



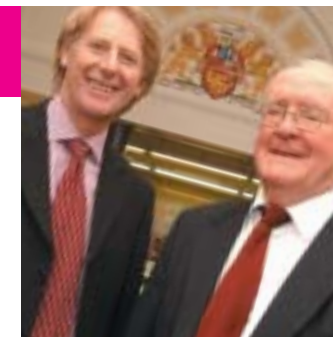
Our vision for housing is to:

'Help create a future where people see Salford as a great place to live. A place where you can find a choice of popular homes in desirable locations, served by excellent housing services'

Foreword

The **Salford Strategic Housing Partnership** was launched in September 2004 to bring together key stakeholders to provide strategic direction for the development of the housing system in Salford, and to ensure that strategies and priorities for housing have the full support and commitment of all partners, stakeholders and customers. The partnership is made up of public and private agencies each with their part to play to improve housing and housing services in Salford.

We have recently produced Salford's strategy for housing, 'Making the future happen', which sets out the vision, priorities, plans and actions for housing in our city for the next two years. This strategy followed on from the most comprehensive engagement and consultation with partners, stakeholders and customers we have ever undertaken in developing and producing a strategy for housing in the city. The strategy meets the government's criteria for being a 'fit for purpose' housing strategy, including linking priority areas to a sound analysis of needs, ensuring effective consultation and joint working with key stakeholders and producing a clear action plan with milestones. 'Making the future happen' has been developed and approved by the Salford Strategic Housing Partnership. A first for Salford. It has the full support of all partners and stakeholders and their commitment to help



Stephen Porter Chair and Councillor Peter Connor Vice-Chair of the Salford Strategic Housing Partnership

deliver the strategy. The partnership will take the housing strategy forward.

This booklet introduces the work of the Salford Strategic Housing Partnership and the priorities for action identified in the housing strategy. It also tells you how you can get involved and contribute to the work of the partnership. The partnership is committed to ensuring ongoing engagement and consultation with the community and the full range of stakeholders in its' work, as it takes forward the housing strategy for the city. We look forward to your continued support to making Salford a great place to live.

Stephen Porter
Chair, Salford Strategic Housing Partnership

Who are we?



Salford Strategic Housing Partnership is a dynamic forum of key public and private players in housing in Salford brought together to:

“Provide a wider choice and quality homes for all and housing services that meet the needs of everyone putting our customers first in everything we do”

The partnership is responsible for implementation and performance management of Salford’s ‘fit for purpose’ housing strategy.

The partnership has a representative on the local strategic partnership, Partners IN Salford, to ensure that the actions in the housing strategy both support and are supported by other initiatives being undertaken in the city, for example reducing crime and health inequalities and promoting well being.

THE PARTNERSHIP COMPRISES OF

Council representatives:

Councillor Peter Connor (Lead member, housing)
Councillor Christine Hudson (Executive support member, housing)
Councillor Eddie Sheehy (Lead member, community, health & social care)
Bob Osborne (Head of Housing)
Chris Findley (Head of Planning)

Registered Social Landlord representatives:

Stephen Porter (Chief Executive, Manchester Methodist)
Mike Creamer (Chief Executive, Contour)

New Prospect Housing Limited representative:

Colin Mayhead (Chief Executive)

Accredited Landlords representative:

Tom Downey (Chair of Accredited Private Landlords Forum)

Health representative:

Mike Sandys (Public Health Manager, Salford NHS PCT)

Supporting People representative:

Tom McDonald (Chair, Supporting People Commissioning Body)

Finance representatives:

Peter Scott (Director, Barclays PLC)
Steve Unsted (Director, Salford Moneyline)

Community and voluntary sector housing provider representatives:

Emma Knight (Unit Manager, Creative Support)
David Rose (Centre Manager, Salvation Army)
Julia Farrand (Development Worker, Cathedral Day Centre)
Chris Sloan (Coordinator, Next Step Supported Housing Project, NCH)

Private Development and Construction Industry representatives:

Nigel McGurk (Associate Director, Countryside Strategic Projects Ltd.)
Ian Ridgeway (Housing Development Director, G & J Seddon Ltd.)
Stephen Morris (Managing Director, Cruden Construction Ltd.)

