available to help older households make decisions about their futures

What is our starting point?

- For the city to reach its full potential we need to increase the proportion of highly skilled residents and attract and keep the best talent
- Not enough of our residents are taking advantage of the job opportunities being created.
- 16,000 households are on our housing register waiting to move into social rented homes, which will be in shorter supply. Only one in four will be able to get a tenancy in any one year
- Households aren't aware that the private rented sector may offer an affordable alternative in their area of choice that better meets their family's needs
- Many households who can afford to buy don't know what is within their reach and what support and advice is available to help them onto the housing ladder through low cost home ownership schemes
- Advice and information on training and employment isn't always joined up to help households to widen their housing prospects
- With more people living longer, older households don't have enough information to make choices at the right time that can help them to stay independent

What do we need to do next?

- Provide greater incentives for our residents to attain skills and employment that increase their incomes so they can take responsibility for achieving their own housing solutions
- Create more efficient ways of providing our services to build self reliance so we can concentrate resources on encouraging people into employment and to contribute to their community
- Support vulnerable and disadvantaged residents to become more independent and included
- Work across Greater Manchester to promote choice and support mobility to enter work
- Work with partners who manage social and private rented homes to provide and maintain a choice based lettings service to access all types of housing, not just social rented homes
- Encourage all partners to help customers to access consistent and quality advice on housing availability and employment options through all media
- Work with health and social care commissioners to ensure older and vulnerable persons' housing options are fit for purpose and people know how to access them
- Keep our residents informed so they play a 'good neighbour' role to communicate advice and information in our communities
- Build in opportunities for self reliance, self help and community engagement
- Track and manage the impacts of changes to welfare benefits on our residents

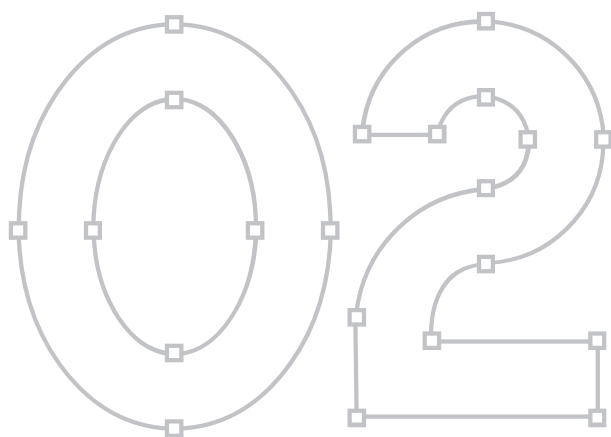
How will we know if we're making a difference?

Subject to consultation

Access: **Enabling housing services for those households most at risk**

In 2009/10, Manchester's homelessness service accepted a statutory duty to 482 households

Over 95% of households accepted as homeless have been supported in ways that meant they did not re-present themselves as homeless for at least 2 years.



Our goal

- Fewer households access temporary accommodation because of preventable homelessness
- Vulnerable households are supported to stay independent, play an active part in the community and improve their housing opportunities
- Children have better life chances, particularly through support given to break the cycle in families with complex needs

What is our starting point?

- Housing demand has risen across all tenures, partly because our homes are more attractive and because our population is rising and living in smaller households
- In particular there is increased demand for social housing. In the past we have focused too often on meeting need through the allocation of social housing, and this has led to concentrations of vulnerable residents in particular neighbourhoods
- Vulnerable people are too often in the worst quality housing, suffer poorer health as a result, and are unable to access opportunities that are available
- Lower income families often find the steps to home ownership too difficult to work through, and too often lose their homes.
- Some specific groups will need more help in future because their housing options may be restricted through no fault of their own, for example young people, people who have dementia or people with learning disability
- Disabled Facilities Grants already transform the lives of older and disabled people in the city, though demand remains high
- We are providing more Extra Care Housing places which allow older people to stay in their communities, but there will be more older people living longer who need this type of home
- Where people find it difficult to manage their homes they do not always receive the support to help them live independently in a settled community
- The support we have provided has often sustained people at a disadvantage rather than supporting them to raise their aspirations and move forward in their lives

- We perform well in preventing homelessness but our ambition is to do even better
- In the past some people have seen becoming homeless as a way of meeting their housing aspirations. This is not the answer and there are better routes to finding a home

What do we need to do next?

- Join up services to focus on increasing the chances for 0-5-year-olds and to support families into greater self reliance and responsibility
- Reconfigure housing related support to deliver services that reduce dependency, raise aspirations and support self-help
- Use available investment funding to make sure that specialist and supported homes are available to those in the greatest need until they can move on
- Provide a better choice of homes for an increasing older population through Extra Care schemes and innovative solutions across all tenures
- Target fuel efficiency programmes at the most vulnerable households to support health and well being and reduce calls on health services
- Ensure that we prevent households becoming homeless, through targeted support, encouraging financial independence to widen housing choice.
- Seek innovative affordable options for young households leaving home
- Continue to provide homes and adaptations to support health and independence for people in their own communities, and make sure that our provision of disability equipment and home adaptations takes into account the needs of the whole community and makes full use of technological innovations to give greater choice and control
- Find innovative ways of supporting home ownership through flexibility of tenure and opportunities to “staircase”

How will we know if we're making a difference?

