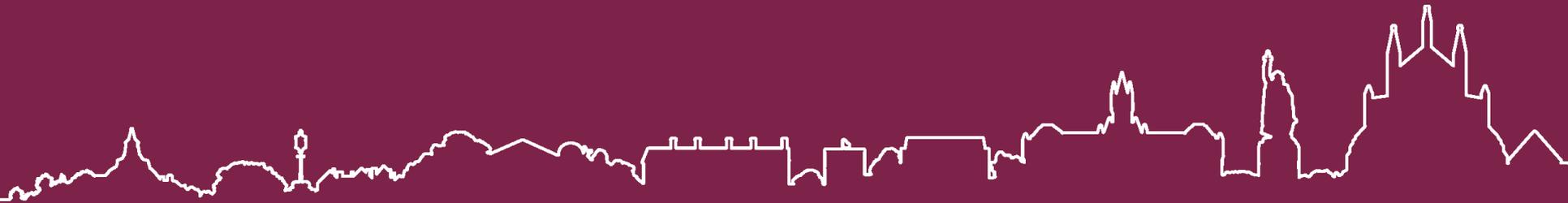


Business & Housing Policy Committee
19 September 2023

Housing Strategy

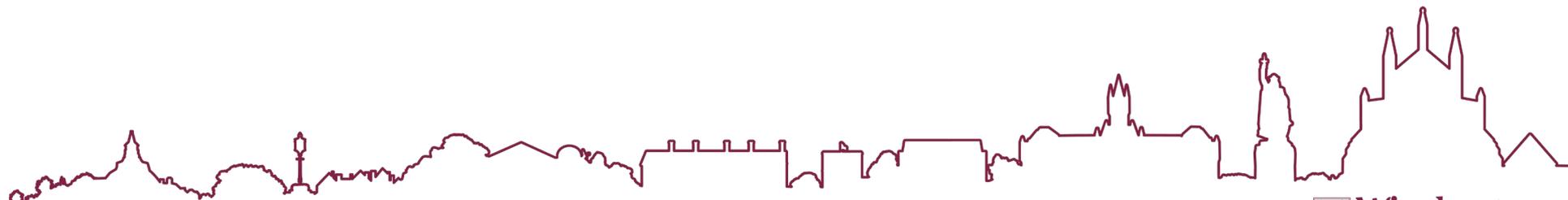
2023 – 2028

Presented by:
Gillian Knight
Corporate Head of Housing



Contents

-  **Introduction**
-  **National Policy and Context**
-  **Local Policy and Context**
-  **Strategic Housing Marketing Assessment (SHMA) Objectives**
-  **Housing Strategy (2018-2023) Achievements**
-  **The Evidence Base**
-  **The Challenges**
-  **Strategy Vision, Mission and Objectives**
-  **Monitoring and Review.**
-  **The Delivery Plan**



Introduction

The Housing Strategy 2023 to 2028 is a high level strategic plan that sets out the councils vision and housing objectives to ensure we meet the housing aspirations and needs of our residents.

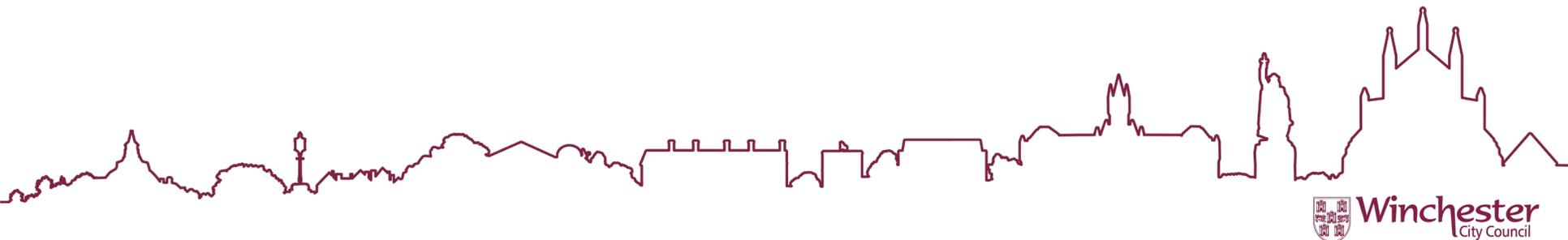
Key considerations;

