



The role of Social Housing in Sustainable Real Estate Markets: A Practical Example



Who are we...



Social Housing Provider

9000 Homes

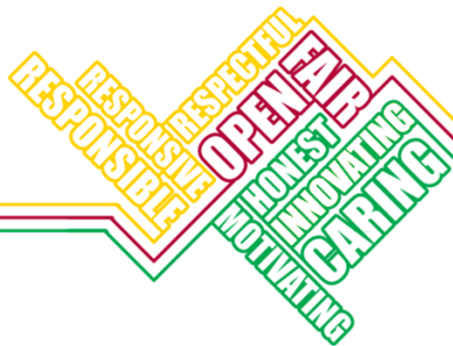
Set Up in 2005

Not For Profit

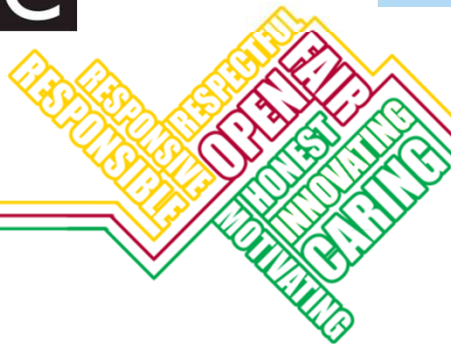
Registered Charity



“To be at the heart of neighbourhoods that are safe and clean, where communities are strong and vibrant, and where people choose to live.”



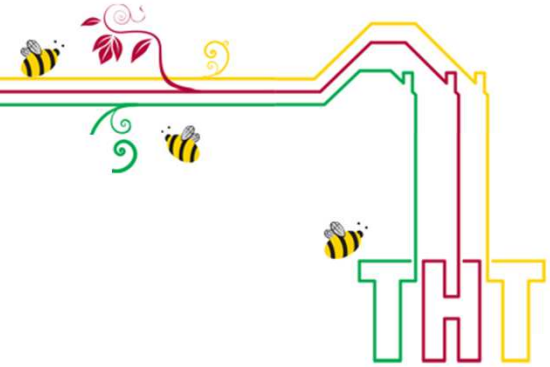
Where we are...



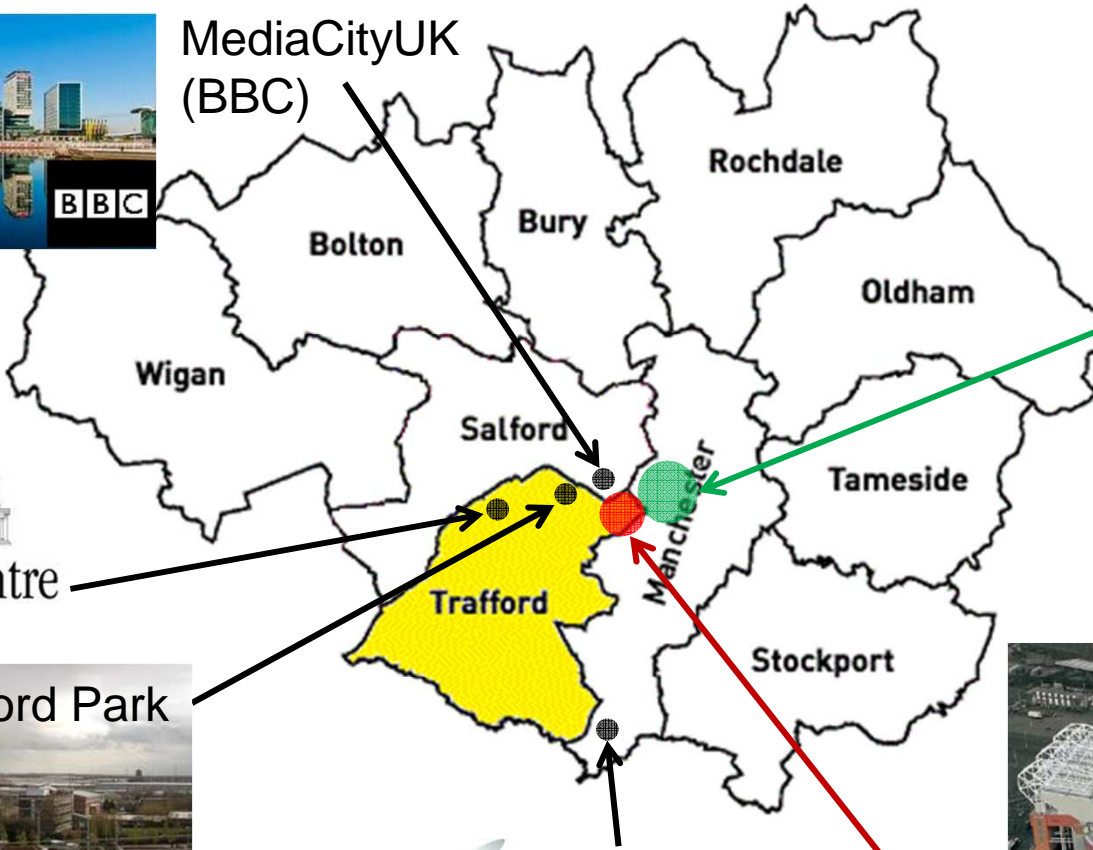
The Co-operative Group
The co-operative good for everyone