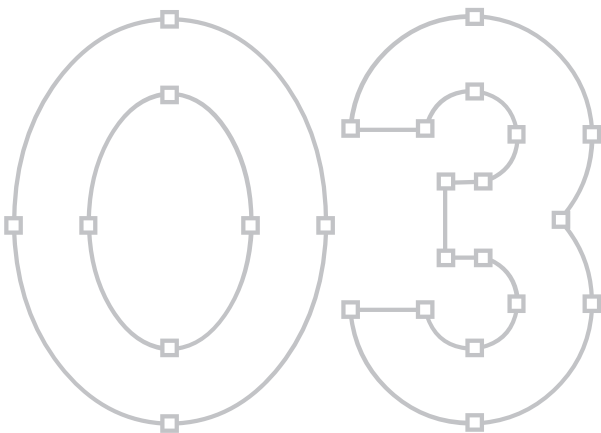
Subject to consultation

Access: **Contribution rewarded**

The people who live in the city are not benefiting from its opportunities.

The average wage of city residents in 2009 was £371pw whereas the average wage of people working in the city was £425pw (15% higher)

The number of working age residents claiming key benefits in Winter 2009 was 72,000, (22.5% of working age residents) compared to 15.8 nationally



Our goal

- Home ownership is achievable for households on an average city income
- Households who work or contribute to the community in other ways are rewarded with increased priority for social housing
- Changes in households' circumstances can be managed through more flexible tenure opportunities
- People have improved access to opportunities to become involved in their communities or in employment
- Volunteering across communities becomes an integral part of our work to improve our neighbourhoods

What is our starting point?

- We expect the city to grow and become more prosperous and there is a risk that our residents will not be connected to the opportunities
- There are not enough incentives for households to move into work, and achieve their ambitions for home ownership
- Access to social housing has been focused on meeting need rather than recognising the economic and social contribution applicants make
- Many households (especially first time buyers) who aspire to home ownership are priced out of the market because house prices have risen faster than incomes, and lenders are imposing stricter requirements on borrowers
- There aren't enough different kinds of financial help to get households on the housing ladder and cushion them in times of difficulty
- The transition from social tenancy to private rented or home ownership can be difficult

- Where there are opportunities for people to get involved in their communities they are not obvious enough and it is not easy enough for people to take part

What do we need to do next?

- Make sure everyone knows that we value self-reliance and enterprise and provide opportunities for volunteering and community engagement through Big Society projects
- Encourage residents to gain skills and employment through incentives in the allocation of social rented properties
- Provide new financial products and innovative tenure options to support moves into home ownership for lower income workers
- Develop flexible tenures and stair-casing options so households can weather financial or personal difficulties without losing their homes
- Encourage the development of a high quality private rented option through institutional investment
- Create private sector options that offer greater security of tenure, in particular for families
- Offer tenants Equity Shares in social rented homes
- Look at opportunities for older home owners to release equity in their homes to move into more manageable accommodation
- Better understand the housing requirements of workers so we can respond with the right help in the right place, including providing opportunities to move more easily if a household needs to move for work

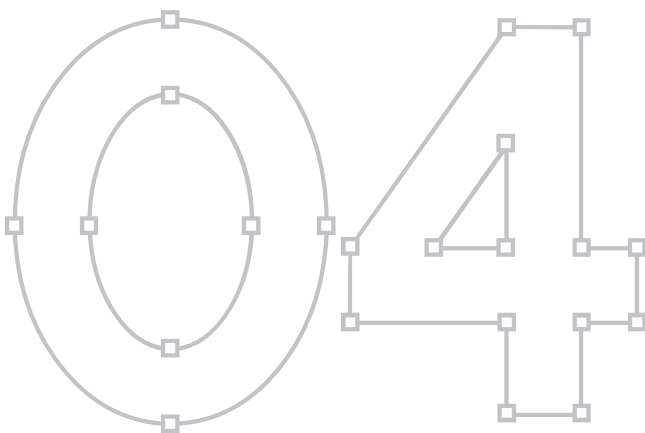
How will we know if we're making a difference?

Subject to consultation

Quality: Contributing to health and well-being

88% of Manchester's social rented homes will meet the Decent Homes standard by March 2010

31% of Manchester's privately owned homes do not meet the Decency Standard



Our goal

- All households live in a home which contributes positively to their health and opportunities
- Residents are fully informed about their rights and responsibilities

What is our starting point?