Customer representatives:

Activities are taking place throughout the city to secure customer representation

Technical advisers to the Partnership:

Selina Mason (Head of Enabling, Commission for Architecture and Built Environment)
David Chilton (Senior Regeneration Manager, English Partnerships)
Vernon Keeling (Senior Investment Officer, Housing Corporation)
Jacquie O’Neil (Operations Director, Government Office North West)

Chair: Stephen Porter

Vice-Chair: Councillor Peter Connor

Partnership Secretariat: Emma Marrington

What are our priorities?

Creating a city where people choose to live will depend on:

- providing a greater choice of homes and housing services in all our communities
- bringing all homes to a decent standard
- enabling independent living in all our communities
- ensuring everyone has equal access to housing and housing services

Our priorities have been developed by listening to our customers, communities, other partnerships and agencies and by drawing upon the work of Partners in Salford.

Our priorities have also been informed by an audit of housing markets completed in May 2004. During this audit we analysed a wide range of statistical information from various sources, which highlighted the following key changes that have taken place in Salford.

- Steady decline in population whilst increasing growth in the number of households
- People leaving Salford tend to be aged between 25-45 years old, are families and economically active
- Salford is the 4th most deprived local authority area in the north west and the 12th nationally according to 2004 Index of Deprivation
- 56% of households are owner occupied; this is below the national average of 69%. Social renting is 32% of households and private renting is 12% of households
- Housing turnover across Salford is higher than the national average

- Salford property vacancy rates are 6.4%, higher than the national, regional and Greater Manchester average of 3.3%, 4.5% and 4.8% respectively
- The average house price in Salford is £76,593, considerably lower than the national, regional and Greater Manchester averages of £161,665, £105,988 and £100,917 respectively
- From 2000 to the 2004 there has been an increase of 25% in people contacting the council as homeless and a 13% increase in those accepted by the council as being in legal need of assistance
- 1,241 households were deemed to be living in accommodation that was expensive in comparison to their salary
- 758 households contained a person with a mobility impairment or a special need living in an unsuitable dwelling
- There are 35,120 people in Salford who are over the age of 65 years, which is 16.25% of the city's population. Of these 3,936 are over 85 years old.



What are we going to do?

We aim to:

1 Provide a greater choice of homes and housing services in all our communities

- Restructure the housing market in Central Salford through Housing Market Renewal
- Address early signs of decline in West Salford's housing markets
- Diversify and increase the choice of housing across the city, particularly new affordable homes

We will do this by:

- Developing the second prospectus for the Housing Market Renewal Pathfinder
- Identifying housing association partners for investing in Central Salford
- Producing area / neighbourhood housing plans for all of the city
- Developing and producing new planning documents for the city in line with the Planning and Compulsory Purchase Act 2004
- Establishing an affordable housing policy
- Reviewing lettings policies of all providers and producing a multi landlord Choice Based Lettings scheme for Salford

2 Bring all homes to a decent standard

- Determine the level of non-decency in the private sector
- Develop new tools and initiatives to support investment in homes by homeowners and private landlords
- Identify alternative resources to improve homes in West Salford
- Develop and implement an investment strategy for council owned homes

We will do this by:

- Producing a model of fitness and decency of private stock in the city
- Reviewing the private rented sector housing strategy
- Producing an investment strategy for council owned homes
- Increasing customer awareness of energy efficiency

3 Enable independent living in all our communities

- Address a significant increase in homelessness and prevent homelessness in the future
- Develop new housing support services and projects
- Make sure regeneration plans positively support the needs of vulnerable people
- Create and encourage thriving sustainable communities and neighbourhoods

