



SUMMIT II: Doing housing differently Delivering Great Homes and Places in Greater Manchester

10:00 – 12:00 Friday 13th March 2020

The Hub, Stockport Road, Mottram, Hyde, SK14 6AF

ABOUT

Great Homes for Greater Manchester (GH4GM) are holding 4 high-level thought leadership sessions to tackle the big housing questions for Greater Manchester and to talk about the delivery of Greater Manchester's Housing Strategy and its ambitions to:

- Deliver 50,000 **Truly Affordable** Homes
- Create **great homes and places**
- Build **healthy, sustainable, quality** housing
- Drive **innovation, investment and powers**

GH4GM will take forward, advance and promote Mayoral ambitions and provide opportunities for thought leadership on how to deliver safe, decent, sustainable and affordable homes in Greater Manchester.

GH4GM brings together key voices, influencers and decision makers to get behind the delivery of GM Mayoral ambitions, build collaboration and consensus, share and plan how best to deliver Greater Manchester's Housing Strategy and the emerging Greater Manchester Spatial Framework. "Delivering Great Homes and Places" is the second session in the Summit Series

Lead Contributors:

Led by: [Matt Harrison](#), Great Places, [James Stevens](#), Home Builders Federation and Chaired by [Gill Morris](#)

- **Bernard Rooney, Regional Managing Director, Barratt Developments**
- **Matt Harrison, Chief Executive, Great Places, Greater Manchester Housing Providers**
- **James Stevens, Director for Cities, Home Builders Federation**
- **Steve Fyfe, Head of Housing Strategy, GMCA**
- **Tamara Hooper, Policy Manager – Residential, RICS**

The **Great Homes for Greater Manchester** is a coalition created to unite ambitions, build advocacy, co-operation and collaboration between all those involved in the delivery of safe, decent, low carbon, healthy and truly affordable homes and places across Greater Manchester.



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MEETING OVERVIEW

Each Summit in the GH4GM series will drill-down on the key ambitions set out in the Greater Manchester Housing Strategy and generate debate on how to meet the challenging GMSF target to build 201,000 by 2037. Each will look at what Greater Manchester is doing – and can do - differently.

The **GH4GM** Summit series are held in venues across Greater Manchester, which complement the 4 key themes and showcase innovation and work to demonstrate what Greater Manchester is doing to deliver great places to live, work, rest and play.

Housing leaders and influencers involved in the future delivery of great homes and places in Greater Manchester will come together to talk about how to support Mayoral plans and ambitions, build capacity, collaboration and innovation. This session will look at what “good” looks like in terms of creating great housing development and places, where quality and standards are not compromised, and places are connected and inclusive.

This is an invite-only session to get a cross section of thought leaders to look at how we can drive forward and deliver Greater Manchester’s housing ambitions. All those invited need to focus on the key questions and all will be invited to participate in and contribute to the debate.

Key questions to be addressed at the Summit:

- What is Greater Manchester doing differently to build great homes and places and encourage sustainable development?
- How can Greater Manchester win the land and numbers battle; Brownfield Vs Greenfield?
- How will the Greater Manchester Spatial Framework support the delivery of great homes and places where people want - and can afford - to live?
- What will great homes and places look like in Greater Manchester in the next decade?

The discussion takes place in the context of the Greater Manchester Housing Strategy ambitions and spatial framework:

“For our neighbourhoods to be attractive places to live, work and invest, an integrated and connected approach is essential. Greater Manchester is currently driving huge changes in the way our public services are delivered. Skills services, work programmes, health and social care provision, criminal justice services and education are being redesigned and integrated at place level, ensuring that they deliver better outcomes for our residents. Housing providers are a key part of that service transformation, but more broadly a safe, decent, affordable home is an essential foundation for all our work to help residents.

