



# Housing, Homelessness and Rough Sleeping Strategy 2018-2028

An aerial photograph of Southend-on-Sea, showing a dense urban area with a mix of residential and commercial buildings, interspersed with green spaces and a railway line. The town is surrounded by vast green fields and a clear sky.

# Foreword

Southend-on-Sea is changing and this strategy is a cornerstone of the Council's plans to shape the town into the vibrant place of the future that we are all proud to call home; a place to live, grow and thrive for everyone. This strategy is our first longer-term plan that includes all aspects of housing, from the need for more homes across the borough which meet the needs of all pockets, to the need to make sure these and existing homes are all of the right quality to support people to live well.

This plan includes the commitment to quickly and effectively support people facing homelessness and to prevent this from happening; where it does, we will work hard to make sure this is brief and non-recurrent. This commitment will include our work to end rough sleeping in the borough and to make sure that people who find themselves in this situation are supported tirelessly to get them accommodated and provide them with the help they need to end the cyclical problems many will be facing.

This strategy does not stand separately from other key work we are doing as a Council and with our partners. A lot of conversations with local residents, businesses and other public bodies have informed the work we are doing to create a compelling vision for Southend-on-Sea as a 21st century city. These conversations are continuing and we are committed to an approach to housing that will carry on listening to and being informed by people locally. We don't have all the answers yet, but our ambition includes a really strong commitment to asking the right questions, and to identifying the answers to these together. We will strengthen this ambition with a commitment to accessing the very best evidence there is about 'what works' and making sure that we do things effectively and efficiently.

The Council will lead this work but cannot do this alone. Good quality housing is not just about having a roof over your head; a home is a place to feel safe and secure, to grow in, and to be well in. A home should be central to us 'belonging' in a place and connecting with the broader community and all it has to offer. We will work closely with other housing providers, including developers, housing associations and private landlords; we will work with other public and voluntary services, including those that may not traditionally have believed they have a role in housing; we will work with the local business sector where many employees now and in the future will live in the town; and of course we will work with local residents in the social and private rented sector as well as those who own their own homes. The Southend-on-Sea Housing, Homelessness and Rough Sleeping Strategy 2018-2028 belongs to Southend-on-Sea, not to the Council.

During the 10 years of this strategy much will change and we will lead an open and responsive approach to the challenges and opportunities that emerge. What will not change is our commitment to the provision of high quality homes, housing and homelessness services for Southend-on-Sea.

# Strategic priorities

The Southend-on-Sea Borough Council Housing, Homelessness and Rough Sleeping Strategy 2018-2028 adopts five high level aims:

## 1. Prioritise the supply of safe, locally affordable homes.

Southend-on-Sea needs more homes, at a price our residents can afford. These homes should be safe, well-built and ‘affordable’, but this should not mean lower quality. The Council will be ambitious and creative and use all the tools at our disposal to increase the supply of homes in the borough that meet local needs.

## 2. Regeneration and growth to create inclusive, healthy places to live and thrive.

We will listen to local people and understand what they need to live well and thrive in Southend-on-Sea. We are committed to housing being far more than bricks and mortar, and our investment and asks of the market will equally consider the infrastructure needed, such as places to learn, play, work where the community comes together.

## 3. Encourage good quality housing design, management and maintenance

We are committed to learning from the lessons of Grenfell, not only in the way we manage and maintain our own housing stock through our partnership with South Essex Homes, but also through registered providers and private sector landlords and owners. We also recognise that the way houses are built is changing and we will work with developers and in our own house-building programmes to ensure that we deploy the best of modern construction methods.

## 4. Support people to live independently in their own homes and avoid homelessness

We want to be more than a landlord to people who live locally and we are committed to connecting people to the support they need in the most effective way possible. This will not always be in the way services have been provided in the past and we will work with local residents and communities to understand how best to connect people to the community resources and professional support they may require to help them meet their housing needs and live as independently as possible.

## 5. Any instance of homelessness to be brief and non-recurrent.

We will not always be able to prevent homelessness and some people will experience the loss of a home for a range of reasons, resulting in them needing to “sofa surf”, sleep rough or sleep in temporary accommodation. We know that being homeless is damaging to peoples’ lives and at its worst can shorten life by tens of years. We are committed to being accessible to people when all types of homelessness occur, responding quickly and with the most effective resources and approaches required to make sure that people are housed in the types of homes they need.