-  The Winchester population projection suggest a 5.2% increase over the next 12 years. The most prevalent age groups predicted to rise are 65+ with the over 85's increasing by 65.4%.
-  Over 71% of residents aged between 16-74 are economically active with median earnings of £45,000 (Northern district area is £62,500) representing a higher level than regional and national medians.
-  Average House prices increased by 13.7% between 2018 and 2022, 67.5% of households in the district are homeowners.
-  The local private housing rented market is expensive, the proportion of net income required to cover housing costs for low income household has increased.



- Over the past 5 financial years (in total) the council has built and enabled 1,622 new affordable homes
- Over the past 5 financial years the net new build of private housing dwellings is 2,727.
- There are approximately 1,550 households on the councils housing register. Approximately 63% of those are of working age, registered as in work.
- The demand for housing options services has been increasing over the past 4 years with a 36% increase in approaches made to the service in 2022/23.

‘The Housing Strategy 2023 to 2028 will set out how we will enable households to live in efficient, safe homes and sustainable neighbourhoods within the context of National Housing Policy, and the Council Plan’.



National Policy and Objectives

Key National Housing Priorities

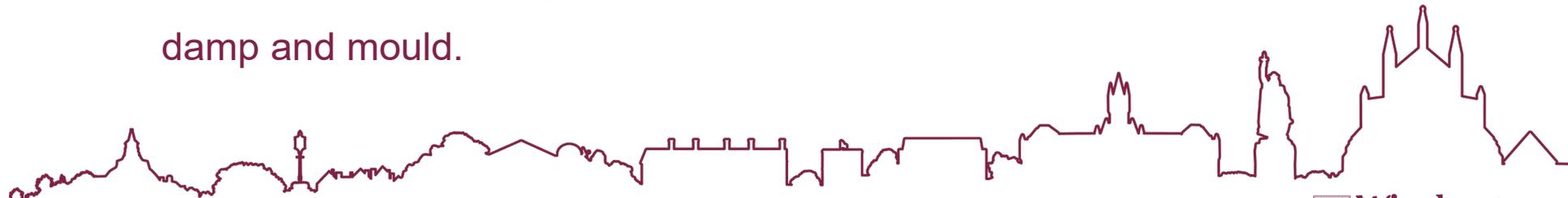
- 🏠 Build homes for social rent and ownership.
- 🏠 Improve the access to and quality of existing housing.
- 🏠 Make sure everyone feels safe in their homes.
- 🏠 Tackling criminal landlords and improving standards in the Private rented sector.
- 🏠 Deliver on a new deal for social housing residents.
- 🏠 Preventing and relieving homelessness in all its forms.
- 🏠 Energy efficiency.
- 🏠 Improve the physical quality of social homes – setting out the next steps for damp and mould.



Department for Levelling Up,
Housing & Communities



Homes
England



Winchester
City Council

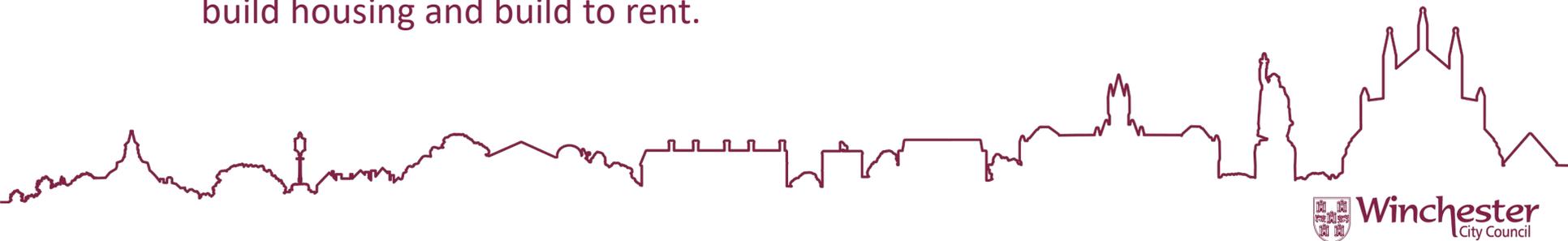
Strategic Housing Market Assessment (SHMA) Objectives

The SHMA supports the identified housing need within the Corporate Council Plan and the council adopted Local Plan.