- To provide quality, long lasting homes for the future we need to maintain high quality standards for new build homes, both for energy efficiency and accessibility. This is a challenge as funding will be more difficult to find over the next decade
- The private rented sector is rising to the challenge of high demand and reduced public funding for housing, particularly in providing high value homes in the city centre. But we need high quality private homes to meet demand from residents on all incomes
- With the help of our tenants and residents we have gone a long way towards improving the quality of social homes in the city with £1.3 billion investment in home improvements. But 12% of our social homes do not meet these high standards yet. It will be a challenge to find funding to maintain standards
- About a third of our private sector homes do not meet decency standards and very few homes meet the standards for energy efficiency that we aspire to. There are particular problems for older owner occupiers in improving and maintaining their home
- We have raised the standards of how our social rented homes are managed. The Council's ALMO received the highest possible commendation from external auditors and stock transfer organisations have achieved green lights from their regulator
- We have made few inroads into improving management in the private rented sector. Some private landlords work well with us, but not enough. The others do not offer tenants value for money in terms of quality of homes and the current balance between enforcement and support for landlords is not delivering better quality fast enough
- Social rented tenants are increasingly well informed about their rights and responsibilities and have taken on more responsibility for holding their landlords to account. The same needs to happen in the private rented sector

What do we need to do next?

- Continue selective demolition of unfit housing through the Housing Market Renewal Programme and secure investment in the regeneration of our neighbourhoods
- Accept no compromise on quality – maintain high quality standards for new homes even if this means a reduction in the numbers delivered
- Continue to encourage the development of a high value private rented sector and work with development partners to develop a high quality offer for lower income families
- Complete our programme of investment to bring social housing up to standard through housing transfers and Private Finance Initiatives
- Identify funding and encourage innovation in developing a programme to bring all homes up to a "Decent Homes Plus" standard that meets sustainable energy targets
- Increase the number of good quality homes in the private sector through promoting loans and repair services to help owner occupiers make their homes safer and more energy efficient
- Make private sector owners aware of what they can do to improve the quality and energy efficiency of their homes
- Find out more about the private rented sector and how it works, then concentrate our resources on tackling the problem through robust enforcement against unacceptable quality.
- Encourage social landlords to share their expertise to improve management in the private sector and work with private landlords to provide better value for money in terms of quality
- Empower and inform private sector residents to hold poor quality private landlords to account

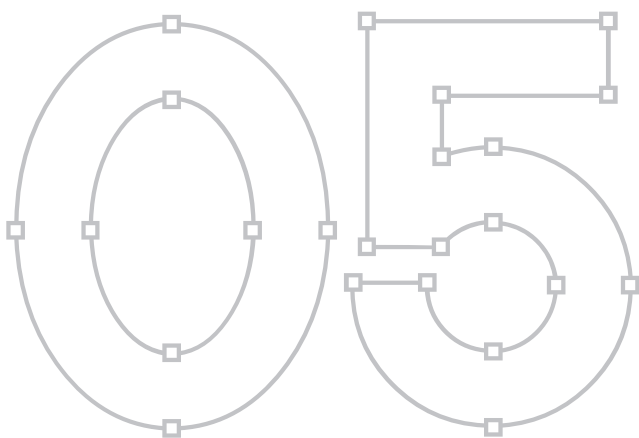
How will we know if we're making a difference?

Subject to consultation

Quality: **A strong sense of place**

In the most recent Place Survey 82% were satisfied with their homes but only 70% were satisfied with their neighbourhood

According to the Index of Multiple Deprivation 228,235 of our residents live in the worst 10% most deprived neighbourhoods nationally – 51,155 within worst 1%



Our goal

- All our neighbourhoods, though different, are successful and resilient; offer a wide range of housing choice; services are joined up to provide management support and improvement
- We work together with our partner housing providers to make sure that all our neighbourhoods offer a sense of pride – so that existing residents want to stay, and new people choose to live there
- Where risks are identified early intervention prevents housing market failure

What is our starting point?

- We have improved our neighbourhoods through our Housing Market Renewal Programme by improving older homes and building new homes but need to build on this success
- There are huge disparities between successful neighbourhoods and those that do not attract or encourage people to stay; we need our neighbourhoods to provide long term communities for our residents
- Services are not joined up at a neighbourhood level so they are not able to respond efficiently and effectively to manage change
- There are insufficient links across services to contribute to a strong vision for the future of our neighbourhoods, and to understand how they relate to one another
- Some of our neighbourhoods have more than their share of short stay and temporary homes
- We have experienced housing market failure in large areas of the city and are determined that this will not be allowed to happen again; more needs to be done to understand risks and track changes to allow early intervention.

What do we need

to do next?

- Strengthen partnerships across tenures at Strategic Regeneration Framework area level and create a balance between citywide and local neighbourhood management priorities
- Focus the efforts of all our services to foster a sense of place to encourage the residents to work in and for their neighbourhoods.
- Build flexibility into our services to meet the changing needs of individual neighbourhoods and combine our resources to support local delivery
- Provide more information and greater opportunity for residents to influence the development of our neighbourhoods
- Use the skills and experience of our housing providers to take a lead role in managing neighbourhoods to improve standards and create a more stable and attractive place to live
- Ensure that our temporary and short stay accommodation is appropriately located, well managed, and does not impact adversely on any neighbourhood
- Plan new homes that will meet the overall needs of individual neighbourhoods to meet demand, promote best use of existing stock and create balanced communities
- Develop mechanisms to identify risks and track housing market changes in our neighbourhoods to enable early intervention using local solutions

