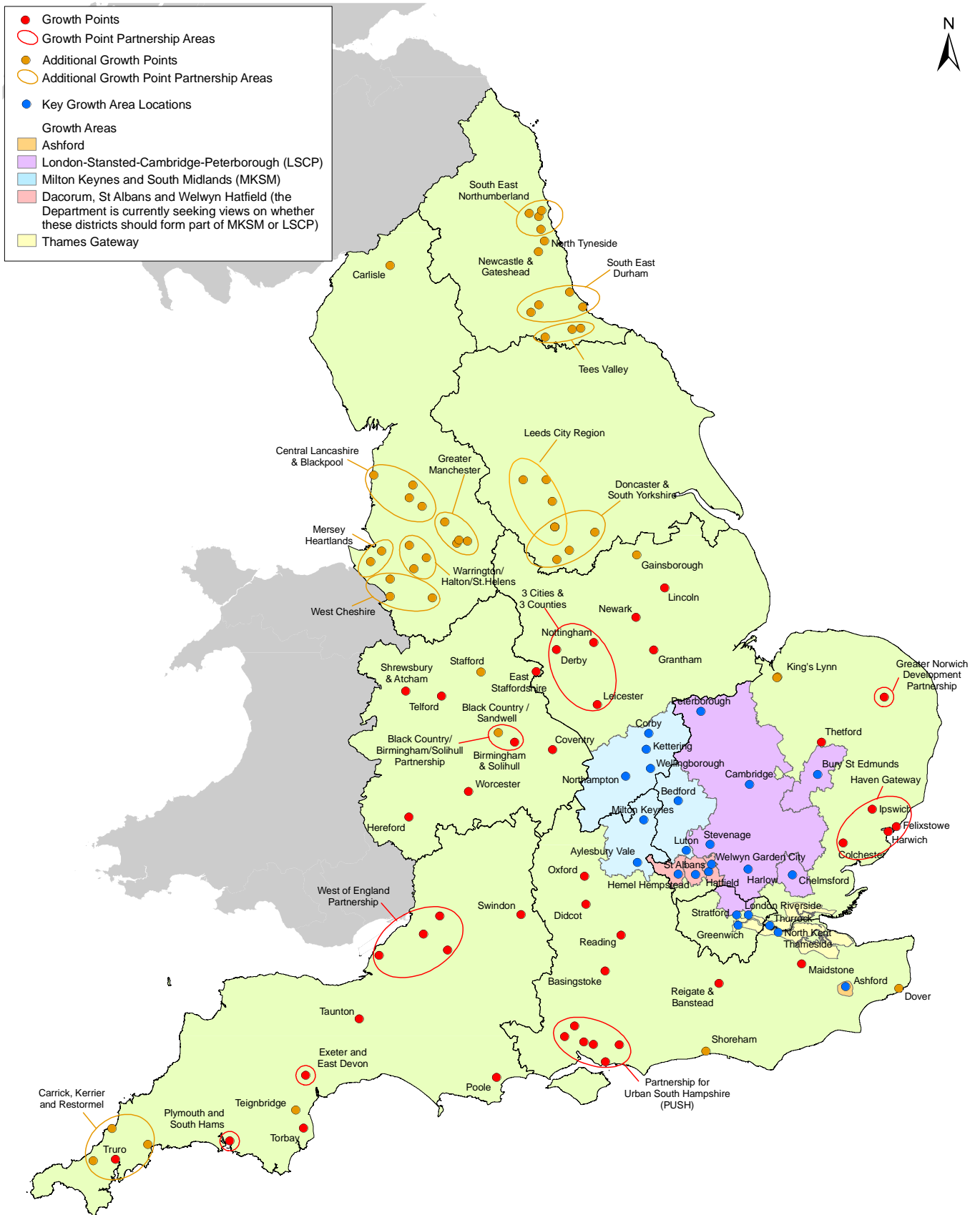


# PART 1: Policy Drivers

This chapter positions the masterplan area in terms of regeneration and planning policies and strategies and explores some of the neighbourhood issues of deprivation, service provision and housing market characteristics.





