

HOUSING STRATEGY OVERVIEW

Why have a housing strategy? Housing is about more than bricks and mortar. Housing helps to define neighbourhoods, supports stable and successful communities, is essential to the health and wellbeing of residents, and provides a foundation for individuals and families to achieve a high quality of life. A Housing Strategy sets out the vision, priorities and plan for the area to meet future housing needs – including support for those who need this.

TYPICAL HOUSING STRATEGIC PRIORITIES

EXAMPLE CONTENT	Priority	Supply/meeting future needs	Making best use of existing stock	Inclusion and support
Foreward Vision Executive summary National and regional context The Council's role Local context Strategic priorities - Where are we now? (key achievements) - What are the challenges? - What will we do? - How will we measure success? Appendices - Evidence base - Consultation - Glossary	What does this cover?	<ul style="list-style-type: none"> Delivering new affordable housing 	<ul style="list-style-type: none"> Tackling empty homes and under-occupancy Stock condition and safety Energy efficiency/sustainability Decent neighbourhoods 	<ul style="list-style-type: none"> Specialist housing, support and advice Preventing and reducing homelessness Specialist housing provision
	Why is this important?	The town needs a range of housing types and sizes to meet the changing needs of our population and to support and sustain a vibrant local economy, including meeting the needs of those on low incomes.	Poor quality housing has a significant impact on residents' health and wellbeing and is linked to children's quality of life and educational attainment. To minimise our impact on the environment by reducing carbon emissions and reducing fuel poverty.	We want to support more people to live independently for longer by offering the right housing options to meet their needs, as well as high quality information and advice to help residents to make informed housing decisions. This improves outcomes for communities and reduces cost to the public purse.
	Evidence base (examples)	<ul style="list-style-type: none"> Strategic Needs Assessment Demographic projections Housing register analysis House prices/rent levels Income data/affordability analysis Benefits data Current affordable housing stock and turnover 	<ul style="list-style-type: none"> Private sector stock condition survey – unfit homes, fuel poverty etc HMO data - licensing Empty homes, Council Tax info Census data 	<ul style="list-style-type: none"> LA Homelessness data Rough sleeper headcount Commissioning strategies and needs assessments Health needs data