

Report to Cabinet
10 July 2013
Report of Head of city development services
Subject Housing strategy 2013 - 2018

Item

6

Purpose

To seek approval of the Housing Strategy 2013-2018.

Recommendation

To approve the draft housing strategy forming appendix 1 to this report.

Corporate and service priorities

The report helps to meet the corporate priority “Decent housing for all” and the service plan priority to publish a housing strategy.

Financial implications

All actions arising from the strategy will be met from existing and future budgets informed by service plans.

Ward/s: All wards

Cabinet member: Councillor Stonard, Environment, Development and Transport

Contact officers:

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Background documents:

None

Report

Context and purpose

1. The Local Government Act 2003 requires the Council to publish a housing strategy which sets out the Council's vision and priorities for housing in Norwich. Specifically, it should:
 - (1) assess and plan for the current and future housing needs of the population of Norwich, across all tenures
 - (2) make the best use of existing housing stock to meet need
 - (3) plan and enable new housing supply
 - (4) plan and commission housing support services which link homes to support and other services
 - (5) ensure effective housing and neighbourhood management through partnership
2. The purpose of this strategy is to provide a framework for achieving the outcomes and priorities for housing in Norwich and contribute towards delivery of the council's corporate plan.
3. The importance of the housing market for the city's economic wellbeing means that this strategy will contribute significantly to the council's corporate priority to make Norwich a prosperous city as well. It should be considered alongside the council's economic strategy as part of the council's focus on jobs and homes.
4. The strategy reflects the council's role in discharging a range of statutory duties such as those relating to homelessness, private sector housing and the safeguarding of vulnerable children and adults. It will also contribute to meeting the council's priorities across a range of other policy areas including planning, neighbourhoods and the environment.

Delivery

5. The strategy will direct the content of council service plans and other council strategies, including those jointly produced with external partners (such as our plan to build new council homes, private sector housing policies and the Greater Norwich Homelessness Strategy). Actions for 2013-14 are contained in an action plan which forms Annex 1 to the strategy document.

Evidence base

6. The strategy is based on current research into the housing market in Norwich, an overview of which is set out in Annex 2 to the document. It contains information on the demographic and socio-economic profile of Norwich, together with housing market information and details of housing need/demand and supply. The evidence base will be up-dated as new data becomes available such as more detailed Census 2011 information and the findings of a fresh Strategic Housing Market Assessment to be commissioned jointly with Broadland Council and South Norfolk Council later this year. The council will also be commissioning a private sector stock condition survey during 2013-14.

Consultation

7. There was a 12-week formal consultation on the draft strategy between 21 January and 14 April to which 47 responses were received, the majority from individual members of the public. Responses to the consultation are set out appendix 2 to this report, together with the council's response and how the comment has been taken account of in the final document. Broadly, respondents agreed with the proposed outcomes and priorities, with some issues such as empty homes, eliciting more responses than others.

Integrated impact assessment



NORWICH
City Council

The IIA should assess **the impact of the recommendation** being made by the report

Detailed guidance to help with completing the assessment can be found [here](#). Delete this row after completion

Report author to complete

Committee:	Cabinet
Committee date:	10 th July 2013
Head of service:	Andy Watt
Report subject:	Housing Strategy 2013-2018
Date assessed:	30 th May 2013
Description:	Report proposing approval of a draft housing strategy 2013-2018

	Impact			
Economic (please add an 'x' as appropriate)	Neutral	Positive	Negative	Comments
Finance (value for money)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Other departments and services e.g. office facilities, customer contact	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The purpose of this strategy is to provide a framework for achieving the outcomes and priorities for housing in Norwich and contribute towards delivery of the council's corporate plan.
ICT services	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Economic development	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Improving economic prosperity and a healthy balanced housing market is one of the strategy's key outcomes. The importance of the housing market for the city's economic wellbeing means that the strategy will contribute significantly to the council's corporate priority to make Norwich a prosperous city.
Financial inclusion	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The strategy's outcomes and priorities will help to support financial inclusion, e.g. through provision of a high quality housing and debt advice and homelessness prevention activity.
Social (please add an 'x' as appropriate)	Neutral	Positive	Negative	Comments
Safeguarding children and adults	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The strategy reflects the council's role in discharging a range of statutory duties including those relating to homelessness and the safeguarding of vulnerable children and adults
<u>S17 crime and disorder act 1998</u>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	A priority for the strategy is to promote community cohesion, and to tackle anti-social behaviour, domestic abuse and hate crime.

	Impact			
Human Rights Act 1998	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The strategy's outcomes aim to ensure that everyone has the 'right to respect for private and family life' and the 'right to peaceful enjoyment of your property'.
Health and well being	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	There is a wide body of evidence demonstrating the links between housing, health and wellbeing, including the valuable role of mixed, inclusive communities in creating social capital. One of the strategy's key outcomes is to tackle poor housing conditions and reduce health inequalities..
Equality and diversity (please add an 'x' as appropriate)	Neutral	Positive	Negative	Comments
Relations between groups (cohesion)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	A priority for the strategy is to promote community cohesion, and to tackle anti-social behaviour, domestic abuse and hate crime.
Eliminating discrimination & harassment	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Advancing equality of opportunity	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The strategy's outcomes help to advance equality of opportunity by ensuring the supply and choice of good quality homes across all tenures, types and sizes at different prices in different parts of the city
Environmental (please add an 'x' as appropriate)	Neutral	Positive	Negative	Comments
Transportation	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

	Impact			
Natural and built environment	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The strategy contains a priority to deliver the housing targets in the Joint Core Strategy (JCS) which also sets out guidance on building design and use of resources.
Waste minimisation & resource use	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Pollution	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Sustainable procurement	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Energy and climate change	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	The strategy contains priorities to improve the energy efficiency of all homes in Norwich
(Please add an 'x' as appropriate)	Neutral	Positive	Negative	Comments
Risk management	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Recommendations from impact assessment

Positive

The strategy sets out a framework for achieving the outcomes and priorities for housing in Norwich over the next five years. Overall the strategy will have a positive impact.

Negative

Neutral
Issues

**Housing Strategy
2013-2018**

July 2013

NCC Logo

FOREWORD

Decent housing is important for everyone and is a key priority for the council. This strategy sets out a framework for helping to achieve it.

The five outcomes of this strategy are focused around improving housing supply, quality, affordability, choice, accessibility and support. They also reflect housing's contribution towards improving economic prosperity. For example, we need to have the right type of homes in the right place at the right price to meet housing need and to attract new businesses and investment in the city which in turn will help to create new jobs and training opportunities.

Similarly, housing plays an important role in improving health and wellbeing, both in terms of the quality and affordability of housing as well as the quality of neighbourhoods and communities. The council's status as a member of the Healthy City Network means it is well placed to make the most of housing's role in promoting healthy lifestyles and the new opportunities for improved integration between housing, health and social care.

Over the past five years great improvements have been made to the allocation, management and maintenance of council homes, with tenants now playing a much greater part in helping to shape services. This strategy builds on this good work by setting out plans for a programme of up-grades to council homes and a range of customer co-regulation activities to achieve greater involvement of tenants in the regulation of services.

The size of the private rented sector has grown significantly over the last decade. This is in part owing to a rise in the student population, but also constraints on mortgage lending over the last five years which have meant people who would like to buy, cannot afford to. Despite the sector growing, the evidence suggests there are still a large number of hazardous and sub-standard private rented homes. The strategy sets out priorities to make homes safe through enforcement and to tackle incidents of harassment and illegal eviction.

The economic downturn has had a significant impact on the housing market across the country. In Norwich, an effect of fewer people able to afford to buy their homes has been a fall in the number of sites with planning permission being brought forward for development resulting in a reduction in the overall supply of new homes. For example, there are currently around two thousand dwellings with planning permission in the city which are awaiting development but in 2011-12 only 280 new homes were completed, the lowest since the early 1990s. Meanwhile, the need and demand for housing continues to rise.

While the council cannot compensate for market failure, it is doing its best to make the most of new opportunities to maximise its resources and assets. For example, building new homes will both help to meet housing need in the city and generate an income to fund further development in the future. Working with our partners, we can also ensure that building new homes (and bringing empty homes back into use) helps to create new jobs and training opportunities.

The council already owns around 25 per cent of housing in the city and has embarked on a major five-year programme of up-grades and maintenance to improve the quality of those homes. The investment will also make a significant contribution to increasing energy efficiency and reducing carbon emissions in the city's housing stock.

This document sets the direction of travel for housing in the city over the next five years. There is a lot to do and the council cannot do it alone. Much of what needs to be achieved involves working collaboratively with a wide range of partners in the public, private and voluntary and community sectors. We will need to both build on existing relationships and forge new ones as we make the most of the new opportunities for the council to work towards achieving its priority of Decent housing for all.

DRAFT

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1. Context and purpose

The Local Government Act 2003 requires the council to publish a housing strategy which sets out the council's vision and priorities for housing in Norwich.

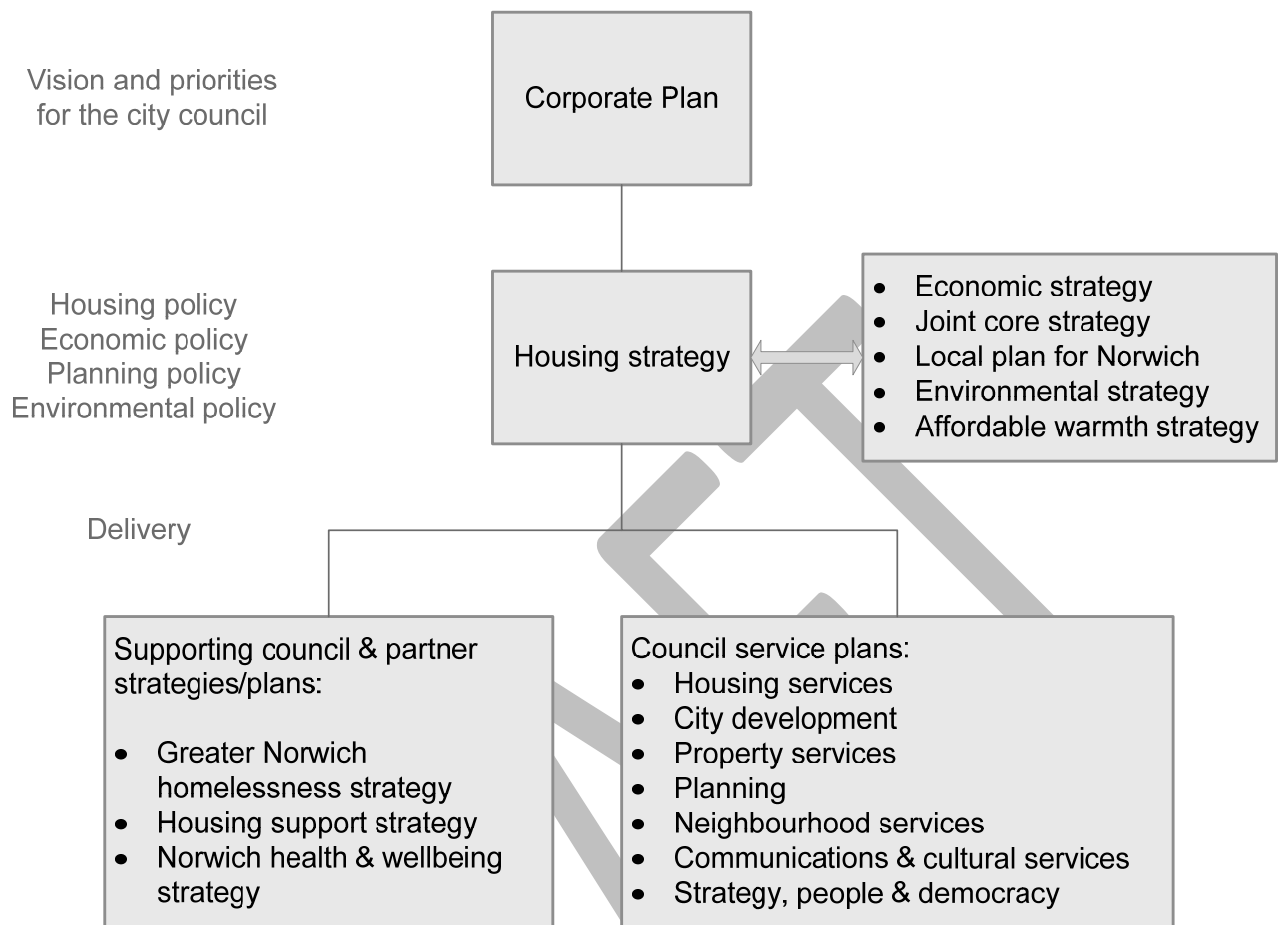
Decent housing for all is a corporate priority in the current corporate plan (2012-15) and is the council's vision for housing in the city. The purpose of this strategy is to provide a framework for achieving the outcomes and priorities for housing in Norwich and contribute towards delivery of the council's corporate plan.