# Introduction

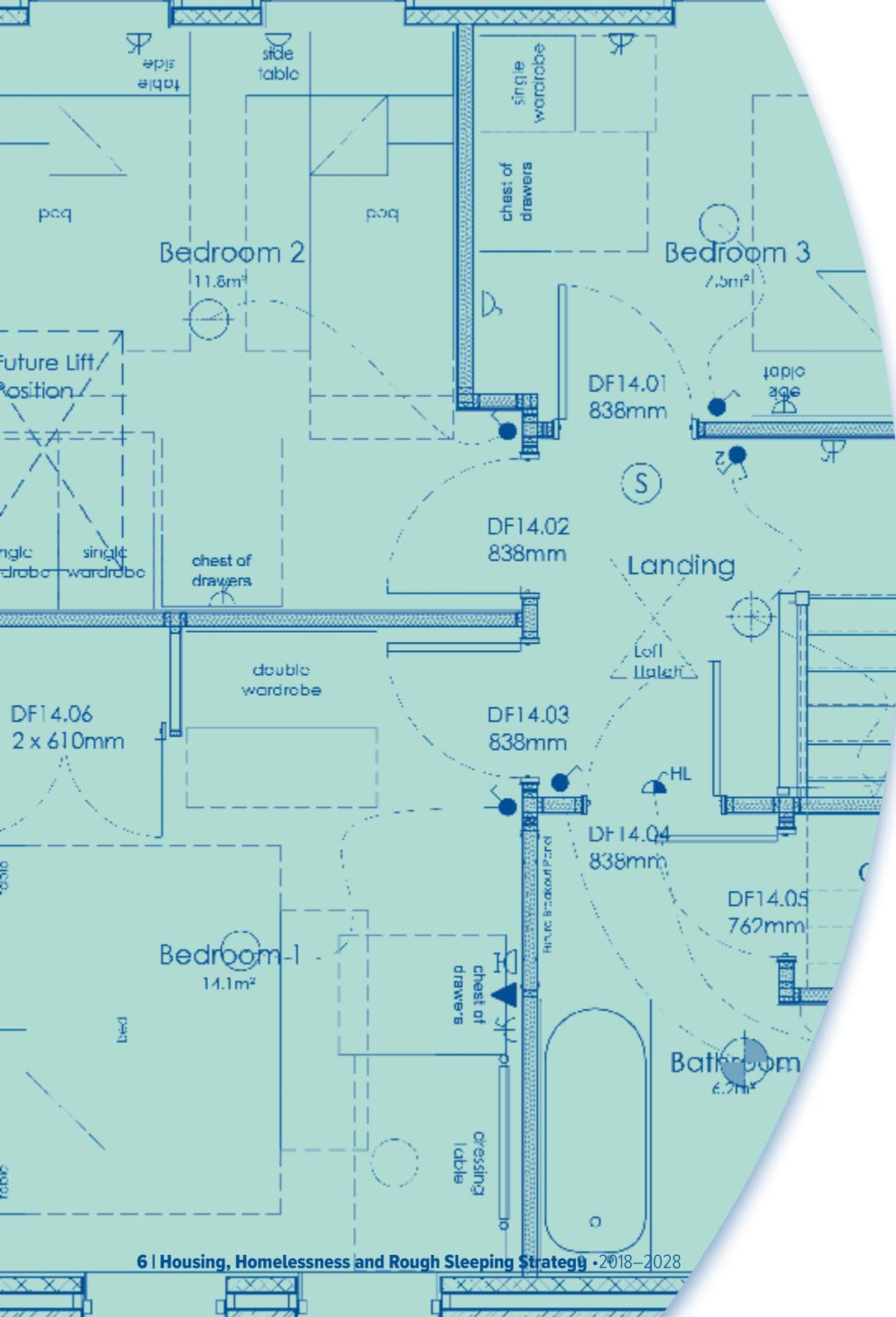
Southend-on-Sea is changing quickly, with strong links to Essex, London and beyond. For many, it is a place to both live and work; for others it offers a desirable place to live and from which to commute to work in The City and elsewhere.

There are many types of homes across our borough and demand for these is high; as a consequence property prices are higher than many people can afford. In May 2018 the average house price in the borough was £272,967, a 3% increase since May 2017; house prices in the borough continue to rise more quickly than earnings and inflation, and this century have risen more steeply than the rate across England<sup>1</sup>. Private rental costs have also risen steeply and data suggests that more than a third of newly arising households locally are unable to afford to access the lower quartile private market without spending over a third of their income on rent. There is affordable housing within the local market, but not enough of it and not always of the quality needed for people to live safely and well.

There is huge pressure on the housing sector locally and this is why the council is setting out a strategy which will prioritise affordable, safe homes for the whole borough and all its residents. Our work will focus not just on the immediate needs but also take a longer-term view to tackling these challenges over the longer-term.

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<sup>1</sup> ONS, 2018



## Prioritise the supply of safe, locally affordable homes

The key ambition of this strategy is to maximise all opportunities to deliver a range of high quality homes across the borough that meet the needs of our changing population. In Southend-on-Sea, we need homes for people with a range of incomes, including those who are currently unable to afford the type of safe and secure home they need. Our approach will be based on local housing needs and recognise that this may differ from housing aspirations.

## What is affordable and private housing?

Private (or market) housing is available to either buy or rent on the open market, with costs being set by the market forces of supply and demand. Affordable housing is defined by the 2018 National Planning Policy Framework (NPPF) as ‘Housing for sale or rent, for those whose needs are not met by the market’. The NPPF sets out different models that are considered affordable housing and these can largely be categorized into:

- Affordable homes for rent – This includes social and affordable rent housing. A social rent is based on a national rent formula and affordable rent costs up to 80% of market values, inclusive of any service charges.
- Affordable routes to home ownership – Often referred to as ‘intermediate housing’, affordable routes to homeownership enable an individual to purchase a home with a relatively small deposit and/or discounted market value. Products include discount market sales housing (sold at a discount of at least 20% with eligibility determined with regard to local incomes and house prices), Shared Ownership (where a small deposit is required to obtain a mortgage on a share of the property, with rent and service charge paid on the remainder) and Rent to Buy (where homes are rented at a discount for a period of time, after which they which the tenant is given the option to purchase. If the tenant does not want/is unable to purchase at the end of this period, it can be sold on the open market).

The NPPF requires that 10% of homes on large developments should be affordable routes to homeownership, unless that would significantly impair the ability to meet the needs of specific groups.

In Southend-on-Sea, over a third of newly arising households are unable to afford a lower quartile private sector rented property without spending over a third of their income on rent<sup>2</sup>, and levels of material child poverty in the borough increase from 19% to 29% after housing costs are taken into account<sup>3</sup>. Many more people who want to own homes simply cannot afford to do so and we are therefore committed to meeting the government’s target of the delivery of 11,140 new dwellings being provided between 2016 & 2026<sup>4</sup>. Local research<sup>5</sup> indicates that of these, 6,875 properties (62%) would need to be provided at less than lower quartile market rent to meet the needs of current/future households not currently able to afford lower quartile rental prices. Southend-on-Sea’s average annual delivery of all homes (including affordable) is just 340 properties per year.