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The Greater Manchester Spatial Framework will establish the strategic context for the delivery of new housing as a key part of making Greater Manchester an inclusive city region, setting out the importance of achieving a mix of values and tenures, of the delivery of affordable homes, the right balance of different types and sizes of homes, the importance of quality design of new homes and their context in the surrounding neighbourhoods, and the supply of land to achieve those objectives.

The Spatial Framework sets targets to build at least 201,000 new homes over the period 2018 to 2037 in Greater Manchester. It will seek to connect that supply of new housing to wider strategies and policies including around the quality of place, town centres and other spatial priorities, infrastructure provision including schools, health facilities and other social infrastructure as well as power, water and transport, access to open space, economic growth, flood risk and sustainability. This provides Greater Manchester with a unique city region wide spatial approach to the delivery of the new homes we need, integrated into an agreed strategic framework and, once adopted, will give developers, landowners and investors a clearly articulated and consistent policy context to work within.”

To note that the Government’s Spring Budget announced:

- 1 million new homes in England by the end of this Parliament and an average of 300,000 homes a year by the mid-2020s.
- £400 million for Mayoral Combined Authorities and local areas to establish housing on brownfield land.
- £1.1billion Housing Infrastructure Fund to provide funding for 70,000 homes: to stimulate housing and infrastructure growth across the country in areas of high demand.
- Planning White Paper in the spring.

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AGENDA

10:00 Registration and refreshments

10:15 Chair’s welcome and introduction

Gill Morris, Secretariat, Great Homes for Greater Manchester

Summary of the context for GM, the Budget announcements and MHCLG Secretary of State Robert Jenrick’s Planning White Paper as above.

**10:20 Delivering Great Homes and Places in Greater Manchester
Perspectives and Challenges?**

Bernard Rooney, Regional Managing Director, Barratt Developments

Delighted to be here in Hattersley. When I talk about ‘we’, I mean the Public and Private sector collaboration. I want to commend the vision of Tameside and Peak Valley Housing/ Onward/ for their vision for Hattersley. Barratt/ Artisan nominated as preferred developer in 2007. 25 separate sites. 657 homes since 2010 for members of the existing communities, families and

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young professionals working in GM. The attraction was that proceeds from Barratt would be reinvested in the area, improving existing stock (Future Homes Standard). Also delivered Tesco through a 3rd party and the community hub. Funding invested in Hattersley Railway Station, training into the local community and employment. Training apprentices, early intervention work and community learning. Improve physical environment around the area, play areas. Lots of jobs and apprenticeships created, £9 million of economic activity in the district, £5 million into new homes. Heseltine Institute evaluated the regeneration intervention have been largely successful through public and private collaboration.

Gill Morris, Secretariat, Great Homes for Greater Manchester

Hattersley is an example of the GM vision, we want more places like Hattersley.

James Stevens, Director for Cities, Home Builders Federation

My role is to oversee what is happening in all the Combined Authorities and the priority for the GMCA is to regenerate the 10 boroughs to consolidate GMs role as the UK's second city. Attracting and retaining young people and increasing productivity, part of that will be encapsulated in the GMSF. Second consultation after the mayoral elections. GM drive to regenerate town centres, Town Centre Challenge for the home building industry. Hattersley has the offer of being 20 mins from city centre and almost in the Peak District.

3 announcements in the Spring Budget give cause for optimism:

- *Budget – funding for Affordable Housing (AH), intracity transport settlements, Housing Infrastructure Fund, Brown Field Regeneration Fund for CAs*
- *Building Better, Building Beautiful – design guidelines putting people at the heart of the process for the look and feel of the scheme*
 - o *Funding and austerity have limited this previously but the HBF recognises the need for attention to quality and design*
- *Planning White Paper*
 - o *Planning for the future – building up the capacity of LAs to speed up planning, more certainty in advance*
 - o *Local Plan will to involve local people*
 - o *Prioritising brown field regeneration – public funding settlements for LA/CAs*
- *Similar to the New Labour years, certainty in the planning process*
- *Great opportunities ahead in GM, need to have a debate about whether we can reengineer peoples' ambitions, 60-70% new flats, not houses*

Matt Harrison, Chief Executive, Great Places & GMHP

Intro – GMHP 27 local HAs, build 2,000 new homes a year. Long term stakeholders and partnerships are very important. Well-funded and ambitious. Great Places has secured a 5-year funding deal with Homes England, potential to extend to 10 years.