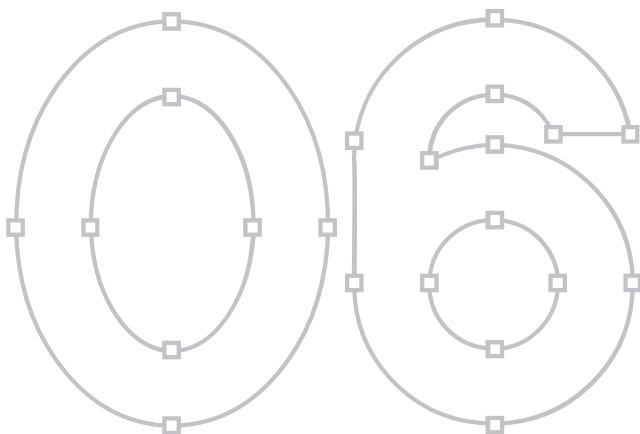
How will we know if we're making a difference?

Subject to consultation

Quality: **Safe, clean and green neighbourhoods**

Resident's perceptions of the cleanliness of public open spaces has increased significantly to 75%

Fly-tipping has reduced by a third over the last three years



Our goal

- New and existing residents are secure and supported in their homes and neighbourhoods
- Residents recognise their neighbourhood as a good place to live and have resilience to help each other
- All our neighbourhoods are equally well managed and provide a clean, green and pleasant environment for the benefit of all age groups

What is our starting point?

- This year we saw neighbourhood groups take part in 99 Britain in Bloom entries
- Environmental volunteering is bringing with it substantial economic benefits to our neighbourhoods
- We already work together with local communities to tackle antisocial behaviour by taking appropriate legal action and supporting families to change their behaviour
- We know that if our neighbourhoods are ones where antisocial behaviour is tackled quickly and effectively people are more likely to choose to live there
- However, not enough people are satisfied with their neighbourhoods as a place to live and have real concerns about antisocial behaviour
- Domestic abuse is unacceptable and remains a major contributor to homelessness and is damaging neighbourhoods
- We are developing a neighbourhood focus within the Strategic Regeneration Frameworks
- We are reviewing our approach to integrated neighbourhood management and focusing on creating better life chances and early years provision

What do we need to do next?

- Challenge dependency and build capacity within local communities to help themselves improve the neighbourhoods they live and work in
- Encourage local communities to be key partners in dealing with environmental issues like graffiti and vandalism
- Continue to improve the physical environment through partnership working across all sectors
- Tackle the toughest problems that residents say affect their lives and target resources to local priorities
- Carry out more effective neighbourhood management so residents can feel safe and confident in their homes and communities
- Work with private and social landlords to tackle anti-social behaviour in all its forms and support families with complex needs to change their behaviour
- Encourage the adoption of the triple track approach of prevention, early intervention and enforcement to tackle underlying causes, with particular focus on seeing perpetrators in the context of their family
- Share information and intelligence in an accessible manner so we can track change and support early intervention
- Work with all our landlords so residents across the city receive the same services to the same standards
- Encourage diversionary activities for young people that lead to volunteering, training and employment opportunities
- Design new homes and the environment around them to minimise vulnerability to crime and fear of crime

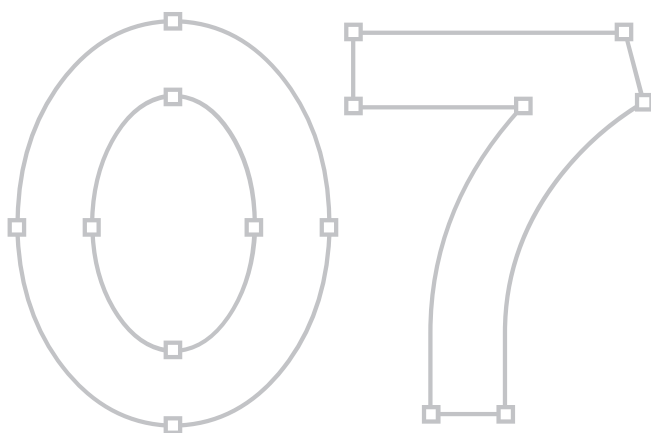
How will we know if we're making a difference?

Subject to consultation

Quantity: **New homes**

By 2031, the city's population will have increased by 92,000.
The number of households will also have increased by 56,000

64,000 students attend higher education courses in
Manchester but only 42% of graduates stay in the city



Our goal

- We have a better-balanced housing market with more home ownership
- We support the housing aspirations of new and existing residents offering a wide choice to our increasing population and supporting the growing economy
- The student population has good quality accommodation and chooses to stay in the city

What is our starting point?

- We do not have enough high quality homes to support our growing economy and population
- We have not yet achieved a balance of different types of housing, and there are not enough quality homes in the right locations to attract people to move to the city and stay here
- We have too many areas dominated by social housing that do not provide a good mix of homes or opportunities for people
- We have a shortage of some types of home – larger homes for families, and homes that support people's independence, and there is a need to assess and take account of changing lifestyles and aspirations in the future
- The number of older households is growing - we do not have a sufficiently varied and attractive choice of home for them for the future
- We value our student population but we're aware of their impact on some neighbourhoods
- Some of our estates were not well designed, and do not offer a safe and pleasant neighbourhood to contribute to creating a lifetime community
- To meet our ambitions to be a green city, not enough of our new homes meet the standards that will be expected for energy efficiency and zero carbon
- New developments have slowed significantly due to the fragility of the economy

What do we need to do next?