With such high numbers of dwellings required to meet housing overall housing need, and a finite land supply, the council need to use new methods of meeting local need, and prioritise the supply of affordable housing (both in existing supply and new build) if we are to prevent increased levels of homelessness, housing induced poverty and poor/unsuitable housing conditions amongst our residents.

We will work with housing associations and developers to ensure a focus on the delivery of good quality affordable housing, and will also develop this through our own developments of social housing. We will use our own housing company to do some of this work as well as our partners including our managing agent, South Essex Homes.

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<sup>2</sup> Turley Economics, 2016

<sup>3</sup> Loughborough University (2018)

<sup>4</sup> DCLG, 2017 - Government are seeking to consult further on the Standard Methodology. However, more recent data releases relating to household projections and affordability continue to suggest a local housing need figure of approximately 9 to 12 thousand over a ten year period for Southend-on-Sea.

<sup>5</sup> Turley Economics, 2017



We will work with local landlords and encourage the provision of affordable rented properties through leasing arrangements and providing support to tenants where this will help sustain tenancies.

We will seek to encourage people to downsize where they live in houses larger than they need, and seek to provide attractive alternatives for them so their larger homes can become available to others in need, often young families. We will also work to bring empty homes across the borough back into use and will seek to make some of these available as affordable housing by agreeing nominations rights on properties.

# Prioritise the supply of safe, locally affordable homes

## Our Commitments to deliver this aim include:

### Acquisitions – 2019

Develop an acquisitions program, independently or in partnership, to enable more existing stock to be brought up to standard and let to low income households.

### Empty Homes – 2019

Bring empty homes back into use, reviewing the tools/software, resources and opportunities at our disposal to do so. An emphasis will be placed on properties empty 2 years +.

### Delivery Vehicles – Ongoing

Continually identify and utilise the tools and vehicles at our disposal to maximise provision of affordable housing.

### Planning Policy – 2020

Development of a new Local Plan for Southend-on-Sea which sets ambitious housing targets and reviews S106 developer contributions

### Land – Ongoing

Unlock new sites for house building and regeneration

### Council Owned Assets – 2019

Re-align asset management plans in line with aims of this strategy

### Funding Bids/Opportunities – Ongoing

Take advantage of new funding opportunities/ supporting partner bids that are in line with the aims of this strategy. This includes maximising capital investment capacity through utilising existing housing revenue account funds and borrowing capacity, considering the potential of the Care and Support Specialised Housing Fund (which runs until 2021) and new Homelessness 'Move on' accommodation capital/revenue grant (2018-19)

### Social Housing Targets – 2022

A target number of social homes, broken down into targets as part of action plans.

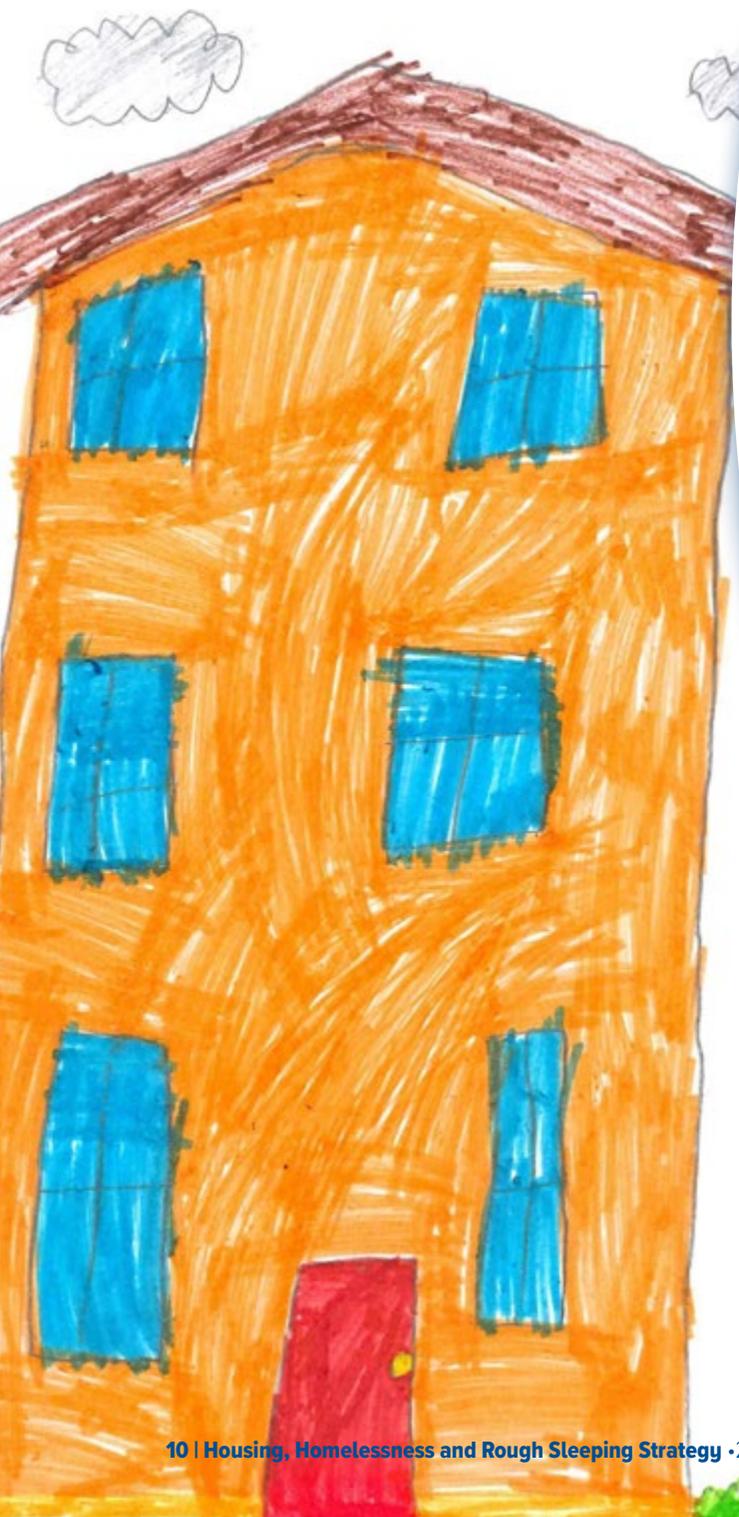
- Bringing forward work to build new council housing on council owned land through Housing Revenue Account funding (50 units completed by 2022)
- Working in partnership with registered providers and Homes England to enable further affordable housing to be progressed.