Barriers for the sector:

- *Brownfield land viability*
- *Environment agenda*
- *Partnerships – genuine true partnerships - when the market fluctuates so does the relationship*
- *Funding certainty – can prevent HAs from being a true partner*

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- *Planning – common to all parties in the room*
- *Inconsistency in Government policy making when it comes to a long-term vision*

The challenge is the bigger numbers. There is an immediate need, 201,000 new home to be built by 2037. We need to have that vision and ambition about how we are going to meet it. Net zero, low carbon housing. GM has the opportunity to push that envelope. We are sitting here today in an example of jobs, employment, training, 10 minutes into the city centre. A good example of long-term vision, 2006 -2020.

Opening statements:

- Each to highlight and showcase successful development and delivery.
- Each to comment on the key challenges and barriers for Greater Manchester in terms of meeting housing aspirations and creating great homes and places for people to live, work, rest and play across Greater Manchester

10:30 Key Responses:

Steve Fyfe, Head of Housing Strategy, GMCA

Themes coming up:

- *Long term*
- *Partnership*
- *Working together for the greater good of GM*
- *We have made signs of progress so far and needs to continue*

Hopeful signs – levelling up, left behind towns – recognised that things need to change in the way Government has been approaching these issues

Review of the Green Book is essential

Government investment over the last several years has not sufficiently benefitted places like GM

Single Housing Infrastructure Fund – £10 billion – we will wait to see how that works but if it gets us away from short term, competitive bidding to a point where we can have a strategic long-term plan with Government, that could be very positive.

Welcome the AH programmes and Brown Field funding.

Exciting and uncertain times – opportunity to steer Government thinking in the Northern/ GM context

Tamara Hooper, Policy Manager, RICS

Part of the Government relations team writes policy on behalf of RICS.

Agree with the Partnerships element.

Pushing for place making – RICS have insight papers on it, shows market signals and shows commercial sense, increase health and well-being which is needed.

LA and Community control – clarity on what that means, knocking on every single door? How can you engage everyone? Only people that disagree shout the loudest.

Balance their promotion of Local Plans.

Brownfield – lots of it ready to build on, RICS has suggested another land category, amber field – brown ready to be built on – doesn't need loads of money for regeneration – public sector can clean it up.

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Gill Morris, GH4GM

Local based solutions, opportunity, GM is used to working together, 10 LAs, lots of brownfield land because of industrial history. Mayor Andy Burnham talks about Brownfield first, town centre generation. Now we will open up for comments and contributions. Showcase what can be done, make sure GM doesn't lose out, we have ideas, we can go to Government and seize the opportunities.

10:45 Contributions and discussion

Key questions to be addressed:

- What is Greater Manchester doing differently to build great homes and places and encourage sustainable development?
- How can Greater Manchester win the land and numbers battle; Brownfield Vs Greenfield?
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Jan Lourens, WYG

Interested to see progress in the plan making – from the developer's perspective they want to make progress

Brownfield – clarity on different funding streams, how to access that, not enough time to think strategically about them, LA resourcing issues frustrate Private Sector. Finding the time to think about it collectively can be the problem. Funding for the recourse to bring Pub and Private together?

Gill Morris, GH4GM

Mayor Andy Burnham does have soft and hard powers. What can we do without Central Government? Use the powers to make progress. Steve?