The strategy covers the period 2013-2018. It is accompanied by an action plan (Annex 1) which will be reviewed on an annual basis. Actions to deliver the strategy during 2013-2014 are mainly drawn from the council's service plans and other strategies produced jointly with a wide range of external partners, such as the Greater Norwich Homelessness Strategy, private sector housing policies and our plans to build new council homes. In future years, the strategy's outcomes and priorities will direct and shape the content of the service plans and other emerging documents.

The importance of the housing market for the city's economic wellbeing means that this strategy will contribute significantly to the council's corporate priority to make Norwich a prosperous city. It should be considered alongside the council's economic strategy as part of the council's focus on jobs and homes.

The strategy reflects the council's role in discharging a range of statutory duties such as those relating to homelessness, private sector housing and the safeguarding of vulnerable children and adults. As illustrated in the diagram over the page, it will also contribute to meeting the council's priorities across a range of other policy areas including planning, neighbourhoods and environmental services.

Strategic framework for the housing strategy



Key national policy changes since the last strategy

Localism Act 2011 - aims to decentralise power to the lowest practicable level whether that is the local authority, parish or neighbourhood.

National housing strategy: *Laying the Foundations: a housing strategy for England* was published in November 2011. It sets out a series of changes to the housing system, some of which were already underway when the strategy was published. The strategy aims to increase housing supply (including bringing empty homes back into use), get the housing market moving and boost the economy. It supports choice and quality for tenants, provides support for vulnerable people, and improved environmental standards and design quality. The reforms introduce measures aimed at making better use of social housing and include the introduction of fixed-term social housing tenancies and a new Affordable Rent product.

Funding of new affordable housing - grant available for affordable housing development has been halved in comparison with what was available prior to 2011 and a new revenue-based funding model introduced. Funding is now generally only available for housing that will be let at an Affordable Rent for which social housing providers are able to charge rents of up to 80% of the market rent compared to a more typical 50-60 per cent under the old

funding regime. The additional income generated must be used to deliver new affordable homes.

National Planning Policy Framework (NPPF) - was published in spring 2012 and sets out a presumption in favour of sustainable development. Neighbourhood Development Plans and Community Right to Build enable local people to have more involvement and control over development in their area. Changes to the planning obligations system (section 106 agreements) mean that strategic infrastructure is now funded by a Community Infrastructure Levy (CIL) on developers. At present, affordable housing continues to be developed through section 106 planning agreements. Planning Policy for Travellers Sites came into force at the same time as the NPPF and requires the council to set pitch targets for Gypsies and Travellers and plot targets for travelling showpeople.

Economic development – the *Plan for Growth* was published alongside the 2011 budget and announced a programme of structural reforms to achieve the government's growth aims. These are focused on creating a competitive tax system, encouraging investment and exports, making the UK the best place in Europe to start and grow a business, and the creation of a more educated and flexible workforce.

Welfare Reform – the Welfare Reform Act (2012) introduces a radical overhaul of the benefit system. It introduces Universal Credit, a single benefit for people of working age which will replace existing benefits such as Income Support from October 2013. By September 2013 all welfare benefits will be capped at the average household earned income. The cap will not reflect variations in income and rental costs across the country. Any money over and above the cap will be reduced from the housing costs element therefore some households may be at risk of falling into arrears because their housing award is insufficient to meet their rent. There have also been significant changes to housing benefit aimed at reducing the housing benefit budget.

Green Deal - the Green Deal was introduced in October 2012 and is the Government's new scheme under which up-front funding is available for energy efficiency works, the cost of which is recouped through the householder's (reduced) fuel bills.

Regulation of social housing – a new Regulatory Framework was introduced in April 2012 which sets out standards that housing providers must meet with intervention only taking place in cases of 'serious detriment' to tenants such as health and safety; loss of home, unlawful discrimination, loss of legal rights.

Health and social care reforms – the Health & Social Care Act abolishes Primary Care Trusts (PCT) and transfers their commissioning responsibilities to Clinical Commissioning Groups (CCG). The NHS Norwich CCG is made up of 23 GP practices serving Norwich and parts of Broadland. Local authorities (top tier) are required to establish Health & Wellbeing Boards to promote more joined-up commissioning of health and social care and public health services.

What do the changes mean for housing in Norwich?

- The shift towards local issues and local decision-making provides the council with increased opportunities to directly respond to local housing needs and aspirations

such as once again building homes for rent. However, these are still challenging times for the economy so we need to continue to innovate and seek new ways of working to achieve our priorities.

- The council has new powers over how it manages its housing stock and responds to homelessness. It has made some minor changes to the allocation scheme to make it fairer and more transparent but at this stage the council has chosen not to make any changes to its existing policies relating to homelessness, the types of tenancies offered or rents charged.
- The reduction in housing grant has delayed the development of affordable housing on a number of important sites in Norwich. The change in the funding model means that up until 2015 most new affordable homes built by registered providers will be provided at an Affordable Rent rather than a social rent.
- Because the council can now retain the rental income from its housing stock we can increase our investment in existing council homes and build new ones which could be let at a social rent. This will help to counter the effects of the reduction in housing grant and introduction of the Affordable Rent model.
- The recession has had a major impact on employment in Norwich. The number of people claiming Job Seekers Allowance (JSA) has risen by 87% since 2007, mainly caused by redundancies and sluggish recruitment by businesses, but welfare reform is increasingly playing a part. However, the city has been successful in the second wave of City Deals which are designed to give cities the tools and powers to drive local economic growth. The city's bid was developed with partners in Greater Norwich and is focused on the expansion of the Norwich Research Park as a catalyst for growth leading to the need for more homes and infrastructure.
- Restrictions on the availability of mortgage credit have led to a significant national increase in the number of households which rent in the private sector and an associated rise in average rents due to a lack of supply.
- Reduced housing benefit for single people under the age of 35 in private rented housing has affected 200 people in the city who have lost on average £40 per week. Since April, 2013 further reductions in housing benefit have been applied to those people who are considered to be under-occupying their homes in the social sector. For example, nearly 3,000 council tenants have lost between approximately £10 and £18 per week. Combined with the cap on the overall level of benefit payable, there is a risk that some households in Norwich will find it difficult to pay their rent, may fall into arrears and need to move.
- Increases in fuel costs and other household expenses caused by inflation and a weak economy can only exacerbate the problem of affordability of accommodation. However, the Green Deal presents new opportunities for the city in improving energy efficiency and tackling fuel poverty. The council is in the process of developing its overall approach to the Green Deal and its application in Norwich.
- The council introduced a new framework for tenant involvement in April 2013 to ensure compliance with the revised regulatory standards on tenant involvement and

empowerment. The regulator expects social landlords to adopt a co-regulatory approach where the landlord, the regulator and tenants together set, monitor and ensure standards are met.

- The health and social care reforms have led to greater collaboration to improve health outcomes for people in Norwich. The council's status as a member of the Healthy City Network¹ means it is well placed to make the most of housing's role in promoting healthy lifestyles and the new opportunities for improved integration between housing, health and social care. The council is now working with partners to develop an action plan across the Healthy City Programme's seven themes.

Against this background, the key housing challenges for the council are:

- Delivering housing and employment growth.
- Continuing to improve the quality of council homes.
- Reducing the number of privately owned homes in poor condition.
- Understanding the impact of the welfare and social housing reforms on housing need and responding with the right balance of housing tenure, types, size and affordability.
- Improving access to the private rented sector.
- Helping people to manage the effects of welfare reform.
- Reducing the number of people in fuel poverty.
- Supporting people to remain living independently.
- Tackling and preventing homelessness.
- Meeting specialist housing needs.

2. Development of the strategy

This strategy is based on current research into the housing market in Norwich which is summarised in Annex 2. It contains information on the demographic and socio-economic profile of Norwich, together with housing market information and details of housing need/demand and supply. The evidence base will be up-dated as new data becomes available such as more detailed Census 2011 information and the findings of a fresh Strategic Housing Market Assessment to be commissioned jointly with Broadland Council and South Norfolk Council later this year. The council will also be commissioning a private sector stock condition survey.

To help shape and inform the strategy at an early stage we invited a group of key stakeholders to an afternoon workshop on 19 September 2012. Their views and opinions are reflected in the outcomes and priorities set out in section four.

¹ In July 2012, the council endorsed the 2008 Zagreb declaration, demonstrating its commitment to improving the health and well being of people living in Norwich and to our partners to embed the health agenda into policies made for the city's future. The council then applied for Norwich to become a member of the World Health Organisation UK Healthy City programme.

3. Key achievements from the last housing strategy (2008-2011)

The life of the last strategy coincided with the economic downturn which produced a complex set of challenges for the council and its partners. Despite these, much has been achieved:

- In challenging market conditions, we have worked with our partners to deliver 2,238 new homes, including 655 new affordable homes, 300 of which were built on former council land.
- All council rented homes have been improved to the Decent Homes standard.
- The average council house now has a band C energy rating as the result of improvements to heating and insulation. This compares with band E in the private sector.
- Through our Care & Repair service, we have provided grants and loans to over 600 vulnerable owner-occupiers on low incomes to carry out improvements to their homes.
- We have persuaded the owners of over 100 long-term empty homes to bring them back into use through the use of incentives and enforcement including the use of compulsory purchase.
- We have introduced choice-based lettings which has given housing applicants greater choice in meeting their housing needs.
- We have implemented a range of action plans with our partners in neighbouring councils and the voluntary sector to better tackle homelessness, rough sleeping and the management of hostels in Norwich.
- We have taken action to tackle anti-social behaviour, domestic abuse and hate crime by working in partnership with the Police and other partners through the Norfolk Operational Partnership Team.
- We have provided disabled adaptations to 342 private residents and adaptations to 1,525 council tenants enabling them to continue to live in their own homes.
- We have introduced the Families Unit Intervention Project which has provided whole family, intensive support to 171 families since June 2008.
- An innovative scheme has provided a range of job opportunities for the unemployed and those who have just left training and live in the Norwich area. To date, 15 people have been helped into employment, two of whom were long-term unemployed.
- We launched the LEAP scheme to provide learning, employment and accommodation for its clients.
- Our landlord service has achieved the equivalent of a two-star (good) rating following a comprehensive improvement project and we have greatly increased the involvement that council tenants have in the running of their homes including the establishment of the Norwich Tenants' CityWide Board, the tenant tick for publications and tenant inspectors.

4. Where do we want to be?

Working with a wide range of partners in the public, private and voluntary and community sectors, we want to achieve the following outcomes and priorities during the life of the strategy:

Outcome 1: We want to ensure an adequate supply of good quality homes across all tenures
Priority
a) To build a minimum of 250 new council homes, let at a social rent by 2017-18.
b) To identify at least 8 new pitches for Gypsies and Travellers on good quality, well-managed sites by 2016.
c) Work with partners to meet the housing policy requirements as set out in the Joint Core Strategy/Local Plan to ensure a balanced mix of housing types, sizes and tenures across the city.
d) To identify funding and investment opportunities for the development of new homes.
e) To bring at least 100 empty homes back into use by 2018.
f) To explore options for increasing the size of the private rented sector.
g) To ensure all new development is built to high Joint Core Strategy design and environmental standards.

Outcome 2: We want our residents to have the choice of good quality, well-managed, affordable accommodation of different types and sizes across the city
Priority
a) To identify and remove barriers to residents who want to rent privately.
b) To address the imbalance between housing need and supply of council social rented accommodation.
c) To ensure the continued provision of a high quality housing advice and options service with access to a range of support services.
d) To prevent and remedy harassment and illegal eviction of private-sector tenants.
e) To promote community cohesion and continue to tackle anti-social behaviour, domestic abuse and hate crime.

f) To ensure the operation of a fair and transparent allocation scheme to meet individual housing and support needs.
g) To achieve customer co-regulation through continuing to develop council tenant involvement and empowerment.
h) To improve the council's housing stock through a programme of upgrades and maintenance, including new kitchens, bathrooms, windows and doors.

Outcome 3: We want all vulnerable residents with a specialist housing need to have access to suitable accommodation, care and support
Priority
a) To promote independent living through the provision of information, disabled facilities grants, discretionary loans and adaptations of council homes.
b) To collaborate with Norfolk County Council as commissioners of social care and Supporting People services, the voluntary sector and the NHS Norwich Clinical Commissioning Group and other partners to ensure an integrated approach towards providing housing care and support to vulnerable groups and people with specialist housing needs.
c) To tackle and prevent homelessness and rough sleeping.