# National Policy

Government policy since the late 1990's has been focused on accommodating housing growth within urban areas, with higher quality design, greater choice and higher standards. This policy agenda is designed to prioritise development in areas like Old Trafford.

Government Policy since the late 1990's has aimed to increase the proportion of homes in urban areas like Old Trafford and to improve the quality and choice of housing provision. The *Urban Task Force Report* published in 1999 fed into an *Urban White Paper* in 2002 and to the *Sustainable Communities Plan* of 2003. The latter included provision for the support of housing areas in the north through *Housing Market Renewal* as well as the *Northern Way* that proposed using the city regions as economic stimuli to improve the GDP of northern England. The Communities Plan was rolled forward in 2005 through *Homes for all* and *People Places and Prosperity* to improve the provision of affordable housing.

This policy agenda has been rolled out through a series of Planning Policy Guidance Notes and Guidance from government and CABI (such as By-Design). This agenda aims to improve the design of housing and urban areas through street-based layouts and higher densities.

In terms of social housing the government's aim to improve the quality of the stock has been expressed through the Decent Homes programme. A target was set in 2000 that all social housing in the UK should meet its decent homes standard by 2010. Local authorities were required to set out a programme for achieving this through Arms Length Management Organisations or Stock Transfer Associations.

In recent years a concern about housing numbers has been added to this agenda. In 2004 the Barker Review highlighted

the shortfall in housing provision and its impact on the market. As a result the Government announced the Growth Point initiative in December 2005. The first round of Growth Points were announced in the following year and in 2008 a second round were announced including Greater Manchester.

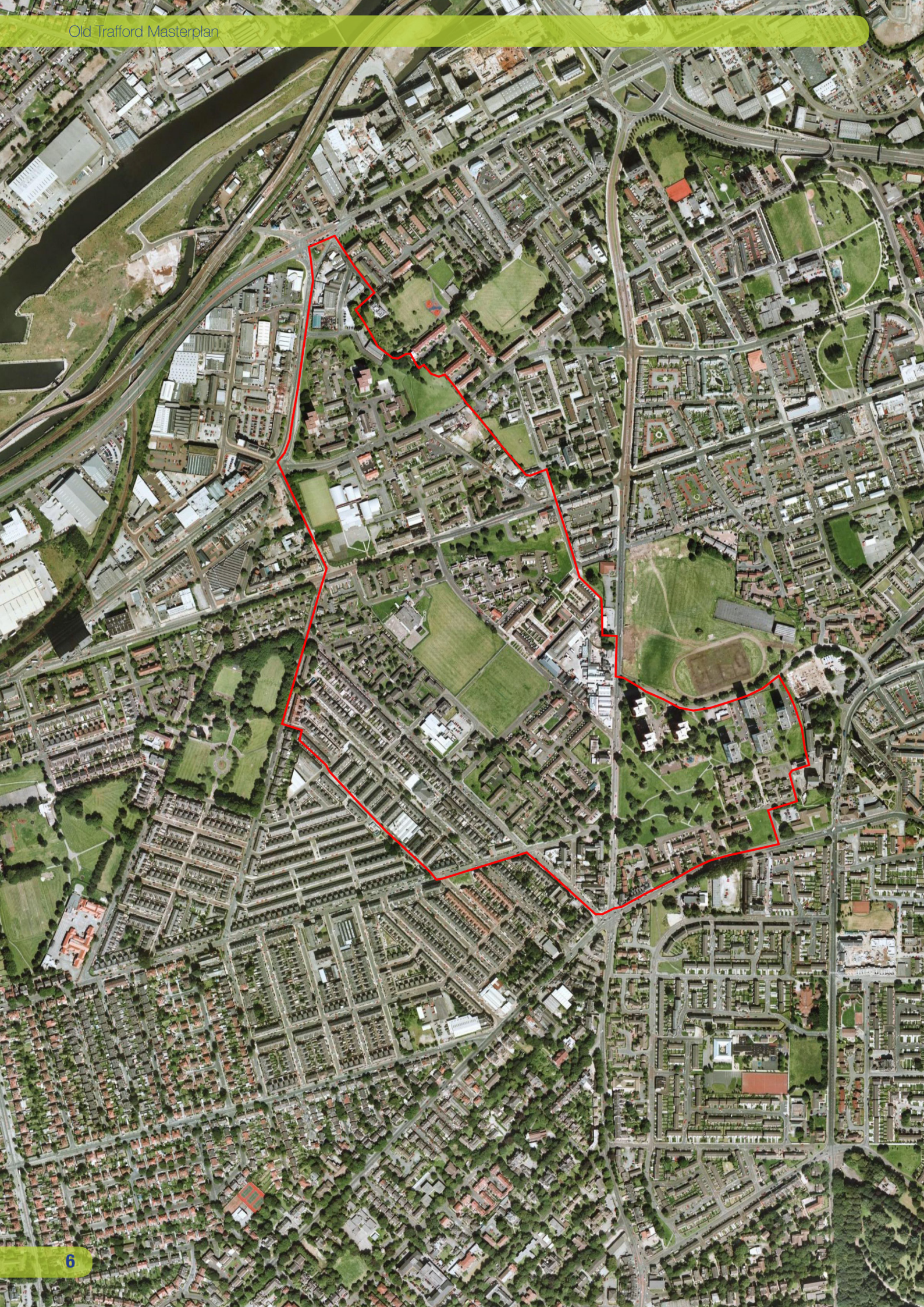
These strands of government policy are reflected in regional policy:

