



# Our vision to protect, care and invest

## Telford & Wrekin's Housing Strategy

**2020-2025**

MARCH 2021



## Foreword

This Strategy is all about the future of housing in Telford & Wrekin. A decent place to live is the foundation on which people build their lives. If you've got a good quality home, then health, employment, educational achievement and a happy family life are often much easier to obtain. However, we know that financial difficulties and some national policies are making things harder for some people. As a Council we want to offer local people opportunities and choices over where they live, in homes that are of good quality and affordable. We must also future-proof our homes by building, or improving these, to the best possible physical, accessibility and environmental standards. Whether owned or rented, we believe strongly that all types and tenures of home are of equal value.

The new Housing Strategy was launched and consulted on last summer during the Covid-crisis. The importance of a decent home as the foundation for people's lives has become even more apparent in a pandemic. During this time we have seen many more households seek the Council's support as they face homelessness following the loss of employment or family breakdown or challenges with the condition of their homes. Our Housing Strategy is a key element of how we will respond and continue to drive changes through related policies, strategies and work with stakeholders to ensure we futureproof and build resilience into our communities

Housing is one of the Council's priorities, set out in our Community Strategy – 'Our programme to protect, care and invest to create a better borough'. This Housing Strategy is an essential part of that programme. It also complements other key documents, such as the Telford & Wrekin Local Plan and Climate Change Strategy, and provides a framework for other supporting strategies. A lot has been achieved in housing but we still have **twin challenges** to address, at a complex and changing time. These challenges are both about the homes that will be built and those that we have already.

Telford & Wrekin is a focus for housing growth – this brings benefits to the borough, helps to strengthen our local economy and creates opportunities. Over the last five years the Council has worked with Homes England and local housing association partners to achieve a step change in the delivery of **new affordable homes** in the borough.

However, losses to the affordable sector over the last five years means that there has only been a small overall increase. We need to continue to address the big shortage of affordable homes and ensure that there is an increase in supply of truly affordable homes.

The borough's homes are a major asset. While new housing is important, 80% of the homes that we will have in 20 years' time are here now. We need to make sure that **the homes we already have** are as good as the best of the new ones that are being built today.



Telford – a third generation new town – is now over 50 years old. Some of the first new homes built by the former Telford Development Corporation – now in diverse ownership - are in urgent need of investment, as part of a wider regeneration programme. The Council will lead a multi-sector Taskforce to help to understand what is needed and what can be done. Given the scale of the issue, it will also seek to influence government and investors to support its plans.

It is hard to believe that **homelessness and rough sleeping** is still an issue today. The Council is working closely with its local partners to help prevent and tackle all types of homelessness. This has included meeting its new increased responsibilities under the Homelessness Reduction Act and our commitment to ‘no return to roughsleeping’.

Working with partners, the Council has been able to attract a range of additional funding to help reduce homelessness and rough sleeping, although much of this is currently time limited. It is also working with local housing providers to help homeless people to access suitable homes and to provide the support needed to help sustain them.

Housing plays a huge role, alongside effective care and support services, in helping to meet the needs of older, disabled and vulnerable people. As a result of its Joint Investment Programme, over more than ten years, the borough currently has one of the best levels of extra care housing provision in the country. There is also a large network of traditional sheltered housing and level access homes. Similarly the local stock of supported and specialist homes has increased by 65% over the last five years. Through our new Specialist & Supported Accommodation Strategy **we need to keep pace with need and continue to increase supply, widen choice in all tenures and ensure that we make the best use of this valuable resource.**

In the case of older people, only around 5% will live in specialist or supported housing. To reflect this, the Council is investing over £2 million every year in helping to make existing homes more suitable for their needs, complementing other sources of funding.

An increasing proportion of the borough’s homes are part of the private rented sector, which is now almost as big as the social housing sector. A growing number of people – at all stages of their life – are now living in a home that is rented privately.

The Council is working proactively with the best private landlords and lettings agents in order to promote the best standards possible and is also delivering high quality rental properties through its housing company, Nuplace Ltd. Though its ‘Better Homes for All’ programme it is also working with landlords who are not performing as well.

In some of the general housing in the borough – both older and not so old – there are real concerns about quality and condition, which can impact negatively on residents and areas. The Council will continue to seek external funding and investigate alternative approaches to begin to address these issues.

As part of the preparation of the new Strategy I encouraged you to give me your views as part of a consultation. I was delighted with the number and quality of responses and the commitment to work together to tackle our housing challenges. Thank you for your fantastic support for the Strategy and the constructive comments provided. A number of really important issues and challenges were highlighted, including:

- New homes & infrastructure
- Existing homes
- Affordable homes
- Older, disabled & vulnerable people
- Green spaces & ecology
- Climate change

We value all of these comments and will try to reflect these as we deliver and monitor this Strategy.



**Councillor David Wright**  
Cabinet Lead Member for Housing,  
Transport & Infrastructure

**If you’ve got a good quality home,  
then health, employment, educational  
achievement and a happy family life are  
often much easier to obtain.**



Launch of Snedshill Phase 2





Clock Tower Road, Wrockwardine Wood

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# Executive Summary

The right balance of good quality homes, which are affordable, sustainable and provide variety, choice and accessibility, are essential to the economic prosperity, health and well-being of the people in our borough. Housing is a key theme within the Council's high level vision for the borough as set out its Community Plan 'Our programme to Protect, Care and Invest to create a better borough, 2020 onwards'.

Whilst the Council transferred its own housing stock to local housing associations in 1999, as the housing authority for the borough, it retains a vital role in delivering local and national housing policy and ensuring sufficient homes for, all especially the most vulnerable. In this way the Council has delivered many significant positive housing outcomes including; securing housing delivery that directly responds to housing need, supporting people to access this housing and helping to raise standards in terms of the condition and management of existing homes.

Despite this, and in line with other parts of the Country, the Borough still lacks sufficient suitable homes, some of these homes are unaffordable and others are unsuitable. In this context, and in accordance with the Council's aspiration to work with partners and the community to achieve a carbon neutral borough by 2030, the Council's Housing Strategy 2020-25 for the borough identifies the following three key objectives:

## Objective 1

To create sustainable, accessible, affordable and integrated communities

- Review the Council's long term development plan for the borough - the Telford & Wrekin Local Plan – to help make Telford & Wrekin a great place to live.
- Promote high standards in all new build homes and ensure that they contribute positively towards the Council's climate change commitments.
- Work with our partners to achieve a real net gain in the number of truly affordable homes available.
- Continue to provide more new sustainable homes through Nuplace and examine new opportunities for the Council to be a direct home provider.

## Objective 2

To make the BEST use of our existing homes

- Support the positive redevelopment and improvement of existing homes to address climate change and reduce fuel poverty.
- Continue to work to bring empty homes back into use.
- Create a new focus on housing renewal in the borough, starting with some of the earliest new town housing estates to deliver sustainable, cohesive communities.
- Champion high standards in the private rented sector, actively addressing the worst conditions through the application of our Better Homes for All programme whilst providing a strong role model through Nuplace.

## Objective 3

To provide homes to support and empower our most vulnerable people

- Work with our partners to increase the supply of specialist and accessible homes for older and vulnerable people.
- Help local people, and in particular key workers and veterans, to find and sustain the homes they need.
- Help people to live in their own homes as independently as they can for as long as possible.
- Continue to prevent homelessness and work to eradicate rough sleeping.

These Objectives will underpin our approach to tackling some of the ongoing housing issues faced within the Borough in order to ensure that access to suitable housing becomes an achievable goal for all of our residents.



Vesey Court, Wellington



# Our Housing Achievements



Delivering  
1200 new homes  
every year



Delivering  
300  
affordable  
homes  
every year



Delivered  
400  
new homes  
for private rent  
through Nuplace Ltd



Licensed  
more than  
240 HMOs  
through our Better Homes  
for All programme



Increased  
supported  
housing by 65%  
over the last 5 years



Support over 300  
people per year  
to continue to live  
independently at home



Provide advice  
and support  
to over 3,000  
people each year  
working to prevent or  
relieve homelessness



# Our Council Plan to Protect, Care & Invest

We are committed to ensuring every family has a safe and affordable home.