We will do this by:

- Developing an excellent Supporting People Strategy and reviewing the homelessness strategy
- Carrying out a review of sheltered housing stock and services across all tenures
- Increasing choice of homeownership products for older people
- Developing four new extra care home units
- Providing self-contained accommodation for homeless men and women

4 Ensure everyone has equal access to housing and housing services

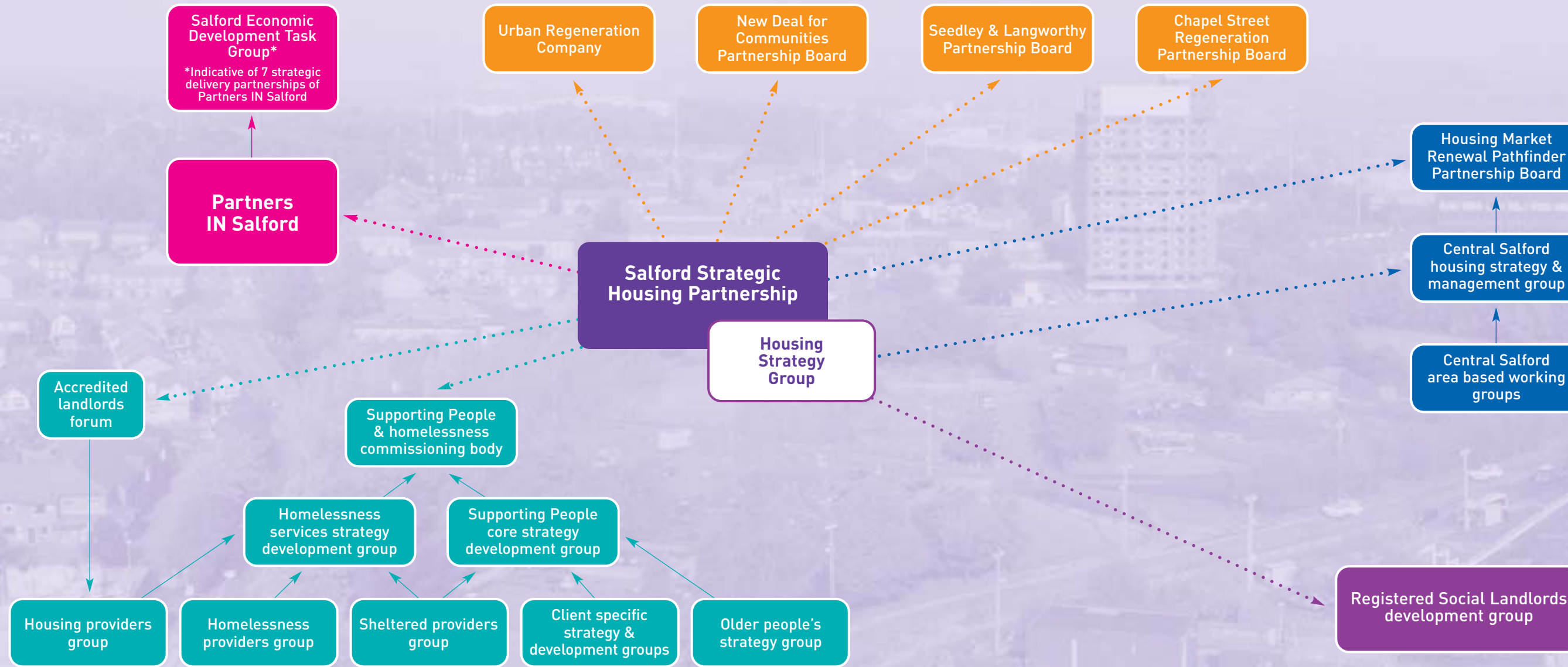
- Make sure plans for new homes meet the needs of our diverse communities
- Make housing services accessible to all
- Ensure communities and customers are involved effectively in setting priorities and making decisions