### Private Rented Sector – 2019

New approaches to working with the private rented sector including leasing and management of private rental sector homes and developing property for rent, including at rates affordable to local people

### Under-Occupation – 2019

Explore new incentives to encourage best use to be made of homes which are under-occupied/have spare bedrooms (regardless of if they are subject to the spare room subsidy/ 'bedroom tax')



# Regeneration and growth to create inclusive, healthy places to live and thrive

We will deliver these ambitions through agreeing a new Local Plan for Southend-on-Sea that will boldly set out a regeneration strategy for the borough and continuing to develop a localities approach. The Local Plan will unlock new sites for housing and, through our work with housing associations and developers, and through our own developments, will ensure that new homes contribute to the shaping and improving of local areas. By using the best design and good infrastructure, our housing will create strong and attractive environments which promote good health and wellbeing for people of all ages and which support the public health commitment to becoming a healthier Southend-on-Sea.

Regeneration and growth require high quality planning, management and resident engagement so that residents are supported and listened to throughout the regeneration/growth process. We will encourage, enable and empower successful neighbourhoods and strong, cohesive communities with collective responsibilities for the people and places we live. These communities will include specialist housing needed by some groups of people such as those with dementia, learning disability or autism. We will also maximise the potential for regeneration and growth to generate employment and skills opportunities in the local economy, including for low income disadvantaged groups, and promote health, wellbeing and sustainability through design.



# Regeneration and growth to create inclusive, healthy places to live and thrive

## Our Commitments to deliver this aim include:

### Local Plan – 2020

Development of, and consultation on a new Local Plan unlocking new sites for house building and regeneration, and promoting well designed, accessible developments that encourage health, wellbeing, and independence

### South Essex Joint Strategic Plan – 2020

Work in partnership with South Essex local authorities to assess land development opportunities in the wider area, to create the South Essex Development Plan.

### Better Queensway – from 2019

The regeneration of the Queensway estate. Better Queensway seeks to create a new neighbourhood that will not only deliver a significant increase in the number of new homes during the lifetime of this strategy, but will also provide new green space, better infrastructure, local jobs and a healthy community to work, live and thrive in.

### Community Assets – Ongoing

Encourage the creation of peer support groups, and community hubs including through our commissioned support services and community relations.

### Sheltered Housing Review – 2019

Implement the recommendations of the 2017 sheltered housing review.

### Employment and Skills – Ongoing

Work with partners to maximise income, employment and skills opportunities for local people i.e. apprenticeships created on new, large developments.

### Consultation and Engagement – Ongoing

Public consultation and engagement on council led development such as that undertaken for Better Queensway, and development of the forthcoming Local Plan and a commitment to continuous engagement with our residents, businesses and stakeholders in the shaping of Southend-on-Sea's future housing and neighbourhoods

### Learning – Ongoing

Undertake research into best practice approaches nationally and internationally in order to bring inclusive, sustainable growth and regeneration to Southend-on-Sea.

### Integration – Ongoing

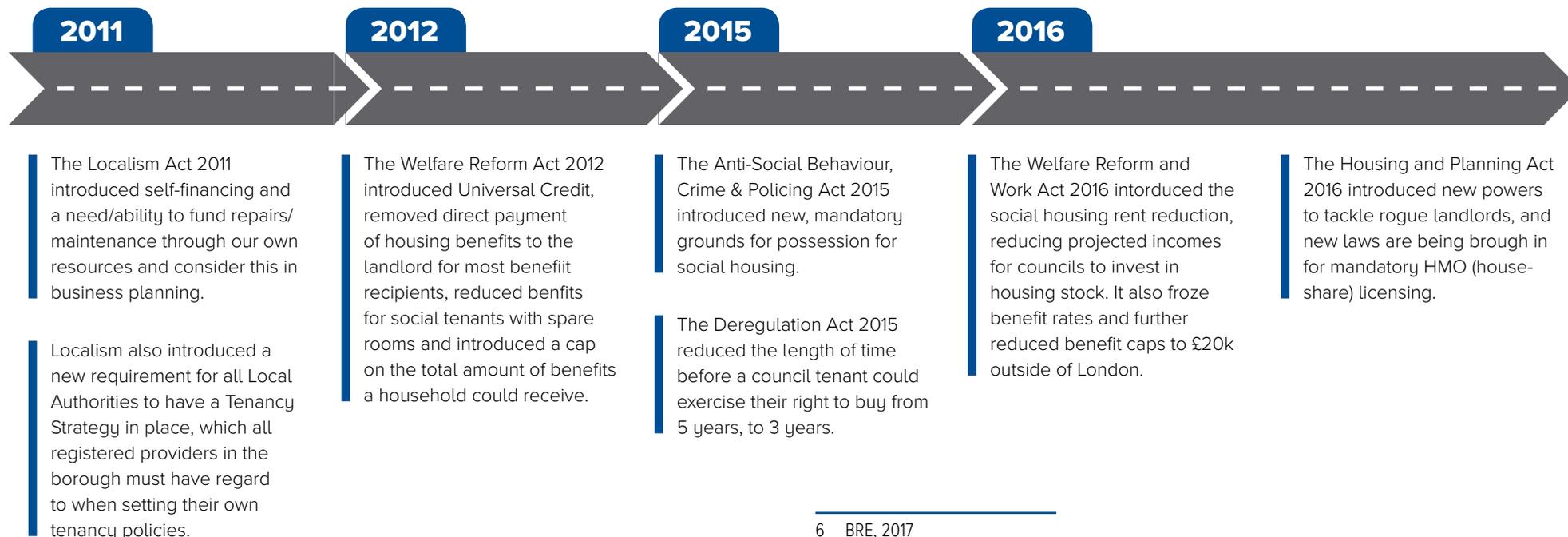
Use of external government funds to set up support for Syrian refugees to move to the borough, sustain their tenancies and integrate into our local community.