Outcome 4: We want to improve economic prosperity in Norwich through a healthy and balanced housing market
Priority
a) To review the council's options for intervening in the housing market to ensure a balance of housing types, sizes and tenures across the city to meet the economic needs of the city.
b) To ensure that all new council-funded construction includes training and job opportunities for the workforce.
c) To work with our partners to help increase training and employment opportunities in the city.
d) To contribute to the delivery of the City Deal.

Outcome 5: We want to tackle poor housing and reduce health inequalities	
Priority	
a)	To ensure that the strong links between housing and health are reflected in the Norfolk Joint Strategic Needs Assessment (JSNA) and the evidence base supporting the Healthy City Programme.
b)	To contribute to delivery of the Healthy City Programme.
c)	To substantially reduce the number of hazardous, poorly managed and sub-standard privately rented homes through enforcement.
d)	To improve the energy efficiency of all homes in Norwich.
e)	To carry out research to improve our understanding of the condition of the private sector stock.

5. How will we get there?

The council will achieve the outcomes and delivery of its priorities through a range of actions in its service plans, the content of which will be directed by the strategy's outcomes and priorities from 2014-2015 onwards. The service plans cover a number of functions across the council and reflect its role:

- As a landlord – the council is a major landlord in the city and will therefore continue to ensure the provision of secure, affordable and good quality housing for many of those most in need.
- As an estate manager – the council operates a neighbourhood model to promote community cohesion and create a sense of place for all residents of Norwich, not just its tenants. A strong feature is encouraging and empowering local people to be involved in their communities.
- As an owner of assets – as well as council homes, the council owns a range of assets including land which can be used for development of new homes such as at Bowthorpe or to help attract investment in the city.
- As a service provider – the council provides a wide range of housing-related services. Therefore, the council is in a strong position to make a real difference to the quality of people's lives, making the most of opportunities to influence other policy areas, funding streams and the design and delivery of services.
- As a purchaser of goods and services – the council purchases a range of goods and services. Ensuring our approach to procurement continues to reflect housing's broader role can help to achieve wider policy objectives such as the creation of job and training opportunities and improved health and wellbeing.

- As an enabler and community leader – through providing leadership to the city and acting as an advocate and lobbyist. In this role, the council has become a member of the Healthy City network. The resulting Healthy City programme will focus upon key areas of activity that can improve health and wellbeing.

However, the council cannot do it alone. Much of what needs to be achieved involves working collaboratively with our partners in the public, private and voluntary and community sectors.

Resources

This strategy has been developed against a background of significant reductions in public funding. The council has worked hard to minimise the impact of these cuts on services by identifying efficiencies and improving value for money. It is important, therefore, that the council continues to maximise opportunities for housing to influence other policy areas and funding streams to achieve shared outcomes.

Following reform of council housing finance, the council is once again able to develop new council homes and fund other capital projects to increase housing supply and improve the condition of the housing stock. Other funding sources include:

- investment of up to £30 million over a five year period arising from the Housing Revenue Account (HRA) re-financing
- Investing receipts from Right to Buy sales in new build
- Government grant for new affordable housing and Gypsy and Traveller sites, managed by the Homes and Communities agency.
- Revenue funding from the council's general fund
- Occasional Government funding to deliver specific outcomes such as the City Deals

Other resources we must consider include, for example, the levels of staffing (and skills) required. Also, the supply of land that is available in order to achieve our commitment to build new council homes.

6. How will we know?

The strategy's outcomes and priorities will be delivered through the council's internal service plans which are monitored through the council's performance management framework.

Housing Strategy Action Plan 2013-2014

Outcome 1: We want to ensure an adequate supply of good quality homes across all tenures			
Priority	Actions in 2013-14 to support the priorities	Service area responsible	Timescale
a) To build a minimum of 250 new council homes, let at a social rent by 2017-18.	To build 31 new affordable homes on council-owned land.	City Development Services	2013-2014
b) To identify at least 8 new pitches for Gypsies and Travellers on good quality, well-managed sites by 2016.	Identify appropriate site(s) and consult with stakeholders and all interested parties.	City Development Services	2013-2016
c) Work with partners to meet the housing policy requirements as set out in the Joint Core Strategy/Local Plan to ensure a balanced mix of housing types, sizes and tenures across the city.	To provide 513 net additional homes	Planning/ City Development Services	2013-2014
	To deliver 159 affordable homes (gross)		
	To provide land for development of housing by the council and partner organisations.	City Development Services	2013-2018
	To consider options for assisting first-time buyers into owner-occupation	City Development Services	2012-2014
	To adopt a supplementary planning document (SPD) or equivalent on affordable housing	Planning	2014-2015
d) To identify funding and investment opportunities for the development of new homes.	Develop an investment plan that maximises investment opportunities.	City Development Services	2013-2018

Outcome 1: We want to ensure an adequate supply of good quality homes across all tenures

Priority	Actions in 2013-14 to support the priorities	Service area responsible	Timescale
e) To bring at least 100 empty homes back into use by 2018	To bring 20 homes back into use	City Development Services	Annual target in Corporate Plan 2011-2015
f) To explore options for increasing the size of the private rented sector.	Analyse the market as part of the Strategic Housing Market Assessment and carry out an options appraisal.	City Development Services	2013-2014
g) Ensure all new development is built to high JCS design and environmental standards.	Explore innovative design and construction methods, including an energy efficiency design standard, for the development of new council homes.	City Development Services/NPS Norwich	2013-2018
	Agree and implement a new threshold for the Building for Life indicator for all housing sites of 10+ units.	Planning	2013-2014
	Implement the Joint Core Strategy water efficiency policy for new development.	Planning	Ongoing

Outcome 2: We want our residents to have the choice of good quality, well-managed, affordable accommodation of different types and sizes across the city.

Priority	Actions in 2013-14 to support the priorities	Service area responsible	Timescale
a) To identify and remove barriers to residents who want to rent privately.	Take a collaborative approach to improve access to the sector through the council's Private Sector Working Group. Activities will include: - carrying out a review of the Private Sector Leasing Scheme - investigating the case for additional licensing of Houses in Multiple Occupation (HMOs)	City Development Services	2013-2015
b) To address the imbalance between housing need and supply of council social rented accommodation.	Review housing management asset strategy to ensure existing stock meets identified housing need for the future.	Housing Services/NPS Norwich	2013-15
	Ensure that the mix of all new council housing development addresses identified housing need.	City Development Services	2013-2018
c) To ensure the continued provision of a high quality housing advice and options service with access to a range of support services.	Carry out a value for money review of the housing options service to ensure access to advice and options is addressing housing need.	Housing Services	2013-2015
d) To prevent and remedy harassment and illegal eviction of private-sector tenants.	Deliver an advocacy service for tenants.	Housing Services	2013-2014
	Review current arrangements and resources for enforcement of Protection from Eviction Act 1977	City Development Services	2013-2014

Outcome 2: We want our residents to have the choice of good quality, well-managed, affordable accommodation of different types and sizes across the city.

Priority	Actions in 2013-14 to support the priorities	Service area responsible	Timescale
e) To promote community cohesion and continue to tackle anti-social behaviour, domestic abuse and hate crime.	Review of the council's approach to low level anti-social behaviour and new operational policing arrangements.	Neighbourhood Services/Housing Services	Ongoing
	Prioritisation of local issues in conjunction with partners – neighbourhood board/panel		
	Develop a mechanism to capture, plot and analyse offensive graffiti which impacts on communities with protective characteristics		
f) To ensure the operation of a fair and transparent allocation scheme to meet individual housing and support needs.	Continue to review the allocations policy to ensure fairness, consistency and transparency.	Housing Services	Ongoing
g) To achieve customer co-regulation through continuing to develop council tenant involvement and empowerment	Review implementation of the new tenant involvement framework	Housing Services	2014
	Carry out a range of customer co-regulation activities including policy, performance and budget setting.		
	Publish the annual report to tenants		2013
h) To improve the council's housing stock through a programme of upgrades and maintenance, including new kitchens, bathrooms,	To ensure 2860 properties meet the council's 'Norwich Standard'.	Housing Services/NPS Norwich	2013-2014
	Deliver estate improvements.		2014

Outcome 2: We want our residents to have the choice of good quality, well-managed, affordable accommodation of different types and sizes across the city.			
Priority	Actions in 2013-14 to support the priorities	Service area responsible	Timescale
windows and doors.			

Outcome 3: We want all vulnerable residents with a specialist housing need to have access to suitable accommodation, care and support.			
Priority	Actions in 2013-14 to support the priorities	Service area responsible	Timescale
a) To promote independent living through the provision of information, disabled facilities grants, discretionary loans, adaptations of council homes.	Norwich City Council to provide home improvement services to residents of the city.	City Development Services	2013
b) To collaborate with Norfolk County Council as commissioners of social care and Supporting People services, the voluntary sector, the NHS Norwich Clinical Commissioning Group and other partners to ensure an integrated approach towards providing housing care and support to vulnerable groups and people with specialist housing needs	Utilise the Locality Board as a high level strategic group to influence and progress the integration of housing, health and care services	City Development Services/Housing Services/Strategy and Democracy	2013-2014
	To develop and implement new ways of working at neighbourhood level to support individuals or families in line with the Early Help strategy and to help discharge the council's safeguarding duties.	Housing Services/ City Development Services/Strategy & Democracy/Neighbourhood Services	2013-2014
	Work with partners to meet the need for housing with care and dementia beds.	City Development Services	2014-15
c) To tackle and prevent homelessness and rough sleeping.	To carry out a homelessness review of Greater Norwich.	City Development Services/Housing Services	2013-2014

Outcome 3: We want all vulnerable residents with a specialist housing need to have access to suitable accommodation, care and support.

Priority	Actions in 2013-14 to support the priorities	Service area responsible	Timescale
	To publish a Greater Norwich Homelessness Strategy	City Development Services/Housing Services	2014-2015

Outcome 4: We want to improve economic prosperity in Norwich through a healthy and balanced housing market.

Priority	Actions in 2013-14 to support the priorities	Service area responsible	Timescale
a) To review the council's options for intervening in the housing market to ensure a balance of housing types, sizes and tenures across the city to meet the economic needs of the city.	Commission a Greater Norwich Strategic Housing Market Assessment to up-date the evidence base, including identifying the impact of welfare reform on housing need and demand.	City Development Services	2013-2014
b) To ensure that all new council-funded construction includes training and job opportunities for the workforce.	Continue to deliver the Building Futures in Norwich scheme.	City Development Services	Ongoing.
c) To work with our partners to help increase training and employment opportunities in the city.	Contribute to the development and delivery of the City Deal	City Development Services	2013-2015
	Identify and pursue new funding and partnership opportunities	City Development Services	Ongoing

Outcome 5: We want to tackle poor housing and reduce health inequalities

Priority	Actions in 2013-14 to support the priorities	Service area responsible	Timescale
a) To ensure that the strong links between housing and health are reflected in the Norfolk Joint Strategic Needs Assessment (JSNA) and the evidence base supporting the Healthy City Programme.	Contribute housing data to the JSNA to inform the commissioning of health services.	Housing Services/ City Development Services	2013-14
b) To contribute to delivery of the Healthy City Programme.	Work with the steering group to develop and implement an action plan for the programme.	City Development Services/ Housing Services/ Strategy & Democracy	2013-2015
c) To substantially reduce the number of hazardous, poorly managed and sub-standard privately rented homes through enforcement.	100 homes made safe	City Development Services	2013-2018
	Work with partners to identify new ways of identifying sub-standard properties.	City Development Services	2013-2014
d) To improve the energy efficiency of all homes in Norwich.	75 private households where council activity has helped to improve the energy efficiency at their homes.	Strategy & Democracy	2013-2014
	To improve the energy performance of council homes in Norwich ensuring the average SAP for the stock improves each year, and is above the national average.	Housing Services/NPS Norwich	2013-2018

Outcome 5: We want to tackle poor housing and reduce health inequalities			
Priority	Actions in 2013-14 to support the priorities	Service area responsible	Timescale
	Explore new funding opportunities to improve energy efficiency (e.g. ECO, Green Deal)	Housing Services/Strategy & Democracy/NPS Norwich	
	Commissioning of debt and money advice services in line with 2012 Financial Inclusion Strategy and needs assessment underpinning it.	Neighbourhood Services	2013-2015
e) To carry out research to improve our understanding of the condition of the private sector stock.	To commission a stock condition survey	City Development Services	2013-2014

Overview of the evidence base

1. Population

Table 1 – Population 1991-2011

	1991	2001	2011	Change 1991- 2011	% change 1991-2011
Norwich	120,900	121,550	132,500	+11,600	+9.6%

Source: Census 2011

The population of Norwich has increased by almost 10% in the period 1991-2011. This was greater than in Norfolk (7.7%) and for England which was over 7.2%.