We will do this by:

- Developing a strategy to address the housing needs of minority ethnic and faith communities
- Increasing community involvement in neighbourhood planning
- Promoting the provision of 'lifetime' homes
- Improving access to information, and the quality of information, about housing in the city

These are some of the actions in the implementation plan of our housing strategy. Please see web site for full copy of Salford's 'fit for purpose' housing strategy at www.salford.gov.uk

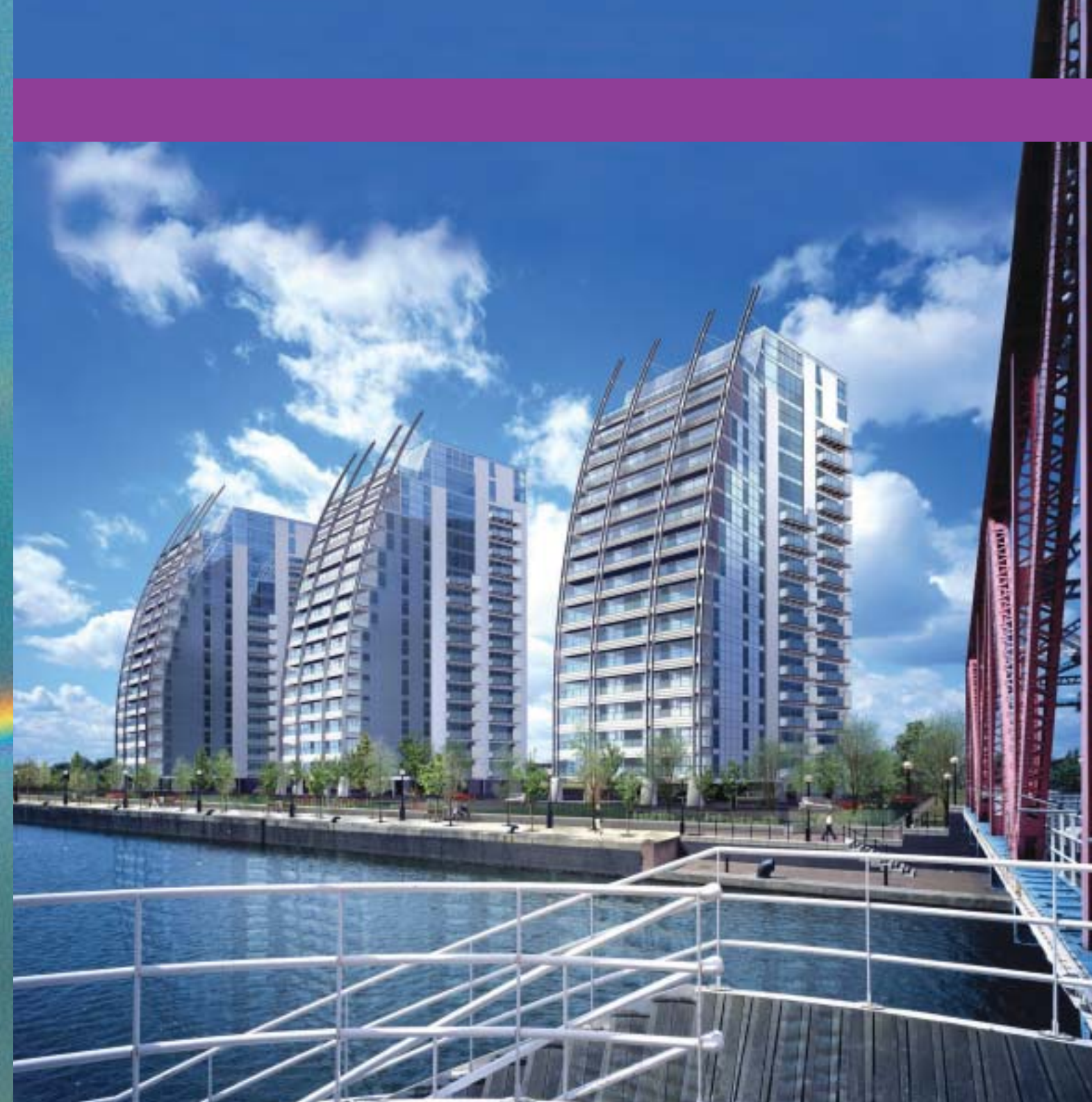
Where do I fit?