Supporting the Arch4 commissioned housing market research carried out across the Winchester district in the context of the Housing Strategy refresh for 2023 to 2028.

SHMA Identified Housing Need.

- The need for affordable housing and relevant need for different types of housing within the National Planning Framework.
- The need for different types (tenure and sizes) of housing
- The Housing need of specific groups including older persons, younger people, families, service families and students.
- The need to provide for emerging housing market segments including self build housing and build to rent.



Local Policy and Objectives

Council Local Plan

- Adopted Local Plan aligns with the Council Plan priorities - '*Homes for All*' making provision for 12,500 new homes (2022- 2031) with a priority given to the provision of affordable homes within the overall supply of new homes.
- Meeting a wide range of community needs and specialist need accommodation, for older peoples, those living with disabilities, student housing & private sector housing.
- Provision of affordable housing across the district including rural areas and increasing the supply of family housing.

- Supporting a range of housing types, sizes and tenures, including affordable housing on 'market led', 'land led' and 'exceptions sites' - where housing development is not normally permitted.

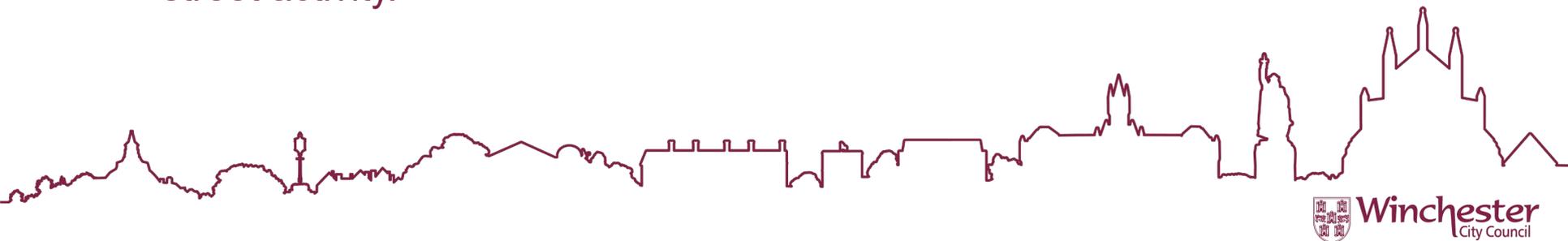
South Downs Local Plan 2014 - 2033

- Covering the Winchester City Council area that lies within the South downs National Park.
- Plans for a medium level of housing growth – 4,745 homes.
- Aiming to provide a balance mix of housing, including affordable housing



Housing Strategy (2018-2023) Achievements

- Delivered **239** new affordable council homes and **1,383** Registered Provider homes from 2018/19 to 2022/23.
- Introduced higher energy efficiency standards for new council homes.
- Meeting the council housing stock decent Homes Standard.
- Delivering high performing housing management services.
- Maintained low levels of homelessness, rough sleeping and street activity.
- In the top 25% quartile of LA's for preventing homelessness.
- Renewed & adopted the Private Sector Housing Renewal Strategy & Empty Homes Policy.
- Developed a discretionary Disabled Facilities Grant policy.
- Established a Local Housing Company to provide an alternative private sector housing offer.
- Welcomed 519 Ukraine guests to Winchester.



The Housing Strategy Evidence Base.