**Regional Housing Strategy** seeks to improve housing supply in areas of high demand and to address low demand areas. Its four themes are; Urban renaissance and regeneration, affordable homes and balanced communities, decent homes and specialist and supported housing. This strategy would support the Old Trafford area under all of these headings.

**Regional Economic Strategy** which as part of the Northern Way seeks to use the city regions as engines of economic growth. Old Trafford is surrounded by a range of opportunities identified in the strategy including the Universities, The Regional Centre and Trafford Park. Rather than become an economic centre in its own right. Old Trafford should provide an urban neighbourhood for people working in these employment areas.

**Regional Spatial Strategy** focuses growth on Manchester, Liverpool and the Central Lancashire City Region. Housing growth is to be concentrated in these cities to reinforce their economies.







# Growth Point

Old Trafford is part of the Greater Manchester Growth Point designated in 2008. The current neighbourhood regeneration of Old Trafford provides an opportunity to explore the possibility of promoting housing growth in the area to the benefit both of the study area and the region. The role of this masterplan, in addition to addressing the housing issues in the area, is therefore also to look at the potential for regional housing growth.

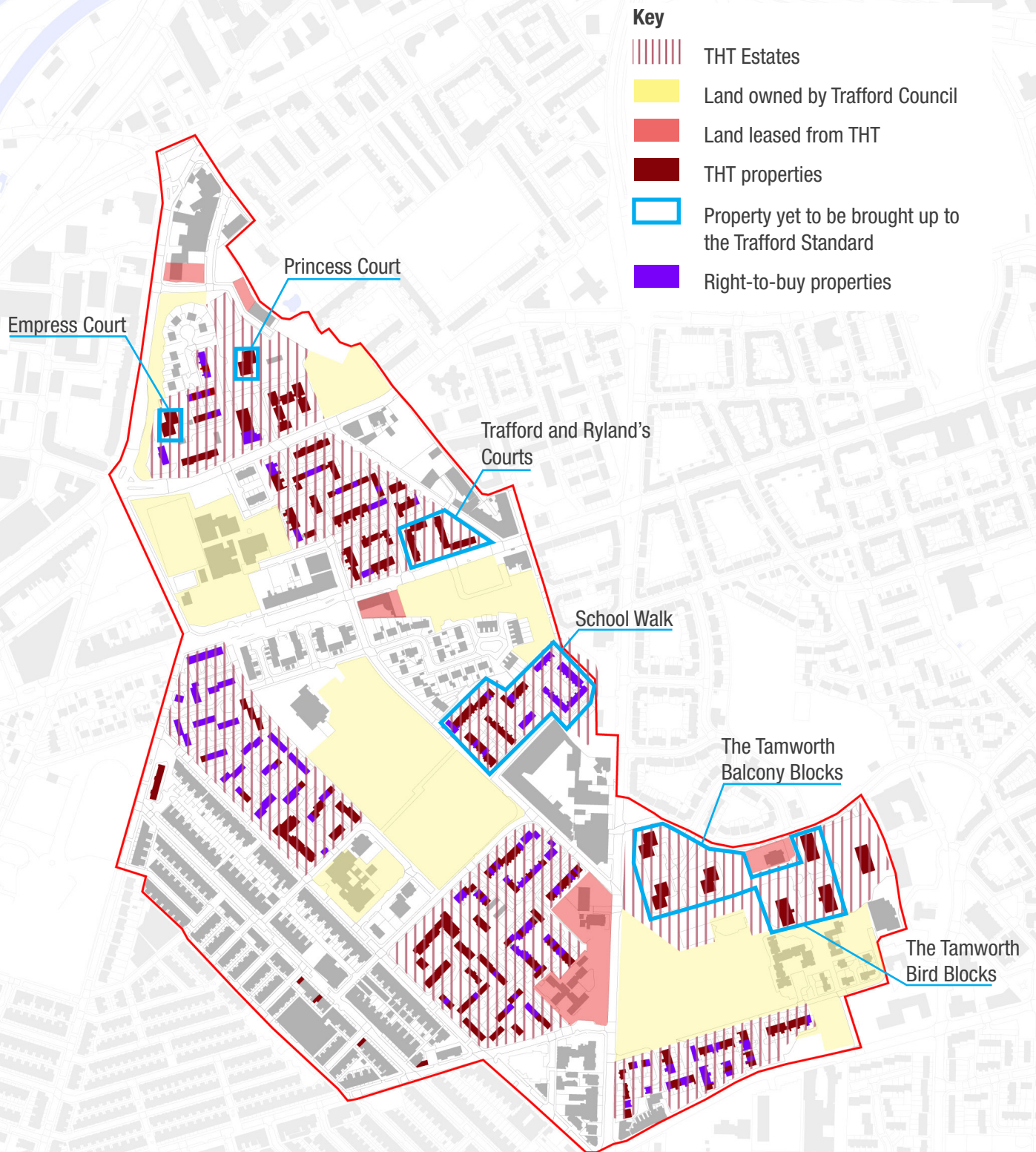
In 2007 the government announced the intention of extending the Growth Point Initiative to areas in the north of England. Twenty one local authorities and partnerships were announced in 2008 as second-round Growth Points including Greater Manchester. In total these Growth Points have the potential to contribute 180,000 additional dwellings by 2016. This will both help the government meet its housing supply targets as well as contributing to the economy of these areas.

The Greater Manchester Growth Point was approved in July 2008. The strategy is to bring forward an additional 10,000 homes by 2017 bringing the total new homes in the area during that period to 87,000. The aim is to support the development of high quality affordable homes and balanced communities. With Growth Point status comes access to funding to facilitate development including infrastructure provision ground conditions and flood risk. £12 million has been allocated to Greater Manchester by 2011.

The first phase of Growth Points covers the whole of Greater Manchester but the intention is to focus growth in

Manchester, Salford, Trafford and Bolton. In East Manchester it includes 4,600 new homes over 10 years in Holt Town and a further 1,000 units in Miles Platting. Also included are the Lower Kersal and Broughton areas of Salford and an Urban Village in the heart of Bolton.