Table 2 – Population, age groups, Change 2001 – 2011

Age range	2001	2011	Change	% change
0 – 15	21,100	21,700	+600	+2.8%
16 – 64	80,000	91,400	+11,400	+14.2%
65 and over	20,400	19,300	-1,100	-5.6%
16 -24	18,900	22,900	+4,000	+21.3%

Source: Census 2011

Table 2 shows that the main growth in population in Norwich over the last 10 years has been amongst the “working age” group (aged 16-64).

The city has a high proportion of young people aged 20-29 (21.2 per cent) compared with just 11.9 per cent in Norfolk and 13.66 per cent in England. Overall, 70 per cent of the population is aged below 50 (+1,300 increase in the 40-44 age range) compared to 58 per cent for Norfolk and 65 per cent for England.

The Census shows there was an overall small increase in the numbers of children/ young people whilst the numbers of people aged over 65 actually went down. However, there are notable variations within these latter two age bands that may well have implications for the future. This is that the number of children aged 0-4 increased by 32% (+2,000) over the period, and the number of older people aged 85+ went up by 20% (+500).

The high proportion of people of working age under 50 means the age profile in Norwich is distinctly different to the rest of Norfolk. Those aged 20-29 are more likely to rent privately because they are unable to access mortgage finance to purchase on the open market.² However, if on a low income, people in this age group are also affected by the reduction in

² English Housing Survey (Households) 2010-11, DCLG, 2012

housing benefit for single people under 35³. This means there is an increased likelihood they will seek social housing or live in shared accommodation in the private rented sector.

2. Ethnicity

Table 3 - Ethnicity 1991 – 2011: percentage of population

	1991	2001	2011
White	98.3%	96.8%	90.8%
Black, Asian and minority ethnic groups (BAME)	1.7%	3.2%	9.2%
Black or black British	-	0.4%	1.6%
Mixed ethnic group	-	1.1%	2.3%
Asian or Asian British/ Other ethnic group	-	1.7%	5.2%
White non-British	-	3.4%	6.1%

Source: Census 2011

Table 3 shows the population of Norwich is becoming more diverse. The proportion of people from black and minority ethnic groups has increased significantly from 3.2 per cent in 2001 to 9.2 per cent in 2011. The proportion of non-British white residents has also increased, most notably growth of the Polish group to around 1% of population in 2011. The largest individual ethnic groups in Norwich, apart from white, are Indian (1.3%), Chinese (1.3%) and African (1.3%).

Relevant Local Strategies & Plans

Equality Strategy 2012. The council's equality strategy was published in 2012 and sets out data demonstrating how the council shows due regard to the three general equality duties. The strategy also contains the council's equality objectives and action plan which will be renewed every four years.

3. Households

Table 4 – Household change, 1991 – 2011

Household composition, no. of households	1991	2001	2011
One person: over 65	8,986*	8,668	7,669
One person: other	8,328	11,589	15,351
Family all over 65	5,320*	4,614	3,631
Couple - no children	-	9,030	10,453
Couple - dependent children	8,918**	8,334	8,695
Lone parent - dependent children	2,567	3,649	4,419
Other households	-	4,628	6,063
Total households	52,733	54,578	60,319

Source: Census 2011

* 1991 data is men over 65 and women over 60

³ The age threshold for the shared accommodation rate increased from 25 to 35 in January 2012.

** In 1991 this is a household of “2 adults with dependent children”

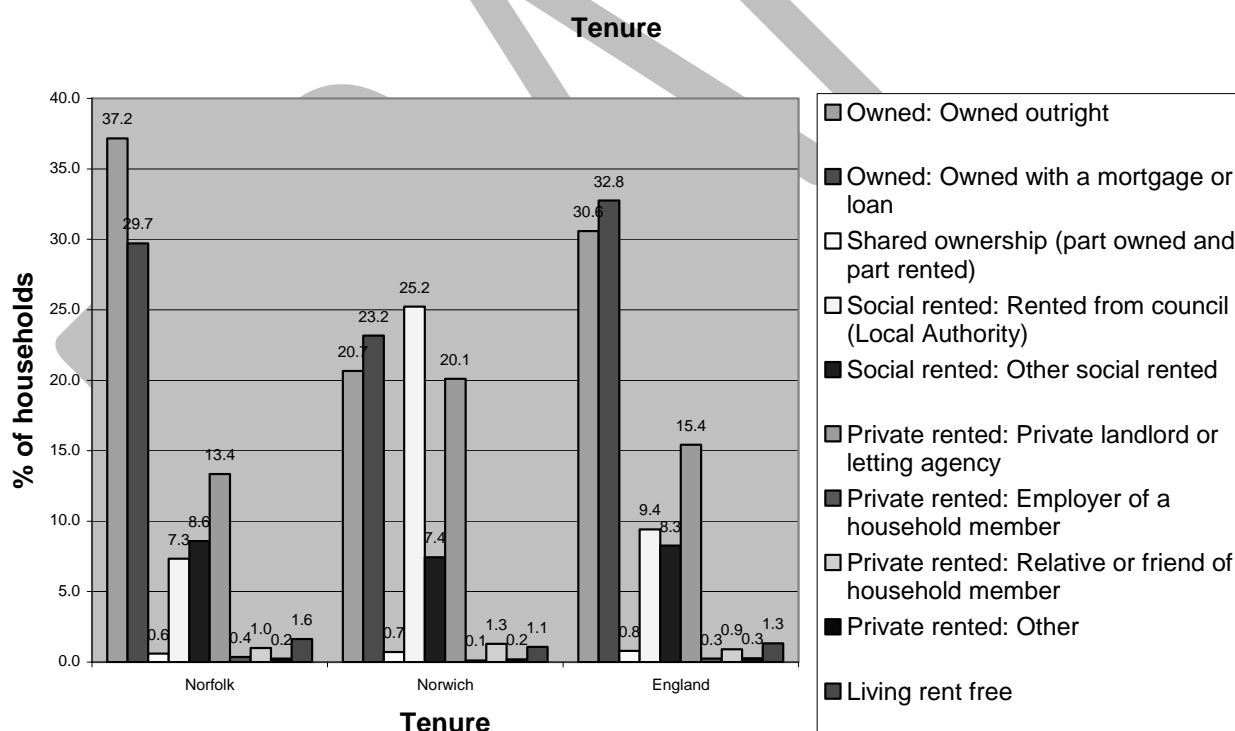
Over the period the number of households has increased by around 7,600 and average household size has fallen from 2.29 in 1991 to 2.1 in 2011, the lowest in the east of England which places increased pressure on the demand for smaller housing units.

Changes in Census definitions make it difficult to compare some categories of household. Nonetheless some significant trends stand out. Most notably, the number of single person (non-pensioner) households has increased by 7,000 (+84%). Additionally, whilst the number of all types of household increased by 14% between 1991 and 2011, there were falls in both the number of single pensioner and all pensioner households.

4. Tenure

As illustrated by Figure 1 below, forty-four per cent of households in Norwich are owner-occupiers, a much lower proportion than for Norfolk (67 per cent) and England (63 per cent). By contrast, thirty-two per cent of households live in social housing, one of the highest proportions in the East of England. Twenty per per cent of households rent from a private landlord, again one of the highest levels in the East of England and a rise from 12 per cent in 2001.

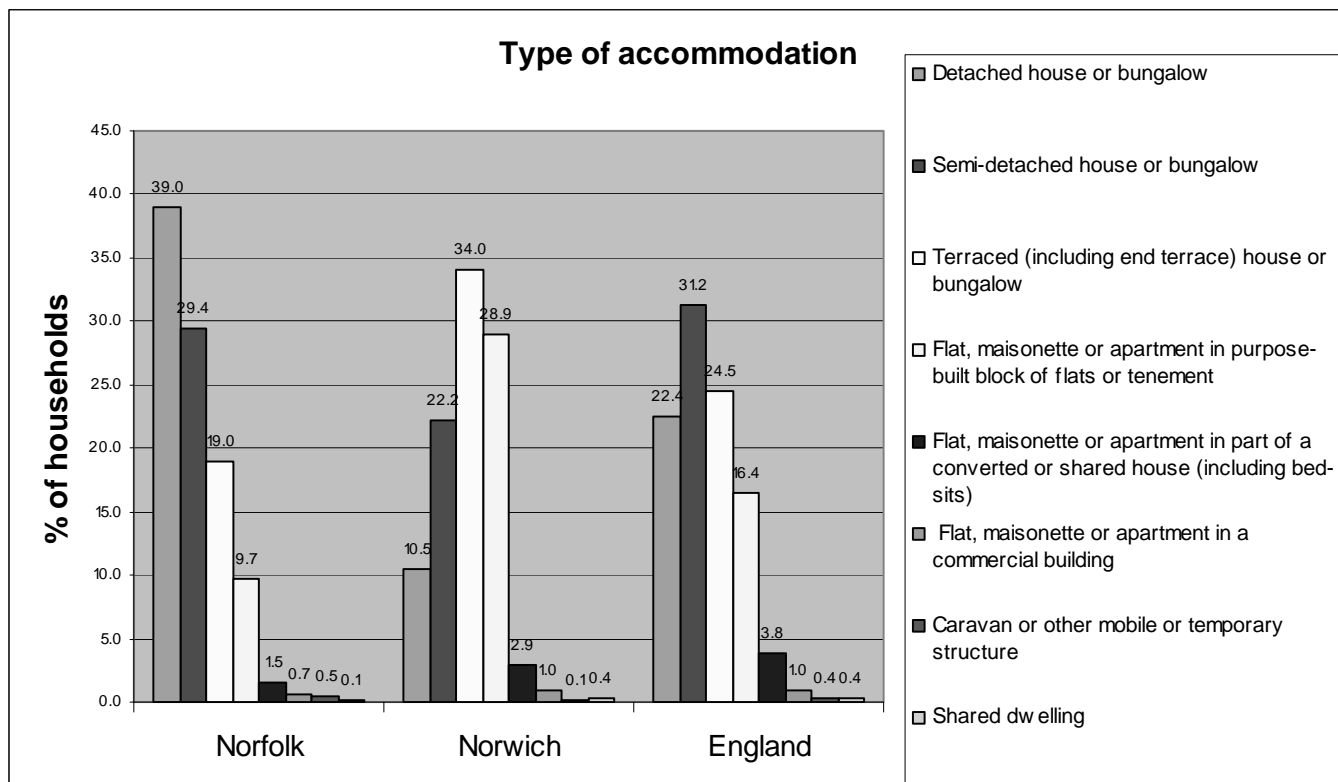
Figure 1



Source: Census 2011

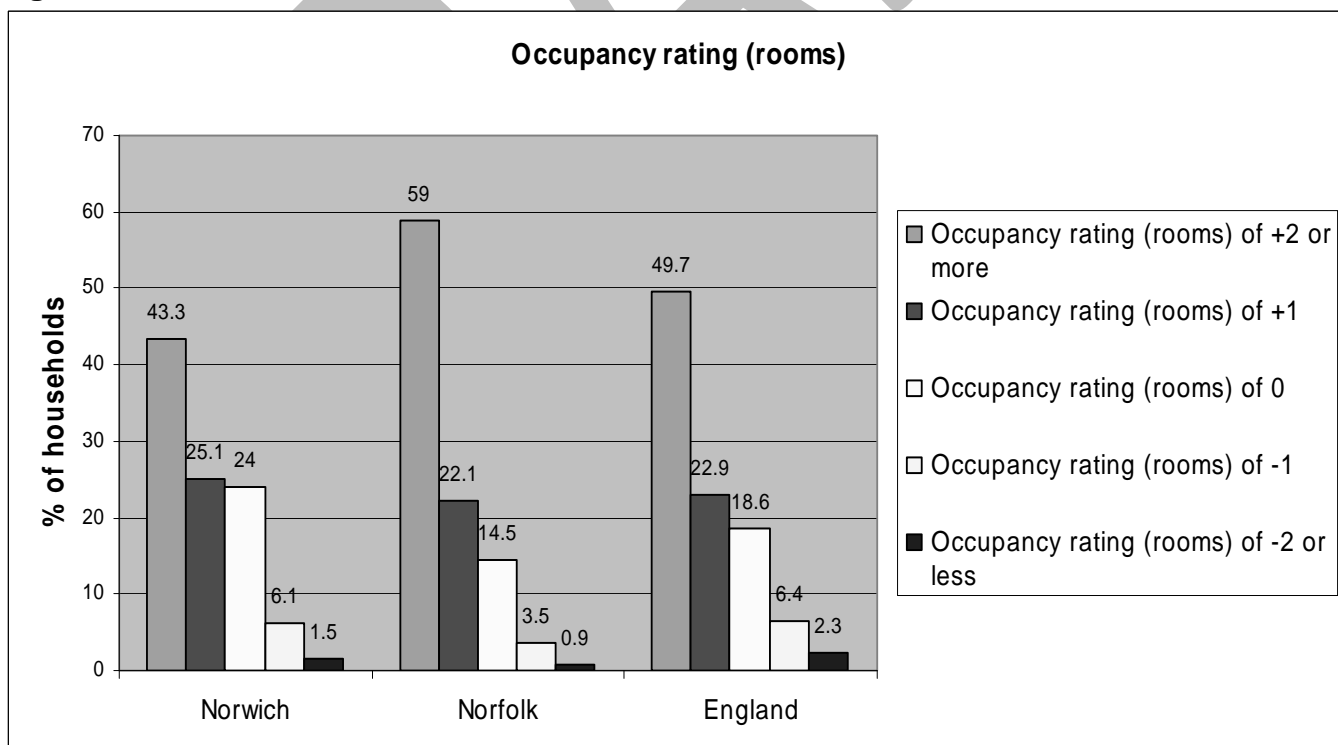
Figure 2 shows that Norwich has a much lower proportion of households living in detached houses than in Norfolk and England. By contrast, it has a much higher proportion of households living in flats reflecting the influence of the availability of this type of accommodation in the city.