-  **ARC4 Commissioned to research the housing market context across the Winchester district, updating the evidence document to support the development of the 5 year Housing Strategy 2023-2028.**
-  The evidence was used in consultation to set the 4 objectives of the Housing Strategy.
-  Secondary source data includes primary stakeholder feedback.
 - Tenure, dwelling stock including EPC property data, population, change and age of the population, household profile.
 - Postcode level data on household income
 - Local House Prices from 2012 to 2022 by dwelling type.
 - Total number of private letting over the last 5 years and rent levels.
 - Household Income required to afford different types of property.
 - Current homelessness data and performance.
 - The need for affordable housing.
 - Letting agent feedback on current activity and performance of the housing market.



The Challenges

The popularity of Winchester and its relative affluence means the local housing market works well, with high levels of demand in the sales market with values of property resilient in the face of economic levels.

The challenges and need for intervention in the housing market include:

- Increasing Homelessness demand and the need to deliver more affordable rented homes by the council or Registered Providers.
- A generation that want to own their home. The need to deliver more low cost shared ownership homes and/or an affordable private sector housing offer.
- Parts of the community that need specific homes to meet their needs, older persons, those living with disabilities or support needs. The need to make sure housing development or changes to the existing housing stock better meet those needs, as well as encouraging a market response.
- The challenge to decarbonise the housing stock and reduce energy costs for those on low incomes. The need to insulate homes, support and promote the take up of grant funding to help households decarbonise their homes.
- Reducing ASB in neighbourhoods and making sure that those living in an affordable home can enjoy a good level of service regardless of who their landlord is.



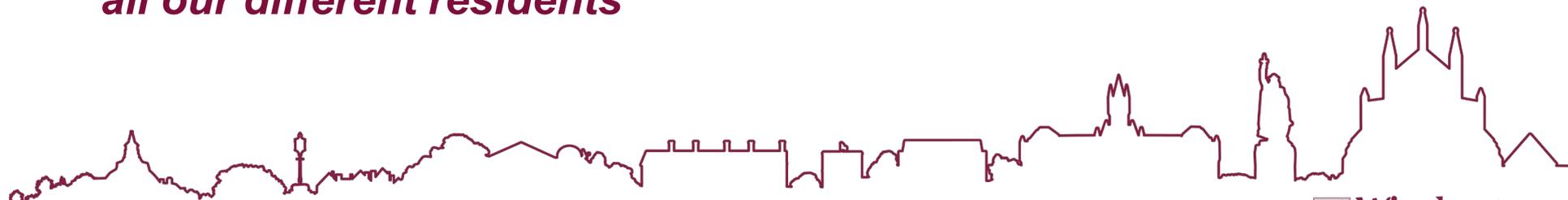
Housing Strategy Vision, Mission and Objectives



 ***‘By 2028 there will be more
heathy, greener homes
meeting housing need
within better
neighbourhoods’***

 ***‘Our mission statement is,
To create better homes
and neighbourhoods to
better meet the needs of
all our different residents’***

- Objective 1 - More Homes for All
- Objective 2 - Greener Homes
- Objective 3 - Homes that Better Meet Different Needs
- Objective 4 - Better Managed Homes, Better Neighbourhoods



Objective 1 - More Homes for All

Delivery of high quality and affordable new homes that meets identified need and address the climate change emergency.

- 🏰 The development of new affordable housing will be targeted to meet needs identified by the council's housing register demand.
- 🏰 Ensuring all Registered Providers and the council are committed to the delivery of the council's Development Strategy programme.
- 🏰 Next Generation Winchester - Exploring barriers to buy a home and privately rent.
- 🏰 Ensure there is a joined up approach for the enabling and council delivery of low cost shared ownerships properties that are affordable.
- 🏰 Maximise Home England investment and funding to deliver more affordable social rented homes.
- 🏰 Work with local communities and Parish Councils to deliver affordable housing in rural areas.
- 🏰 Delivering different tenure offers through the Local Housing Company - Venture Living.