Your opportunity to contribute towards our vision and priorities

I AM A	I CAN CONTRIBUTE THROUGH
Salford resident	Strategic groups <ol style="list-style-type: none"> 1. Salford Strategic Housing Partnership 2. Health Forum 3. Social Inclusion Forum 4. Community Committees 5. Annual Housing Strategy Conference Area specific groups <ol style="list-style-type: none"> 1. Charlestown & Kersal – New Deal for Communities Partnership Board, Physical Environment and Housing sub-groups 2. Seedley & Langworthy Partnership – board and housing sub-group 3. Chapel Street Regeneration Partnership Board 4. Ordsall Development Group
Council tenant (living in a New Prospect home)	<ol style="list-style-type: none"> 1. Strategic groups and area specific groups 2. Salford peoples forum 3. Tenants and residents associations / forums (linked to Peoples Forum)
Salford City Council staff member	<ol style="list-style-type: none"> 1. Strategic groups and area specific groups 2. Housing strategy group
Elected Member & MPs	<ol style="list-style-type: none"> 1. Strategic groups and area specific groups 2. Political executives 3. Briefing sessions
Housing association	<ol style="list-style-type: none"> 1. Strategic groups and area specific groups 2. Registered Social Landlords development group 3. Housing providers group 4. Sheltered housing providers group 5. Homelessness providers group 6. Client specific strategy & development groups 7. Area based working groups
Community and voluntary sector housing provider	<ol style="list-style-type: none"> 1. Strategic groups and area specific groups 2. Supporting People core strategy development group 3. Homelessness services strategy development group 4. Client specific strategy and development groups
Private Landlord	<ol style="list-style-type: none"> 1. Strategic groups and area specific groups 2. Accredited landlords forum 3. Housing providers group
Developer	<ol style="list-style-type: none"> 1. Strategic groups and area specific groups
Community / voluntary group	<ol style="list-style-type: none"> 1. Strategic groups and area specific groups 2. Community Network 3. Diversity Leadership Forum
Health provider / education provider / law & order professional / service for children and young people / business	<ol style="list-style-type: none"> 1. Strategic delivery partnerships

The partnership is committed to working closely with others to achieve its visions and priorities. We want all organisations and agencies to know and understand the mechanisms through which they can contribute to achieving our vision.



Purpose, membership and contact for groups

Partners IN Salford

Partners IN Salford is the Local Strategic Partnership (LSP) for the city. It brings together public, private, community and voluntary agencies working in Salford. Partners IN Salford agree upon a common approach to improving the quality of life for people living and working in the city of Salford.

Partners IN Salford aims to:

- provide a common voice for the area, with agreed aims, objectives and priorities
- work to improve key mainstream public services to make them more responsive to local communities
- agree ways to tackle poverty and deprivation and promote continued development
- develop simpler partnership working for programmes and initiatives.

Contact: Sheila Murtagh
Partners IN Salford Co-ordinator
Partners IN Salford Opportunities Centre
2 Paddington Close Churchill Way
Salford, M6 5PL

Telephone: 0161 736 2398

Email: vicky.catterall@salford.gov.uk

Or visit www.partnersinsalford.org

New Deal for Communities (NDC) Partnership

NDC Partnership secured £53 million in April 2001 to improve the Charlestown and Kersal area over a ten year period covering the following themes: building communities, crime and community safety, children and young people, physical environment, health, education and employment and skills.

