

Development Strategy



2018 - 2023



'Inspiring Positive Change in Wythenshawe'

Historically our investment and growth strategy has focussed on our core area of Wythenshawe. We have approximately 14,000 homes across a number of tenures which have predominantly been social and affordable rent properties. Recently we introduced shared ownership properties throughout the city providing residents the opportunity to purchase their own home at an affordable price.

Recent schemes included properties for market rent, houses for outright sale and the extra-care development, Village 135. Our investment in new homes has had a significant impact on the regeneration of Wythenshawe. The addition of a wide range of tenure choices has helped us improve the built environment and sustain local communities.

We want to build on the success of our current development programme with a new ambitious strategy that will see us venture outside the boundaries of Wythenshawe whilst maintaining our dedication to providing good quality homes for those in housing need. Growth in a larger geographical area will enable us to reinvest in our local communities and create more opportunities for the benefit of Wythenshawe.



Nigel Wilson

Group Chief Executive

Strategic Delivery

AHGP Programme

The successful completion of 72 homes across five sites providing two and three bedroom affordable rent and shared ownership properties.

Care & Support Programme

Village 135 is a modern extra care containing outright sale, shared ownership and affordable rent. This award winning scheme supports the overall regeneration of Wythenshawe.

Current AHP Programme

In construction; this is an impressive programme of 296 homes across a number of sites in Wythenshawe including 70 homes at Bramcote Ave, 130 homes at Greenbrow Road and 45 homes at Greenwood Rd.

The SOAHP programme

Located off Simonsway, the MEA scheme of 147 homes will deliver a mix of shared ownership, outright sale and rent to buy properties. Due to start at the end of March, 2018 the project will last circa two years and contribute to the continued regeneration of Wythenshawe.

The Learning Disability Project comprising 20 homes will provide housing for residents with special needs. It will start on site at the end of March, 2018 and take twelve months to complete.

Tenure Delivery

To date we have delivered a number of tenures across the city. Market rent properties have proved popular via the AHGP programme and ex RTB buyback programme. We have delivered 93 shared ownership properties through the AHP programme and are one of the first North West registered providers to venture into the outright sale market at The Woodlands. This development validates WCHG's approach as all shared ownership properties and outright sale properties reserved within months of release. Our strategy builds on this success as we deliver more shared ownership and outright sale properties in the SOAHP programme.



Future Delivery



It is our ambition to develop 1000 homes over a 5 year programme. This will help meet the needs of the community providing a range of rented and home ownership opportunities. The provision of houses for sale, shared ownership and market rent means we can model our business plan to reflect the different risks raised by individual tenures whilst keeping flexibility to respond to market demands.

We recognise the need to look within and beyond our geographic boundaries to meet housing demand and maximise the return on our assets. The Board will consider opportunities that compliment our vision and values, schemes will be appraised against specific criteria which will be agreed and approved by the Board. Key to this criteria will be financial viability, affordability, the protection of our existing assets and the sustainability of our communities.



We have identified a number of areas within the North West which will generate opportunities for the group. The map above shows our core area surrounded by potential areas for affordable rent and market rent which are adjacent to Wythenshawe and therefore gives consideration to the housing management of these properties. Outright sale and shared ownership properties will be considered across the North West. We will use the return from these investments to invest in Wythenshawe via a number of channels.

We will continue to focus our energies within Wythenshawe to provide affordable rent, (social rent if appropriate subsidy is available), shared ownership, outright sale and market rent. We feel it is imperative to provide a number of tenures within Wythenshawe to support the economy and are mindful of the growth and development of Airport City which will provide a further 20,000 jobs at and around the airport. In turn this will create a demand for properties in affordable areas such as Wythenshawe with its excellent transport links and unique geographical connection to the Airport.

Commercial approach



To achieve our strategy we will look at our strategic partnerships to provide opportunities. We will remain a major force of regeneration in the area of Wythenshawe and will be driven by quality and innovation:

- We will work with local authority colleagues, gaining their support for schemes on land already in Wythenshawe's ownership and liaise on strategic opportunities in Wythenshawe's affordability zone as designated lead determined by Manchester City Council.
- We will build on existing relationships with developers and those already on our JV North framework in addition to seeking new long term strategic partnerships for mutual benefit who have a positive track record of working with registered providers.
- We will pursue our relationship with modular developers and continue our involvement with Modular Alliance
- We will continue to explore joint venture opportunities with other Manchester based registered providers geared towards the construction of homes for sale in other areas. The profits of which will be invested back into our local community.
- We will proactively pursue section 106 developments in a variety of areas. This will involve forming relationships with planning authorities and developers to maximise opportunities
- We are dedicated to provide affordable rent homes but acknowledge the difficulties of this in matching the local authorities' aspirations. This requires subsidy from Homes England so will be flexible to meet changing government policies
- We will work to support the Homelessness agenda in Manchester through whatever support we can practically provide through development in Wythenshawe.
- We will continue to acquire properties, for example ex RTB, on the open market which have a direct impact on our existing stock.
- The provision of market rent properties will support our community and satisfies a housing need in particular for young people who struggle to purchase properties due to high prices and mortgage availability
- We will continue our aspirations to provide social value through our development programme linking training, apprenticeships, local investment and use of Greater Manchester suppliers.