## Objective 1:

To create sustainable, accessible, affordable and integrated communities

Work with agencies to provide  
**More homes which are affordable**

**Unlock disused brownfield sites**

for the development of affordable homes, supporting hundreds of jobs in the construction and manufacturing sector

**Build 200 NuPlace homes**

owned and run by the Council at affordable rates, re-investing into local Council services

Through  
**NuPlace,**  
bring forward more brownfield sites to  
**Provide more quality homes to rent**

## Objective 2:

To make the BEST use of our existing homes

**Invest £1.5million**

into a Safer & Stronger Communities Programme working with partners and residents to support the continued regeneration of our New Town and existing estates

Take robust action to  
**Reduce the number of empty and unused properties**

including; an extra Council tax charge for homes which have been empty for 2 years with proceeds invested to prevent and reduce homelessness

Continue to tackle  
**Rogue landlords**

work with good landlords and support private tenants by continuing to invest in our 'Better Homes for All' Scheme

## Objective 3:

To provide homes to support and empower our most vulnerable people

Explore ways to  
**Support our young people to get onto the housing ladder**

**Build a 'Care Leavers Covenant'**

in our Borough which will provide care leavers the best start to their adult life

Increase the range and availability of  
**Council owned accommodation**

for older residents, including adapted living and retirement bungalows for over 55s

Work with the voluntary sector to  
**Tackle the root causes of homelessness**

**Halve the number of people living in temporary accommodation by 2021**

**Eradicate rough sleeping by 2023**

Maintain funding to ensure there will be an

**Offer of a safe and warm bed for anyone who needs it all year round.**

Expand provisions to  
**Support our veterans, care leavers and over 65s**  
at home and in the community



Lightmoor



# Introduction

## The Future of Housing in Telford & Wrekin

This five year Housing Strategy (2020 - 2025), is concerned with all types of housing, tenure and housing needs. It sets out our long term vision for housing and the actions that we will take, working with our partners and government, to address our housing challenges.

This document will be of interest to a wide audience – including investors, developers, registered providers, town and parish councils, non-statutory and voluntary bodies and local residents – in fact **anyone** who is concerned about housing in Telford & Wrekin.

The right balance of good quality homes, which are affordable, sustainable and provide variety, choice and accessibility, are essential to the economic prosperity, health and well-being of

the people in our borough. Housing is a key theme within the Council’s high level vision for the borough as set out its Community Plan ‘**Our programme to Protect, Care and Invest to create a better borough**, 2020 onwards’. Key housing themes from our Community Plan are summarised in Figure 1 below.

**Figure 1** - Council Priority Plan and Housing Strategy Priorities



Oakengates



In this context, this Strategy seeks to directly respond to and address these themes through the following key objectives:

- To create sustainable, accessible, affordable and integrated communities.
- To make the BEST use of our existing homes.
- To provide homes to support and empower our most vulnerable people.

## Our Housing Role

Telford & Wrekin Council is a unitary authority and takes a proactive, innovative and informed approach to meeting local housing needs. Whilst the Council transferred its own housing stock to local housing associations in 1999, as the housing authority for the borough, it retains a vital role in delivering local and national housing priorities, including:

- Building an evidence base of local housing needs and priorities.
- Developing meaningful strategy that recognises the diversity of need across communities and the impact of housing on health, well-being and social cohesion.
- Ensuring that there are suitable homes for all, especially for our most vulnerable residents, key workers and veterans.
- Using its housing and planning powers to ensure our existing housing stock is fit for purpose and new housing developments meet local need and contribute positively towards our carbon reduction commitments.

- Working as a consumer champion, through the use of its regulation and enforcement powers.
- Acting as a strategic commissioner, enabler or influencer.
- Working in partnership with Homes England, registered providers, private sector landlords, letting agents, developers, and voluntary and community groups to achieve successful communities.
- Ensuring that owner occupied and private rented housing contributes to building vibrant and sustainable communities, by being in demand and in good condition.
- Helping our residents to access housing that meets their needs in their choice of tenure, and making critical links to appropriate support services.
- Directly delivering high quality affordable and market rented homes through our own housing company, Nuplace Ltd.

## Our Housing Achievements

Through our proactive approach to housing we have already:

**Helped secure the delivery of high quality new homes:**

- Adopted a new **Local Plan**, with a target of over 17,000 new homes by 2031.
- Enabled the delivery of **1,200 new homes** every year (the third best nationally), partly by the use of Council land and assets.



Park Lane, Woodside

- Accelerated the delivery of over 750 new homes, through our unique '**Land Deal**' with Homes England.
- Increased the number of **new affordable homes** provided every year from 100 to 300, through joint working with local housing associations and Homes England.
- Attracted annual **housing investment of over £5 million** from Homes England.
- Delivered almost **400 new homes for rent**, including some at affordable levels and built to accessible & adaptable and wheelchair standards, through the Council's in house company, Nuplace Ltd.

**Helped to improve our existing housing stock**

- Promoted better management and maintenance standards in private rented housing through the Council's '**Better Homes for All**' initiative which is underpinned by an "Educate, Encourage, Enforce" approach.
- Relaunched our **Landlord Accreditation Scheme**.
- Licenced more than 200 **Houses in Multiple Occupation** (HMOs) with 2 prosecutions to address poorly managed HMOs.
- Issued the first **Banning Order** in England, preventing the landlord concerned from working in the property industry for up to 5 years.
- Ensured compliance with more than 400 **enforcement notices** to bring properties up to standard.

**Supported vulnerable people to access good quality housing:**

- Completed a detailed analysis to **understand housing needs of vulnerable people**.
- Helped increase the amount of **supported housing** by 65% over the last five years including the delivery of **seven new extra care housing schemes**.
- **Increased well-being grants** from £191k in 2017/18 to £459k in 2018/19 (in total >£2.16m in grants in 18/19).
- Helped around 300 people to continue to **live independently at home** by providing Disabled Facilities Grants (DFGs) and other assistance every year.
- Implemented a **range of initiatives to support care leavers** in finding move-on homes with approved Landlords in accordance with the Council's Care Leaver's Covenant.
- Developed a **family based supported living environment** via Shared Lives for 16-17 and 18-24 Care Leavers.
- Provided **advice and support to more than 3,000 people** each year, including almost 400 who are at risk of being homeless.
- Provided **support through the Thrive partnership** to help prevent homelessness and sustain tenancies.
- **Implemented the Homelessness Reduction Act** and advised over 3,300 people to date.
- Provided **additional support for young homeless clients** in temporary accommodation.
- Securing funding of over **£1m to assist with homeless and rough sleepers**.
- Launched **homelessness fund-raising** and awareness raising campaign <https://homeless.telford.gov.uk>
- Developed a new **rough sleepers register**.