Figure 2



Source: Census 2011

Figure 3



Source: Census 2011

Figure 3 shows that 7.6 of households in Norwich are in accommodation that is overcrowded compared to Norfolk where over 80 per cent of households were under-occupying their accommodation.

5. Housing need, supply and demand

The 2011 up-date of the Strategic Housing Market Assessment shows that:

- The five year housing requirement is 6,021 (1,204 p.a.), a rise of 7 per cent compared to 5,612 (1,122 p.a.) in 2006.
- The annual affordable housing requirement is 662 homes (53%) compared to 623 in 2006, a rise of 6 per cent.
- The percentage of need that can be met through market housing is 45 per cent compared to a need for social housing of 53 per cent and intermediate of two per cent.
- In terms of property size, 52 per cent of the net social housing requirement is for one-bedroom properties and 38 per cent for two and three bedroom properties

There is a requirement for 8 pitches to meet the accommodation needs of Gypsies and Travellers by 2016.⁴ The Greater Norwich Gypsy and Traveller Accommodation Assessment (February 2012) also states that while there are housing needs on the existing Showmen's site in Norwich, the search area for Showmen is very wide. Many Showmen would ideally like to live more centrally in England for work purposes. Therefore, the existing and future housing needs on the site do not necessarily have to be met in Greater Norwich and are more likely to be met outside the sub-region.

The Joint Core Strategy (JCS) for Broadland, Norwich and South Norfolk identifies a requirement to deliver 21,000 new dwellings between 2008 and 2026. In the city of Norwich itself, the JCS requires at least 8,600 dwellings, of which 5,600 are currently allocated or have planning permission.

One of the main drivers behind housing need and demand is the changing number of households. The 2011 interim household projections show the number of households in Norwich is projected to rise to 66,000 by 2021, a rise of 9.9%. This is a lower number of households than suggested by the 2008 based projections which informed the adopted Joint Core Strategy. However, these projections add to a range of evidence that, taken together, demonstrates that the housing targets in the adopted JCS remain reasonable. Indeed, the difference between the adopted JCS housing targets and these projections represents 2 to 3 years additional supply.

However, as illustrated by Table 5 below, the annual number of housing completions has fallen in recent years owing to the economic downturn, a trend which continued in 2011-2012. Indeed, the figure of 280 housing completions is the lowest since the early 1990s.

⁴ Greater Norwich Gypsy and Traveller Accommodation Assessment, 2012

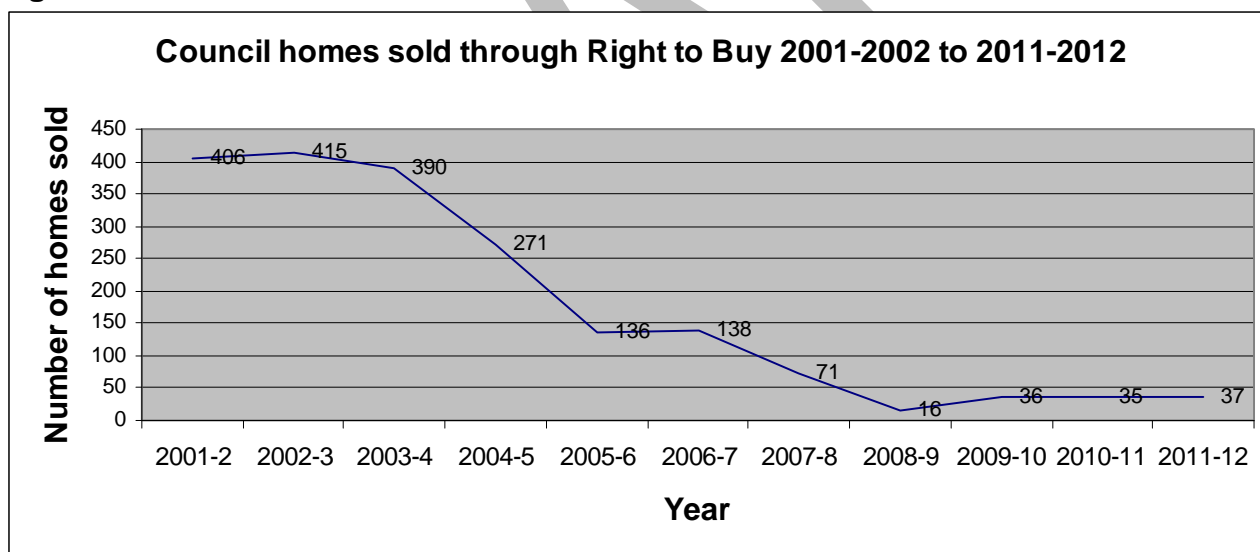
The shortfall in completions has in turn led to a rise in unmet housing need, a trend which is likely to continue in line with under-supply.

Table 5 – Housing completions

Year	Total Supply	Affordable Supply
2006-07	954	293
2007-08	1040	283
2008-09	527	246
2009-10	399	120
2010-11	377	118
2011-12	280	171
Total	3,577	1,412

The effect of the under-supply of affordable homes has been exacerbated by the reduction in existing stock through the sale of council homes under the right to buy. Figure 4⁵ below shows that sales reached a peak of 400 per annum in 2002-03, falling to 150 in 2006-07 and 37 in 2011-12.

Figure 4



We also need to address a mismatch between need and supply in terms of the size of accommodation. For example, 52 per cent of the net social housing requirement is for one-bedroom accommodation, yet only 21 per cent of the existing council stock is one-bedroom. It is anticipated that the demographic changes combined with housing benefit changes will further increase demand for smaller units, in particular one-bedroom accommodation.

⁵Table 648: Social Housing Sales: Local Authority stock sold, including Large Scale Voluntary Transfers
https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/200033/Table_648.xls

Relevant Local Strategies and Plans

Joint Core Strategy (JCS). The JCS for Broadland, Norwich and South Norfolk covers the period 2008 to 2026 and sets out the spatial policy to ensure that the future demand for jobs and homes is met in a sustainable way.

Local plan for Norwich. The current adopted local plan is the 2004 City of Norwich Replacement Local Plan. This will be superseded by the emerging Development Management Policies plan and Site Allocations plan, both of which are expected to be adopted in late 2013/early 2014.

Economic Strategy. There has been significant policy and economic change since the existing Economic Strategy for Greater Norwich was published. A revised document for Norwich is in preparation and will be subject to consultation in spring 2013.

Strategic Housing Market Assessment (SHMA). The SHMA draws on a range of information to provide an assessment of the local housing market, including local housing need. The full SHMA was published in 2006 and up-dated in 2009 and 2011.

Local Investment Plan and Programme (LIPP). The LIPP sets out the key packages and projects identified as necessary for the sustainable delivery of high levels of housing and job growth in Broadland, Norwich and South Norfolk. The LIPP focuses on delivery of the major housing locations and the strategic employment sites in the Norwich Policy Area, but also identifies strategic infrastructure need elsewhere. It includes a strong evidence base for the proposed investments, an explanation of the process of developing the LIPP and a description of the main packages and projects and how they link back to the evidence base.

5. Socio-economic factors

- The median annual gross pay for full-time workers is £23,539 compared to £26,615 for England. Between 2010 and 2011, median resident earnings for full-time workers in Norwich declined by 5 per cent; at the regional level earnings increased by 2 per cent and at the national level earnings fell by 1 per cent. Average (mean) gross earnings are £27,556 p.a. compared to £33,661 for England. Lower quartile earnings for full time workers are £16,718 compared to £18,720 for England.⁶
- 17 per cent of the population are income deprived (Indices of Multiple Deprivation, 2010)
- The average net income of new Norwich City Council tenants during 2011 was £174.69 p/w (£756.99 per month).⁷
- Norwich is ranked 70th most deprived of the 354 local authorities in England⁸, with 23 lower super output areas (LSOAs) in the most deprived quintile in England.

⁶ Annual Survey of Hours and Earnings, 2011, Table 8.7a

⁷ CORE (Continuous Recording of Lettings & Sales), General Needs New Lettings, Summary Statistics, April 2011 - March 2012 Interim Final

⁸ Indices of Multiple Deprivation 2010

Around 13,000 people in Norwich (9.4 per cent of the population) live in the most deprived 10 per cent of LSOAs and 32 per cent of children are affected by income deprivation.

- The low levels of household income are reflected in the high proportion of social and private sector tenants who receive housing benefit. Just over seventy-two per cent (14,280) of households in social housing receive housing benefit and 24.66 (2,990) per cent of households in the private rented sector⁹. The proportion of households in social housing who are receiving housing benefit is comparable with that for England and Wales (73.02 per cent).
- Job Seekers Allowance (JSA) unemployment in Norwich is 4.9 per cent compared to 3 per cent in the East of England region¹⁰. Yet, the average masks the variation between Norwich wards, as illustrated by the 5.6 per cent difference between Eaton (the lowest) and Mile Cross and Mancroft (the highest). Thirty-two per cent of JSA claimants have been unemployed for longer than 12 months, compared to 28 per cent nationally.
- A total of 28.5 per cent of all JSA claimants are aged 18-24 (1,210), 6.1 per cent of the 18-24 age group. This means about one in 20 of 18-24 year olds is JSA unemployed, lower than the national figure of 6.7 per cent.
- In April 2013, around 11.5 per cent (328) of 16-18 year olds in Norwich were recorded as being Not in Education, Employment or Training (NEET) compared to 9.7 per cent in April 2012. Norwich has the highest numbers and percentage of 16 to 18 year olds recorded as NEET of all Norfolk districts. Nationally, the proportion stands at 5.6 per cent.

Table 6 shows that individuals in Norwich affected by the combined effects of welfare reform will lose a total £46m per year. All households living in the private rented sector in receipt of Local Housing Allowance have been affected by the changes made in 2011 and 2012. Nearly 19 per cent¹¹ of households living in social housing and in receipt of housing benefit have been affected by reductions in housing benefit for under-occupying their home by one bedroom or more. The benefit cap¹² will be introduced from July 2013 and is expected to affect 100 households who will lose around £4,600 per year from their housing benefit and be at increased risk of falling into rent arrears.

⁹ Census 2011 tenure by household data. Table 3, Housing Benefit Recipients by Region and Local Authority by tenure and passport status, November 2012.

https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/177123/hbctb_release_feb13.xls

¹⁰ Norwich Economic Barometer, May 2013

¹¹ Based on DWP data on number of households in social housing in receipt of housing benefit: Table 3, Housing Benefit Recipients by Region and Local Authority by tenure and passport status, November 2012. Census 2011 tenure by household data

¹² Welfare benefits will be capped at the average household earned income (projected to be approx £500 per week, £26,000 per year for couples and lone parents, and £350 per week for single people without children). The cap will not reflect the variations in income and rental costs across the country and any money over and above it will be reduced from the housing costs element.

Table 6 – Impact of welfare reform in Norwich¹³

	No. of households affected	Estimated loss £m per year	No. of households affected per 10,000	Financial loss per working age adult £ per year
Local Housing Allowance	2,500	3.50	410	38.30
Housing Benefit: under-occupation	2,700	2.08	440	22.76
Household Benefit Cap	100	0.46	16	5.01
Non-dependant deductions	900	1.02	150	11.19
Disability Living Allowance	1,300	3.83	140	41.86
Incapacity benefits	3,500	12.30	380	134.43
Child Benefit	14,600	5.10	2,420	55.77
Tax Credits	11,400	9.26	1,890	101.22
1 per cent uprating		8.55		93.52
TOTAL IMPACT		46.10		504.07

6. House prices, rents and affordability

Over the year, average house prices increased by 0.9 per cent across England and Wales and fell by 0.6 per cent in Norfolk. The average house price in Norfolk currently stands at £143,271 compared to £161,793 for England and Wales.