Membership includes representatives from the local community, local businesses, Salford City Council, voluntary sector, and key public sector agencies, for example, Greater Manchester Police and Salford Primary Care Trust.

Contact: Tim Field, Chief Executive NDC
Cromwell House, Cromwell Road
Salford, M6 6DE

Telephone: 0161 607 8505

Email: ndc.enquiries@salford.gov.uk

Seedley & Langworthy Partnership

The Seedley and Langworthy Partnership brings together public agencies and the local community to deliver community and urban regeneration in the area. The partnership secured £13.75 million Single Regeneration Budget Round 5 funding from the government to deliver a wide range of improvements which include improvements to housing, demolition of derelict properties, provision of new facilities and community training.

Contact: Rob Fletcher Marketing and Communications Manager

Langworthy Cornerstone, 451 Liverpool Street
Salford, M6 5QQ

Telephone: 0161 212 4460

Email: rob.fletcher@salford.gov.uk

Chapel Street Regeneration Partnership

Implemented in 1998 the partnership's aim is the economic, physical and social renewal of the historic core of the city of Salford. It has made significant progress in respect of developing key strategic development sites. Since 1998 ten schemes have been completed, providing 448 new apartments. Other major developments have included Trinity Bridge House, The Deva Centre, The Lowry Hotel and improvements to the inner relief road at Trinity Way. The partnership consists of key public agencies and local residents and businesses.

Contact: Peter Barker, Project Manager
Chapel Street Project Office
216 Chapel Street, Salford, M3 6BY

Telephone: 0161 778 0980

Email: stephen.gwatkin@salford.gov.uk





Housing Market Renewal Partnership

The purpose of the partnership is to direct and guide the preparation of the second Prospectus for the Manchester Salford Housing Market Renewal (HMR) Pathfinder and oversee and monitor the delivery of the £53 million first Prospectus. Using tools and resources provided by the Housing Market Renewal Fund the partnership will transform the pathfinder area (Central Salford, North, East and South Manchester) from areas which contain neighbourhoods of last choice, no choice housing to an area of choice, containing sustainable communities, where individuals, institutions, public, private and voluntary sectors can have confidence in their long term investment.

Contact: Jane Clarkson, HMR Secretariat
Salford City Council, Crompton House
100 Chorley Road
Swinton, Salford, M27 6ES
Telephone: 0161 922 8781
Email: jane.clarkson@salford.gov.uk

Central Salford housing strategy & management group

This group has been convened to manage and monitor the delivery of the HMR programme in Central Salford and consists of officers from across the council.

Contact: John Rooney, Strategy & Planning Manager, Salford City Council
Crompton House, 100 Chorley Road
Swinton, Salford, M27 6ES
Telephone: 0161 922 8712
Email: john.rooney@salford.gov.uk

Central Salford area based working groups

There are several area based working groups that have been convened to deliver local and neighbourhood plans in Central Salford.

Contact: Ade Alao / Siobhan McCoy
Salford HMR Managers, Salford City Council
6th Floor, St. James' House,
Pendleton Way, Salford
Telephone: 0161 603 4210/4211
Fax: 0161 603 4209
Email: ade.alao@salford.gov.uk
siobhan.mccoy@salford.gov.uk

Urban Regeneration Company (URC) for Central Salford

The URC was given the go-ahead by the Deputy Prime Minister on 1 February 2005. It brings together Salford City Council, the Northwest Regional Development Agency, English Partnerships and the private sector to lead and co-ordinate the redevelopment of Central Salford. The organisation will work with a variety of partners, including private developers and local communities to transform Central Salford into one of the most vibrant parts of the Northwest economy.

Contact: Chris Hulme, Central Salford URC
Telephone: 0161 601 7735
Email: chrishulme@centralsalford.com
or visit: www.centralsalford.com

Registered Social Landlords development group

The group meets to act as a liaison group that engages with the Salford City Council on issues relating to development in a regular forum, to monitor and deliver the Approved Development Programme for Salford and to inform and influence the forward planning of new affordable development across the City. The group consists of Housing Associations developing in the city and officers from across the council including Housing Services, Development Services and Planning.