Creating sustainable, accessible, affordable and integrated communities



London House, Madeley



# Why we have a Strategy

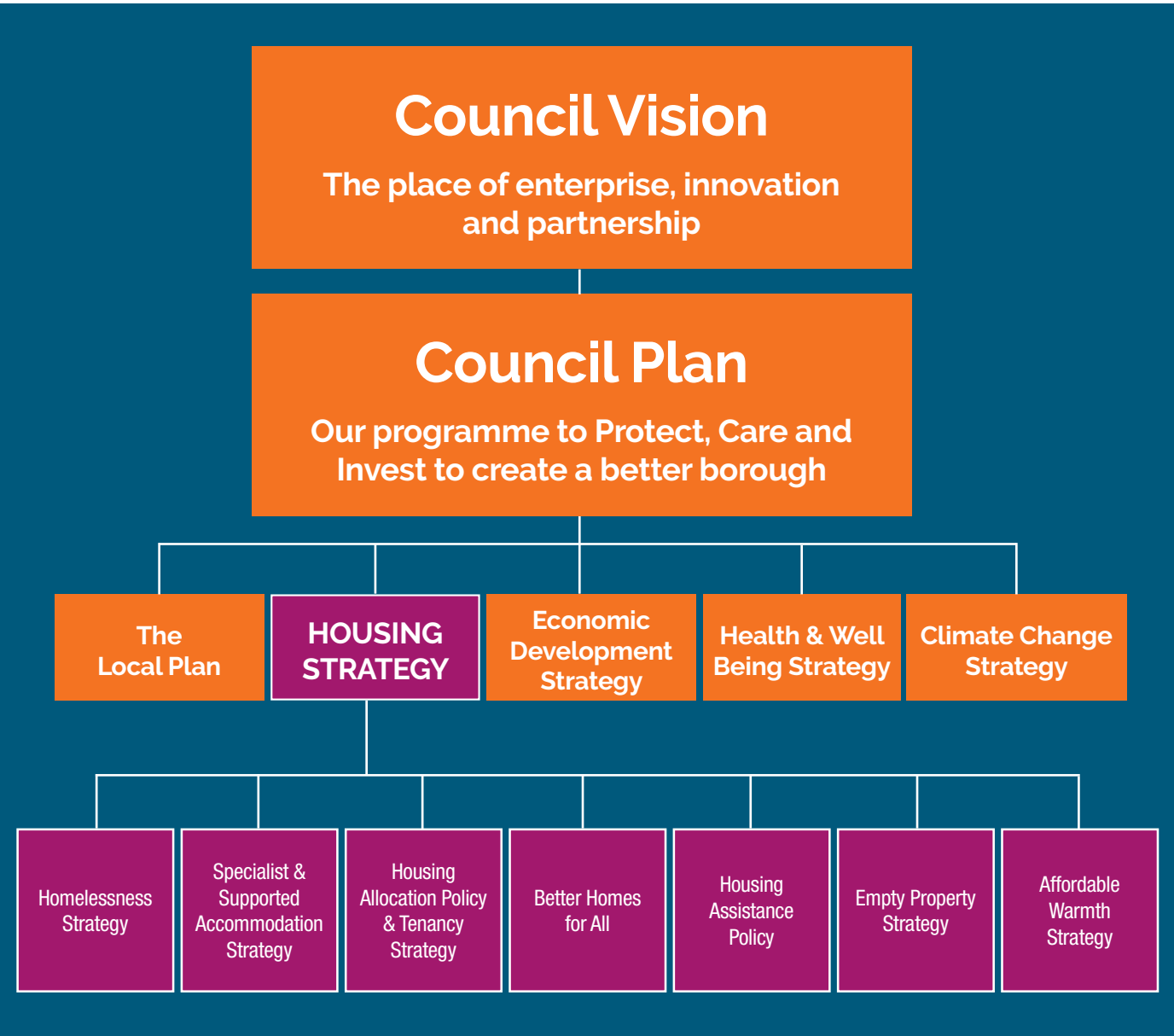
Whilst the Council are already delivering positive housing outcomes it is still the case that the borough does not have enough homes and existing housing is unaffordable for some people and unsuitable for others. The reasons for this include a lack of supply, insufficient investment, housing market dynamics and wider social and economic factors.

Through each of our **three strategy objectives**, the Council is committed to ensuring that the quality of homes in the borough improves and that local people can find a home that meets their needs. The Housing Strategy is high-level and overarching as set out in Figure 2 and:

- Is closely linked to The Telford & Wrekin Local Plan, which sets out the long term development vision for the borough as a whole (currently under review).
- Complements a number of other key strategies including Economic Development, Better Homes for All, Health & Well Being and the Council’s carbon reduction commitments.
- Provides the framework for a number of supporting strategies and policies including, for example, Homelessness, Specialist & Supported Accommodation and Private Sector Housing.

In this way the authority takes a co-ordinated and strategic approach and ensures that the Council’s housing functions are delivered in an integrated way.

**Figure 2** - Telford & Wrekin Strategic Housing Framework



Malthouse Court, Wellington



## Telford and Wrekin

**With a population of some 179,900 people, living in circa 78,200 homes, Telford & Wrekin is the largest urban area in the region outside the West Midlands and North Staffordshire conurbations. The borough has a key role as an Urban Powerhouse within the Marches Local Enterprise Partnership and as a competitive inward investment destination.**

## Housing Context

### The National Picture

The national policy context for housing is complex and changing with key themes summarised below:

- There continues to be a very strong emphasis on building more new homes across the country - this also includes affordable housing, particularly for low cost home ownership.
- A series of planning and housing policy measures aimed at all types of provider are seeking to increase and speed up new housing delivery.
- New and emerging policies are focussing on improving housing design and quality, physical accessibility, environmental performance and safety.
- The Government has indicated that further funding for new affordable homes will be provided beyond the end of the current Shared Ownership & Affordable Homes Programme in March 2021.
- There continues to be limited national funding for housing renewal and improvement, with the exception of Disabled Facilities Grants and related measures.
- Local councils' homelessness responsibilities have been extended through the Homelessness Reduction Act, accompanied by some targeted funding.
- The Welfare Reform changes are continuing, however planned changes to the funding of specialist housing have not been introduced.
- A series of measures are to be introduced to help protect consumer rights in housing.

### The Local Picture

**Telford & Wrekin is a growing and successful borough with a diverse housing market and continuing housing needs.**

### Our Borough

The Borough of Telford & Wrekin is a unitary authority located within the West Midlands region to the north west of the West Midlands conurbation. It includes urban Telford, the market town of Newport and a large surrounding rural area. The borough is a place of contrasts, a mix of urban and rural areas with green open spaces alongside contemporary housing developments and traditional market towns.

Part of the borough was designated as 'Telford New Town' in 1968, partly to meet housing needs from the West Midlands conurbation and partly to assist in the physical regeneration of former mining and industrial areas. From the 1960s to the 1970s the town grew rapidly, mainly through social rented housing provided by the Telford Development Corporation. Following the closure of the Development Corporation in the 1980s, growth has continued through new housing development by private developers and registered providers.

With a population of some 179,900 people, living in 76,800 homes (2019), Telford & Wrekin is the largest urban area in the region outside the West Midlands and North Staffordshire conurbations. The borough has a key role as an Urban Powerhouse within the Marches Local Enterprise Partnership (LEP) and as a competitive inward investment destination. Telford & Wrekin has been consistently amongst the most rapidly growing local authority areas – third by population (+2,051) and first by housing (+1,353) ('Centre for Cities, 2021).

While some parts of Telford & Wrekin appear prosperous, there are clear differences across the borough with other areas being amongst the most disadvantaged nationally – comparable with inner cities. 18 areas of the borough (out of 108 areas) are ranked in the 10% most disadvantaged nationally. 26% of the borough's population live in the 20% most disadvantaged areas nationally (2019).



# Our People

The borough’s population is projected to rise to just under 200,000 (198,800) by 2031 – an increase of over 10%. While the borough’s population is still comparatively young, it is becoming older and more diverse. There are currently 31,087 people aged over 65 living in the borough (2019). Over half of the population increase in the borough to 2031 will be in the over 65 age group (10,212). As part of this, the 65-84 age group will rise by 30% (8,372 people) and the

number aged 85+ will increase by more than half (+ 1,840).  
10.6% of the borough’s population are classed as being from a Black or Minority Ethnic group (BME) compared to 20.3% for England as a whole (2011 Census). Key drivers of change have been new migrants and population age structure.  
There are an estimated 3,831 UK Armed Forces Veterans of working age living in Telford & Wrekin  
More information and sources of our population data can be found at [www.telford.gov.uk/factsandfigures](http://www.telford.gov.uk/factsandfigures)

Figure 3: Our borough in summary



# Our Housing Market

The borough’s housing market is highly self - contained, although there are strong links with some neighbouring areas. The borough has a number of separate housing sub markets including urban Telford (which itself includes distinctive sub areas), the market town of Newport and a large rural area.



Raxter Drive, Snedshill



In addition to some 13,000 local authority owned homes, there were once around 14,000 social homes (mainly on large mono-tenure estates) developed by the former Telford Development Corporation in the 1960s and 1970s. Much of this was built to innovative layouts using non-traditional construction methods. While some of these homes were transferred to the Council in the 1980s and then to local housing associations, many were sold to their tenants. As a result there is now a very diverse pattern of ownership in these areas.

