

2. Introduction – Understanding and Delivering Bury's Housing Strategy



Housing Context

Bury faces increased housing demand and worsening affordability, pushing more residents into private rented accommodation or housing waiting lists.

Strategic Housing Plan

The Housing Strategy provides a ten-year framework to proactively address housing pressures and support wider community goals.

Community and Wellbeing Focus

The Strategy aims to improve life chances, create stability and ensure all residents have a suitable home to live well.

Collaboration and Innovation

Partnership working is a key component of housing strategy delivery, enabling a more responsive and effective approach to meeting the needs of Bury residents.

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3. Borough Vision and Objectives

Vision: Everyone in Bury has access to a safe, affordable home that supports health, independence and thriving communities.

Demographic Challenges

- Bury has steady population growth with increasing ethnic diversity and a rising number of older residents aged 50 to 64.
- Household sizes are getting smaller - more people are living alone.
- There are more people with complex housing needs, and greater demand for specialist and supported accommodation.

Strategic Framework

Five strategic objectives underpin the Strategy.

Alignment

The strategy aligns with the Council's Corporate Plan; Let's do it Strategy and the Greater Manchester Housing Strategy.

5 Strategic
objectives:

Deliver more
homes

Improve the
quality, efficiency
and use of homes

Enable access to
homes that meet
needs

Prevent
homelessness and
create pathways
to stability

Be an excellent
landlord, better
homes, stronger
places

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4. Achievements Since the Last Housing Strategy

Housing Delivery and Affordability

Facilitated delivery of over 1,300 new homes including around 400 affordable homes and specialist housing schemes across various tenures.

Circa 6,400 new homes to be delivered on PfE sites (25% affordable housing).

Urban Regeneration

Unlocked brownfield sites and reshaped town centres, attracting external funding - £33 m Bury Market scheme and new Flexi Hall, £40 m Radcliffe Hub and £42 m investment to create a vibrant new village centre in Prestwich, with new homes and an expanded retail and leisure offer.

Investment

Improved over 2,400 council homes, accelerating the transition to low carbon homes. Strengthened enforcement and housing standards.

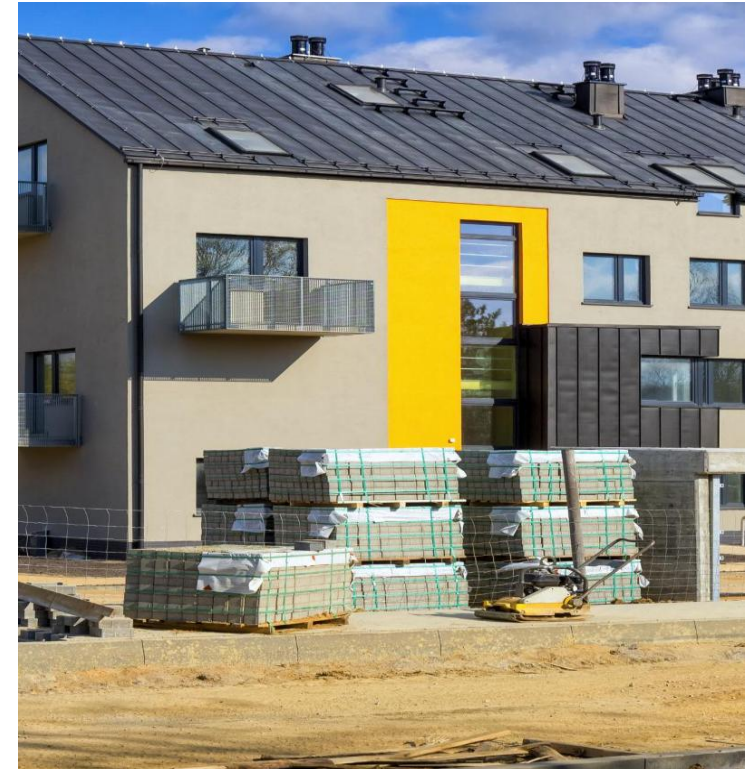
Scaling up Support

Increased provision for rough sleepers, care leavers and those with additional needs; reduced reliance on costly B&Bs.

Commitment to build 5 new extra care schemes across the borough.