Contact: Emma Marrington, Strategy and Planning Officer, Salford City Council
Crompton House, 100 Chorley Road
Swinton, Salford, M27 6ES
Telephone: 0161 922 8713
Fax: 0161 793 2475
Email: emma.marrington@salford.gov.uk



Supporting People & Homelessness Commissioning Body

Responsible for developing, reviewing and monitoring of the Homelessness Strategy and the Supporting People strategy. It agrees the decisions of the Supporting People reviews and agrees funding for housing related support services.

Membership: Salford City Council - Community & Social Services, Housing, Supporting People, Salford Primary Care Trust, Probation Service

Contact: Anne Williams
Strategic Director of Community, Health and Social Care, Salford City Council
Crompton House, 100 Chorley Road
Swinton, Salford, M27 6ES
Telephone: 0161 922 2200
Fax: 0161 794 0197
Email: anne.williams@salford.gov.uk

Homelessness services strategy development group

Responsible for agreeing development processes for the review of the Supporting People and Homelessness strategies, reviewing and monitoring Homelessness Strategy and annual plans feeding into relevant reviews of Supporting People funded services, monitoring the impact of the change in focus to homelessness prevention, co-ordinating the development and reconfiguration of services for homeless people in Salford.

Membership: Salford City Council - Housing, Community & Social Services, Connexions, Drug & Alcohol Action Team, Probation, Supporting People, Youth Offending Team, Voluntary sector providers.

Contact: Janice Samuels, Homelessness & Housing Advice Manager, Salford City Council
Crompton House, 100 Chorley Road
Swinton, Salford, M27 6ES
Telephone: 0161 922 8773
Fax: 0161 793 2475
Email: janice.samuels@salford.gov.uk

Supporting People core strategy development group

Responsible for agreeing the development process of Supporting People strategy, overseeing implementation of the Supporting People Programme, considering Supporting People review outcomes, making recommendations to the Supporting People & Homelessness Commissioning Body on funding housing related support services and monitoring spending of the Supporting People administration grant.

Membership: Salford City Council - Community & Social Services, Housing, Supporting People, Salford Primary Care Trust, Probation, Welfare Rights.

Contact: Ian Humphries, Supporting People Manager, Salford City Council
Crompton House
100 Chorley Road, Swinton
Salford, M27 6ES
Telephone: 0161 922 8762
Email: ian.humphries@salford.gov.uk

Client specific strategy & development groups

See the Client Specific Strategy & Development Groups section later in this brochure for details about individual client specific groups.

Various groups oversee the strategic development of housing related services for specific vulnerable customer groups and co-ordinate new supported housing developments.





Sheltered Housing Providers Group

Group of housing providers who share best practice in service provision to older people. The group feed into the Supporting People core strategy development group and will be linked into other decision making processes for older people's services.

Contact: Katy Scivyer, Senior Manager - Housing and Older People, Salford City Council
Crompton House, 100 Chorley Road
Swinton Salford, M27 6ES

Telephone: 0161 922 8796

Fax: 0161 793 2477

Email: katy.scivyer@salford.gov.uk

Older Peoples Housing Strategy Group

New group to develop a strategy for the future developments in housing for older people.

Contact: Katy Scivyer, Senior Manager - Housing and Older People, Salford City Council
Crompton House, 100 Chorley Road
Swinton Salford, M27 6ES

Telephone: 0161 922 8796

Fax: 0161 793 2477

Email: katy.scivyer@salford.gov.uk

Homelessness providers group

New group comprising initially of Supporting People funded homelessness service providers, created to oversee and contribute to the development of homelessness services in Salford.