Figure 5 summarises average house price movements since March 2009; average house prices have risen by 2 per cent in Norfolk and by 7 per cent in England and Wales over the period.¹⁴

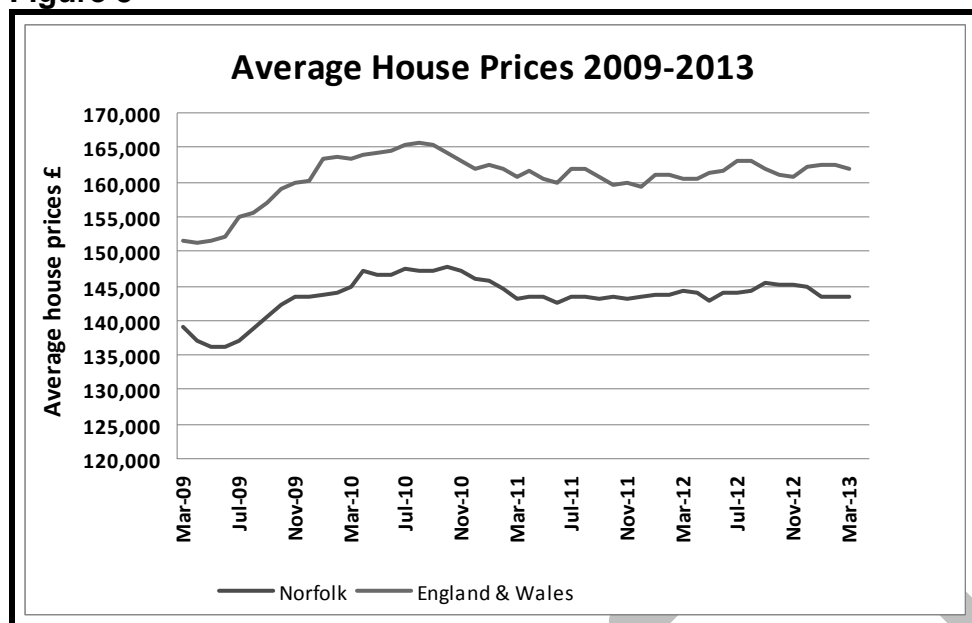
¹³ [Hitting the Poorest Places Hardest: the local and regional impact of welfare reform](http://www.shu.ac.uk/mediacentre/first-evidence-overall-impact-welfare-reform-across-britain), Sheffield Hallam University, April 2013

<http://www.shu.ac.uk/mediacentre/first-evidence-overall-impact-welfare-reform-across-britain>

¹⁴ Figure 5 – HPI, HM Land Registry, Crown copyright Release 29 April 2013

HM Land Registry House Price Index is the most accurate and independent house price index available for England and Wales.

Figure 5



Lower quartile is an important measure of affordability because it affects the ability of first-time buyers to enter the housing market. Figure 6¹⁵ shows that in 2012, the ratio of lower quartile house price to lower quartile earnings was 6.38 in Norwich compared to 6.59 for Norfolk and 6.59 for England. At the height of the market in 2007 it was 8.22 but there has been a downward trend since then reflecting the downturn in the market.

Figure 6

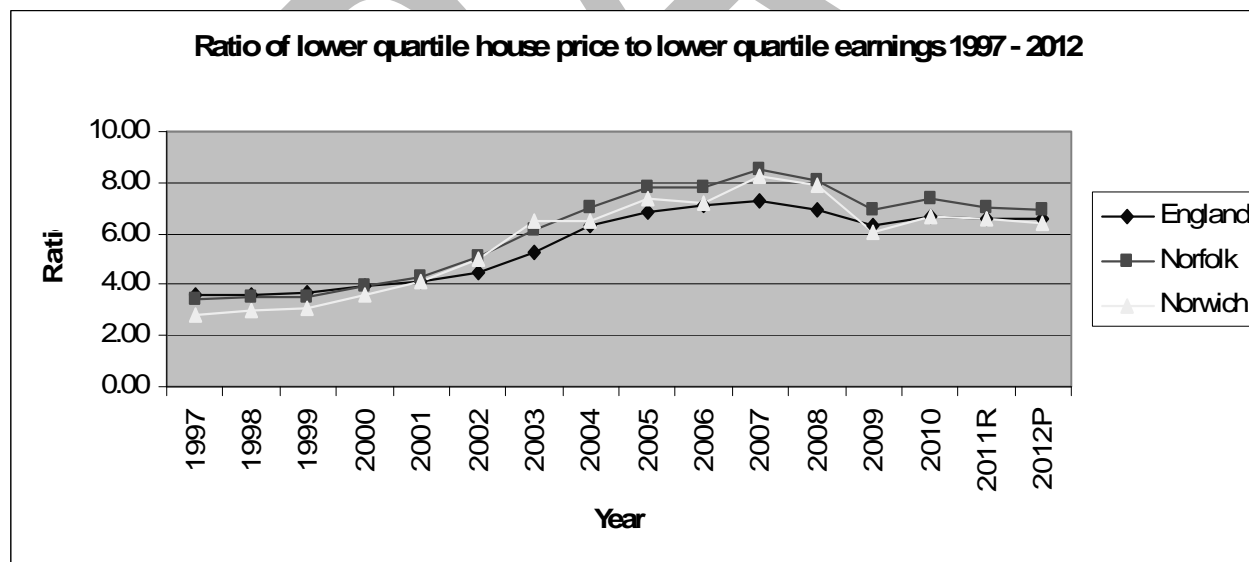


Table 7 shows that since 2009 there have been significant increases in rents for two and three bedroom properties. Two key drivers are likely to be the city's large student population and increased demand from the group of households which has been

¹⁵ Table 576 Ratio of lower quartile house price to lower quartile earnings by district, https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/85871/table576.xls

R: Figures for 2011 have been revised due to revisions in the ASHE data

P: Figures for 2012 are provisional and may change when the table is up-dated next year to reflect revisions in the ASHE data.

described as 'trapped renters'. This is because they state they would like to buy but cannot afford to and represent over half (55%) of the private rental market nationally.¹⁶

Table 7 – Average monthly private sector rents 2009-2012

	2009 (£)	2011 (£)	2012 (£)	% Change since 2009
Studio	364.50	389.50	392.77	7.75
1-bed	557.35	496.73	486.25	-14.62
2-bed	582.44	638.37	648.60	11.35
3-bed	646.12	746.59	757.25	17.19
4+ bed	1,147.08	1004	1002	-14.47

Source: Sampling exercise using www.rightmove.co.uk (2009, Apr 2011 and July 2012)

- The average formula rent for a two-bedroom property in Norwich in summer 2012 was £317.13 per month compared to £648.60 in the private rented sector, a difference of £331.47.
- In terms of affordability, the average (mean) private sector rent for a two bedroom property represents 28 per cent of gross average earnings (£27,556) for full-time workers. On a three-bedroom property, the rent accounts for 33 per cent, well above the recommended proportion of 25% gross annual earnings.¹⁷

Table 8 – Average monthly private sector, July 2012

Property Type	Average rents (July 2012)	No. of properties in sample	Local Housing Allowance (July 2012)	No. within LHA (July 2012)	% within LHA (July 2012)
Room	367.63	8	253.50	0	0
Studio	392.77	9	400.01	5	56
1 Bed	486.25	28	400.01	4	14.2
2 Bed	648.60	50	499.98	4	8
3 Bed	757.25	41	574.99	3	7.3
4 Bed	1002	20	849.98	3	15
TOTAL		156		19	12%

Table 8 shows that a very small proportion (12%) of properties in the 2012 sample would be affordable to people wholly reliant on Local Housing Allowance. The least affordable are two and three bedroom properties. Of particular concern is the sample also shows that no rooms were met fully by LHA which would most affect single people under 35 whose

¹⁶ Rightmove, October 2011, cited in Rental Britain: A report into the UK rental market combining research from Savills and Rightmove, Spring 2012.

¹⁷ Strategic Housing Market Assessment Guidance (2007), DCLG, p.42

entitlement to LHA is limited to the shared accommodation rate (£253.50 per month in July 2012).¹⁸

Table 9 – Monthly Rents in Norwich on 22nd April, 2013

Property Type	No. of properties in sample	Rent (Mean) £	LHA £
Room	86	350	253.50
1 Bed	132	489	394.98
2 Bed	232	659	495.00
3 Bed	171	709	574.99
4 Bed	105	962	794.99

Source: www.home.co.uk

A snapshot of rents in April 2013 (Table 9) shows that the private rented market in Norwich remains largely unaffordable to people who are wholly reliant on Local Housing Allowance.

If an 'Affordable rent' were charged at 80 per cent of the market rent, the average rent for two bedroom properties would be significantly above the formula rent charged for council and housing association social rented homes and exceed the Local Housing Allowance rate. The council's Tenancy Strategy recommends that Affordable rent tenancies should not be offered at rents that exceed the Local Housing Allowance and should only be offered to prospective tenants if the rent is assessed as affordable to the household, particularly in light of the introduction of Universal Credit and the welfare benefit cap.

Figure 7¹⁹ reflects the rent restructuring policy in place since 2002 and the movement of social housing rents towards convergence in 2015-2016. Affordable Rent properties are not subject to the policy.

¹⁸ The age threshold for the shared accommodation rate increased from 25 to 35 in January 2012.

¹⁹ Table 702 Rents, Lettings and Tenancies: local authority average weekly rents, by district,, https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/39270/Live_Table_702.xls

Figure 7

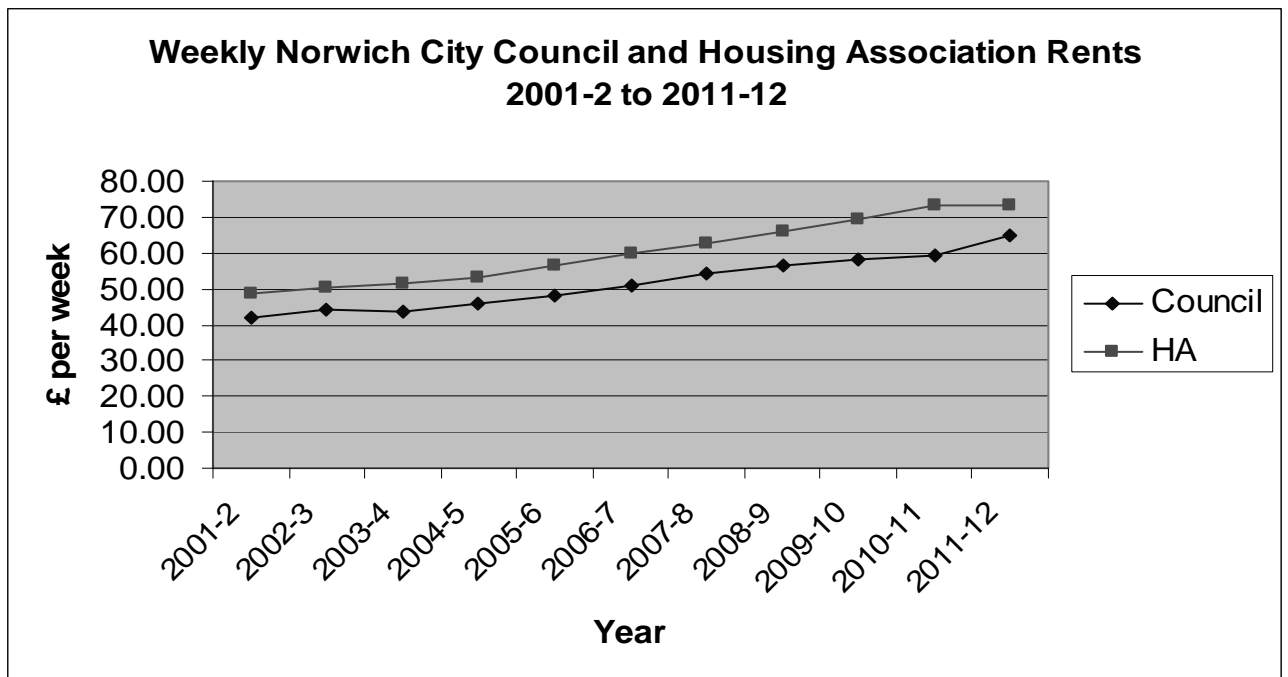


Figure 8 shows that the majority of lettings over the period were to applicants who were in Gold and Emergency Bands. Applicants in these bands have the highest and most urgent housing need. This includes people who are homeless and the council has accepted a duty to accommodate, people who are overcrowded/under-occupying and people with high welfare and medical needs. Figure 9 shows that lettings of the different size properties have been broadly consistent over the period.

