

Update on the Housing Strategy 2023-2028

Homes Scrutiny Sub-Committee
July 2023

Contents

1. Why do we need a Housing Strategy?
2. A strategic framework for Housing in Croydon
3. What drivers does the Housing Strategy respond to?
4. Engagement on our priorities and objectives
5. Measuring success

Why do we need a Housing Strategy?

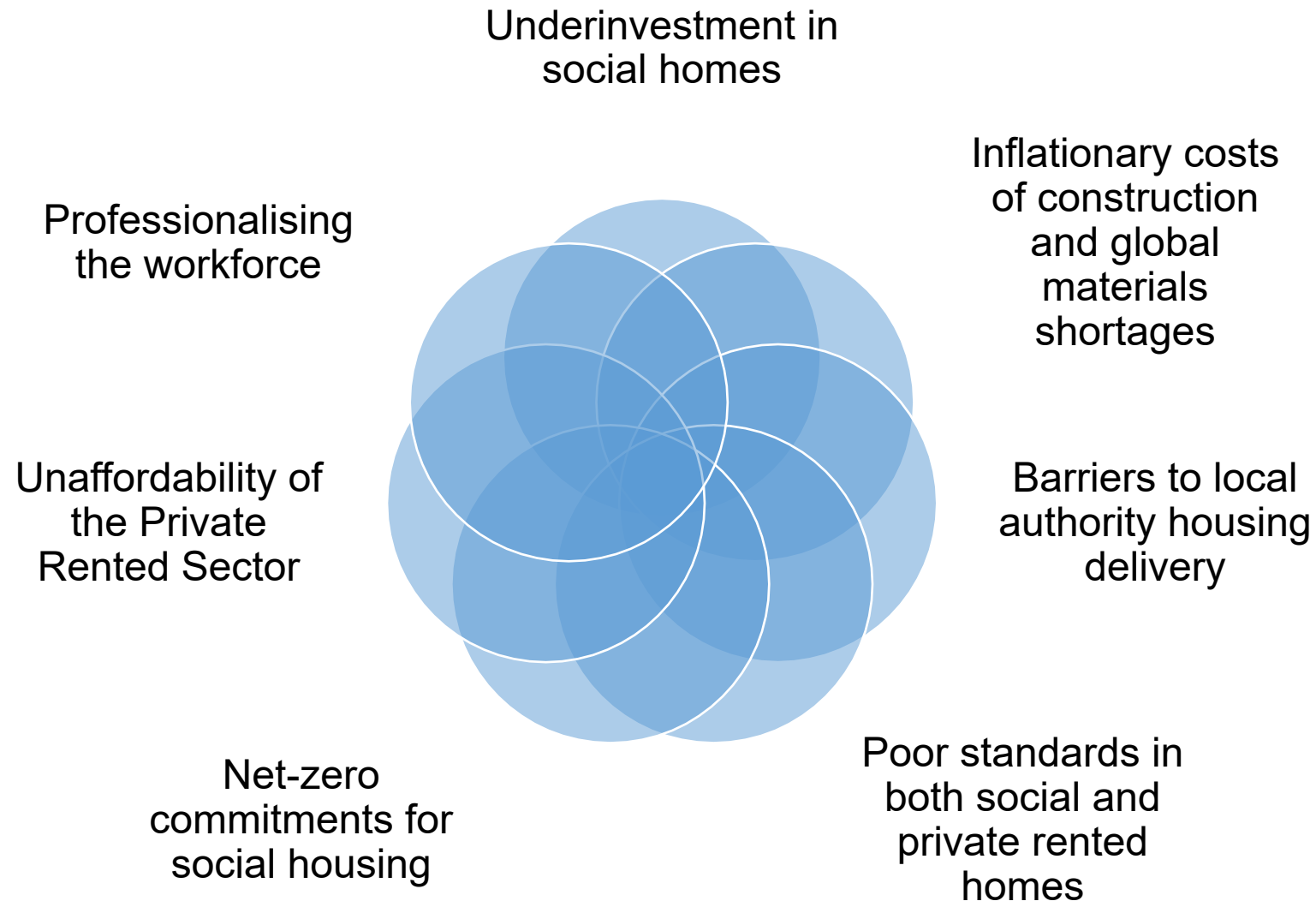
To set the strategic vision for a new service which responds to internal factors:

- Council-wide financial restrictions
- Government intervention
- Breach of the Regulator's standards in relation to Regina Road estate
- Delivery of the Mayor's Business Plan 2022- 2026
- Delivery of the Housing Transformation Programme

To respond to the changing regulatory context for social housing and housing need:

- Social Housing Regulation Bill
- Renters Reform Bill
- Awaab's Law
- Fire Safety Act 2021
- Building Safety Act 2022
- Revised standards for social housing (Consumer and Decent Homes standards)

Responding to national housing challenges



A strategic framework for Housing in Croydon

Housing Transformation Programme

Housing Strategy 2023- 2028
September 2023

Asset Management
Strategy
March 2024

Resident
Engagement
Strategy
December 2023

Homelessness Prevention &
Rough Sleeping Strategy
March 2024

What drivers is the Housing Strategy responding to?

Demographic

- Highest number of households of any London borough (152,900)
- Highest number of young people of any other London borough
- An ageing population with 19.6% growth in over 65s since 2011
- Increase in households with dependent children

Housing Need and Supply

- 6,979 households on the Council's housing register
- House prices in Croydon are 11.88 times average earnings
- Net-receiver of homelessness placements (59% made by other boroughs)
- High-levels of under-occupation (54% of households)

What drivers is the Housing Strategy responding to?

To address the Council's ageing social housing stock (13,432 dwellings)

- 52% are flats
- 35% are houses
- 10% are maisonettes
- 2% bungalows

A large number of LBC houses were built in the 1930s- these homes tend to be poorly insulated and unsuitable for tenants with accessibility needs.

LBC has 46 high-rise residential buildings- majority of which were constructed in 1960s and 1970s and are now reaching the end of their natural lifespan.

N.B., LBC owns less than half of all social homes in the borough- the remainder are owned by housing associations and other providers.

What drivers is the Housing Strategy responding to?



51% Well maintained home



44% Anti-social behaviour



63% Safe home



40% Easy to deal with



59% Repairs - Last 12 months



39% Listens & Acts



52% Time taken - Last repair



52% Keeps you informed



48% Repairs - Overall satisfaction



55% Treats fairly & with respect



49% Communal areas clean & well maintained



45% Positive contribution to neighbourhood



21% Complaints handling

Tenant Satisfaction Survey results

What drivers is the Housing Strategy responding to?

Low resident satisfaction with landlord services

Lack of trust from residents

Historic underinvestment in Council homes

Neglected relationship with housing associations and developers

Lack of data-informed vision for Housing services in the future

Ineffective processes that negatively impact residents

Poor contract management

Residents do not feel respected

Poor conditions in the private rented sector

Lack of long-term regeneration planning

Neglected relationship with VCFS

Absence of Council-wide approach to improving estates

Engagement on our priorities and objectives

Engagement

- 20 Vision & Mission sessions with residents, tenants, leaseholders, and staff
- Rent consultation survey to identify priorities for landlord services
- Housing Strategy directorate leads to identify joint-working objectives for ASCH, CYPE and SCRER
- Peer-to-peer best practice (Haringey, RBKC, Islington, London Councils)

Housing Strategy Survey Consultation

- Your Croydon
- Mayor's newsletter
- LBC social media
- All Staff
- All Members
- All MPs
- Voluntary, Community and Faith Sector network
- Private sector landlord forum
- Croydon Central library (physical copies)

Targeted focus group sessions

- Tenant & Leaseholder Panel
- Resident & Partner Engagement Session
- Focus group with housing associations
- Focus group with private sector landlords

Success measures

- The actions within the Delivery Plan underpinning the delivery of the Housing Strategy 2023- 2028 will be tied to SMART objectives as part of the Housing Transformation Programme.
- The SMART objectives will align with the Housing Directorate's existing KPIs, including the tenant satisfaction measures, and the Mayor's Business Plan KPIs.
- Delivery of the Strategy will be assessed on an annual basis alongside the Housing Transformation Programme.

Thank you