

BEYOND BRICKS AND MORTAR

Developing Our Housing Strategy, 2020-2025

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Housing is a crucial part of
Tameside's future

We need a strategy that can
deliver the Corporate Plan

We want homes that give our
children the best start in life

Homes that unlock
inclusive growth, that bring
vitality to our towns and
communities

Homes that are warm and secure,
that allow us to live independently
and in good health into old age

Homes that drive and support
the growth of our Borough

BEYOND BRICKS AND MORTAR

Housing seen through a wider lens,
responding to the major challenges we face
and finding sustainable solutions.



Our Role as a Strategic Provider

Deliver our Statutory Duties
e.g. Social Care, Reducing Homelessness

Taking the strategic lead on development to
unlock inclusive growth

Plan for and support sustainable housing
development that meets the needs of our
residents

Effective neighbourhood management

Plan for and commission health and social care
support around the home

Our Plans in Context

December 2017

Tameside Housing Need
Assessment 2017

Greater Manchester Strategic
Housing Market Assessment

January 2019

June 2019

Greater Manchester Housing
Strategy 2019-2024



**Tameside Housing
Strategy
2020-2025**

Starting Well

Living Well

Ageing Well

Priorities



1

Very best start in life
where children are ready to learn and encouraged to thrive and develop

Reduce rate of smoking at time of delivery

Reduce the number of children born with low birth weight

Improve school readiness

Children attending 'Good' and 'Outstanding' Early Years settings

Take up nursery at 2yrs

Promote good parent infant mental health



2

Aspiration and hope through learning and moving with confidence from childhood to adulthood

Reading / writing / maths at Key Stage 2

Attainment 8 and Progress 8 at Key Stage 4

Young people going onto higher education

Children attending 'Good' and 'Outstanding' schools

Number of 16-19 year olds in employment or educated

Increase the proportion of children with good reading skills

Promote a whole system approach and improve wellbeing and resilience



3

Resilient families and supportive networks to protect and grow our young people

Early Help Intervention

Reduce the number of first time entrants into Youth Justice

Increase levels of fostering and adoption

Improve the quality of social care practice

Improve the placement stability for our looked after children

Reduce the impact of adverse childhood experiences



4

Opportunities for people to fulfill their potential through work, skills and enterprise

Increase median resident earnings

Increase the working age population in employment

Increase the number of people earning above the Living Wage

Increase number of enterprises / business start ups

Working age population with at least Level 3 skills

Increase the number of good quality apprenticeships delivered



5

Modern infrastructure and a sustainable environment that works for all generations and future generations

Improve air quality

Increase the number of net additional dwellings

Increase the number of affordable homes

Digital inclusion - average download speeds

Reduce tonnes of waste sent to landfill and increase the proportion recycled

Increase journeys by sustainable transport / non-car

Increase access to public transport



6

Nurturing our communities and having pride in our people, our place and our shared heritage

Increase participation in cultural events

Reduce victims of domestic abuse

Reduce the number of rough sleepers / homelessness

Improve satisfaction with local community

Victims of crime / fear of crime

Reduce levels of anti social behaviour

Increase access, choice and control in emotional and mental self-care and wellbeing



7

Longer and healthier lives with good mental health through better choices and reducing inequalities