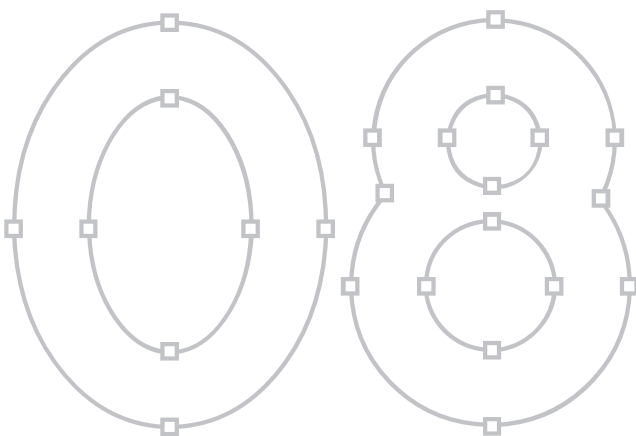
- Together with our partners in AGMA we will plan and integrate development across Greater Manchester
- Make sure we have the right homes in the right places through our Local Development Framework
- We will research and assess the market and views of residents so we can follow trends for the types of home that will meet demand from our new population, and where they should be located
- Working with the Homes and Communities Agency and private sector investors we will support regeneration programmes and housing development across the city
- Take opportunities to meet new demands from changing lifestyles: for example forecast smaller household sizes, equity-rich older people, and demands for energy efficiency
- Through the Strategic Housing Partnership (SHP) we will strengthen relationships between the Strategic Regeneration Frameworks, registered providers and developers to continue to deliver homes of the right tenure, accessibility and design that meet the needs of local neighbourhoods
- Continue with the programme of improving estates with the worst design through our programme of Private Finance Initiatives to create a better mix of housing
- Set out our quality expectations to inform developers and partners and make sure quality standards on design, energy efficiency and access on new build homes are outstanding
- We will continue to promote the inclusion of design features in our new homes that enable households with older or disabled family members to meet their full potential

How will we know if we're making a difference?

Quantity: Pathways to home ownership

Many residents aspire to home ownership and in 2002 at least 50% of homes sold were affordable to households with the average income of city residents. By 2006, only 23% of homes sold were affordable on average incomes

The most recent housing needs assessment identified that Manchester has a net annual shortfall of affordable homes



Our goal

- Households who want to can own their own homes creating mixed economic communities
- Good quality homes to rent privately are available for new and existing households who prefer to be more mobile
- Our social rented homes meet needs and also provide a stepping stone to home ownership
- We have homes for sale at a range of values and types that encourage people to achieve their aspiration for home ownership

What is our starting point?

- Social housing in the city makes up 34% of all homes compared to a national average of 18% and some neighbourhoods have a significant concentration of social housing
- Not enough people believe they can aspire to own their own homes – only 46% of Manchester households are homeowners compared to 68% nationally
- Too many households who want to own their home cannot buy in the areas they would like, either because they cannot afford to or because there is limited choice
- Affordability means different things in different parts of the city
- Recent restrictions on mortgage lending have reduced the ability of many to purchase their first home
- Our Housing Needs Assessment shows there is a shortfall of affordable homes. Population growth and the lack of mortgage finance add to pressure on the availability of homes
- The amount of social rented stock available for letting has fallen by 42% from 2002 to date

What do we need to do next?

- Encourage innovative financial products to support pathways into home ownership and offer flexible staircasing options
- Make sure that our housing options advice provides information for homeseekers that includes opportunities for low cost home ownership
- Promote the use of S106 agreements to achieve our target of 20% affordable housing supply on larger developments
- Provide affordable housing opportunities that are appropriate to meet demand and incomes within each neighbourhood
- Commission new affordable homes to meet demand and home ownership aspirations
- Encourage the option of equity shares for social tenants
- Promote private investment to bring forward schemes that offer private renting at a range of values for households who cannot or choose not to access home ownership

How will we know if we're making a difference?

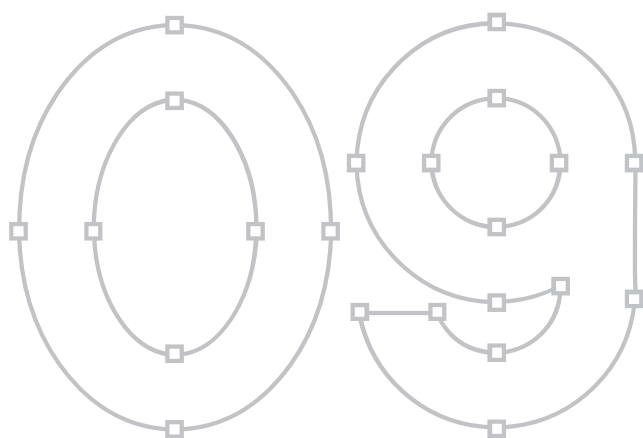
Subject to consultation

Quantity: **A diverse private rented sector**

There are over 40,000 private rented homes in Manchester

There are over 1100 licensed Houses in Multiple Occupation in the city

Over 4,200 private rented homes are licensed in North and East Manchester



Our goal

- There is a wide range of high quality private rented homes covering a range of affordability, properties and neighbourhoods that meets the needs of a diverse, changing and mobile population
- The private rented sector is viewed as a sector of choice
- Poor property conditions and management standards are tackled by effective enforcement
- The student population lives in quality accommodation and the city's housing and employment prospects encourage graduates to stay in Manchester
- New private equity investment is used to increase the supply high quality rented homes

What is our starting point?