Where we are...



MediaCityUK
(BBC)



Manchester
City Centre



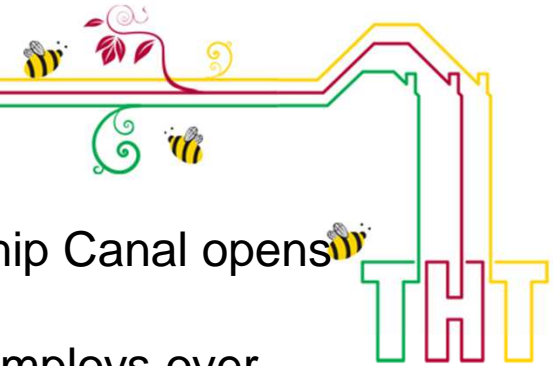
Trafford Park



Old
Trafford



The Growth of Old Trafford



1894 Manchester Ship Canal opens

1903 Trafford Park employs over 12,000 workers

1945 Over 75,000 employed at Trafford Park



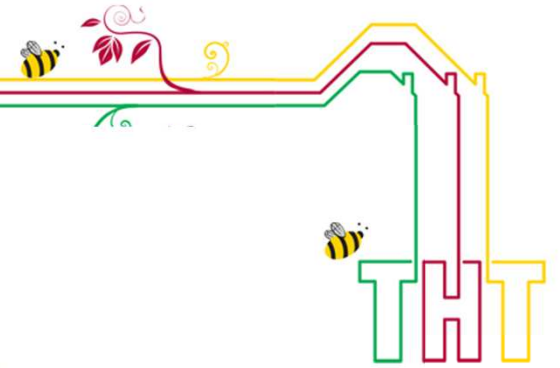
RESPONSIVE
RESPONSIBLE
RESPECTFUL
OPEN
FAIR
HONEST
INNOVATING
CARING
MOTIVATING



1960s & 1970s - the Council Estates



RESPONSIVE
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The Decline of the Area

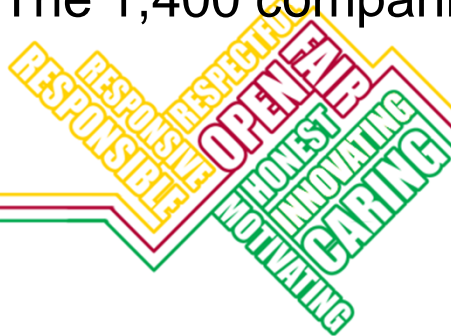
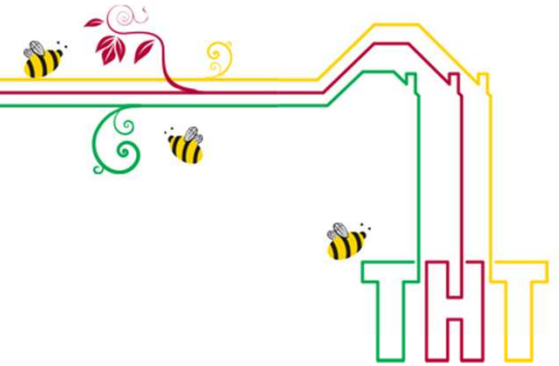
1960+ Trafford Park in Decline