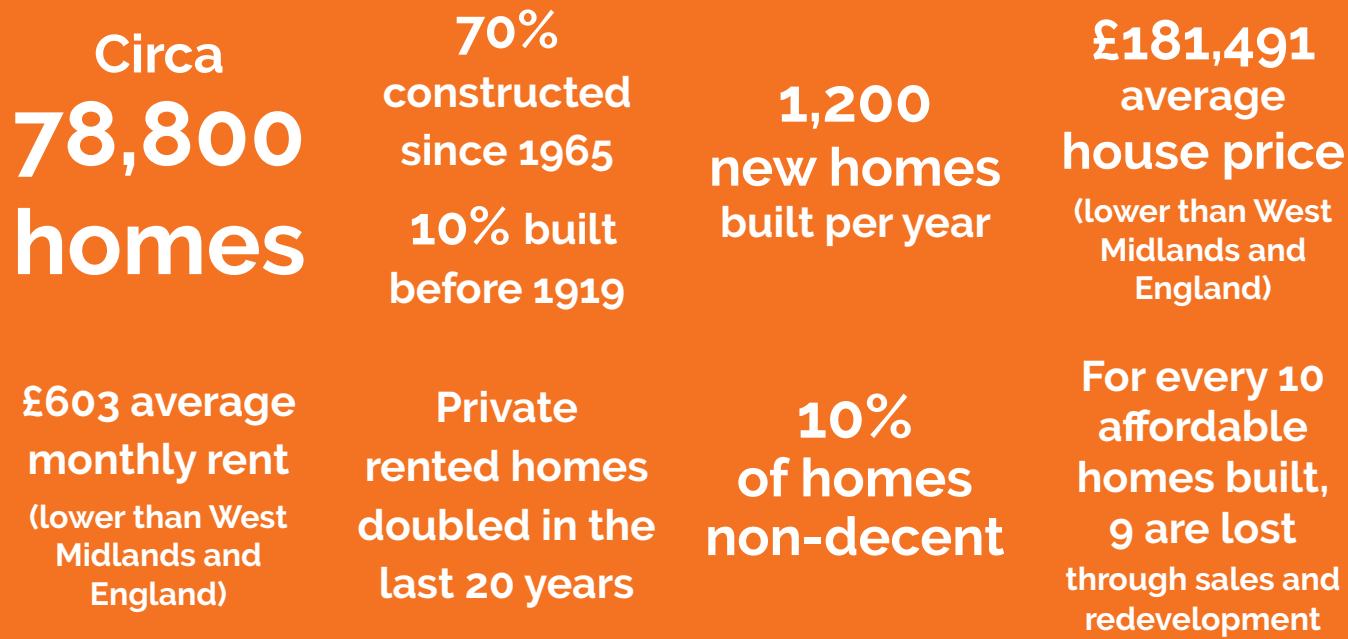
A wide range of national, regional and smaller house builders are active in the borough, together with a growing number of developing Registered Providers and large scale private landlords. The number of different home providers in the borough in all sectors is continuing to increase.

House prices in the borough continue to increase with the average house price growing from £173,075 in Dec 2015 to £181,491 in Dec 2020; £35,459 less than for the West Midlands (£216,950) and £87,659 less than the England average (£269,150).

The mix of housing tenures in the borough is becoming increasingly similar to the country as a whole. While the proportion of owner-occupied homes has fallen, it is still the largest tenure

**Figure 4:** Our Housing Market

### Our housing stock and market is diverse and changing



in the borough. The number of social homes has remained fairly stable, with significant new provision offset by various losses. The number of homes rented privately has more than doubled in the last twenty years and is now close to the national average.

The private rented sector is increasingly becoming a key component of our local housing market. Between March 2018 and March 2019 alone there was a 13% growth in the number of rental properties within the Borough with this growth being experienced across all property sizes. The average monthly rent in Telford and Wrekin for the year to September 2020 (£603) remains lower than regional (£679) and national (£845) comparators.

The sector caters for a range of different housing needs including short term lettings to assist with mobility and increasingly provides quality homes on a long term basis. The sector is diverse and ranges from single property owners to portfolio landlords. Most recently there has been a growth in large scale private rented provision through accommodation funded by institutional investment. The Council provides homes for private rent through its wholly owned company ‘Nuplace’. There are also a number of private letting agencies in the borough.

### Our Housing Conditions

Telford & Wrekin has a unique housing profile and range of challenges. While there are high levels of recent new house building, part of the borough is a former third generation new town, developed around many long established communities. The borough’s housing stock is comparatively new, with high levels of new building and some redevelopment – around 70% of the borough’s homes have been built since 1965, with over 25% constructed after 1990. However there is a mix of homes of other ages, with just under 10% built before 1919.

Nationally, since 2007, there has been a significant reduction in the proportion of homes classified as ‘non-decent’ (all tenures). This is now 19%, although this has stalled in recent years. The most recent borough-wide housing condition survey estimated the proportion of ‘non decent homes’ as just over 10%. Across England there remains a lower proportion of non-decent homes in the social sector than in the owner-occupied and private rented sectors.

Despite being relatively new, the condition and quality of some of the former new town housing estates is a major concern. Significant and sustained investment is needed urgently to bring them up to modern standards alongside the wider provision of social and economic support for these areas. The Council has already undertaken a number of successful, targeted interventions in these areas but future intervention is complicated by increasingly diverse ownership.

Housing associations in the borough are taking a proactive approach to improving and modernising their homes through their asset management strategies and redevelopment initiatives.

The energy efficiency of homes in England has increased considerably (all tenures) over the last twenty years, although this increase has now slowed.



### Affordable Homes

For a number of reasons many people are unable to afford to buy or rent a home in the open market. Housing affordability in Telford & Wrekin has remained stable over the last ten years, but entry level house prices were still more than six times higher than comparable annual incomes (2019). In some parts of the borough this ratio is much higher.

As such, there is a continuing requirement for more new affordable homes to meet local needs, especially for rent. While 1,940 new affordable homes have been built in the six years to 2020 1,640 homes have been lost to the sector through sales and redevelopment – the equivalent of almost 9 in 10. The most recent Strategic Housing Market Assessment (SHMA) shows that more than 600 extra affordable homes are needed each year (mainly for rent) across all parts of the borough, There is also a particular need for rented homes that are genuinely affordable.

### Homelessness

Homelessness continues to be a key issue locally and under the Homelessness Reduction Act, the Council has widened its responsibilities to prevent homelessness and provide relief. In 2019/20 it assessed 451 households, of which 256 were owed a prevention duty and 213 were owed a relief duty. Of these, accommodation was secured or homelessness prevented for 235 households.

In the past 12 months there have been on average 50 people living in temporary accommodation. During the Covid crisis the Council has offered accommodation to all rough sleepers or those threatened with rough sleeping and has made an ongoing commitment to ‘no return to roughsleeping’.



## Objective 1:

### To Create Sustainable, Accessible, Affordable & Integrated Communities<sup>1</sup>

- Review the Council's long term development plan for the borough - the Telford & Wrekin Local Plan – to help make Telford & Wrekin a great place to live.
- Promote high standards in all new build homes and ensure that they contribute positively towards the Council's climate change commitments.
- Work with our partners to achieve a real net gain in the number of truly affordable homes available.
- Continue to provide more new sustainable homes through Nuplace and examine new opportunities for the Council to be a direct home provider.

#### <sup>1</sup> Key Documents:

- Telford & Wrekin Local Plan (2011-2031) [under review]
- Economic Development Strategy (2016) [under review]

The borough needs new homes for its growing and changing population, to enable existing homes to be made available and poor quality homes to be replaced. New homes are also a key component of sustainable communities required to keep pace with new jobs and to meet aspirations. There is also a continuing need for more homes that people can afford. The government says that there is a national shortfall of 300,000 new homes every year - of these 140,000 should be affordable.

The National Planning Policy Framework 2019 (NPPF) expects local councils to create long term development plans for their areas. These must be up-to-date and ensure that areas have a five year land supply for new house building. The building of new homes must be balanced by the provision of infrastructure and the creation of local jobs.

The Telford & Wrekin Local Plan, 2011 - 2031 (adopted 2018) sets out the Council's overall vision and growth strategy for the borough, including how future housing and employment needs will be met and sets out the Council's key housing and planning policies, supported by a number of Neighbourhood Plans. It aims to deliver approximately 17,280 net new dwellings (including affordable homes) by 2031. Total assumed supply for this period (as at April 2016) is 11,741 dwellings, leaving a net requirement of just over 5,500. Around 1,200 new homes are being built in the borough each year (of which some 300 are affordable).