- There are over 40,000 private rented homes in Manchester
- Poor quality rented homes are concentrated in some neighbourhoods. This increases numbers of vulnerable and low income households, making management more difficult and increasing anti-social behaviour
- There are thousands of landlords, letting agents and managing agents working across Manchester and they do not all actively engage with the City Council
- Landlords' portfolios range from a single property to over 1,000 properties
- The level of landlord/ tenant experience and knowledge varies significantly
- The perceived poor quality of private rented homes can be a barrier to families choosing this sector
- Concentrations of short stay rented accommodation (B&B's) can undermine areas
- Selective licensing schemes have been implemented to try and tackle poor management standards and anti social behaviour in four wards
- There are neighbourhoods with a high percentage of students

- There is increased pressure on the private rented sector to provide quality and affordable accommodation in the current economic climate
- Changes to the Local Housing Allowance and benefit system in the next few years will have an impact on private sector housing that we cannot yet fully assess
- Central government is reducing the amount of regulation in the private rented sector

What do we need to do next?

- Continue to work with and develop relationships with landlords, letting agents and managing agents
- Target enforcement at bad landlords and poor properties, promoting successful prosecutions and enforcement action
- Continue to track the market to ensure we understand changing trends in the private rented sector
- Ensure that rented homes in the city centre continue to attract an upwardly mobile workforce
- Explore opportunities for attracting private investment to deliver new rented homes
- Pursue opportunities to provide more security of tenure for privately rented homes, increasing their appeal to families
- Minimise the negative impact of temporary and short stay rented homes through our Bed and Breakfast Strategy
- Increase access to the private rented sector when advising homeseekers
- Manage and control the spread of houses in multiple occupation (HMOs)
- Closely monitor and adapt priorities to respond to the impact of the changes to the Local Housing Allowance

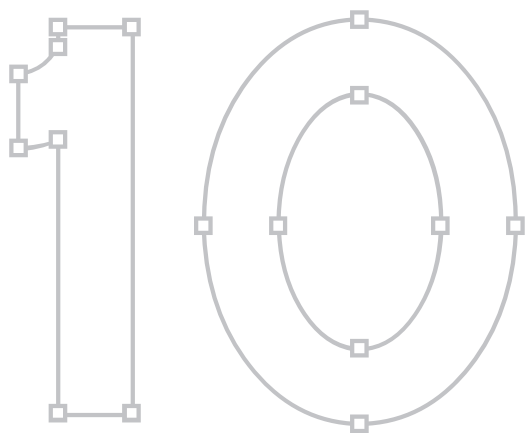
How will we know if we're making a difference?

Subject to consultation

Quantity: Empty homes

In December 2009, there were 13,760 empty homes across all tenures in Manchester, 8040 of these had been empty for more than 6 months.

Over 60% of homes are in Council Tax Band A compared to the England average of about 25%



Our goal

- Empty properties are brought back into use through innovative partnership working
- Neighbourhoods are balanced and sustained through a balance of engagement and enforcement
- We use a range of tools to bring empty homes back into use in the most effective way

What is our starting point?

- Demand for good quality affordable homes across the city continues to grow
- Population growth is set to continue
- Current approaches to tackling empty homes have been inconsistent and not targeted
- Despite ongoing work, there are still too many long term empty homes in Manchester
- Data and information on empty homes is inconsistent
- Empty homes represent waste, financial expense, missed opportunities and have a detrimental effect on the surrounding neighbourhood
- Much of the emphasis on increasing supply nationally has focussed on the provision of new homes and has not focused on existing empty housing
- There are a number of tools and legal powers to tackle empty homes that we need to use more effectively

What do we need to do next?

- Work with residents and key partners to improve our understanding of empty homes and housing markets to try and prevent them becoming empty in the first place

- Develop neighbourhood-focused empty property delivery plans showing how we will engage with property owners and tackle empty properties in specific neighbourhoods and ownerships
- Establish new partnerships with housing providers across all sectors to give a higher profile to tackling empty homes
- Understand the effectiveness and value for money of different approaches of bringing empty homes back into use
- Maximise additional funding and resource opportunities to tackle empty homes
- Set up a robust system for recording, monitoring and evaluating our progress in tackling empty homes

How will we know if we're making a difference?

