

Housing That Works for Everyone



Draft Housing, Homelessness & Rough Sleeping Strategy

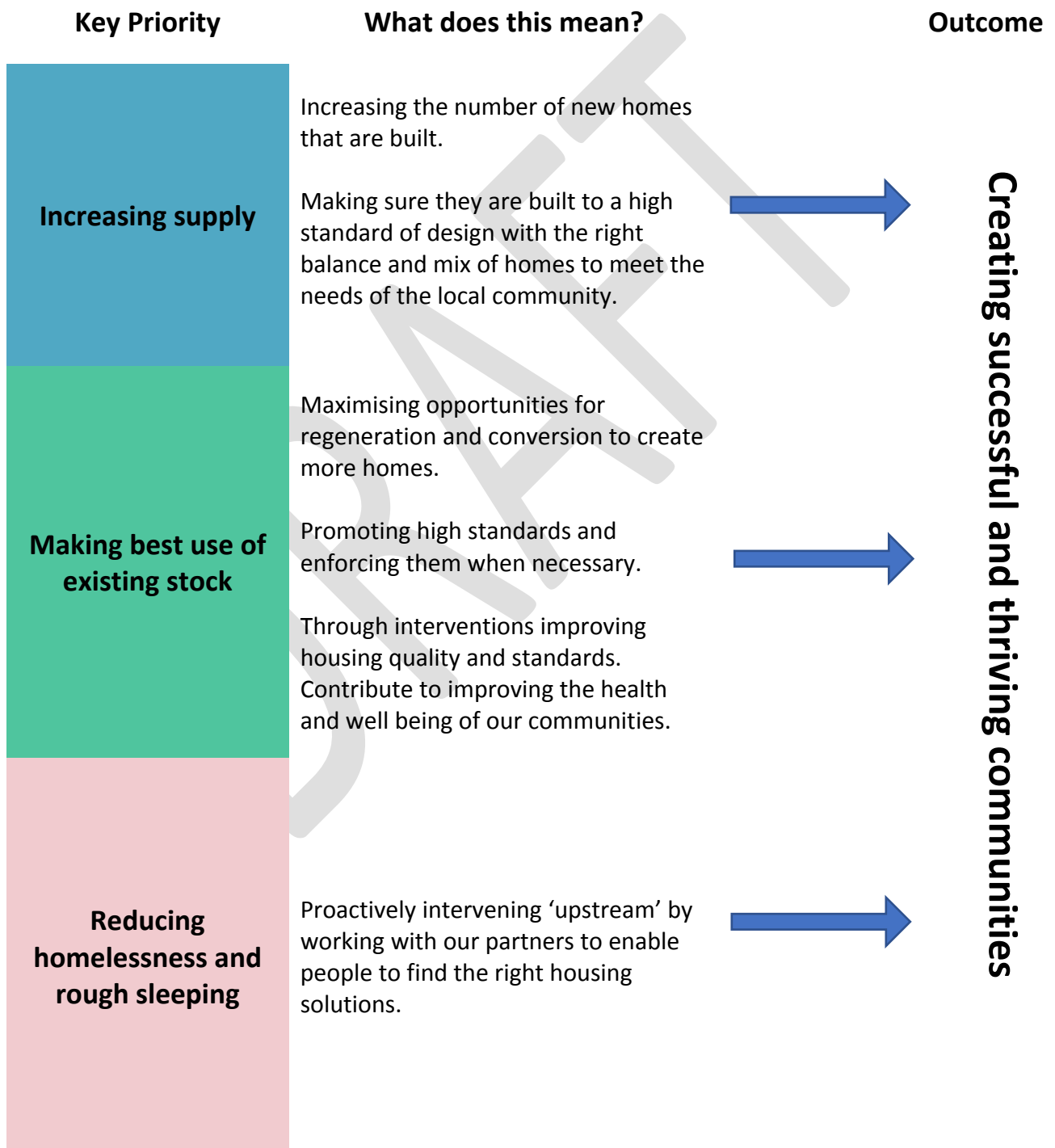
1. Introduction

To be finalised in consultation.