Housing Management

Housing management back in-house for stronger control, oversight and consistency; ongoing stock condition surveys to guide long-term investment.



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5. Accelerating Housing Delivery



Building more family housing (both market and affordable), smaller homes, specialist and supported accommodation and accessible housing.



Maximising affordable housing delivery, particularly social rent.



Strengthening our delivery pipeline; scaling up provision on council-owned brownfield sites.



Working with partners to unlock sites and ensure infrastructure and services keep pace with development.



Maximising funding and investment opportunities to close viability gaps on brownfield and regeneration sites.



Driving forward town centre renewal and progressing delivery on PfE sites (Elton Reservoir, Northern Gateway, Walshaw and Simister/Bowlee).



Bolstering long term collaboration - strengthening our registered provider partnerships.

6. Town Centres

Repositioning town centres for the future.

Key Locations:

- Bury Town Centre - 1,800+ homes in pipeline.
- Radcliffe - moving from strategy to delivery.
- Prestwich - regeneration underway.
- Whitefield and Ramsbottom - plans to improve town centres.

Our Approach:

- Mixed-use, vibrant communities (homes, jobs and leisure combined).
- More town centre living to support local economies and increase footfall.
- Integrating social and affordable housing within regeneration.
- Better use of land and infrastructure to support long-term economic growth.

Radcliffe Hub



7. Council Homes and Neighbourhoods to Be Proud Of

Stronger Governance and Accountability

Bringing housing services back in-house has improved governance, compliance and performance.

Investment in Quality Homes

Circa £60 million committed to meet Decent Homes Standards and improve housing quality.

Tenant Engagement

Commitment to move from consultation to genuine influence, ensuring services are shaped by tenants and residents.

Planning for Future Growth

Review of housing stock and land assets to identify opportunities to build new homes, modernise existing homes and improve neighbourhoods.



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8. Supporting People to Live Well and Independently at Home



Expanding Provision

Increasing extra care and supported housing options and developing more specialist, accessible housing for people with complex needs.

Role of Technology Enabled Care

Better use of digital technologies, equipment and systems to keep individuals safe and independent, reducing reliance on hospitals and residential care.

Shift to Independent Living Models

Moving away from traditional models towards more flexible, housing solutions that promote independence.

Strategic Planning

Development of a Specialist Housing Needs Assessment and Supported Housing Strategy to guide future demand.

9. Preventing Homelessness and Creating Stability

Sharp rise in homelessness pressures since 2022 driven by:

- Cost-of-living increases.
- In-work poverty – employment does not guarantee a decent standard of living!
- Rising private rents and loss of private rented tenancies.
- Increased use of temporary accommodation.
- Growth in rough sleeping.
- Additional pressures from net inward migration.



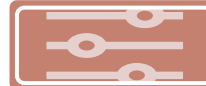
New Homelessness Strategy in development focussing on:



Strengthening prevention by aligning services across housing, health, social care and wider partners.



Increasing access to housing across all tenures and reducing reliance on costly and unsuitable temporary accommodation



Improving allocations and housing options



Reducing rough sleeping through targeted, multi-agency support



Supporting tenants to sustain their accommodation.



Improving access to the private rented sector.

10. Shaping a Fair and Safe Private Rented Sector

Challenges

- Rising rents.
- Affordability pressures
- Variable property standards.
- Inconsistent management practices.

The Council's Approach

- Ensure compliance with the Renters' Rights Act.
- Targeted enforcement to tackle poor housing conditions.
- Inspecting properties to identify hazards.
- Constructive engagement with landlords.



11. Creating Sustainable, Healthy and Thriving Neighbourhoods



Place-Based Health Strategy

Aligning housing, green spaces, services and community infrastructure to create strong communities and improve life chances.

Sustainability

Retrofit and decarbonisation programme underway to reduce fuel poverty, improve the housing stock and meet carbon-neutral targets.

Empty Homes

Bringing long-term empty homes back into use to improve neighbourhoods and increase housing supply.

Neighbourhood Model

Integrating housing with health, care, and community services to provide joined-up neighbourhood level support.

12 Next Steps - Public Consultation



Have your say!

Details to follow

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