Subject to consultation

Our Quality Standards

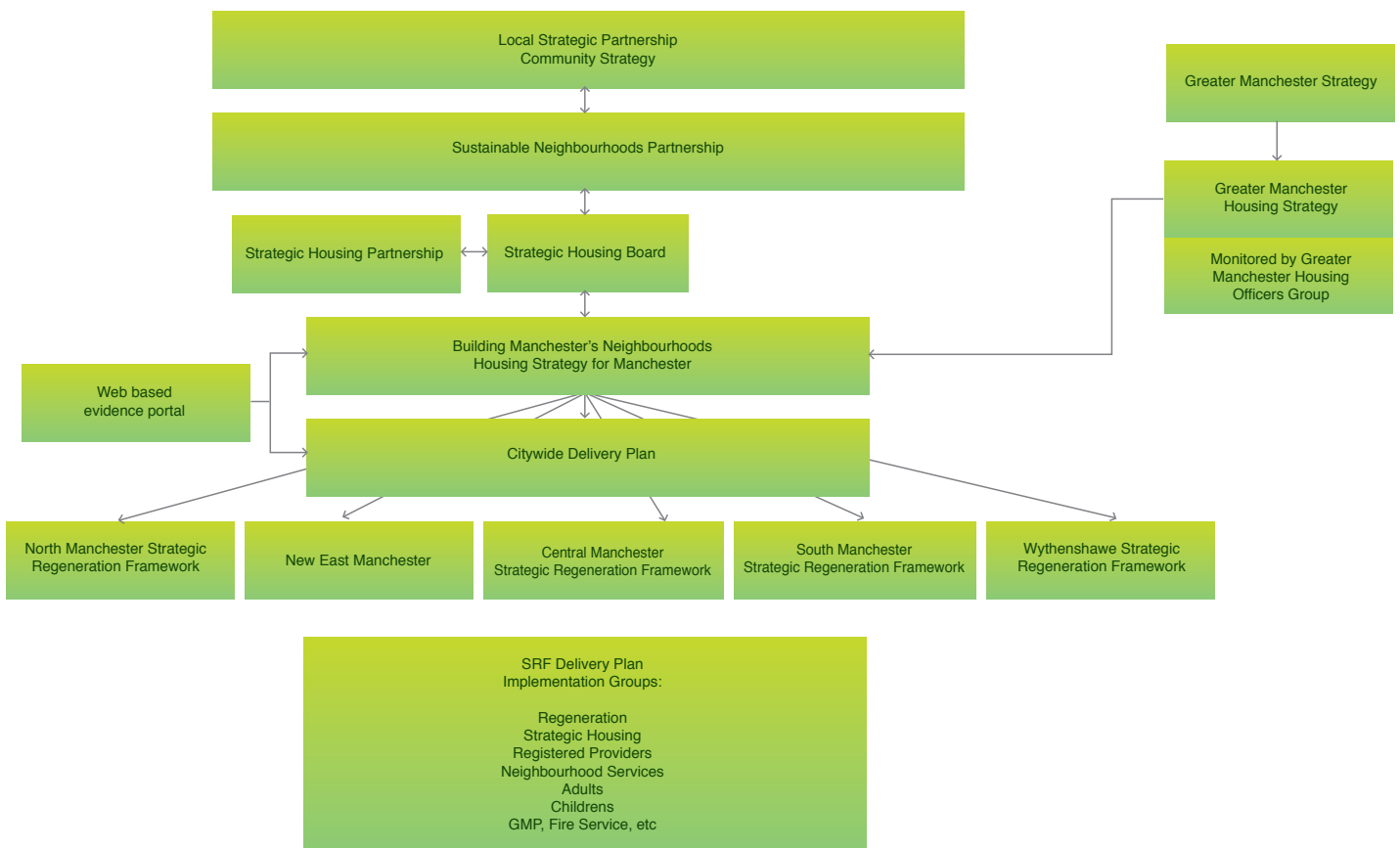
- 1** We passionately believe in **quality and innovation**
- 2** We will accept **no compromise on quality**.
- 3** We want the homes we commission to be **built to last** and meet the future demands and aspirations of families and communities
- 4** We want our existing **housing to be energy efficient and economic** to live in and will seek new ways of making this happen
- 5** We want new products that give our residents the means to **improve and own their own homes**
- 6** We want to meet the needs of smaller households and **changing lifestyles**
- 7** We want to find innovative ways for the **community to 'own' its homes and neighbourhoods**
- 8** We firmly believe that **community involvement** is critical
- 9** We want all our neighbourhoods to be places where **people feel comfortable and belong**
- 10** We want all our **residents to be proud to play a part** in creating their neighbourhoods
- 11** We want people to **get involved in the running** of their neighbourhoods and the planning of services
- 12** We want families to **take responsibility** for themselves and their communities
- 13** We want to **provide enabling support** for those who need it, but only for as long as they need it