Objective 2 - Greener Homes

Planning for the district to be carbon neutral

- 🏰 All new council developed homes built to high energy efficiency and Council Local Plan standards.
- 🏰 Delivering on the existing council housing retrofit carbon reduction programme to achieve more energy efficient performing council homes, reducing energy costs.
- 🏰 Delivering on the 'Social Housing Decarbonisation Fund' programme to enhance the energy efficiency of the worst performing council homes.
- 🏰 Delivering on the Homes Upgrade Grant (HUG) programme to upgrade the energy efficiency of the private housing Stock - supporting residents on low income.
- 🏰 Exploring financial incentives and green grant opportunities through the 'Warmer Homes Initiative' to help improve poor energy performing homes within the private sector housing stock.
- 🏰 Introduce a climate change/greener homes tenant engagement and carbon literacy training programme.



Objective 3 - Homes that better meet different needs.

Improving the housing circumstances of all households.

- Develop an Older Persons accommodation Strategy.
- Increase delivery of age friendly housing, different models for different needs.
- Develop specialist accommodation – extra care and remodelling existing provision.
- Making best use of the Disabled Facilities Grant, providing adaptations, advice and guidance to enable people to live well at home.
- Develop specialist temporary accommodation, supported housing, housing First models of provision.
- Improve the quality and management of the Private Housing Sector.
- Provide sanctuary to those escaping conflict and domestic abuse to settle and remain in the district.



Objective 4 - Better Managed Homes, Better Neighbourhoods.

More cohesive communities

- Be proactive in resident engagement to create better neighbourhoods and improve customer insight.
- Deliver on the proposals set out in the governments ASB action plan in response to the feedback of the tenant satisfaction survey.
- To respond to the new Private Sector Housing regulatory requirements.
- Proactively identify and rectify properties with damp and mould.
- Achieve the 'Domestic Abuse Housing Alliance' accreditation to improve the lives of those who are subject to domestic abuse.
- Develop a Registered Provider Forum to set the standard that residents can expect from any affordable housing landlord in the district.
- Delivering on the White Paper – A Charter for Social Housing Residents



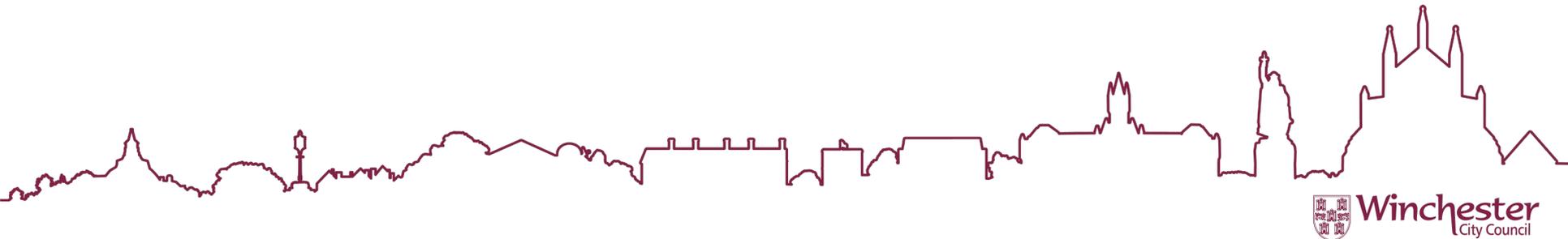
Monitoring and updating the strategy

- 🏠 The housing strategy has been developed in partnership, including customers accessing housing services.
- 🏠 The housing strategy sets out our ambitions working alongside our partners to support homes and neighbourhoods to thrive and to better meet the different needs of all our residents.
- 🏠 In these unsettled times it will be important that the Housing Strategy is kept under review and up to date.



The Delivery Plan

- ❖ The Housing Strategy is supported by a delivery plan, which sets out what will be done, when, and by whom to deliver on each of the key objectives.
- ❖ The 5 year delivery plan is a live document, to be annually reviewed at Cabinet Committee: Housing, the Registered Providers Forum, Homelessness Pathways Group and by Tenants and Residents.
- ❖ The plan will be updated as actions are completed and as the plan evolves. It will continue to monitor progress, inviting scrutiny to drive up quality and to benchmark performance.
- ❖ During the 5 year period of the strategy, new priorities may emerge and national policy may shift its focus, but its anticipated that the key objective's will remain relevant but the way we deliver them may need to change.



Questions?