Whilst new homes are undoubtedly needed, it is critical that these homes are;

- **Sustainable** - in order to contribute positively towards the Council's carbon reduction agenda. In July 2019, the Council declared a 'Climate Change Emergency', in recognition of the threats from global warming and the importance of meeting long term targets to reduce greenhouse gas emissions. Energy use in homes accounts for 14% of total UK emissions and as such, delivering sustainable housing is key to meeting the Council's objectives in this regard.
- **Accessible** - in order to allow people to live as independently as possible, for as long as possible.
- **Affordable** - in order to deliver a meaningful net increase in truly affordable homes.

- **Integrated** – to ensure that new homes respect and are effectively integrated into existing communities and stimulate, rather than detract from community cohesion.

It is important to acknowledge that the delivery of these homes is challenging in an area where many housing sites are brownfield in nature, with historical uses linked to past mining or other industrial activity. This, combined with historical fluctuations in the housing market, has left a number of housing developments in the borough stalled. Often located within some of the more disadvantaged parts of the Borough, these sites are a blight on communities and hotspots for anti-social behaviour. However they also present a valuable opportunity to deliver much needed housing and kick-start regeneration of these communities, with these sites being capable of delivering circa 2,400 new homes, if ways can be found to address viability and other constraints.

To support the delivery of this Objective the Council currently:

- Works with a wide range of local, regional and national development partners to deliver new quality homes and increase the annual supply of affordable homes on mixed tenure schemes.
- Provides a supportive and 'business friendly' development management approach including providing pre-application advice, support and viability assessment.
- Assists developers to deliver schemes that are stalled and/or with unimplemented planning consents through access to a range of support and funding.
- Supports the redevelopment of brownfield and previously developed land to create quality new homes.
- Attracts funding for, and facilitates the delivery of, essential infrastructure to enable new development to take place.
- Co-ordinates and secures external investment from Homes England, The Marches LEP and the West Midlands Combined Authority.
- Markets residential development sites on behalf of Homes England and itself through The Telford Land Deal.



Telford Millennium Community (TMC), Ketley



- Directly delivers a mixture of high quality homes for private and affordable rent through the Council's wholly-owned company Nuplace Ltd, including some built to higher accessibility standards.
- Promotes high development standards/quality in new build housing through its Development

Plan for the borough and through its Development Management services.

- Supports wholly affordable 'land led' schemes by housing associations.
- Supports open market or 'off the shelf' acquisitions by housing associations.

## Case Study – Affordable homes for rent by Nuplace Ltd

Last year Shaquille moved from his family home in St Georges to his first home of his own. Shaq had been thinking about moving out for a while when his friend told him about the Nuplace homes in Hadley. After getting in touch with the Nuplace team, he choose his two bedroom apartment at Nuplace's Blossom Walk development and moved in a few months later. Here's what Shaq told us.

*"I've always wanted my own home but before buying I wanted to see if I could manage living on my own – it's such a big commitment but I love my home, and I must say it's worth every penny."*

*I loved being able to choose my apartment off plan – although I had to wait for it to be built that time gave me chance to save before I moved in.*

*It's hard to say what I love the most. The apartment is so spacious - I have an ensuite plus a main bathroom so it's perfect for when friends visit. Nuplace have also been so easy to get in touch with when I have a problem, which really puts my mind at ease.*

*I would definitely recommend Nuplace to anyone who is looking to make that big move into their first home. It's been the perfect stepping stone for me."*



## Case Study – Working together to unlock brownfield land

Prinicipal Point on Orleton Lane, Wellington, Telford is a 165 home mixed-tenure development comprising of 1 bed apartments to 5 bedroom homes for sale and private rent, due to be completed in early 2021. The site was a former school which had been vacant for many years, but the Council have worked with developer Lovell Partnerships Ltd to unlock this vacant site and bring back to life. In doing so, they have transformed it into a cohesive, sustainable and inclusive development to meet local housing needs.

In addition to the delivery of the scheme, both parties have worked collaboratively to agree the design, scale and delivery of a new, fit for purpose leisure facility for the local community.



- Seeks early engagement with housing associations to support their development programmes and help ensure that their proposals will most effectively meet local needs.
- Enables the delivery of affordable homes in rural areas through planning exception policies, and puts arrangements in place to give priority to existing residents of these areas, or those with a strong local connection.
- Works with Homes England to support bids for grant funding by providers to deliver new affordable homes. This has been both through the main bidding round of their Shared Ownership and Affordable Housing Programme (SOAHP), and subsequent 'Continuing Market Engagement' (CME) or 'thematic' bidding rounds.

**In order to further meet this Objective the Council will:**

**Through the Local Plan review, develop a strong planning framework which embodies the principles of sustainability, affordability and integration.**

As required by the NPPF, The Council is currently undertaking a five year review of its Local Plan. This will help keep it up to date and reflect changes in national policy and local circumstances. It will also extend its life until at least 2040. There is an agreed timetable and structured involvement and consultation process prior to a formal Examination in Public, with a target for adoption of 2023.

As part of its Local Plan review the Council will:

- Ensure housing needs are properly assessed and quantified by updating the local evidence base, including the Strategic Housing Market Assessment (SHMA) and the Gypsy & Traveller Accommodation Assessment (GTAA).
- Develop and enhance policies to further improve housing standards in the borough, including design, accessibility, security and environmental performance, taking account of developing national guidelines and published evidence.
- Develop policies aligned with the Council and Borough's Climate Change Action Plan to ensure that new housing positively contributes towards carbon reduction during development and operational phases.

- Work to increase the supply of housing that provides flexibility in the long term by being delivered, wherever possible, to:
  - The Nationally Described Space Standard (NDSS).
  - Part M (4) Category 2 of the Building Regulations (roughly equivalent to the 'Lifetime Homes Standard').
  - Part M (4) Category 3 (wheelchair standard).
- Review opportunities to develop policies and guidance on affordability and establish a "Living Rent" which is linked to local wages.
- Work to secure a meaningful increase in the delivery of truly affordable homes - specifically a significant net gain in the provision of social housing for rent.
- Examine opportunities to increase housing supply through new approaches, for example, community based housing.
- Use new or updated local strategies, including the Economic Development, Homelessness and Specialist & Supported Accommodation Strategy to help shape policy.
- Develop Supplementary Planning Guidance which ensures that our specialist and supported housing needs are considered on a site by site basis, alongside the provision of housing across a variety of tenures.
- Identify further opportunities to meet housing needs for specific vulnerable groups by way of off-site financial contributions.
- Clearly establish demand for self-build within the Borough and support the delivery of self-build opportunities wherever feasible.

**Continue to work collaboratively with partner organisations to:**

- Maximise new affordable housing supply and deliver a real, long term increase in the size of the social housing sector and where possible to include the most affordable form of housing – social rent.
- Ensure that where affordable homes are provided as part of mixed tenure developments, that these are 'tenure neutral' and fully integrated with all other tenures to create mixed and balanced communities.



## Case Study - More Affordable Homes for All

The borough of Telford & Wrekin needs more than 600 extra affordable homes **every year**.

Working with local housing associations, benefitting from the support of Homes England and using its own resources, the Council has increased the long term average of new affordable homes built in the borough every year from 100 to over 300. These homes are being provided by both the Council's long term housing association development partners and also a number of new developing associations.

One of the biggest developers of new affordable homes in the borough is The Wrekin Housing Group. They recently worked with the Council, Homes England and a developer to 'de-stall' an important new build and redevelopment housing scheme in the centre of Newport.

Steve Swann, Project Manager at The Wrekin Housing Group, said: "We're delighted to have been able to get this development going again with the assistance of Telford & Wrekin Council.

However, despite the increase in supply, the borough's total social housing stock has barely increased over the last five years - due to the impact of 'The Right to Buy', other sales and shared ownership 'stair casing'.

- See arrangements put in place to keep low cost and shared ownership homes, provided as part of planning requirements, affordable in the long term or to recycle the subsidy to replace them locally.
- Work with providers to increase the delivery of specialist and supported housing through its Specialist & Supported Accommodation Strategy.
- Engage constructively with other adjacent regional local authorities and other stakeholder agencies.
- Work with the construction industry (including SME companies) and training providers to address skills gaps in the borough's workforce, including housing design, construction and new building technologies.
- Enable developers to progress housebuilding on stalled sites through access to a range of support and funding.