Our Vision

‘Housing That Works for Everyone’

key Priorities



2. Our cross cutting priorities

These priorities underpin all of the objectives of the Strategy.

Partnership working
Focusing on health and well being
Responding to climate emergency
Promoting good design and high standards

3. Key facts about our city

(These will be portrayed graphically within the Strategy, there will be some contextual text to support the data as part of the full Strategy.)

- The housing requirement for the five-year period from 2019/20 to 2023/24 is 3,590 dwellings (Policy SP1: *The Need for New Development*)
- Population 129,083 (*Mid-2017 population estimates, ONS*) and estimated to increase to 138,300 by 2025.
- 61% of the population is of working age (*Mid-2017 population estimates, ONS*)
- Predicted 70% increase for 65+ year olds by 2041 (*2016-based Subnational Population Projections, ONS*)
- 10.5% of the total population of Gloucester were born outside the UK (compared to 7.7% for the county) (JSNA)
- In 2011 there were 50,363 households in Gloucester (ONS, 2011 census)
- 154 households in temporary accommodation 2017/18 (MHCLG live tables)
- 337 statutory homelessness applications 2017/18 (MHCLG live tables)
- In 2017/18 the most significant cause (32%) of statutory homeless households in Gloucester was the loss of rented accommodation Source
- Employment rate of 77.9% 2018/19
- In 2017 10.3% of households in Gloucester were considered to be in fuel poverty (Sub regional fuel poverty data, BEIS)
- 28% of children are estimated to live in poverty once housing costs have been taken into consideration (End Child Poverty Coalition)
- Monthly rents in Gloucester increased from £550 in 2014/15 to £640 in 218/19, this equates to growth of 16.4% which was higher than the county average (6.9%), national average (15.8%) and all other districts in the county. (Valuation Office Agency, Private Rental Market Statistics)
- Median house prices increased by 37.9% from £139,995 in 2009 to £193,000 in 2018 (Median house prices for administrative geographies: HPSSA dataset 9) while median annual earnings increased by 8.6% (Annual Survey of Hours and Earnings, ONS)
- 279 care leavers aged 16-25 in Gloucester in 2019.

4. Challenges

The Challenges have been identified through the various consultation and discussions with officers, members and stakeholders.

- There is a growing population which is getting older;
- Younger people need to be encouraged to live and work within the city, to support economic activity and maintain the cities diversity.;
- The housing stock within in the city is ageing, meeting modern standards, particularly; around energy efficiency is difficult;
- There is limited available land to develop within the city boundaries;
- Affordability of housing is a big issue for many residents;
- There is a lack of single-person and large family accommodation;
- Limited housing choices for older people to move from family homes, thus restricting the availability of family housing.
- Achieving the balance between affordability, viability and high standards for new developments;
- The quality and standards of accommodation provided by private landlords is varied;
- There is a lack of robust data on the condition of the private housing stock;
- The need to responding to the impacts of climate change;
- Some communities are isolated and have higher levels of poverty and poorer health outcomes;
- The impact of austerity and changes to the welfare system;
- The increase in approaches for assistance from those facing homelessness;
- Increased numbers and length of stays of households in temporary accommodation;
- Lack of good quality temporary accommodation and increased use of bed and breakfast;
- The increasing numbers of individuals who are homeless with complex needs;
- Insufficient outreach working is taking place to prevent homelessness;
- Continuity and certainty of homelessness services which have an annual funding cycle
- The Lack of move on options from temporary accommodation to permanent housing solutions.