# Encourage good quality housing design, management and maintenance

Good quality housing is essential for everyone’s health and wellbeing. Following the Grenfell tragedy, in August 2018 the government published a social housing Green paper: ‘A new deal for social housing’, which focuses on reform to ensure that social homes are safe and well managed, where resident’s voices are heard, complaints swiftly dealt with, social stigma tackled and thriving communities celebrated. We feel these aims are consistent with those of this strategy and will work hard to meet these ambitions.

Ensuring private sector homes are well managed and maintained is also a necessity for Southend. Research<sup>6</sup> indicates that in our borough, the estimated cost to the NHS of treating accidents and ill-health caused by housing hazards is £3.3 million each year, with wider costs to society estimated at £28m.

Since the last housing strategy came in to place in 2011, an array of legislation has influenced housing management, maintenance and



6 BRE, 2017

## Encourage good quality housing design, management and maintenance

standards in both the private and social sector, requiring the council to ensure its resources are suitably responsive to these. In meeting our aim to encourage good quality housing design, management and maintenance, we will not only take account of emerging legislative drivers but also aspire to ensure that the whole of the housing sector in Southend-on-Sea is fit for purpose and where this is not already the case, to intervene to require improvements. Our ambition is one where poor landlord behaviour will not be tolerated, where people who do not look after their homes are supported to bring them up to standard, and social housing and housing association tenants live in well-maintained, high-quality homes. It is our ambition that all homes, whether council, housing association or private will be built to the same standards of quality and the best levels of maintenance supplied to local renters.

### Our Commitments to deliver this aim include:

#### Management Agreement – 2019

New Partnership agreement put in place between The Council and its arm's length management company, South Essex Homes (including exploration of new modes of housing delivery).

#### Tenancy Strategy/Policy – 2019

Develop a new tenancy strategy/policy for social housing.

#### Nominations Agreements – 2019

Put nominations agreements in place with all Registered Providers/Housing Associations operating in the borough, to get the best deal for housing register applicants

#### Safety – Ongoing

Refine our stock management approach to take account of findings of the Hackitt Review, any new decent homes standard, and Grenfell Public Inquiry to deliver a continuous programme of maintenance and improvements.

#### Landlord Obligations – 2019

Use all options open to us under current/future legislation to ensure landlords meet their obligations towards tenants.

#### Staffing Resource – 2019

Redesign and redevelop our Private Sector Housing Team to ensure it has the capacity and skill to use all available powers to respond effectively to disrepair and/or poor management.

#### Landlord Partnership – 2019

Develop strong partnerships across the landlord sector, including with housing associations/registered providers and private landlords, and encourage membership of self-regulatory organisations such as SEAL

#### Stock Condition Survey – Ongoing

Create a pro-active and targeted response to the 2017 Stock condition survey.



## Support people to live independently in their own homes and avoid homelessness

Southend-on-Sea has a growing and ageing population. In Southend-on-Sea there is a higher proportion of adults living in residential care than the England average and the number of adults who are unable to manage at least one self-care activity on their own is expected to increase by 54% between 2017 and 2035<sup>7</sup>. It is therefore ever more important to make sure that housing plays its part in keeping people healthy and well.

In keeping with the Care Act 2014, housing is now recognised as a key health related service and we will work with a renewed emphasis across housing, health, planning and social care to enhance the wellbeing and

<sup>7</sup> Projecting Older People Population Information System

independence of our residents and prevent or delay needs for care and support. Beyond the quality of housing itself, we will make sure that community is at the heart of local developments and that the opportunity for people to connect with the resources they need to live well is maximised.

Southend-on-Sea will continue to provide a strong range of services for people at risk of homelessness. This work will be supported not just in response to the duties placed upon the council by legislation such as the Homelessness Reduction Act 2017, Housing Act 1996, Localism Act 2011, and Homelessness Act 2002, but will also include continued investment in floating support services, community hubs, advice centres, tenancy engagement and other support to those who may otherwise be at risk of becoming homeless. We will ensure that we have a highly skilled workforce capable of supporting people to maximise their income and maintain their tenancies and clear signposting so local residents and the professionals they work with know where to go for the assistance they need.

