

Case study | Manchester Move

“*HomeSwapper offered us the best value for money and was the most intuitive system for our tenants to use.*”

Anne Duffield, Head of Housing Access, Northwards Housing



Northwards Housing is a not for profit arms length management company managing City Council homes in North Manchester. Manchester Move is a partnership between Manchester City Council and 16 not-for-profit Landlords. It's a single access point for people looking for a home in the city.

Northwards Housing has been using HomeSwapper as their Mutual exchange service since Sept 2009, even with mutual exchange competitors on the market Northwards have renewed the service with us for their tenants. Anne Duffield, Head of Housing Access gave us her feedback on our service, “We thought that HomeSwapper offered us the best value for money and was the most intuitive system for our tenants to use. The HomeSwapper brand is recognisable as being the leader in mutual exchanges and it was important for us to ensure all our tenants can easily access any system”.

HomeSwapper is promoted by the Manchester Move partners as an extra alternative to waiting for a transfer from the housing register. There is a very high demand in certain areas of Manchester for a move and for those tenants who want to do a like for like swap HomeSwapper can help where the housing register can't.

We asked Anne what it is in particular she likes about HomeSwapper, “I like how easy the system is to navigate and its ability to give more bespoke matches for tenants on things that really matter to them. There are hundreds of properties on HomeSwapper around Greater Manchester meaning people are more likely to find a match, this encourages others to register adding to the choice. For tenants looking to swap further afield we know HomeSwapper can deliver on this as well by the volume of users on the site”.

Northwards Housing knows that HomeSwapper can bring value for money to the Partnership - “As the average void cost of £2k it doesn't take many moves for our investment here to become real value for money!” It is great to see Northwards Housing and other Registered providers in Manchester using HomeSwapper to its full potential and that the service has been provided to their tenants free of charge for so many years.

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