- Work with house builders to embed modern methods of construction into their development plans where this can speed up delivery, address viability and affordability issues and contribute towards the Council's carbon reduction commitments.

## Consider further direct delivery of new homes

Although the Council is no longer a direct provider of social housing, new national policies have changed the financial context for house building by local authorities, although this is only a part of the wider policy framework.

The Council will continue to review opportunities available to deliver housing directly where there is market failure or where direct provision makes financial or service delivery sense. This is most likely to be focussed on specialist and supported housing provision or through the Council's housing company, Nuplace Ltd.

Delivering  
housing directly  
where there is  
market failure.



Edmond

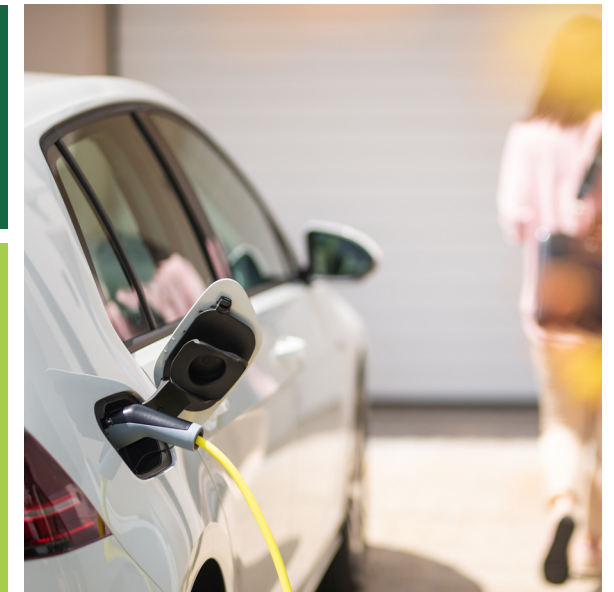
 nuplace

Working towards  
a low carbon  
future



[www.nuplace.co.uk](http://www.nuplace.co.uk)

 @nuplacetelford



## Case Study - Responding to Climate Change and local needs

The Nuplace development at Southwater Way, Telford will include a range of carbon reduction measures.

All 46 new homes will include improvements to building fabric, electric car charging points, Photovoltaic (PV) panels. In addition 30% of the homes will meet the higher Nationally Described Space Standards (NDSS).

Similar measures, including higher physical accessibility standards, will be included within the Nuplace Housing Development Programme wherever possible.



Southwater



## Objective 2:

### To make the BEST use of our existing homes

- Support the positive redevelopment and improvement of existing homes to address climate change and reduce fuel poverty.
- Continue to work to bring empty homes back into use.
- Create a new focus on housing renewal in the borough, starting with some of the earliest new town housing estates to deliver sustainable, cohesive communities.
- Champion high standards in the private rented sector, actively addressing the worst conditions through the application of our Better Homes for All programme whilst providing a strong role model through Nuplace.

The borough's housing stock is one of its biggest assets and is growing each year. While building new homes is important, annual completions represent only a small part of all the homes in the borough. In 20 years' time, 80 percent of the borough's homes will be those currently existing in 2020.

The good management and maintenance of all homes in the borough is a key issue for the Council and is as important as enabling new homes to meet future need.

Through its **strategic and stewardship roles** the Council wants to promote the best housing conditions and standards it can across all homes in the borough.

### Improving housing stock condition and bringing empty properties back into use

All housing requires ongoing maintenance and improvement in order to remain in good condition and up to date and as such the quality, condition and safety of all local homes is a continuing issue. Housing quality, can depend on a number of factors including age, construction type, maintenance and management. It is also a key driver of health and well-being yet national housing policy continues to focus heavily on new build, with more limited support for existing homes.

Poor housing quality is a key contributing factor to fuel poverty with it being estimated that 9.4% of the borough's residents are currently living in 'fuel poverty' and are therefore unable to keep their homes warm at a reasonable cost. The new National Fuel Poverty Strategy "Sustainable Warmth - Protecting Vulnerable Households in England" was published in February 2021.

Poor quality homes are also a significant contributory factor to climate change with energy use in homes accounting for 14% of greenhouse gas emissions in the UK. The technology and knowledge to create high quality, low-carbon and resilient homes exists, but current policies and standards are failing to drive either the scale or the pace of change needed.

A deterioration in property condition is also a key concern when homes become empty. Properties can become empty for a variety of reasons, with the issues being experienced across all tenures. There are some 1,644 homes empty over six months in the borough (February 2021). Of these 449 were empty long term (over two years). This is below the national average. However, these properties can still have a disproportionately negative impact on their surrounding area.

**To improve housing stock and bring empty properties back into use the Council currently:**

- Supports home owners and landlords to invest in the maintenance and improvement of their properties through access to low cost/trusted finance and directing them to sources of information, advice and accredited traders.
- Supports remodelling or redevelopment schemes by housing associations to modernise older or unpopular homes.
- Delivers a range of initiatives through its "Better Homes for All" Programme.
- Contributes to the regeneration of local high streets through a number of housing related initiatives.
- Is delivering a modernisation and redevelopment programme of permanent and temporary accommodation for the Gypsy and Traveller community (with the support of Homes England).
- Works with developers and communities to ensure that local estate stewardship arrangements are effective and offer good value for money.
- Takes a proactive approach to bringing long term empty homes back into use, by the provision of advice, enforcement and encouragement.

#### In order to further meet this Objective the Council will:

- Undertake targeted Local **Housing Surveys** into the condition of the borough's housing stock, using a 'desk-based' approach with existing published sources
- Work closely with local housing associations to help align their investment strategies and disposal plans with the Council's priorities for the borough.
- Work with energy suppliers and funding partners to access funding to deliver energy efficiency measures to support those affected by fuel poverty and assist in achieving climate change objectives.
- Work with local people and interest groups to develop a community-based approach to property care, including home maintenance advice and low cost finance.



- Work with and support community based groups that are seeking to establish themselves as management organisations and / or landlords to ensure that they contribute positively towards raising property and management standards in the Borough.
- Champion/promote positive images of all housing types and tenures across the borough through its communication channels and partner networks.
- Increase investment in bringing empty homes back into use.
- Provide additional encouragement for specific housing areas through the designation of a number of new **‘Housing Target Zones’** linked with the Council’s Safer & Stronger Communities Programme. These zones will be identified using data from the Local Housing Survey and will be the focus for coordinated activity aimed at creating:
  - better homes
  - better neighbourhoods
  - stronger communities
- Prepare a Affordable Warmth Strategy to reduce fuel poverty in the borough. This will help to increase health, well-being and comfort - particularly for older and vulnerable people.

## Addressing the Legacy of Telford New Town

In 1967 the government designated Telford as a ‘third generation’ new town. This was led by the former Telford Development Corporation (TDC), who built more than 14,000 new homes over fifteen years.

Some of the first social housing estates in South Telford developed by TDC, now require significant and sustained investment to meet modern standards. This is complicated by diverse ownership in these areas which, following government policy, is now mainly private. The physical regeneration in these areas must be complemented by wider social and economic support to help build strong local communities.

To address the Legacy of the New Town the Council has:

- Undertaken a number of targeted interventions to remodel and improve areas of mixed tenure housing on former TDC housing estates.

- Worked with private developers and housing associations to deliver a range of new homes in various tenures.
- Invested in local community buildings and other facilities and secured new commercial users.
- Worked with local service providers, partners and groups to deliver a series of economic, social and community development initiatives as part of a wider regeneration programme.

### In order to further meet this Objective the Council will:

- Launch a **‘New Town Futures’** Programme to help revitalise South Telford and to build stronger communities - with the local district centre as their hub.
- Provide additional support to address stalled sites and empty properties in these communities in order to provide a focus for and catalyse regeneration activity.
- As part of its Local Housing Survey, update and develop its Neighbourhood Assessment Studies for this area.
- Commission a detailed position statement (including assets and interests) and option appraisal, leading to the creation of an action plan and investment prospectus.
- Develop a new area-based approach for directing resources and co-ordinating services/ interventions in specific locations through a new approach to community engagement.
- Formulate a robust case to national government and lobby for additional investment in the regeneration of borough’s former New Town homes and communities.
- Identify opportunities to support the Programme through the forthcoming review of the borough’s Local Development Plan.