5. Achievements

- 2493 homes built since 2014-15, including 573 affordable homes and 430 for rent;
- Working with stakeholders and partners to develop the vacant Blackfriars site; including the delivery of 300 units of student accommodation with a further 200 planned;
- Working with providers to secure millions in Homes England grants to deliver affordable housing in the city;
- Adopting the Joint Core Strategy and developing and securing Council approval for the City Plan;
- Facilitating the delivery of key housing sites in the city centre, including Black Dog Way and Greyfriars, for private, affordable and social housing;

- Tackling poor standards within HMO's.
- Spending xx on Disabled Facility Grants to enable people to remain within their own homes.
- Working closely with Gloucester City Homes on developing Supplementary Planning Guidance to enable the regeneration of the Matson and Podsmead estates;
- With partners, securing millions in government funding to tackle homelessness in Gloucestershire, including two further outreach workers, specialist mental health support, specialist drug and alcohol support and landlord incentive schemes;
- Somewhere Safe to Stay Hub in Gloucester opened in March 2019 to provide 24/7 assessment and support for rough sleepers;
- ACTion Glos has supported 126 people in Gloucestershire since 2017 who have been rough sleeping or are long-term homeless with complex needs;
- The Landlord Incentive Scheme, set up in November 2018, has had 86 enquiries, 71 arranged visits and 30 properties signed up. This allowed 18 households to be discharged from emergency accommodation with 12-month tenancies;
- Potter's Place, run by the YMCA, will provide temporary accommodation for homeless people in the city centre;
- Updating the housing service in line with the Homelessness Reduction Act.

6. Outcomes and delivery

Priority 1 - Increasing supply

Increasing Supply	Outcome	Action
	The housing supply objectives are meeting the delivery targets of the Gloucester City Plan and Joint Core Strategy (including numbers, size and tenure mix).	Fully implement the planning policies underpinning the Gloucester Plan and the Joint Core Strategy.
		Ensure that the infrastructure for new developments, such as community facilities, are provided in a timely manner.
		Contribute to the Joint Core Strategy Review to ensure the strategic sites contribute to the supply of homes to meet the needs of the city and people of Gloucester.
		Enable the completion of the development of St Oswald's Village through successful land assembly and procurement.
	Land/existing buildings that are more difficult to develop and require strategic leadership to deliver are being brought in to use.	Explore the opportunities for joint ventures between the Council and private and public sector to bring forward sites and meet housing need.
		Investigate and explore the options for the Council to directly build new homes and the mechanisms to do this.
	Public and private sector Investment into housing and associated infrastructure projects is maximised.	Explore investment opportunities to leverage resources, both through land and funding streams to enable the delivery of more housing.
	More larger family homes are being developed.	Work with partners to establish opportunities through new developments to provide larger family homes.
	Housing is being designed to meet the changing needs of the population of Gloucester.	Put in place policies, that accord with the Gloucester Local Plan and aim to build at least 50% of new homes to accessible standards to enable them to meet current and future needs.

	Specialist housing is provided to meet the needs of those who require it, such as older people and those with disabilities.	Work with commissioners and delivery partners to respond to identified specialist housing need to enable appropriate provision.
		Contribute to and assist in the implementation of Gloucestershire County Council Housing with Care Strategy.
		Work in partnership with Barnwood Trust to support the completion of the Manor Gardens Scheme for people with disabilities, and use as an example for further developments.
	'Affordable homes' are affordable to more people.	Implement the Gloucester Local Plan to ensure that affordable housing requirements are policy compliant.

Priority 2 - Making best use of existing stock

Make best use of existing stock	Outcome	Action
	Standards in the private sector are raised.	Continue to develop a more robust regime for Houses in Multiple Occupation.
		Explore the opportunity for a landlord licencing scheme.
		Put in place a registration scheme for private landlords to support those offering good quality accommodation.
		Deploy enforcement powers pro-actively to address issues with landlords who are providing poor quality accommodation.
		Conclude the comprehensive review of the Private sector Housing Service.
		Explore options for the Council, through innovation to assist owners in addressing dis-repair and poor standards within their homes.