In Trafford sites have been identified in Partington, Trafford Quays, Pomona Dock and sites around Lancashire County Cricket Club. In total it is estimated that Trafford will accommodate more than 7,000 new homes. The area covered by this masterplan is identified in the Growth point bid. It is potentially an important opportunity because of its proximity to the regional centre, its good public transport links, access to employment and the opportunities for infill and replacement of housing in the area at the present time. An initial capacity exercise identified the potential for 500 new homes in the area. As part of this masterplanning exercise we are suggesting that the net gain in the area could be double this. These units may also be easier to achieve than other Growth Point sites.



# A Decent Home for All

The Trafford Housing Trust (THT) business plan agreed in 2005 made provision for all of its property to be brought up to the Trafford Standard (above the Decent Homes Standard). Much of the stock has been improved however in the case of the remaining blocks it may be that the condition of the blocks and low demand for the property may make redevelopment a more sensible option.

The government set a target in 2000 that all social housing in the UK should meet its Decent Homes standard by 2010. Local authorities were required to set out a programme for achieving this through Arms Length Management Organisations or Stock Transfer Associations. Any property not likely to meet the target will require a waiver from the HCA and TSA.

Trafford Housing Trust was established as a Stock Transfer Association and took over the management of 10,000 council homes from Trafford Council in 2005. As part of this the Trust pledged to exceed the Decent Homes Standard by putting in place the Trafford Standard and made provision for £132 Million in its business plan to achieve this. This is sufficient to get all homes under THT management to the Trafford Standard by 2010 through the Blue Ribbon Programme of works.

Much of the property within the study area has been brought up to the Trafford Standard. The properties that remain are as follows:

- **Princess and Empress Court:** The two towers on the Hullard Estate, like those on the Tamworth Estate have not been included on any programme of works relating to the Trafford Standard however it is proposed as part of this strategy that they should be retained so that the Trafford Standard works will need to be programmed.
- **Trafford and Ryland's Courts:** These two walk-up blocks on Stretford Road on the edge of the Rivers Estate are in a poor condition and are not popular with residents. Their future was in question and was put to residents during the Design Charettes. A view has been

taken that they should be replaced with better quality housing.