Increase physical and mental healthy life expectancy

Improve the wellbeing for our population

Decrease smoking prevalence

Increase levels of physical activity

'Good' and 'Outstanding' GPs practices

Reduce drug and alcohol related harm



8

Independence and activity in older age, and dignity and choice at end of life

Increase the number of people helped to live at home

Reduce hospital admissions due to falls

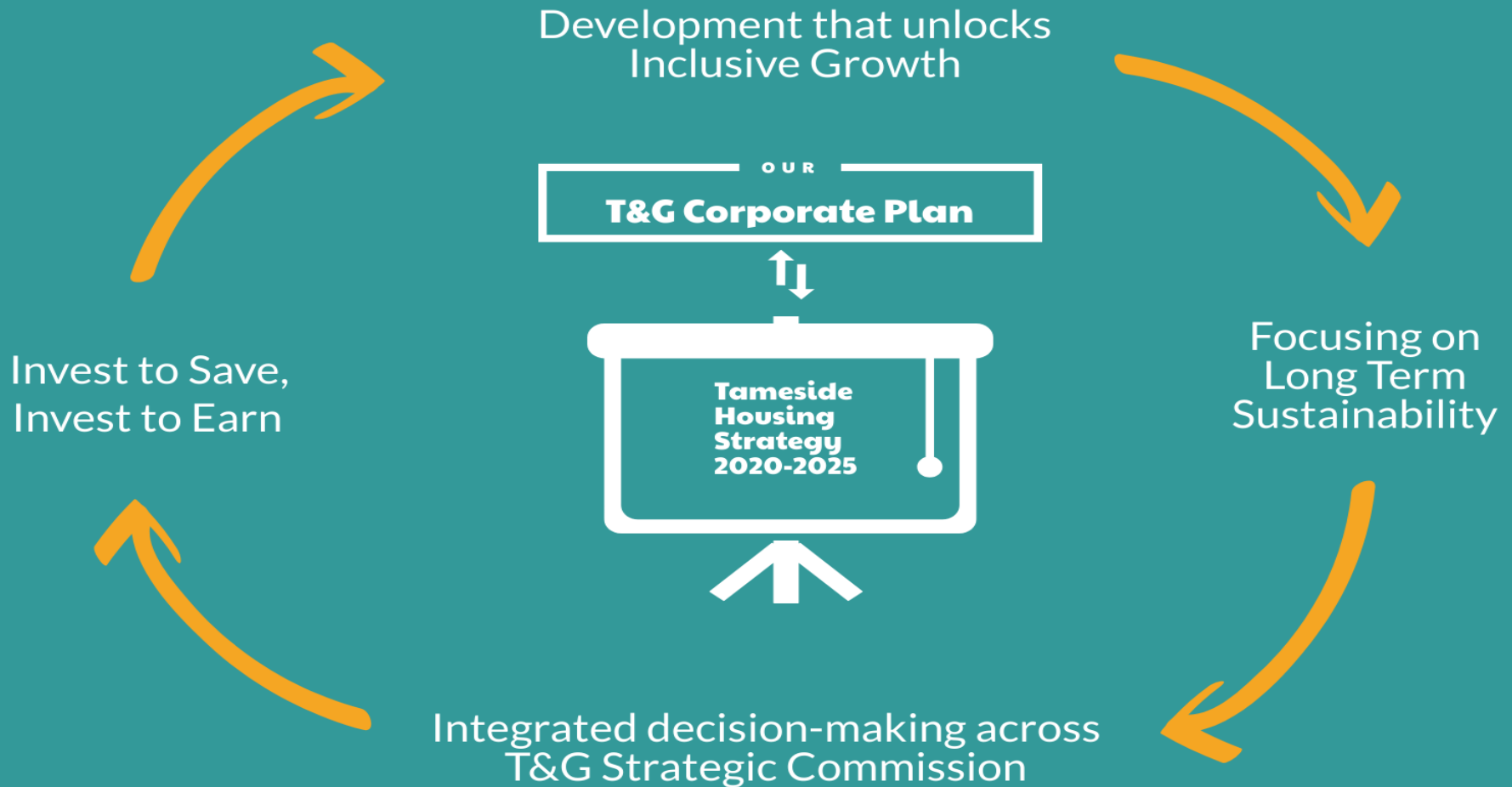
Increase levels of self-care / social prescribing

'Good' and 'Outstanding' social care settings

Prevention support outside the care system

Great Place Inclusive Growth

Sustainable Development



Our Strategic Priorities for Action

Population Growth and New Housing Supply

Delivering for an Ageing Population

A Range of Affordable Housing

Specialist and Supported Housing

Improving Standards in the PRS

Reducing Homelessness and Rough Sleeping



Population Growth and New Housing Supply

The Council leading on future-focused development

Comprehensive green infrastructure network and net biodiversity gains

Zero-carbon technology to ensure climate resilience.