The actions the Council and its partners take to support people to live independently and avoid homelessness will be responsive to the changing needs of local people. At present, the biggest triggers for people becoming homeless in Southend-on-Sea are loss of an assured shorthold (private sector) tenancy, being evicted by family and friends, and as a result of domestic violence. Economic conditions may also lead to the loss of people's homes through inability to keep up rental and mortgage payments and research shows that certain people

are at greater risk of experiencing homelessness. Our approach will ensure accessible support for people whatever their individual household circumstances. We recognise the important role housing providers can play in helping people manage 'life on life's terms' and we will ensure that the Council and its partners connect people to the services and support they need across health, social care, welfare, youth offending, childcare, education, training, probation, and employment. We will especially support those facing the biggest barriers and who are less able to support themselves, or are at risk of harm, whilst at the same time supporting communities to be better placed to support each other in these regards.

It is through being effective in tackling these underlying concerns that we will be most able to prevent homelessness or the need for expensive care. ►

# Support people to live independently in their own homes and avoid homelessness

## Our Commitments to deliver this aim include:

### Understanding Local Need – Ongoing

Develop a greater understanding of the need for specialist/supported accommodation.

### Supported Housing – 2019

Commission/facilitate supported housing for specialist groups such as people with learning difficulties, mental health, those in drug alcohol recovery, or young people such as care leavers, in line with local needs.

### Accessible Homes For Life – 2020

Build more accessible homes for life through our own developments and in partnership with others

### Investment in Aids, Adaptations and Emerging Technology

Investment in aids, adaptations and emerging technology (including artificial intelligence) to support people to live independently, including providing a show home to support people to understand the benefits of these to their lives.

### Tenancy Sustainment Support – 2019

Facilitating increased tenancy sustainment via our housing management company, South Essex Homes, the renewed floating support contract and other advice and support providers.

### Personalised Housing Plans – Ongoing

SBC officers to work with families and individuals at risk of homelessness within the next 56 days to put personalised housing plans in place to prevent homelessness occurring.

### Advice and Information – 2019

Enhancing the quality and accessibility of the council's publically available housing advice and information, especially for at risk groups

### Public Bodies – 2018<sup>8</sup>

Continued development of partnership with public bodies, to ensure we receive early notification of those at risk of homelessness/ to ensure the Duty to Refer is fulfilled.

### Parental Evictions – 2019

Home visits introduced where parents state that they are unable or unwilling to accommodate their children.

### Rent Deposit Offer – 2018

Rent deposit loans offered to those who are at risk of homelessness, where they would not otherwise be able to access accommodation.

### Drug and Alcohol Treatment and Recovery – 2019

Commence review of commissioned drug and alcohol contract (Sept 2019).

### Allocations Policy – 2019

Review the Council's Allocations Policy, in line with local needs.

<sup>8</sup> Prisons, young offender institutions, secure training centres, secure colleges, youth offending teams, probation services (including community rehabilitation companies), Jobcentres, Social services, emergency departments, urgent treatment centres, hospitals, Secretary of State for defence (in relation to members of the regular armed forces)

# Any instance of homelessness to be brief and non-recurrent

Homelessness is defined by part VII of the Housing Act 1996 (as amended) and includes:

- Those without a home they are entitled to occupy
- Those who have accommodation but it is not reasonable or possible for them to continue to occupy it.

People residing temporarily with family or friends ('sofa surfing'), residing in hostels, Bed and Breakfast, or other forms of temporary accommodation, suffering from domestic violence in the home, rough sleepers and those living somewhere they have no legal right to occupy, are all included within this definition of homelessness.

Loss of private rented tenancies, domestic violence and family and friend evictions are the most common triggers of homelessness in Southend-on-Sea, although other factors, such as childhood poverty and health and support needs are shown to increase the risk of homelessness. Wherever possible, and in delivering the first 4 aims of this strategy and providing a Housing Solutions Service, we will seek to prevent homelessness from occurring. Unfortunately there will be some occasions where people do become homeless and we are committed to being able to respond quickly and effectively when this is the case, helping people to be accommodated in a way that meets their needs. This does not mean placing people in temporary accommodation for extended periods and we will always move swiftly to move people into sustainable longer-term solutions both through increasing the availability of affordable homes and by making sure people get the bespoke personal housing plans they need.

For some people, homelessness will mean sleeping rough, either on the streets or in other unsuitable settings such as vehicles, derelict buildings or squats. This is not acceptable and we will work tirelessly to get people into the accommodation they need. With our partners in the voluntary sector we will continue to deliver a range of high quality



outreach- and centre-based support and will increase this through our work with the Rough Sleeper Initiative and Making Every Adult Matter (MEAM) projects. We know that for some people in this situation rough sleeping is often only one of a number of difficult challenges they face, and that many rough sleepers have previously experienced other forms of homelessness. We will use the skills of a range of specialist providers and the best evidence of ‘what works’ to ensure that we help people off the streets once and for all.

In Southend-on-Sea there is a huge amount of good will towards rough sleepers and homeless people and we will continue our work in support of local church groups involved in the annual Church Winter Night Shelter programme. We will also ask other community groups to work together with us in striving to make any instance of homelessness rare, brief and non-recurrent<sup>9</sup>.

There is varied evidence about what works most effectively when responding to the challenges of homelessness and rough sleeping in the borough and we will make the most of our partnerships with the Centre for Homelessness Impact and the MEAM Coalition in order to make sure that what we do is effective, or where we are trying new ways of intervening, that we evaluate this properly and support good commissioning, effective practice and, most importantly, lasting change in the lives of vulnerable people.

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9 Centre for Homelessness Impact, 2018

# Any instance of homelessness to be brief and non-recurrent

## Our Commitments to deliver this aim include:

### Homelessness Review – 2023

In line with legislative requirements, we will undertake a homelessness review at least once every 5 years and based on this, update the homelessness and rough sleeper elements of this strategy.