Large quantity of terraced housing is replaced by council estates

1976 Trafford Park now only employs 15,000 people

1987 Trafford Park Urban Development Corporation formed and starts to reverse the decline in industry

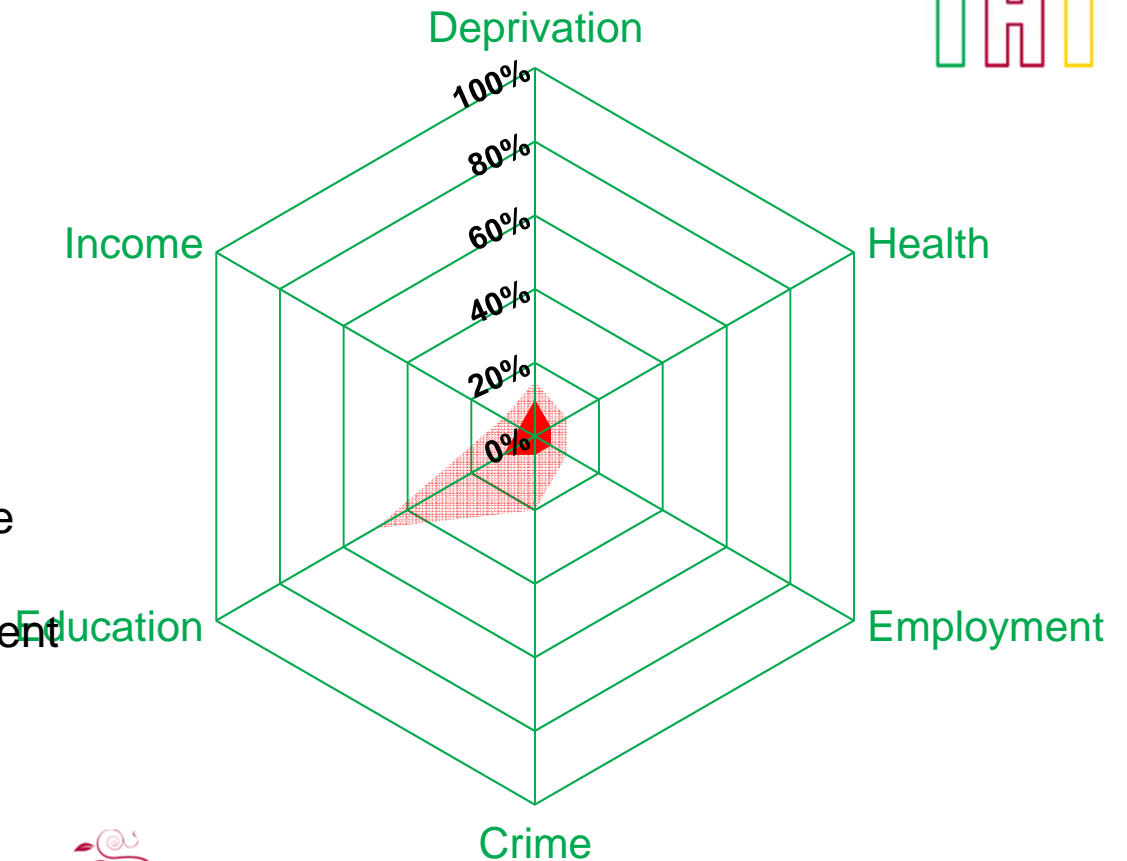
2008 The 1,400 companies based on Trafford Park employ 35,000 people



Social & Economic Problems – Statistics

Percentile Rank of the Old Trafford Masterplan Area for some of the Key Indices of Deprivation

- Based on the 2007 Index of Multiple Deprivation (Source: Communities and Local Government)
- Most of the area was in:
 - The most deprived 10% nationally
 - The bottom 10-20% for crime
 - The bottom 5% for health
 - The bottom 5% for employment



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OPEN
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The Challenge

High Value
Real
Estate

Accessible
Employment
Opportunities

THT Mission:
“To be at the heart of
neighbourhoods that are
safe and clean, where
communities are strong
and vibrant, and where
people choose to live.”