Strong cultural, recreational and shopping facilities in walkable, vibrant, sociable neighbourhoods

Powerful vision and engagement with the local community

Integrated and accessible transport systems, with walking, cycling and public transport designed to be the most attractive forms of local transport.

A Range of Affordable Housing

Work with Housing Association partners to enable new affordable homes through various Homes England programmes and continuous market engagement

Working with developers, housing associations and our Planning Team to maximise the number of affordable homes delivered

Continue to improve and expand the reach of our Empty Homes Programme

Delivering for an Ageing Population

'The way we plan, build and organise our city region can help or hinder social connections.
At worst, failed approaches can 'build-in' social isolation, with long-term damage to quality of life and physical and mental health'

GM Age-Friendly Strategy



Specialist and Supported Housing - Children

Early help has the best chance of success where individuals and their families feel supported to find their own solutions to the issues facing them in the communities where they live

Homes that do not meet the bedroom standard mean less room to play, less quiet space for homework and less privacy leading to issues at all stages of child development

Overcrowding can lead to relationship tensions within the family causing stress and anxiety



Moving to Independence

High Quality Move-On
Accommodation for Children
leaving Care

Supporting Care leavers make a
successful transition into adulthood

The Transition Support Team is well-
staffed and in a position to expand
support services.

Expansion from 7 to 17
bedsits over a phased period

**Annual accommodation
cost for 17 young people
in the bedsit programme is
estimated at £180,000**

**The alternative –
placements through
private agencies – would
cost the Council up to
£3.5m every year**

Specialist and Supported Housing - Adults

Prevent and Manage people away from long-term hospital stays

Access to funding to enable housing of choice that delivers on our Strategy

Person-centered approaches and tailored solutions

Working with architects, planners and engineers to embed age-friendly principles to development

Creating new opportunities and housing options for People with Learning Disabilities

'Good social care has to start with housing'
Director of Adult Services, TMBC

"Living here helps my independence a lot and helps me to grow in my community"

Tim CAMBRIDGESHIRE



Improving Standards in the PRS

More vulnerable groups such as families with dependent children and older people now finding homes in the private rented sector for longer