Contact: Janice Samuels
Homelessness & Housing Advice Manager
Salford City Council, Crompton House
100 Chorley Road, Swinton
Salford, M27 6ES
Telephone: 0161 922 8773
Fax: 0161 793 2475
Email: janice.samuels@salford.gov.uk

Housing providers group

New group comprising of housing associations, New Prospect Housing Limited (NPHL) and accredited private landlords created to take responsibility for improving housing management in the city including developing choice based letting system, common anti-social behaviour policies across landlords, a protocol for witness relocation.

Membership: Salford City Council Housing Services, housing associations and accredited private landlords.

Contact: Glyn Meacher
Housing Services Manager
Salford City Council, Crompton House
100 Chorley Road, Swinton
Salford, M27 6ES
Telephone: 0161 922 8752
Fax: 0161 793 2477
Email: glyn.meacher@salford.gov.uk

Accredited Landlords Forum

To be confirmed following agreement of terms of reference.

Contact: Frances Frost
Market Support Manager
Salford City Council, 1st Floor
St James' House, Pendleton Way
Salford
Telephone: 0161 603 4235
Email: frances.frost@salford.gov.uk

Housing strategy group

Consisting primarily of officers of Salford City Council the housing strategy group will provide support and resources to the partnership. Membership of this group will be extended to external partners as monitoring and delivery arrangements for the housing strategy progress.

Contact: Paul Longshaw
Strategy & Planning Manager
Salford City Council, Crompton House
100 Chorley Road, Swinton
Salford, M27 6ES
Telephone: 0161 922 8715
Fax: 0161 793 2475
Email: paul.longshaw@salford.gov.uk



Client Specific Strategy & Development Groups:

James Street Redevelopment and modernisation of homeless accommodation.

Contact: Glyn Meacher
Telephone: 0161 922 8752
Email: glyn.meacher@salford.gov.uk

ASSFAM Supported accommodation to assist families with challenging behaviour who are facing eviction or have been evicted.

Contact: Glyn Meacher
Telephone: 0161 922 8752
Email: glyn.meacher@salford.gov.uk

Retirement Village Provision of mixed income accommodation for older people with on site leisure and care facilities.

Contact: Katy Scivyer
Telephone: 0161 922 8796
Email: katy.scivyer@salford.gov.uk

Extra Care Redevelopment of three existing sheltered schemes into extra care accommodation.

Contact: Katy Scivyer
Telephone: 0161 922 8796
Email: katy.scivyer@salford.gov.uk

Supported housing needs of teenage parents

Contact: patricia.nunn@salford.gov.uk
Telephone: 0161 922 8794

Women Only Mental Health Scheme

Intensive supported accommodation for women with mental health illness.

Contact: Joan Vietch
Telephone: 0161 212 4844
Email: joan.vietch@salford-pct.nhs.uk

Where People Live

Contact: Phil Dand
Telephone: 0161 607 6964
Email: phil.dand@salford.gov.uk

Homeless 16 & 17 Year Olds

Contact: Janice Samuels
Telephone: 0161 922 8773
Email: janice.samuels@salford.gov.uk

Developing the partnership

To ensure that the partnership produces results we will:

- Develop an effective communication strategy
- Continually improve our approach to consultation
- Capitalise on opportunities to attract inward investment
- Continually improve our ability to gather intelligence and share information with stakeholders
- Develop a partnership approach to the analysis of information and the evaluation of initiatives
- Improve our ability to share resources including the development of a 'pooled' budget
- Implement a partnership training programme.



If you cannot find where your organisation fits in, or want to know more about the Partnership and Salford's Housing Strategy contact Partnership Secretariat:

Emma Marrington

Telephone: 0161 922 8713

Fax: 0161 793 2475

Email: emma.marrington@salford.gov.uk

To receive regular updates on the work and progress of the Strategic Housing Partnership sign to our newsletter:

Telephone: 0161 922 8713

Fax: 0161 793 2475

Email: emma.marrington@salford.gov.uk

With your full contact details.