Figure 8

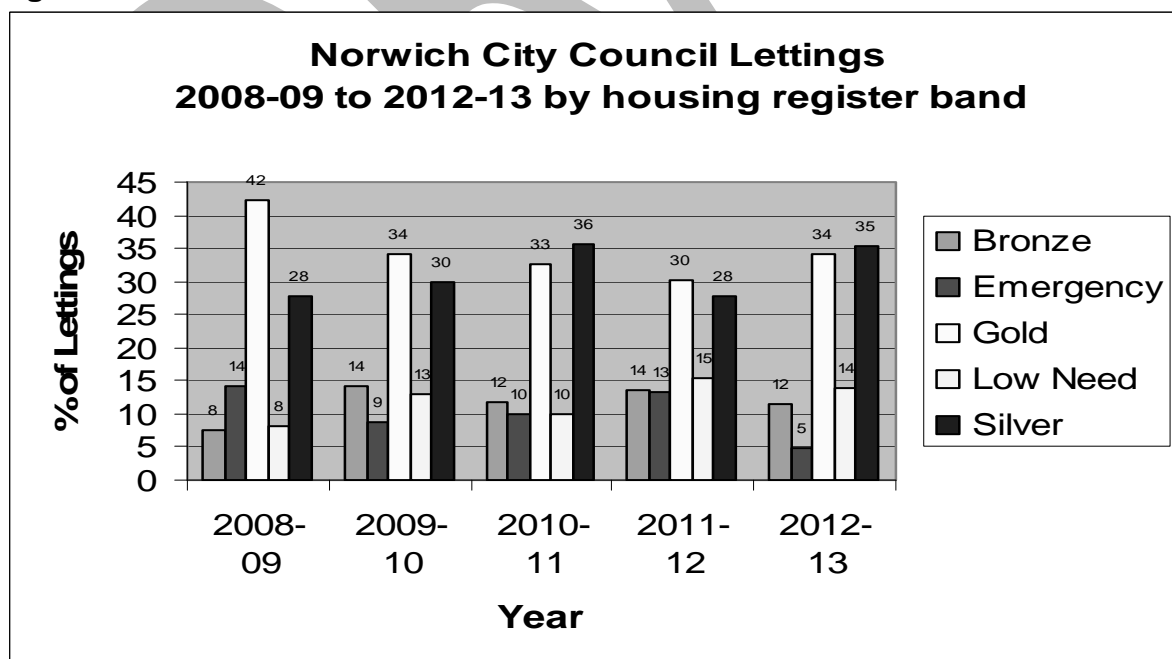


Figure 9

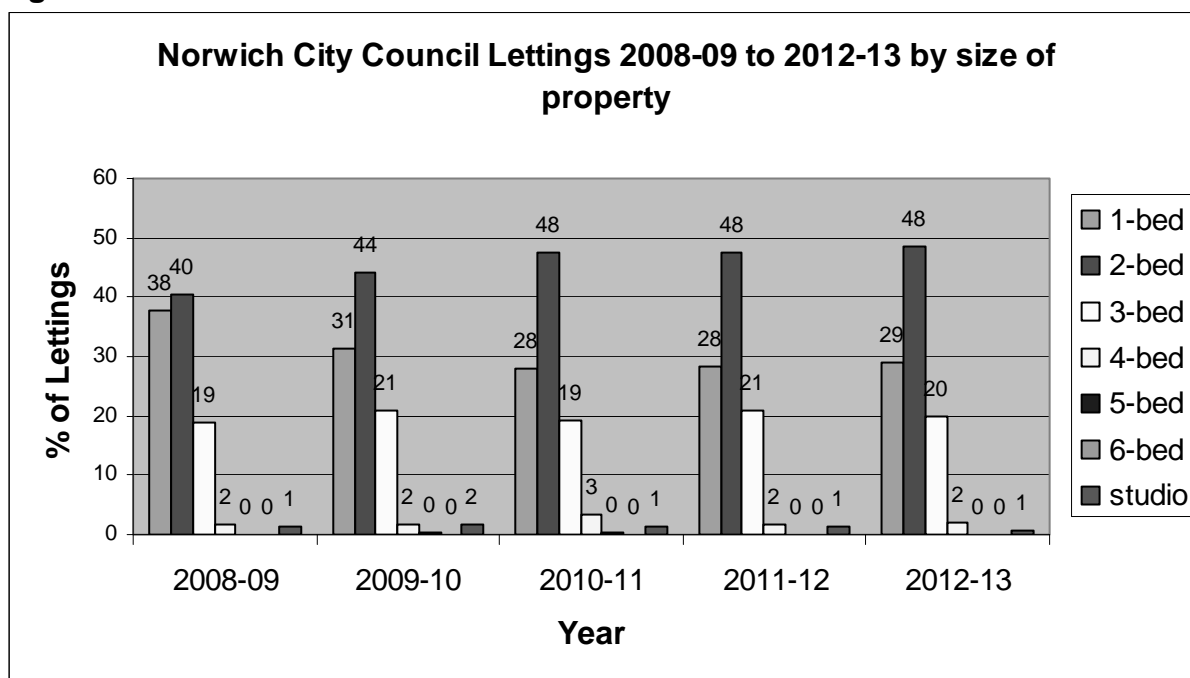
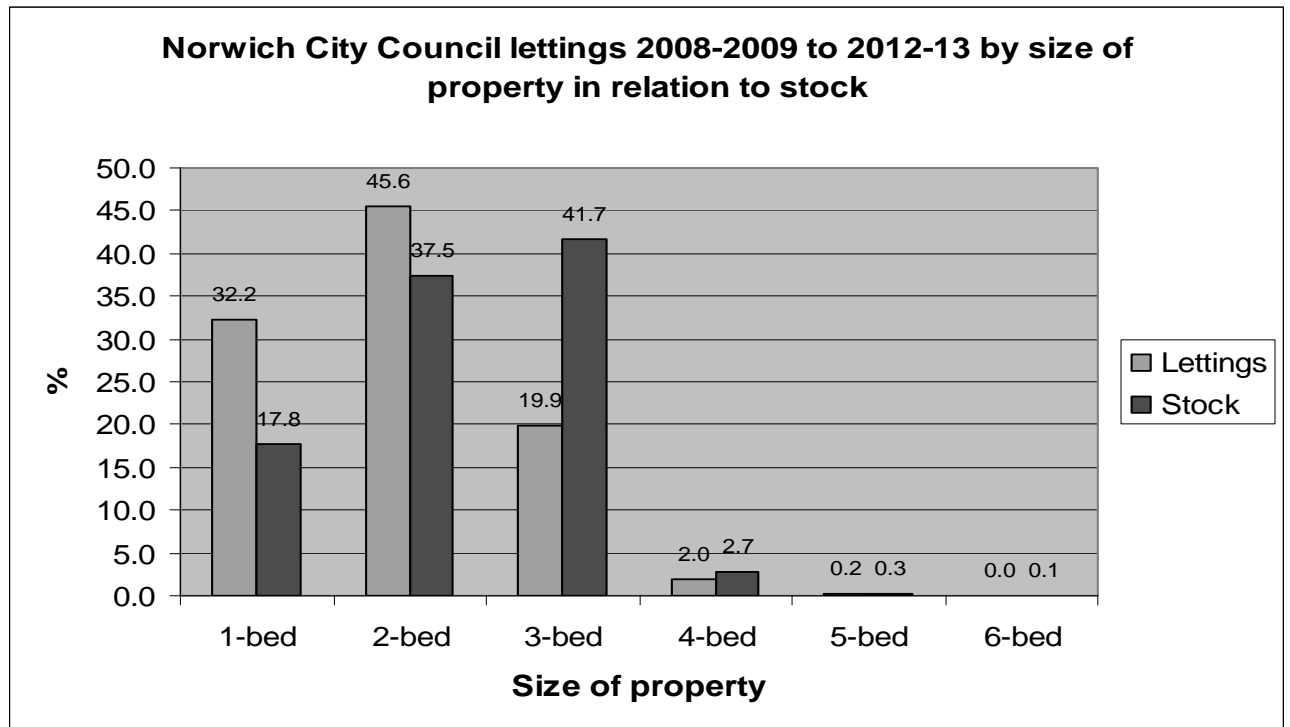


Figure 10 shows that there is a greater turnover of smaller properties. General needs lettings of one and two bedroom properties are greater than the proportion of these properties in the general needs stock. By contrast, lettings of three-bedroom properties are about 20 per cent lower than the proportion of three bedroom properties in the general needs stock.

Analysis of recent lettings shows applicants who bid for flats, bedsits and maisonettes are more likely to secure a council home. In the last three months almost half of the allocated homes that are above ground floor level have gone to applicants in the bronze and low need bands.

Figure 10²⁰



Relevant Local Strategies and Plans

Tenancy strategy. The council's Tenancy Strategy sets out the council's position regarding the use of Affordable Rent and fixed-term tenancies in the Norwich City Council area.

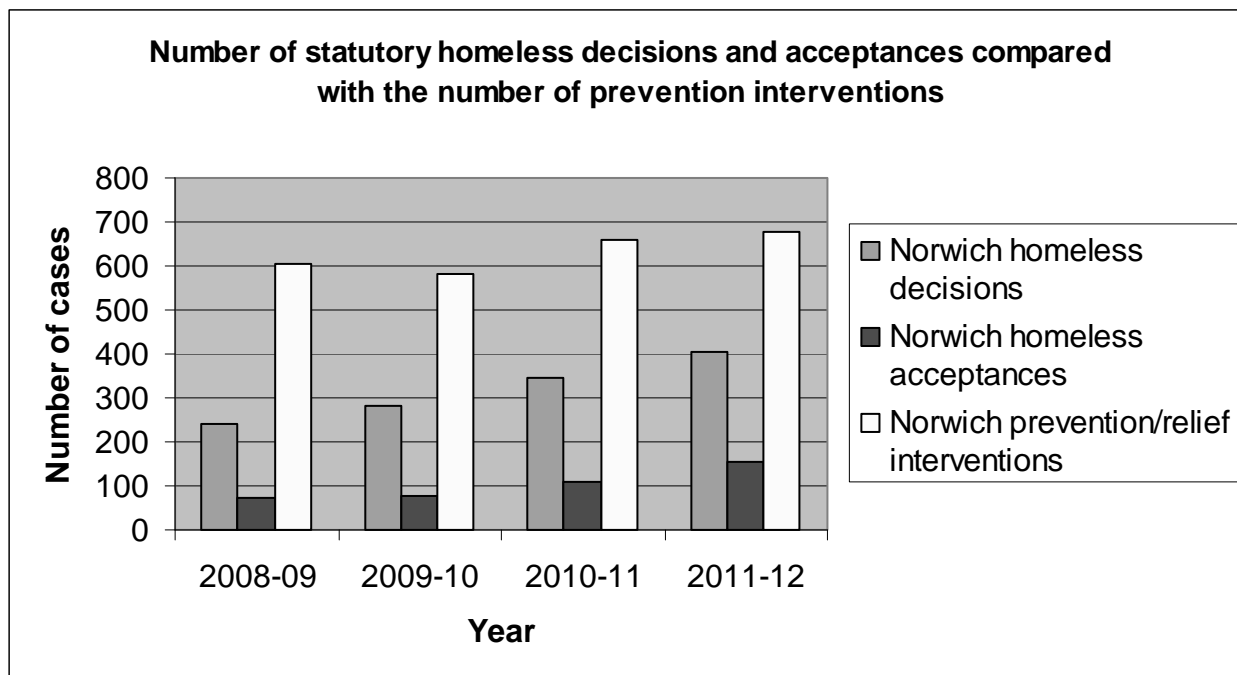
Norwich Home Options Home Options is the way that people can apply for social housing (council and housing association/registered providers) and shared ownership in the Norwich City Council area. The scheme enables applicants to apply for the home of their choice, instead of having to wait for an offer.

7. Homelessness

Figure 11 shows the number of homelessness decisions has increased in recent years alongside acceptances and homelessness prevention activity.