## Improving Standards within the Private Rented Sector

The private rented sector plays an important role in meeting the housing needs of the borough, providing both flexible housing options and long term housing solutions. It is estimated that more than 20% of homes in the borough are now rented privately and this number is increasing. This includes over 244 licensed Houses in Multiple Occupation (HMOs). (February 2021).

The Council has a key role in ensuring that this part of the market offers good quality and safe homes for all groups, including the most vulnerable. While most of this sector is well managed by professional landlords and agents, in some cases properties fall short of the management standards and conditions that are expected.

### To improve standards within the private rented sector the Council currently:

- Works with local landlords and agents to promote good management and physical standards. This includes the provision of training, information and advice.
- Intervenes where necessary and take appropriate enforcement action, including use of sanctions, civil penalties and prosecutions where necessary.
- Operates its own social letting agency – ‘Telford Homefinder’ – to help those in housing need to access affordable and safe privately rented accommodation.
- Operates its ‘Better Homes for All’ programme which seeks to address concerns about housing standards and anti-social behaviour in some private rented homes in the borough through:

A revised and enhanced licencing scheme for Houses of Multiple Occupation (HMOs).

A new Housing Enforcement Policy to help poorly performing landlords to improve.

A strengthened landlord accreditation and development scheme.

- Has increased environmental maintenance and enforcement in ‘hot spot’ areas, working with local Town and Parish Councils and other partners.
- Is promoting positive practice in housing development and management through its own Nuplace rented homes initiative.

### In order to further meet this Objective the Council will:

- Continue to promote positive practice in private rented housing by the planned expansion of Nuplace Ltd.
- Develop a new training and education programme to help raise standards in the private rented sector.
- Develop deposit bonds for more vulnerable tenants, linked to homelessness prevention and the provision of tenancy support.
- Actively address unlicensed HMOs and poor landlord practice using an intelligence-led and prioritised approach.

## Case Study - Using new powers to raise standards in the private rented sector

Last year Telford & Wrekin Council became the first council to use new legislation to secure a banning order against a landlord illegally operating a house of multiple occupation (HMO).

The landlord in question had been refused a licence to operate a seven bedded HMO in Hollinswood, but despite this continued to operate. During a number of Council inspections throughout 2018 evidence was found of 5 people living in the property. This culminated in the landlord pleading guilty in the Magistrates Court to managing a house in multiple occupation without a licence in place. Following this, and as a result of other previous

offences, the Council decided to use new powers under the Housing and Planning Act 2016 and was successful in securing a five year banning order, preventing the landlord in question from letting out a house or being involved in letting or property management.

In its ruling, the tribunal found that the landlord’s use of “licences” instead of rental agreements was “a deliberate attempt to mislead tenants as to their legal rights and in particular security of tenure”, and that there was “a risk that the respondent will continue to flout his legal obligations resulting in potential harm to his tenants”.

The [then] Housing Minister Esther McVey said: “I welcome the fact that councils like Telford and Wrekin are making use of the powers available to tackle these criminals, forcing them to either raise their standards or leave the sector entirely.”





## Objective 3:

### To Provide Homes to Support & Empower Our Most Vulnerable People

- Work with our partners to increase the supply of specialist and accessible homes for older and vulnerable people.
- Help local people, and in particular key workers and veterans, to find and sustain the homes they need.
- Help people to live in their own homes as independently as they can for as long as possible.
- Continue to prevent homelessness and work to eradicate rough sleeping.

Everyone should have a choice of good quality and affordable housing in order to meet their needs and aspirations and the Council works closely with local housing associations, developers and other organisations to ensure that there are good quality homes available for all people, including the most vulnerable as well as veterans and key workers.

It is also vital that suitable homes are available on an emergency basis for people in crisis for a range of reasons, including homelessness and domestic abuse, and that there is provision for people to move on from this accommodation to a home from which they can safely and securely rebuild their lives.

As part of the Specialist & Supported Accommodation Strategy, the Council has developed a robust evidence base to inform future requirements for specialist and supported housing

in the short, medium and long term. The high level demand figures are presented in the table below and show a shortfall in terms of provision across all vulnerable groups.

**Table 1.** Summary of need for supported and specialist (units) to 2030/31

The figures below are not cumulative and the figures in the columns for 2025/26 onwards represent the uplift from the previous period. The column for 2020/21 represents our current/immediate need across the various cohorts.

	Supported & specialist housing needs (Need estimates are not cumulative)	2020/21	2025/26	2030/31
<b>A</b>	<b>Older people:</b>			
<b>1</b>	Housing for older people for sale/shared equity (units)	700	800	900
<b>2</b>	Housing for older people for social rent/affordable rent (units)	340	590	920
<b>3</b>	Housing for older people for market rent (units)	40	45	50
<b>4</b>	Extra care housing including mainstream and high needs/dementia care (units) (included within 1 and 2)	140	400	530
<b>5</b>	Residential care (beds)	0	0	0
<b>6</b>	Nursing care (beds)	50	200	300
<b>B</b>	<b>People with mental health needs (assessed)</b>	15	40	65
<b>C</b>	<b>People with learning disabilities</b>	25	50	70
<b>D</b>	<b>Adults with physical disabilities (need for adapted and accessible properties)</b>	31	55	80
<b>E</b>	<b>Transforming Care cohort</b>	10	25	35
<b>F</b>	<b>People at risk of homelessness who have (non-assessed) mental health need <sup>(1)</sup></b>	150	250	400
<b>G</b>	<b>Vulnerable* young people</b>	90	110	130

\*Includes estimated need for supported housing and mainstream housing.

(1) This typically relates to single people at risk of homelessness (who may have 'non-assessed' mental health needs). The Council's homelessness strategy covers the needs of a wider cohort of the population at risk of homelessness.

However, with this increasing demand, comes an increasing supply and we are seeing a growing number of home providers and housing options in the borough across all tenures, accessed in different ways. Some of the established methods of finding a home are changing, while new approaches continue to emerge. This means that finding a suitable home is becoming more complex for local people.

Helping people to remain as independent as possible for as long as possible – either in their existing home or a new one is a priority for

the Council. As most people will continue to live in their own homes, with only a relatively small number of people moving into specialist accommodation, it is vital that the Council considers how both new and existing housing can best meet local needs.

Following the Homelessness Reduction Act, local authorities (working with other local agencies) have expanded responsibilities to prevent and relieve homelessness.



### To contribute towards this Objective the Council:

- Has developed a robust evidence base of specialist housing requirements and launched its new Specialist & Supported Accommodation Strategy in Spring 2020.
- Is working with partners to increase the supply of good quality specialist and supported housing.
- Is seeking higher physical accessibility standards in new mainstream housing.
- Is directly delivering housing including more 'accessible & adaptable' and wheelchair standard homes through its own housing company, Nuplace Ltd.
- Is providing targeted housing information and advice, including signposting people to local housing associations and home providers.
- Has prepared a revised high level housing allocations policy and tenancy strategy, which provides the basis for the allocation of social housing vacancies in the borough and describes how these properties will be let. It also helps to inform how the Council and local Registered Providers will work together.
- Is making nominations and referrals to local housing associations and other home providers, as well as agreeing local lettings plans with housing associations.
- Operates its own social lettings agency - 'Telford Homefinder'.
- Is working with the local 'Help to Buy' agent to help first time buyers to access local housing opportunities.
- Provides direct financial support with housing costs through Housing Benefits and Discretionary Housing Payments.
- Is successfully administering Disabled Facilities (statutory & discretionary) and 'Well Being' Grants to allow people to adapt and improve their homes across all tenures, helping them to remain independent or to leave hospital or care settings.
- Proactively works with ex-Service personnel and their families to find suitable housing, in accordance with the Council's Armed Forces Community Covenant.
- Helping self-funders by overseeing and managing work in their homes.
- Is working corporately and with a strong network of statutory, independent and other organisations to prevent homelessness and eliminate the need for anyone to sleep rough.
- Provides grants to partner organisations totalling circa £85,000 to help tackle homelessness and rough sleeping.
- Is providing temporary accommodation and support services to help people to access and sustain their own accommodation.
- Is continuing to secure external funding to help prevent and relieve homelessness and to provide good quality temporary accommodation.