Poor
sense of
communit
y

Properties
in need of
major work

Under -
Utilised Real
Estate

Low
Educationa
l
Attainment

create a vibrant,
sustainable
community, with
quality housing,
excellent
environment, and
good connections to
employment
opportunities
together with
improved retail and
community facilities"

Shortage
of
Affordable
Homes

High levels
of poverty &
deprivation

High
levels
of Crime

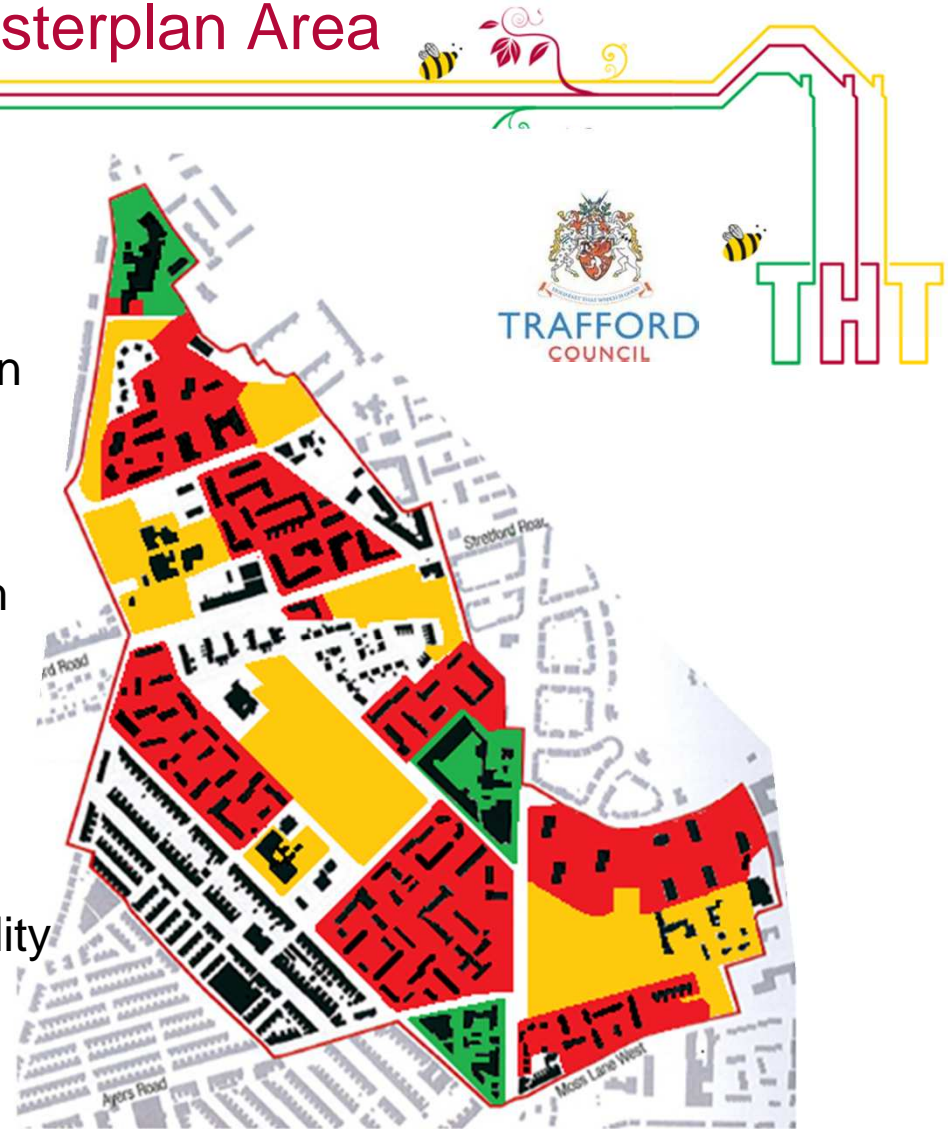
Low
Employment

Residents
don't feel
safe

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RESPECTFUL
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Major Land Owners in the Masterplan Area