Make best use of existing stock	Good quality stock condition information is enabling pro-active and targeted intervention in the private housing sector.	Complete Stock Condition Survey and put in place a system to continue to collect and manage data, so that it remains dynamic.
		Analyse outcomes from the Stock Condition Survey and put in place and deliver an implementation plan.
	Improved housing conditions are leading to positive health outcomes.	Put in place a system for targeting poor quality properties that pose a high health and safety risk.
		Proactively manage affordable warmth and energy efficiency initiatives.
		Adopt an effective and targeted approach to managing disabled facility grants.
	Options to optimise the use of underused space and address under occupation are in place.	Continue the programme of bringing upper stories of heritage buildings into residential use in the city centre. Specifically the Westgate Street High Street Heritage Action Zone.
		Explore opportunities to enable schemes that encourage owner occupiers to rent rooms to individuals such as key workers.
		Adopt a targeted approach to prioritising problem and long standing empty homes.
		Develop a model to enable the identification and response to opportunities that arise to repurpose stock, where its current use is redundant, to meet housing need.
		Support and enable high quality regeneration of the Matson and Podsmead estates.
		Complete the current development at Bristol Road and explore further opportunities for regeneration to create a mixed use and sustainable neighbourhood.

		Put in place and enable a programme of smaller infill sites for housing (e.g. garage sites) with key partners.
--	--	--

Priority 3 – Reducing homelessness and rough sleeping

Reducing Homelessness and Rough Sleeping	Outcome	Action
	Response to homelessness is pro-active and person centred.	Ensure pathways for homeless people are understood by all partners and agencies.
		Put in place processes to ensure better and faster placed based streamlined decision making through effective co-operation with partners.
		Review systems and processes to ensure that they are robust enough to enable consistency of approach, the offer of a more personalised service, along with timely advice and earlier referrals and intervention.
	The occurrence of homelessness is reduced through effective early intervention.	Liaise with private landlords at an early stage where homelessness has been identified as likely to occur.
		Explore with partners the opportunity to set up a fund to tackle the threat of potential homelessness, through for example a deposit scheme/rent in advance, whilst demonstrating cost effectiveness.
		Identify and deliver new, better quality temporary accommodation options.
	The use of temporary accommodation is minimised, with only good quality appropriate accommodation available. Bed and Breakfast is no longer used.	Put a clear programme in place to reduce the use of bed and breakfast to zero as a form of emergency accommodation.
		Work with partners to ensure that those living in temporary accommodation, such as shelters and hostels have plans put in place for re-housing.
		Establish options to enable individuals to move to directly to permanent accommodation.
		Develop an understanding of the accommodation needs of survivors of domestic abuse and implement appropriate solutions.

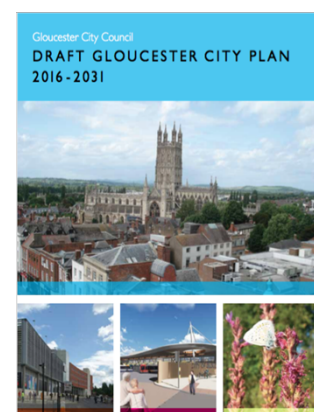
		Put in place year round severe weather provision for rough sleepers.
		Continue to contribute to the funding of the Assertive Outreach Team until at least 2022.
		Continue to support the 'Social Impact Bond' until at least 2022 – which supports entrenched rough sleepers in living independently and assists them into training, education or employment.
		Establish means to ensure funding continuity for rough sleeping services post 2022.
		Investigate with partners providing accommodation, together with personalised support, that satisfies "Housing First" principles.

7. Links to other Strategies

This Housing, Homelessness and Rough Sleeping Strategy does not operate in isolation and links to our other strategies and our City Plan. *A further description to be added, on linkages between the various strategies and to corporate objectives.*



July 2019





8. Measuring and Monitoring Outcomes

This strategy will be supported by the Housing Service Plan. This will contain the detailed actions and tasks to enable the outcomes of the Strategy to be delivered and will provide the golden thread between strategic objectives and practical measurable outcomes.

It will be under pinned by key performance indicators. Progress made against the outcomes within this Strategy will be reviewed by the Overview and Scrutiny Committee.