### Case Study - Living independently in Fabulous Extra care housing

Back in 2006, with a rapidly growing older population, the Council's Housing and Social Care teams set themselves an ambitious medium term target - to develop 500 new homes in extra care housing.

In response to this, 408 new homes have been completed in seven schemes across the borough - with 70 more homes in the development pipeline. Four of these schemes are right at the centre of new communities or

on strategic sites. As a result, the borough now has one of the highest levels of extra care housing provision in the country.

To achieve this, the Council has worked with a number of local housing association partners and Homes England – and also used its own resources. These homes are mainly for rent, with some for older persons' home ownership.

Extra care housing is popular in the borough - it enables local people to live as independently as possible for as long as they can and may also help to reduce loneliness. The wider local community are also able to make use of the communal facilities.

- Supports local homeless charities and third sector organisations by providing funding to deliver services for homeless clients and those sleeping rough.
- Actively supports fundraising campaigns by local homeless charities.
- Provides a homelessness and housing advice service, with a strong emphasis on preventing and relieving homelessness.
- Has implemented a range of initiatives to support care leavers in finding move-on accommodation with approved Landlords, in accordance with the Council's Care Leaver's Covenant.
- Ensures that there is a place of safety available through emergency accommodation for all people experiencing domestic abuse, in accordance with the Council's Domestic Abuse Policy and our status as a White Ribbon Town.
- Provides wrap around support to unsure victims of domestic abuse are supported to find safe and secure move on accommodation.

### In order to further meet this Objective the Council will:

- Implement its new Specialist & Supported Accommodation Strategy and:
  - Maintain an up to date assessment of local need and specialist housing supply.
  - Proactively engage with providers to significantly increase supply and widen choice in the local market.
  - Secure appropriate quality and standards in the local housing market.
  - Promote higher accessibility standards in all new build homes through the Local Plan Review.

- Make best use of the borough's housing resources through nominations, referrals and other means.
- Update its Housing Allocation Policy & Tenancy Strategy

### Providing Advice and Guidance to Landlords and Tenants

The Council's Property Management Officers (PMOs) play a crucial role in supporting both landlords and tenants to ensure that both parties are operating legally and that relationships, and ultimately housing can be maintained.

When a tenant called the team stating that the locks on his rented home had been changed, one of the Senior PMOs took on the case. It was established that the tenant was late paying some of his rent due to loss of employment but that he did want to return to the property.

After some investigation, the PMO managed to identify and contact the landlord, who thought the tenant was no longer living at the property. The PMO advised the landlord of his duties, and the rights of the tenant in relation to relevant legislation but also the fact that the landlord could apply to the Housing Benefit team for the rent to be paid to him directly.

The advice and guidance resulted in the landlord providing the tenant with a new set of keys, allowing them to return to the property and the tenancy was sustained.



Duce Drive, Dawley



- Continue to embed housing as a key theme within the Care Leavers Covenant, ensuring that young people leaving care have a safe and suitable place to live and the necessary support to maintain their tenancy and their home.
- Ensure that key workers and ex service personnel are given the support they need to find appropriate and affordable housing.
- Improve access to, and information on, housing options by:
  - Working with home providers to review the local arrangements for accessing social and market housing.
  - Helping to create a modern housing information and advice service through a single point of contact and one number for all Housing enquiries.
  - Developing appropriate local oversight arrangements for the sector.
- Focus on reducing homelessness, including the use of temporary accommodation and rough sleeping by:
  - Reviewing and updating its Homelessness and Rough Sleeping Strategy
  - Seeking additional internal and external funding to maintain and enhance homelessness prevention and tenancy sustainment initiatives
- Developing new local partnerships to support local people who are homeless and to reduce rough sleeping.
- Developing a **Housing First** approach which will:
  - Give people who have experienced homelessness and chronic health and social care needs a stable home from which to rebuild their lives.
  - Provide intensive, person-centred, holistic support that is open-ended.
  - Place no conditions on individuals other than they should desire to have a tenancy.
- Be appointing a Domestic Abuse Support Worker to provide more intensive wraparound support to enable victims of domestic abuse to find a home from which they can rebuild their lives.
- Be working to increase the level of available refuge accommodation for victims of domestic abuse, in accordance with the anticipated Domestic Abuse Bill.

Implementation of a **Telford Housing First** approach will be subject to an outline business case, which will see the council invest in purchasing and managing additional accommodation with a supported wrap around support service to accommodate a range of vulnerable clients.

## Case Study Housing for All

For the Council, working with partners to tackle and prevent homelessness and rough sleeping is extremely important - it would not be able to do this without them.

One of our partners was called into action to support a 78 year old man with multiple health problems who was wheelchair dependent. He had no home to return to and the Housing Solutions team provided initial bed &

breakfast accommodation whilst working with Maninplace to find a secured temporary bed space under the Night Inn provision where he could receive support for the short term.

The Housing Solutions team worked with the client and partners, including health services, to identify additional support and understand his tenancy needs. This culminated in a social housing property being identified which has provided long term sustainable accommodation and allows the client to receive ongoing support for his care needs.

Giving people who have experienced homelessness, chronic health and social care needs a stable home to rebuild their lives.



Ketley Park Road, Telford.





**Housing is a priority for Telford & Wrekin Council, but we cannot deliver on this alone. The Council will work with partners, stakeholders and residents.**

## Achieving our Strategy

### Our 'Offer'

The Council wants homes in the borough to be of good quality, to meet the needs of current residents and future generations and support healthy and thriving communities.

The Council will

- Promote the best interests of the borough in advocating for resources and policy changes.
- Work strategically on behalf of the borough with a range of local and national partners.
- Act as a 'consumer champion' in housing for local people.
- Continue to deliver a range of housing services, focusing particularly on those who are most vulnerable or in crisis.
- Promote the best possible standards in all aspects of housing.
- Seek to embed carbon reduction measures into housing delivered directly by the Council and via Nuplace Ltd.
- Lobby Government for support and investment to deliver our housing priorities particularly to address the legacies of the New Town.

- Seek to embed carbon reduction measures into your existing and new housing stock to support the Borough in meeting its carbon reduction commitments.
- Embrace modern methods of construction where this can speed up the delivery process, help to meet our carbon reduction commitments and address affordability issues.

### Resources

The Council has recently consolidated its housing capacity and resources in a new Directorate of Housing, Employment & Infrastructure in order to increase focus and provide greater clarity in relation to this critical agenda. Alongside this, and despite continuing funding pressures in national and local government as a whole, the Council will continue to direct as many resources to delivering this Strategy as it is able to. This will include:

- Its core revenue and capital budgets, working as creatively and as flexibly as possible.
- Its own land and property assets.
- The wider resources and infrastructure of the authority, including support 'in kind'.
- External funding that that it is able to attract, recognising that much of this is on a short or fixed term basis and may require matching funding contributions.

The Council will also:

- Support its partners to access external funding for activities that support the priorities of the borough.
- Seek to influence the spending plans and priorities of government and others.

### Our 'Asks'

The Council values its partners and asks them to:

- Share information and insight with us to help us to understand local housing needs.
- Work with us to attract external funding into the borough and to raise awareness of local needs.
- Keep us informed of your activities, policies and priorities, including any proposed changes or new initiatives.
- Continue to work in partnership with us to meet local housing needs.
- Maintain active conversations with us for the greater good our of Borough.



Implementation

The consolidation of capacity and resources into a new Directorate for Housing, Employment & Infrastructure will facilitate increased focus on the delivery of this key Strategy and ensure that it is aligned with the Borough's economic growth. Whilst Government funding to deliver on this agenda remains constrained, the Council will continue to make the most effective use of its own resources and seek to attract external funding where possible. It will also seek to influence the funding and investment decisions of others to realise the objectives of this strategy.

Next Steps

The Council will work with partners, stakeholders and residents to deliver this Strategy building on the themes raised by the consultation. As part of this the Council will strengthen its arrangements for partnership working and ensure that the consultation themes raised will also be reflected across the wider work of the Council. Progress on the Strategy will be monitored through an Annual Report to Cabinet.



Progress on the Strategy will be monitored through an Annual Report



Jockey Road, Donnington





## Housing, Communities and Customer Services

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