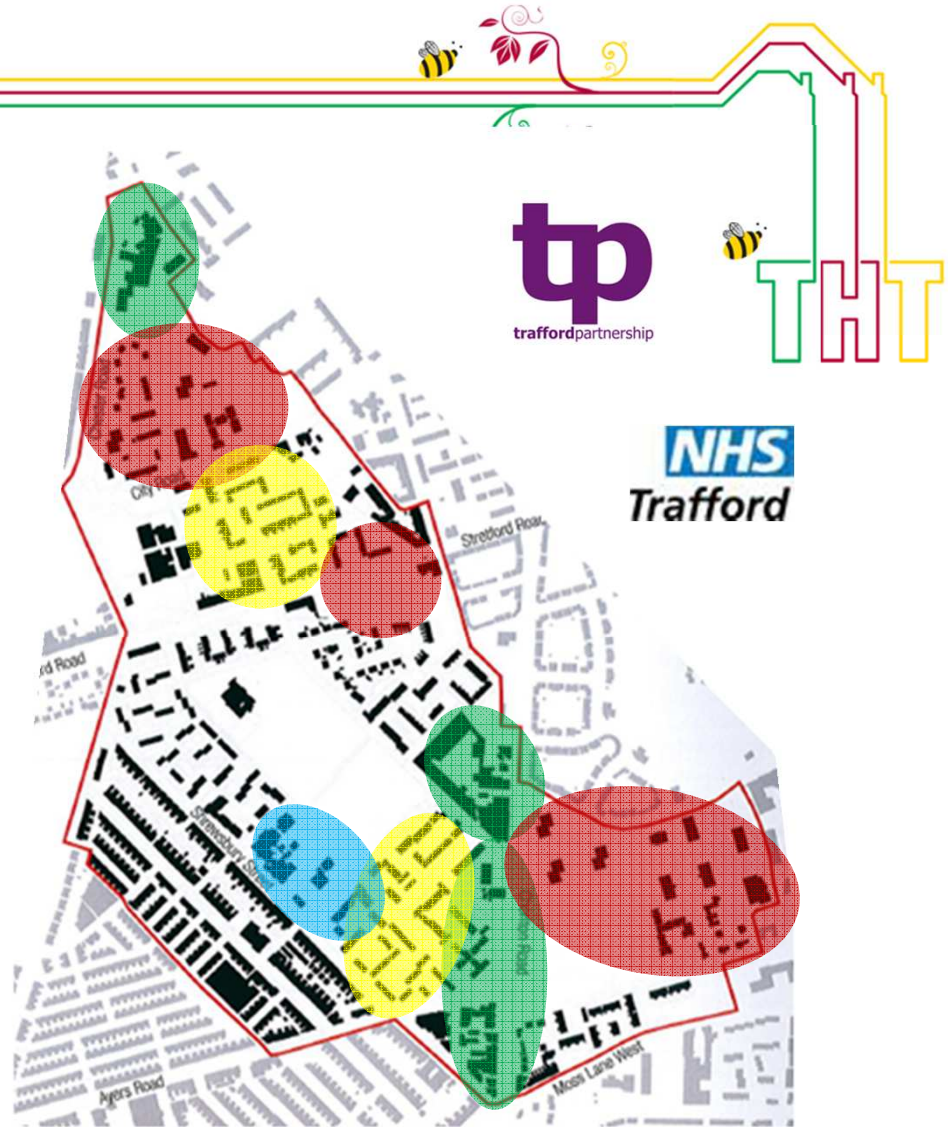
-  **Trafford Housing Trust**
 -  The Decent Homes Standard
 -  Falling demand for Properties
 -  Masterplan fits with our Mission
-  **Trafford Council**
 -  Strategic Priority
 -  Identified the area as a Growth Point for housing
-  **Private Developers**
 -  Interested in developing sites
 -  Outline planning permission
 -  Uncertain of viability / profitability



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The Proposed Projects

- 1 Demolition, Regeneration and New Build on Trafford Housing Trust & Council Land
- 2 Community Hub
- 3 De-“Radburning”, small amounts of New Build and improvements to open spaces
- 4 New Build Developments on privately owned land



Community, Employment & Training Initiatives

🐝 Building and Regeneration Contractors give a % of the jobs generated to local residents, including some Apprenticeships



🐝 Guns and Gangs Project
Firearms Offences fell from 13 to 1 a year
Youth Crime fell by 14%



🐝 CleanStart Social Enterprise
Provides Employment Opportunities for local Ex-Offenders
Reduces Re-Offending Rates & Crime



🐝 Skills courses for local residents



Conclusion

The Sustainable Development of an area such as Old Trafford, where value can only be unlocked in the long term, requires a holistic approach and partnership working.

Social Housing Providers are uniquely placed to be leaders in driving forward such development, especially in times of economic crisis, because:

- 🐝 They can take into account the housing needs of the whole community rather than only those of the people who are able to pay
- 🐝 They are not as influenced by the changing winds of national & local politics as local government are.
- 🐝 They have access to national and local government subsidy, be it in the form of loans, grants or land, as well as the ability to attract private investment
- 🐝 They care about People as well as Properties & Profit

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THAT



Matthew Gardiner
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