

<b>Title of Report</b>	<b>HOUSING STRATEGY</b>	
<b>Presented by</b>	Councillor Roger Bayliss Housing and Customer Services Portfolio Holder	
<b>Background Papers</b>	<a href="#">Report to community Scrutiny</a>	<b>Public Report:</b> Yes
	<a href="#">Community Scrutiny Minutes</a> <a href="#">2016 Housing Strategy</a>	<b>Key Decision:</b> Yes
<b>Financial Implications</b>	The draft strategy identified priority areas of focus but does not contain a specific action plan and so there are currently no direct financial implications	
	<b>Signed off by the Section 151 Officer:</b> Yes	
<b>Legal Implications</b>	There are no recommendations with direct legal implications	
	<b>Signed off by the Deputy Monitoring Officer:</b> Yes	
<b>Staffing and Corporate Implications</b>	None	
	<b>Signed off by the Head of Paid Service:</b> Yes	
<b>Purpose of Report</b>	To allow Cabinet to consider the Council's Draft Housing Strategy	
<b>Reason for Decision</b>	To identify the Council's strategic priorities in relation to housing	
<b>Recommendations</b>	<b>THAT CABINET:</b>  <b>APPROVES THE HOUSING STRATEGY FOR ADOPTION</b>	

## 1.0 BACKGROUND

- 1.1 The Housing Strategy is a non-statutory document that allows the Council to set out its areas of focus for housing. The current strategy was adopted in 2016 covering the period 2016-2021. The draft strategy that has been produced is again intended to cover a 5 year period.
- 1.2 The strategy supports and compliments other strategic documents and underpins the Council's identified priorities. One of the most apparent synergies is with the Local Plan development however there are other interdependencies and overlaps with other initiatives such as the Zero Carbon Roadmap.

1.3 The diagram below sets out some of the key interdependencies of the Housing Strategy



## 2. CONSULTATION ON AND DEVELOPMENT OF THE NEW STRATEGY

- 2.1 Consultation on the new strategy was carried out in two phases, initially two questionnaires were developed - one for the public and those working directly with the public who may be facing housing issues within the district and one for partner agencies, with partner agencies encouraged to complete both if appropriate.
- 2.2 The surveys were promoted through a range of methods including direct contact with customers and partners where we had details as well as social media posts and a number of promotional postcards distributed to key sites around the district including leisure centres.
- 2.3 As a result of this phase we received 140 responses to the “customer” survey and 16 to the partner one.
- 2.4 During this consultation phase a data analysis exercise was carried out and the results of this and the consultation directly fed into a draft strategy document.

2.5 A draft strategy document was produced for further consultation developed with a number of key questions within the text that consultees were encouraged to respond to. A further questionnaire was developed to capture these responses along with more general comments about the draft document.

2.6 These responses then informed a revised draft which was then considered by Community Scrutiny Committee. As a result of comments from Scrutiny, information was included in the strategy to the comparative cost of purchase through the right to buy.

### 3. THE NEW STRATEGY DOCUMENT

3.1 The strategy identifies four priority areas for action, namely;

- Developing a Better Understanding of Need
- Encouraging More Flexible Homes
- Future Proofing Investment
- Rebalancing supply

3.2 Furthermore the document places particular emphasis on the need to make best use of existing housing recognising the relatively small contribution to overall stock that newbuild will make over the lifetime of the strategy.

3.3 The first of the priority areas, developing a better understanding of need is a reflection that there are areas where our evidence is not as robust as it could be and so a key activity over the lifetime of the strategy will be building a more complete evidence base to inform future decision making.

Policies and other considerations, as appropriate	
Council Priorities:	The strategy has the opportunity to cut across all Council priorities with particular emphasis on <ul style="list-style-type: none"> <li>- Developing a clean and green district</li> <li>- Local people live in high quality, affordable homes</li> <li>- Our communities are safe, healthy and connected</li> </ul>
Policy Considerations:	A range of housing and planning policies impact on the scope of the strategy
Safeguarding:	None identified
Equalities/Diversity:	The strategy identifies the need to have a better understanding of the housing needs of a range of groups displaying protected characteristics including those with disabilities and the elderly.
Customer Impact:	The strategy will indirectly impact on customers as there will be implications for new homes and services developed.
Economic and Social Impact:	Whilst the strategy itself will not directly derive any social or economic impact the document is likely to

	inform significant investment which will deliver these outcomes. In particular the focus on rebalancing supply is likely to produce tangible benefits in those areas.
Environment and Climate Change:	The strategy has identified the climate change agenda as a key driver for investment in new and existing housing.
Consultation/Community Engagement:	An extensive consultation process was undertaken prior to developing the draft strategy targeting partners and public. The same groups were then encouraged to comment on and develop the draft strategy document that was produced after initial feedback The Strategy has also been considered by Community Scrutiny Committee
Risks:	There are no identified risks with the strategy document although adequate risk management will form part of any actions resulting from the strategy.
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