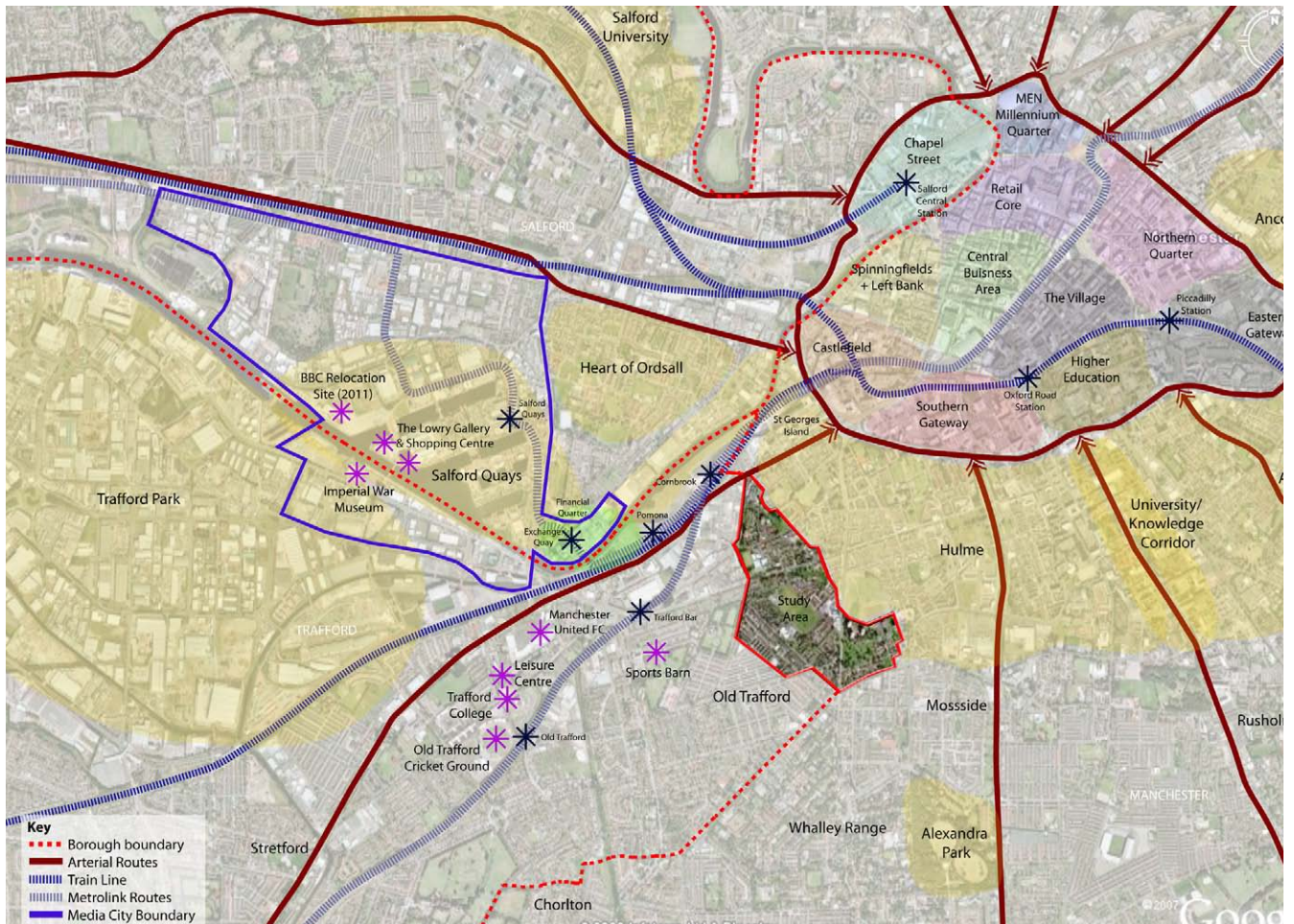
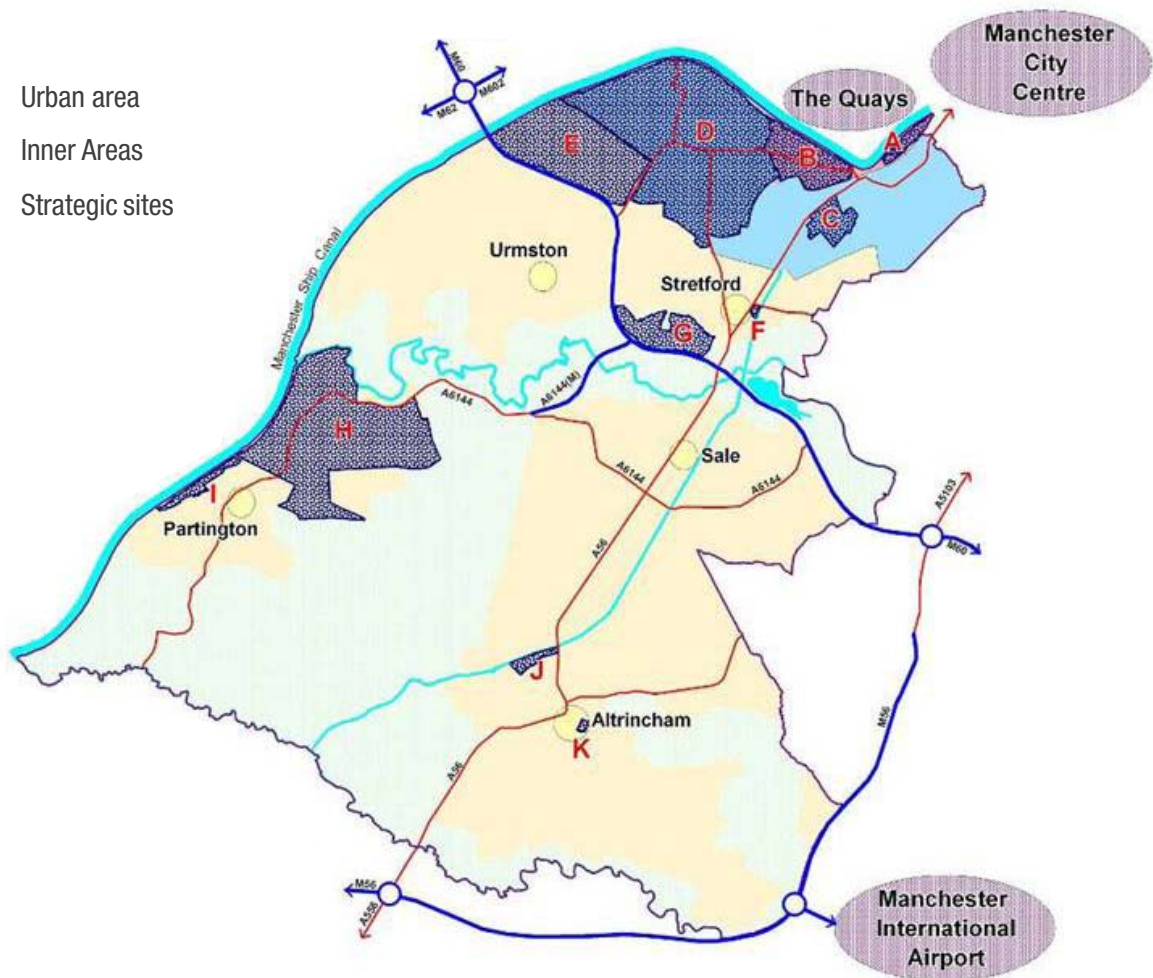
- **School Walk:** A programme of internal Blue Ribbon works (kitchens, bathrooms, boilers, central heating systems and rewiring) was completed in late 2008. External Blue Ribbon works to replace windows and doors is scheduled for 2009/2010.
- **The Tamworth Estate:** None of the tower blocks have had work done to bring them up to the Trafford Standard. There are two types of blocks the 'Balcony Blocks' on Chorlton Road and the 'Bird Blocks' to the east. Both have had improvements to lifts and security including CCTV. However there are structural issues with services and risers that have led to questions about whether the full decent homes package is value for money. Trafford Housing Trust are seeking a waiver on the 2010 deadline and have sought advice from this study as to whether investment should be made to upgrade the blocks. The conclusion that we come to is that the Balcony Blocks should be refurbished and the Bird Blocks demolished.
- **Maier Gardens:** The low-rise properties on Moss Lane West have had full internal and external Blue Ribbon works and are now up to the Trafford Standard for decent homes.