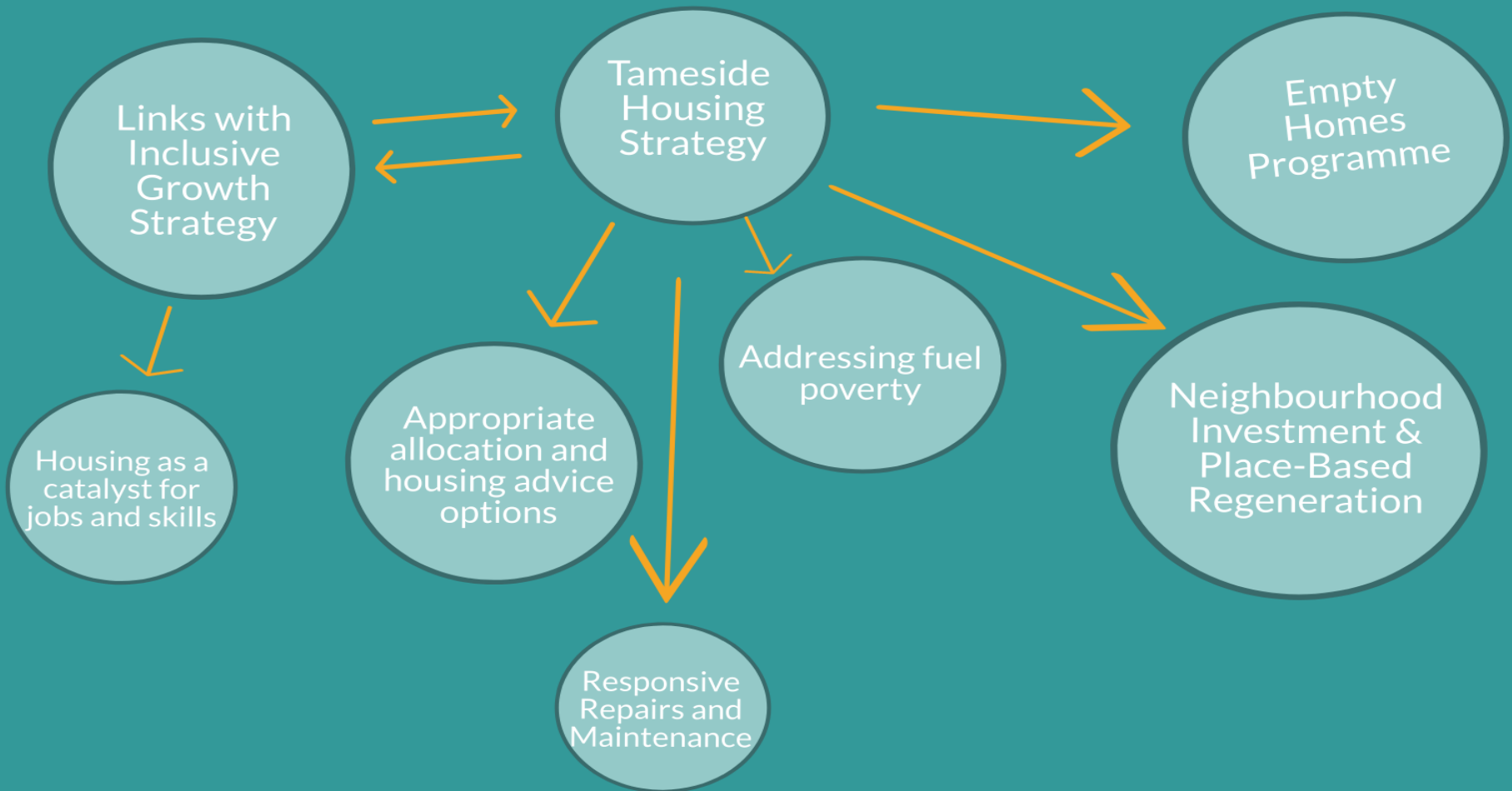
Poor quality conditions, insecure tenancies and poor management have massive impact on physical and mental health

A more proactive approach aligned with population health, employment and skills, and incentives for energy efficiency technology

Place-based programs that shift crisis intervention to long-term prevention

Regulation in poorest areas to drive up standards in the private rented sector

Reducing Homelessness and Tackling Poverty



Looking at Our Strategic Sites



Tameside Council has significant land assets which have the capacity to deliver a significant number of new homes over the next five years.

TMBC is a strategic enabler

Barrets at Hattersley

Nook and Key in Hyde

Capturing value through Section
106 Agreements



Placemaking

Inviting
Innovative
Safe
Sustainable

Inclusive Design that highlights walkability, social inclusion and connection, capitalising on our green and blue infrastructure

Places that offer access and connection to a range of healthy activities

Developing and growing our offer, meeting need and building-on our identity as a Borough

Dedicated plans for our town centres and new communities such as Godley Green

Working in partnership, linking development in with other place-based initiatives such as Beelines and Streets for All

Action Plan and Timeframe



Activity: 2019 -20	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct
Stage Initiation/Key Officers/ Inception Meeting											
Stage 2 Refresh Evidence Base											
Stage 3 Update Response document											
Stage 4 Discussion with Officers											
Stage 5 Consultation											
Stage 6 Strategy Preparation											
Stage 7 Final Consultation											
Stage 8 Implementatio n Plan											
Stage 9 Governance Timeline: SLT / Board/ Exec Cabinet											
Stage 10 Report Launch/ Publication											