### Rough Sleeper Initiative – 2018

Implementation of our Rough Sleeper Initiative/ Government Funded program for 2018 – 2020 and identification of means to sustain the programme when funding ceases. Initiative includes new outreach provision, including a specialist dual diagnosis (mental health and drug/alcohol) worker, a new sit up service to temporarily increase emergency provision in the town and rent deposit support to access the private rented sector.

### Health And Wellbeing – 2019

Explore new ways we can work with partners in the NHS, CCG, Public Health and Social Care to ensure that our homeless population have equal opportunity to have their health and wellbeing needs met.

### Personalised Housing Plans – 2018

Personal housing plans coproduced with individuals and families who are currently homeless (including rough sleepers, sofa surfers and those residing in emergency accommodation)

### Temporary Accommodation – 2019

Temporarily expand the supply of temporary accommodation, until move-on options have been secured.

### Move On Accommodation – 2020

Increase the supply of move on accommodation available for people using emergency shelters and temporary accommodation (freeing up emergency bed space for newly arising homeless individuals/couples/families)

### Evidence Informed Approaches – 2019

Increasing our knowledge of 'what works' through our developing partnerships with the Centre for Homelessness Impact and Making Every Adult Matter, ensuring this knowledge is understood and translated into practice where needed.

### Analytics – 2019

Increasing our analytical capacity to pursue an intelligence led approach to identifying at risk groups

### Lived Experience – 2019

Growing our ability to engage with people with lived experience of homelessness and rough sleeping and to recruit their insight to better inform future action plans and procedures.

### Church Winter Night Shelter – 2018

Continued delivery of the Church Winter Night Shelter partnership between local faith groups, volunteers, HARP and the Council

### Severe Weather Emergency Provision – 2018

Development of a Severe Weather Emergency provision for if the temperature drops below 0 degrees Celsius for three consecutive nights, and all emergency units (including churches) are full.



## **Partnership With Community Sector – 2018**

Leading partnership with providers in the informal community sector such as soup kitchens and small local groups in order that all efforts count towards eradicating rough sleeping and homelessness.

## **Targeted Employment Project – 2019**

Develop a focussed project on increasing employment opportunities for unemployed people with lived experience of homelessness

## **Communications – 2018**

Create a media campaign around supporting people off the streets.

## **Governance/Public Boards – 2019**

Ensuring that this strategy is delivered through the work of all the key public boards in the borough, including Safeguarding boards, and the Health and Wellbeing Board, promoting a 'housing and homelessness are everyone's job' approach.



# Resources to deliver the strategy

The Council's financial resources for direct intervention are limited and therefore we can only deliver on the commitments in this strategy through working alongside and in partnership with those in the private, public, community and voluntary sector.

Homelessness and rough sleeping, together with intervention in the private sector and supporting people to stay in their own homes have to be met from the Council's general fund, through a mixture of council tax and government grant funding. Where the Council acts as a housing landlord, costs and associated income are accounted for through the housing revenue account. The Council also maintains a capital programme funded through a combination of prudential borrowing, capital receipts and other internal resources, supplemented by external grants and developer contributions. The capital programme provides for limited new build council housing, together with the refurbishment and maintenance of the existing stock, plus disabled facilities grants aimed at keeping people in their own homes for longer, and a variety of initiatives to make the private sector stock more fit for purpose.

The Council will conduct a whole systems review of the capital and revenue resources available to deliver its strategic aims and will keep these under continuous review in order that we make best use of these and any other funding opportunities that may become available. We will review our role as developer, local housing authority, landlord and

strategic leader. Throughout this work we will retain a commitment to progressing the aims of this strategy together with private, public, community and voluntary sector partners.

The Council have already developed a number of approaches to further its housing and homelessness aspirations and it continues to develop new approaches both in its own right and in partnership with commercial and public partners. These solutions range from the establishment of a council-owned company to deliver and operate housing, to a set of financial tools to support the local market, and from developing a set of locally affordable housing solutions to utilising existing partnerships it has to increase housing supply. The Council will seek to utilise this set of tools to either directly deliver housing itself, to deliver it alongside partners or to enable third party delivery in order to increase provision over the short, medium and long term. ►

To support the strategy, we will review our own workforce and ensure that it is suitably equipped with the appropriate level of staff, skills, structures and tools to lead the below areas of work. We will grow our staff capacity significantly to ensure that we can:

- build, purchase, lease and buy affordable homes;
- make best use of land availability;
- bring empty homes back into use;
- deliver on our statutory duties and powers, including the allocation of social housing, frontline homelessness and homelessness prevention assistance, management of social housing and enforcement action against rogue landlords;
- manage, repair and maintain council and private homes, with tenant voices driving performance;
- collaborate with neighbouring local authorities, landlords, developers, voluntary and community sector partners;
- make sure we use reliable evidence about what works and what is good practice, including using the data we already have and that we have the skill and capacity to use this effectively; and,
- make sure we engage with local residents in a meaningful way and include their voices in shaping the work we take forward under this strategy.

## Data and evidence

There is a lot of information that has been used to inform this strategy, ranging from the voices of local people to lots of numerical data about housing costs, demands, supply requirements and so on. These data have been pulled from a very wide range of sources and it is evident that to attach them all to this paper could quickly put off many readers, therefore we have chosen not to do so. For this reason we are committing within this strategy to create a means by which data can be managed and added to as more information is generated and updated over time. This resource will be made available for those who wish to access it and will be used to inform actions throughout the life of this strategy.