Cllr Hannah Roberts, Oldham Council

There are Issues around what people that live in these places want, we hear the green belt voice not the people waiting for housing. Local politicians need to manage and think about this. Large amounts of Green Belt submissions against the GMSF, brownfield first strategy, not enough to meet the Government's 300,000 housing target. Oldham have committed capital £306 million over 5-10 years for investing into building a better place – ourselves as well as with partners. Need a tenure mix, First Choice homes stats, 13% of newly formed households in Oldham can't afford social rent. How do we house them? Responsibility that is wider than meeting the targets and work with the right people to address the need and provide the solutions. Not just about the functions, wider responsibility and accountability that sometimes comes across as a barrier but it can be an opportunity.

Simon Grundy, Carter Jonas

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Working on the Northern gateway – Carter Jonas mostly work in Yorkshire.

Greater Manchester building on its devolution framework, developed a good way of working together. You can see the investment coming into the City.

Nimbyism in York has resulted in a housing market that is out of control – employment and offices are being lost to residential at a huge rate which pushes up the value – tight green belt – AH delivery – new build for the last 3 years have delivered 18 AH units.

GM – variety that the GMSF needs to allow for – 2nd draft very interesting to push competitiveness in the northern parts of the city and maintain the southern parts – towards Bury, Rochdale, Oldham. 2nd draft great platform to build on – but need to be very careful about the push back from the anti-development lobby.

Matt Harrison, GMHP

As a sector we are pro development. It is about striking the balance that comes through discussion and dealing with the objectors and strong leadership from politicians. Through engagement on what the long-term strategy is, we can make it happen quickly with the funding and the public support.

Gill Morris, GH4GM

Does the planning system support or slow down the development and progress? Getting everyone on the same page. That is what Mayor Andy Burnham is trying to do with ‘Doing Housing Differently’.

Tamara Hooper, RICS

Place making is bringing the community along with you, sometimes there is a lack of engagement. If you build green spaces first you see opposition drop off, restoring and regenerating rather than demolishing keeps local identity and culture. Consumer education – not everyone knows what green belt and brown belt is.

Gill Morris, GH4GM

Sharing the aspiration and ambition must be part of the solution.

James Stevens, HBF

The thrust of government policy is to speed up planning on Brownfield – time and resource is needed – national brown field map – worth exploring – quantify the viability cases and target resources.

AH debate – role for Mayor Andy Burnham to include and AH target for all 10 boroughs.

GM has prioritised place making over AH – now that needs to change. Need some green belt release to deliver the numbers.

The London Mayor Sadiq Khan has shown leadership on this and implemented policies across the Greater London Authority.

Cllr Hannah Roberts, Oldham Council

That’s not how it works in GM there are 11 leaders not 1 and 10. Oldham does not want to be a commuter town for the city centre. There will be a full council meeting in each local authority to approve GMSF for the local people.

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Steve Fyfe, GMCA

GMSF is a joint development plan by the ten districts, not a Mayoral plan like London's. Soft influence and have conversations with Gov.

John Winstanley, Story Homes

LAs are subject to inappropriate planning applications with the delay of the GMSF. We need to hear the voice of the people on the waiting list, not the objectors. We need to be proactive, push forward the GMSF and deliver the AH needed.

Simon Grundy, Carter Jonas

Part of the challenge is bringing people on board. Counter the green belt opposition, there are lots of positives by creating green areas, sports facilities etc. We need to sell the future vision of 10/20 years' time.

Simon Artiss, Barratt Homes

Recent experience in GM. Bury site 268 units, brownfield. Priority for the conurbation. Took a conversation with the head of planning in Bury, who understood the importance of delivering the site. Far from simple, quick or straight forward. Always told to engage locally. Need a clear steer on mobilising these priority sites.

Gill Morris, GH4GM

Every contribution is connected and relevant, we have a 'once in a generation' opportunity. 'Levelling up' language used by the government, we have the funding and the powers.

John Winstanley

Has any of the funding been allocated for the planning department?

Steve Fyfe, GMCA

'World class planning service' and resources have been promised but no figure has been confirmed yet.

James Stevens, HBF

The Government has promised to digitise and get LAs and communities in the planning process.

11:45 Closing remarks and next steps

12:00 Summit ends

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