Trafford Housing Trust will need to be clear as to whether properties not up to the Decent Homes Standard will be replaced or whether they are scheduled for work prior to 2010. It will be possible to apply for a temporary waiver on the properties that will be replaced and discussions are underway with the HCA and TSA.



### Key

- Urban area
- Inner Areas
- Strategic sites





# Local Policy

Old Trafford sits at a strategic point in the conurbation and is surrounded by regeneration initiatives. It is identified as a regeneration area within Trafford and the priorities are skills and access to work, the quality of the environment and the range and quality of the housing stock.

Old Trafford sits within a strategic part of greater Manchester just south of the point where Trafford, Manchester and Salford meet. The local policy context is therefore only partly about what is happening in Trafford. The key initiatives in this wider area are the development of the Regional Centre, the University Knowledge Corridor and the ongoing regeneration of Hulme, Salford Quays, Media City and the regeneration of the Ordsall Estate.

Trafford has developed a series of economic strategies including the Economic Development Plan, The Trafford Economic Assessment and the Trafford 2021 Blueprint. These seek to exploit the advantages of the borough in terms of location, infrastructure and skills. The main employment growth areas are Trafford Park and the corridor along the Ship Canal into Pomona and the Cornbrook area.

The central part of Old Trafford is not seen as an employment growth area. The nearest employment areas are the Cornbrook and Wharfside strategic employment areas to the west and the Hadfield Street area across Chester Road which is identified as an industrial improvement area.

The main relevance of these strategies is the skills and access to work agenda. While Trafford as a whole is the 8th highest achieving borough in the country with regard to educational attainment, Old Trafford is very much the exception to this and the priority is to help local people access employment in the surrounding areas.

The Trafford Housing Strategy published in 2005 focuses on the creation of healthy, secure and safe communities. This is

related partly to the programme to improve the quality of the housing stock, partly to increase choice and access to home ownership and partly to the need to create diverse, tolerant communities. The main objectives of the strategy are;

- the provision of affordable homes,
- celebrating diversity and promoting community cohesion,
- improving the quality of life
- reducing homelessness,
- improving the stock condition.

The Old Trafford area is identified as a Priority Regeneration Area in the UDP adopted in June 2006. The Old Trafford Strategy and Action Plan aims are;

- Improving the quality and diversity of the housing stock
- Improving the quality, appearance and safety of the environment
- Providing facilities for pedestrians cyclists and public transport users and reducing the impact of traffic
- Promoting the development of under used land for residential business or commercial use
- Improving the quality and diversity of recreational provision.

The strategy proposes that the Stretford Road corridor should be developed as a strategic gateway. It also proposes the development of a multi-purpose community facility in the area alongside support for local shops and improvements to local parks and open space. Planning policy is being rolled forward into the Local Development Framework which is in preparation and is scheduled for adoption in 2009.







# Housing Need

Housing need in Old Trafford remains high because the price of new private housing for rent and sale in the area has outstripped local incomes. This has led to concerns about gentrification, as has happened in neighbouring Hulme. The strategy needs to include sufficient affordable housing along with measures to assist local people to gain access to new private homes.

The Trafford Housing Strategy 2009-2011 (GVA Grimley) was released as a Draft document in April 2009.

Overall the future projections for the borough where;

- increasingly elderly and diverse population.
- growing population and household numbers
- more single households
- growth of older person households

In Section 3 the document highlighted that housing need in the borough has been exacerbated by a decline in the number of social units (despite increased development in 2008). This was predicted in the Trafford HMA affordable housing needs assessment in 2006 which concluded that there was an annual affordable shortfall across the Borough of 541 units. This breaks down into 371 for the Southern sub-market and 169 in the Northern sub-market including Old Trafford.

There has in recent years been a surplus of accommodation for older people (both single pensioners and larger pensioner households) and Trafford Housing Trust has vacant elderly persons accommodation at Isobel Baillie Lodge and at Cornbrook Court. However the projections point to an increased demand from older households. This low demand is therefore likely to be a result of the type of accommodation available (old people's homes) being unpopular.

Demographic groups most likely to fall into housing need category are:

- single non-pensioner households
- lone parent households
- other households with children
- with regards homelessness there was a greater proportion of BME persons registered.

## Affordability

Concerns have been raised by local residents and stakeholders about the sort of gentrification that has taken place in Hulme where housing is now unaffordable to most local people. When the housing in Hulme was being built there was very little support or information on how local people could purchase properties. The demand for affordable homes is driven by high price of private homes for rent and sale in the area and the strategy for Old Trafford will need to address affordability issues. This is likely to include:

- an adequate number of affordable homes
- information on other housing options such as supported private renting with support from the Local Housing Allowance (LHA)
- support for home ownership
- limits the level of properties sold to investors

Trafford Housing Trust and the library already provide a point of contact however the level of information required to support regeneration in the area will be crucial. More vulnerable areas like Old Trafford could see an increase in housing need as fewer jobs become available however measures still need to be taken to ensure that Old Trafford remains somewhere that people will find an affordable and desirable place to live.