Structured for delivery

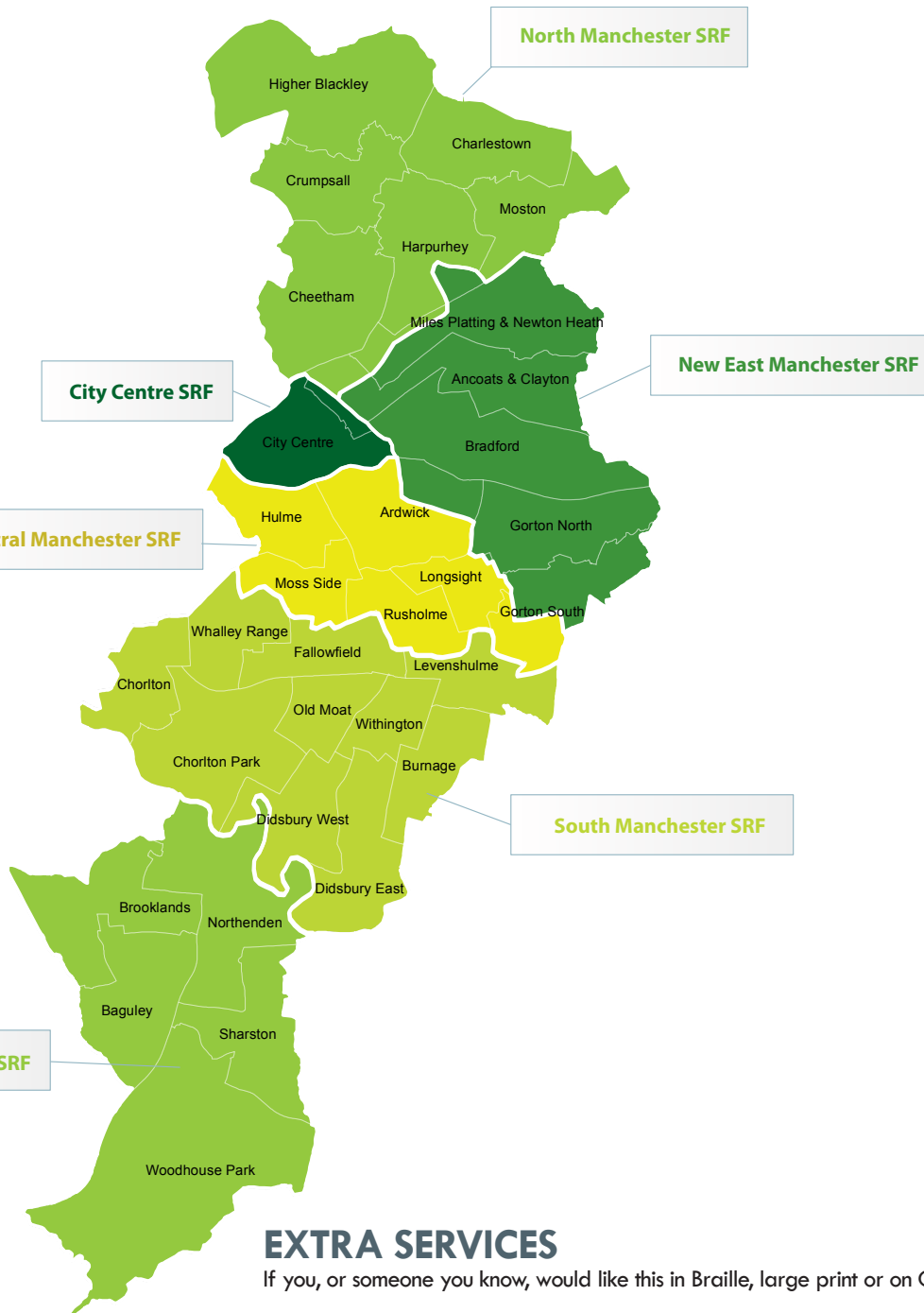
The delivery of the principles in our housing strategy will contribute to achieving the aims of the Community Strategy and our overall progress will be monitored by the Strategic Housing Board.

Our citywide Delivery Plan, which will be refreshed every 2 years, outlines the high level actions that we will be taking, as a city, to achieve our vision. This will be supported by a suite of specialised strategies and action plans, such as the Homelessness Strategy, Supporting People Strategic Sector Review and Providing for Housing Choice, our approach to affordable housing.

But our vision will be delivered mostly at a local level, in the neighbourhoods we want to transform, and the housing actions that are needed to do this will form part of the Strategic Regeneration Framework Delivery Plans, which will be managed through this process, where all partners will be represented.



Strategic Regeneration Framework Areas



EXTRA SERVICES

If you, or someone you know, would like this in Braille, large print or on CD contact 0161 219 6575.

Arabic	للحصول على هذه المعلومات بلغتك الرجاء الاتصال برقم الهاتف 0161 219 6575
Bangla	এই তথ্যটি আপনার ভাষায় পেতে চাইলে দয়া করে টেলিফোন করুন 0161 219 6575 এই নম্বরে।
Chinese	如欲索取這資訊以閣下語言編制的副本請致電 0161 219 6575
French	Pour recevoir ces informations dans votre langue prière d'appeler le 0161 219 6575.
Somali	Si aad u hesho macluumaadkaani oo luqaddaada ku qoran fadlan wax 0161 219 6575.
Turkish	Bu bilgiyi kendi dilinizde almak için lütfen 0161 219 6575 numarayı arayınız.
Urdu	یہ معلومات اپنی زبان میں حاصل کرنے کیلئے براہ مہربانی 0161 219 6575 پر فون کیجئے۔