We are committed to identifying and creating evidence about ‘what works’ to deliver our aims, whilst not being afraid to try new approaches. Playing close attention to our own data, and local people’s insights, we will also consider the work of experts in housing/homelessness evidence, such as The Centre for Homelessness Impact, the UK collaborative Centre for Housing Evidence and the MEAM coalition to inform our practice.

## Useful data sources

Some of our most useful data sources require subscription and/or internal log in, however the below are some key, publicly available sources of information, which give us broad oversight of national and local housing and homelessness issues.

Source	Link
2016 South Essex Strategic Housing Market Assessment (Turley Economics)	<a href="http://www.housingessex.org">www.housingessex.org</a>
2017 Addendum to the South Essex Strategic Housing Market Assessment (Turley Economics)	<a href="http://www.housingessex.org">www.housingessex.org</a>
UK Housing Review (Chartered Institute of Housing)	<a href="http://www.ukhousingreview.org.uk">www.ukhousingreview.org.uk</a>
2017 Consultation Data table (Ministry of Housing, communities and Local Government)	<a href="https://www.gov.uk/government/consultations/planning-for-the-right-homes-in-the-right-places-consultation-proposals">https://www.gov.uk/government/consultations/planning-for-the-right-homes-in-the-right-places-consultation-proposals</a>
Housing Summary Measures Analysis (Office for National Statistics)	<a href="https://www.ons.gov.uk/releases/housingsummarymeasuresanalysis2016">https://www.ons.gov.uk/releases/housingsummarymeasuresanalysis2016</a>
Live tables on dwelling stock (including vacants) (Ministry of Housing, Communities and Local Government)	<a href="http://www.gov.uk/government/statistical-data-sets/live-tables-on-dwelling-stock-including-vacants">www.gov.uk/government/statistical-data-sets/live-tables-on-dwelling-stock-including-vacants</a>
Live tables on affordable housing supply (Ministry of Housing, Communities and Local Government)	<a href="https://www.gov.uk/government/collections/affordable-housing-supply">https://www.gov.uk/government/collections/affordable-housing-supply</a>
Projecting Older People Population Information (POPPI) (Institute of Public Care/Oxford Brooks University)	<a href="http://www.poppi.org.uk">www.poppi.org.uk</a>
Projecting Adult needs and Service Information(PANSI) (Institute of Public Care/Oxford Brooks University)	<a href="http://www.pansi.org.uk">www.pansi.org.uk</a>

Source	Link
Southend-on-Sea Sheltered Housing review 2016 (Peter Fletcher Associates)	<a href="http://www.southend.gov.uk">www.southend.gov.uk</a>
Local Housing Allowance Rates 2018 (by Local Authority Area) (Valuation Office Agency)	<a href="https://www.gov.uk/government/publications/local-housing-allowance-lha-rates-applicable-from-april-2018-to-march-2019">https://www.gov.uk/government/publications/local-housing-allowance-lha-rates-applicable-from-april-2018-to-march-2019</a>
Stat X-plore (Benefit claimant data) (Office for National Statistics)	<a href="https://www.nomisweb.co.uk/articles/681.aspx">https://www.nomisweb.co.uk/articles/681.aspx</a>
Benefit cap statistics (Department for Work and Pensions)	<a href="http://www.gov.uk/government/collections/benefit-cap-statistics">www.gov.uk/government/collections/benefit-cap-statistics</a>
Mortgage and landlord possession statistical data (Ministry of Justice)	<a href="http://www.gov.uk/government/statistics/mortgage-and-landlord-possession-statistics-january-to-march-2017">www.gov.uk/government/statistics/mortgage-and-landlord-possession-statistics-january-to-march-2017</a>
Live tables on Homelessness (Department of Housing, Communities and Local Government)	<a href="http://www.gov.uk/government/statistical-data-sets/live-tables-on-homelessness">www.gov.uk/government/statistical-data-sets/live-tables-on-homelessness</a>
Homelessness in the UK: who is most at risk? (Fitzpatrick et al, International Journal of Housing Policy)	<a href="http://www.tandfonline.com/doi/full/10.1080/02673037.2017.1344957">www.tandfonline.com/doi/full/10.1080/02673037.2017.1344957</a> <a href="http://blogs.lse.ac.uk/politicsandpolicy/can-homelessness-happen-to-anyone">http://blogs.lse.ac.uk/politicsandpolicy/can-homelessness-happen-to-anyone</a>
Unit Cost Database (New Economy)	<a href="http://www.neweconomymanchester.com/our-work/research-evaluation-cost-benefit-analysis/cost-benefit-analysis/unit-cost-database">http://www.neweconomymanchester.com/our-work/research-evaluation-cost-benefit-analysis/cost-benefit-analysis/unit-cost-database</a>
Rough sleeping – explore the data (Homeless Link)	<a href="http://www.homeless.org.uk/facts/homelessness-in-numbers/rough-sleeping/rough-sleeping-explore-data">www.homeless.org.uk/facts/homelessness-in-numbers/rough-sleeping/rough-sleeping-explore-data</a>
UK Collaborative Centre for Housing Evidence.	<a href="http://www.housingevidence.ac.uk">www.housingevidence.ac.uk</a>
Evidence tools (Centre for Homelessness Impact)	<a href="http://www.homelessnessimpact.org/tools">www.homelessnessimpact.org/tools</a>
Everybody In: How to end homelessness in Great Britain (Crisis)	<a href="http://www.crisis.org.uk/ending-homelessness/plan-to-end-homelessness">www.crisis.org.uk/ending-homelessness/plan-to-end-homelessness</a>



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A summary can be provided in alternative formats such as Braille,  
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Translations of this document in alternative languages are also  
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