²⁰ Stock in Spring 2013

Figure 11

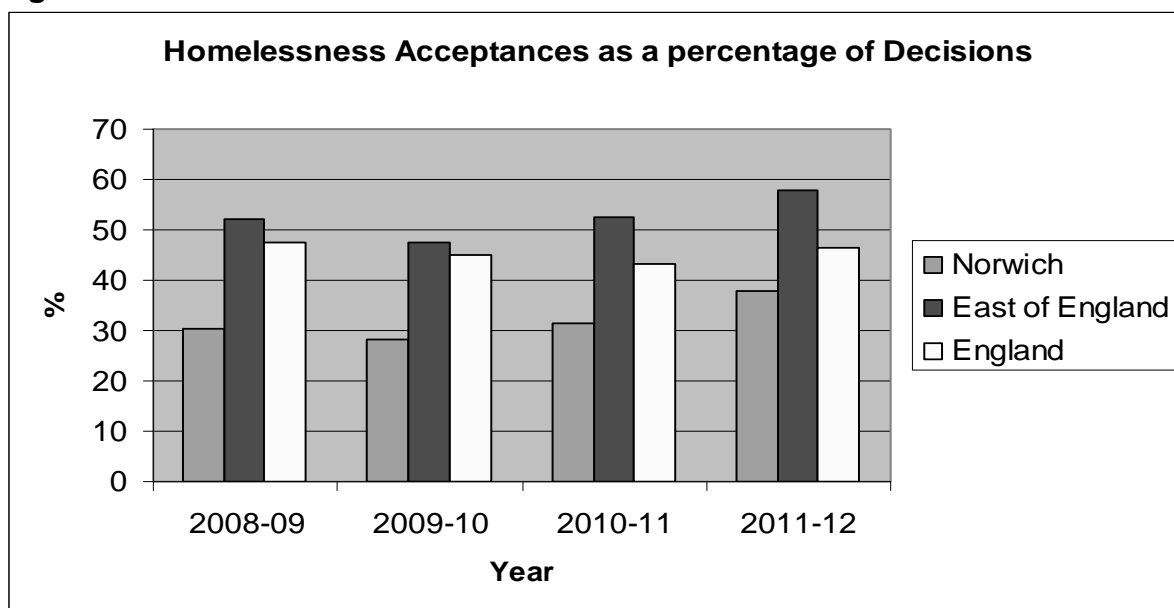


153 households were accepted by the council as homeless during 2011-2012 compared to 108 in the previous financial year, a rise of 41.6 per cent²¹. The main reason for statutory homelessness in Norwich is parents no longer willing to accommodate.

²¹ Table 784 : Local authorities' action under the homelessness provisions of the housing acts
https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/205231/Table_784.xls

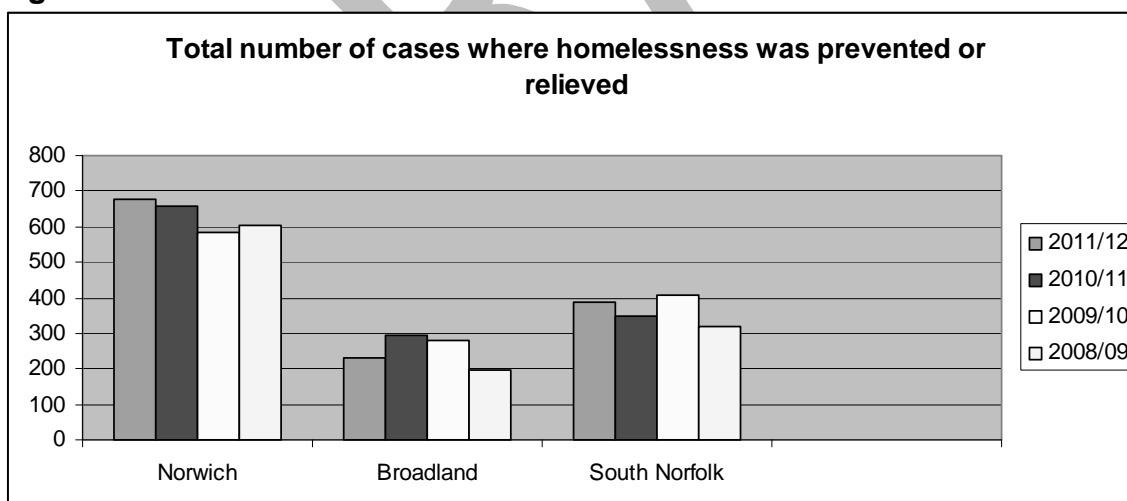
Figure 12 shows that Norwich has a lower proportion of acceptances to decisions than the East of England and England.

Figure 12



The council's approach is to prevent homelessness wherever possible. In 2011-12, 691 households were prevented from becoming homeless, a rise of 77 from 614 in 2010-11, the majority assisted to find alternative accommodation.²² Since 2008-09 there have been nearly 5,000 (4,997) cases across Greater Norwich where homelessness was either prevented or relieved

Figure 13



The emphasis on prevention of homelessness may to some extent be reflected in the lower number of possession orders made. For example, in Norwich mortgage possession claims leading to orders have fallen from a high of 185 in 2008 to 90 in 2011, a trend

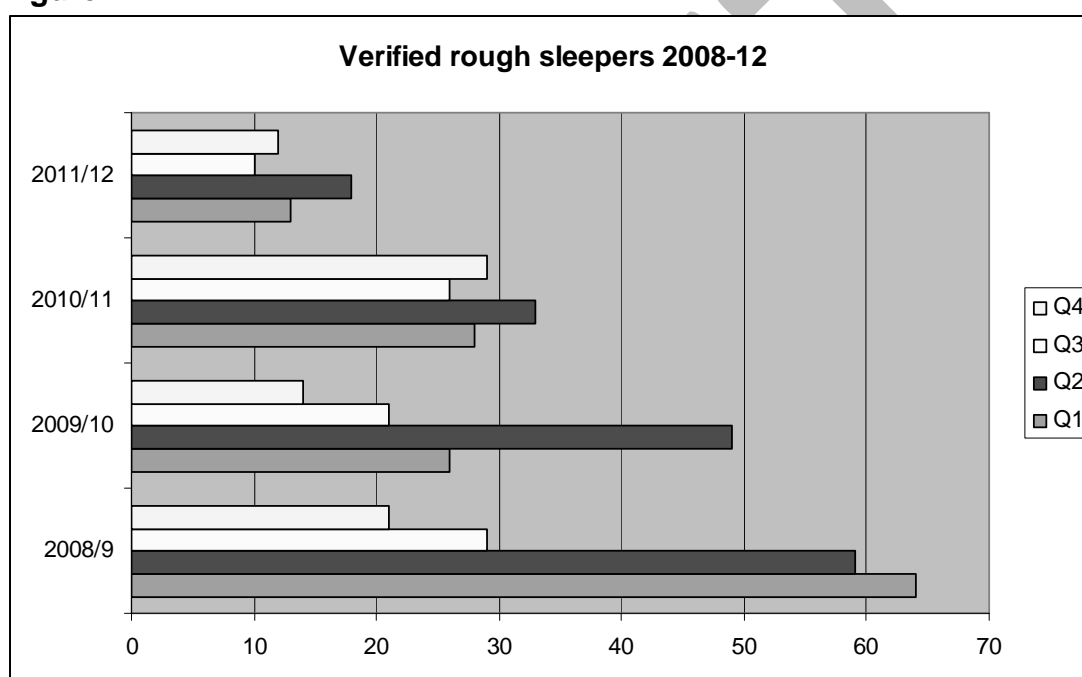
²² Table 792, Outcome of homelessness prevention and relief by Local Authority, 2011-12, DCLG, <http://www.communities.gov.uk/documents/statistics/xls/2199728.xls>

reflected across Norfolk.²³ Similarly, landlord possession orders granted fell from 490 in 2008 to 450 in 2011, a continuing downward trend reflected in the latest quarterly figures which show that 105 orders were granted in Quarter 2 of 2012 compared to 110 in Quarter 2 of 2011

The council employs a specialist rough-sleeper co-ordinator to assist those at risk of becoming street homeless and ensure a co-ordinated approach between partners to reduce rough sleeping.

There has been a significant drop in the overall numbers of rough sleepers verified by the homeless outreach team (St Martins Housing Trust) over the past four years in Norwich. Overall there has been a 69.36% decrease (173 in 2008/9 to 53 in 2011/12) in numbers seen on the street.

Figure 14



Homeless outreach service (St Martins Housing, Contact Assessment & Prevention Service) CAPS statistics 2008-12

Relevant National and Local Strategies & Plans

Making every contact count published by the government in August 2012. It sets out the government's commitment to ensuring that early intervention ensures that people are helped to either remain in their home or find somewhere else to live.

Greater Norwich Homelessness Strategy published in 2011 places a strong emphasis on the prevention of homelessness. It is accompanied by the **Greater Norwich Rough Sleepers Strategy**.

²³ <http://www.justice.gov.uk/downloads/statistics/civiljustice/mortgage-landlord-2012-q1/local-authority-figures-2000-2012-qtr2.xls>

8. Housing stock, fuel poverty and energy efficiency

All council owned-stock now meets the Government's Decent Homes Standard – over 10,000 properties have been improved since the start of the programme in 2006. The council is now working towards achieving the Norwich Standard²⁴ in its stock by 2017. The current improvement programme will improve the thermal and energy efficiency value of the social housing stock through the installation of new heating systems, PVCu double glazed windows, new technologies such as Photo Voltaic panels and air source heat pumps and insulation.

However, a total of 8,700 private sector dwellings (20 per cent) fail the decent homes standard because of a lack of adequate heating and insulation. Of these, approximately, 3,400 are occupied by vulnerable people. In 2006 approximately 4,200 homes in Norwich were predicted to have Category 1 hazards, of which 67 per cent were due to excess cold²⁵. Since 2008-09 the council has taken action to remove Category 1 hazards from 151 homes.

Cold housing is thought to be the main reason for the extra 'winter deaths' that occur each year between December and March. A warm home is therefore essential but not everyone can afford it because they are 'fuel poor'. Fuel poverty is where the household needs to spend more than 10 per cent of its income on fuel primarily because of low income, but also other factors such as poor insulation and inefficient or expensive heating systems. In Norwich, more than 10,000 households (17%) experience fuel poverty compared to 18% in England²⁶. In terms of energy efficiency, the average SAP²⁷ rating in Norwich is 47, compared to 51 for England and 71 in the Council's own stock.

Relevant Local Strategies & Plans

Green Deal. The Green Deal was introduced in October 2012 and is the Government's new scheme under which up-front funding is available for energy efficiency works, the cost of which is recouped through the householder's (reduced) fuel bills.

Housing Asset Management Strategy, 2012-13 aims to ensure that council homes are what current and future tenants want, are of the right type, in the right location, affordable, energy efficient and environmentally responsible. A key objective is to achieve the 'Norwich Standard' by 2017.

Environmental Strategy 2011-2014 - the council's environmental strategy serves as an overarching environmental policy for the council, sitting at a corporate level to provide direction for service-led environmental improvements.

²⁴ The Norwich Standard focuses on complete home upgrade. This means work required in a property is all completed at the same time. This includes replacing kitchens and bathrooms, fitting new doors, rewiring, roofing and repairing heating systems.

²⁵ Greater Norwich Sub-region, Evidence base for a Housing Market: A study of housing need and stock condition, Opinion Research Services, June 2006

²⁶ DECC, 2009

²⁷ The Standard Assessment Procedures (SAP) is the methodology used by the Department for Energy & Climate Change (DECC) for assessing and comparing the energy and environmental performance of dwellings. Its purpose is to provide accurate and reliable assessments of dwelling energy performances that are needed to underpin energy and environmental policy initiatives. It is generally agreed that a rating of 65 will remove the threat of fuel poverty.

Affordable Warmth Strategy, 2013 - the council's Affordable Warmth Strategy provides a coordinated framework for council services, partners and contractors in their activities to reduce fuel poverty in Norwich. It aims to improve the energy efficiency of the housing stock, reduce the number of households in fuel poverty and research and invest in new technologies.

9. Housing-related support and Independent Living

The council is committed to providing choice and supporting independent living wherever possible. To achieve this, we work with our partners to provide a range of different types of accommodation and levels of support for vulnerable people and those with specialist housing needs. For example, through our Care & Repair Service we provide aids and make adaptations to enable older people in the private sector to remain living independently at home for as long as possible. We have provided 342 Disabled Facilities Grants (DFGs) since 2008-09. A similar service is provided to our own tenants for whom 1,525 aids and adaptations have been provided during the same period. As part of our home options scheme, adapted council properties are advertised with an accessibility rating which ensures that applicants with a need for an adapted property are prioritised when it is allocated. We also work in partnership to deliver generic floating support to help people who are at risk of losing their home. Where independent living cannot be achieved, support is provided in a residential setting such as in hostels for young people.

Much of the housing-related support provided is funded through the Supporting People Programme. A study²⁸ for the department of Communities and Local Government showed that the net financial benefit from the Supporting People programme is £3.41 billion per annum for the client groups considered against an overall investment of £1.61 billion. Not providing this support would lead to increased costs in the areas of homelessness, tenancy failure, crime, health and residential care packages. The model used in the study was adapted for local use and rolled out to local authorities. When applied in Norfolk, the model showed that the £16.4 million annual spending on housing support services in Norfolk generated a benefit £24.77 million. The highest cash benefit was from services for single homeless people with support needs in temporary accommodation, where spending of £2.72 million countywide generated benefits of £4.41 million.

Changes to Supporting People (SP) funding have been a catalyst for developing a more integrated approach to the commissioning of services with SP and Norfolk County Council now part of the Integrated Community Health and Social Care Commissioning Team co-located within City Hall. In a climate of reduced public funding, the 2011-15 Housing Support Strategy seeks to achieve better integrated and more flexible and inclusive service delivery. Rather than continuing to target resources at named client groups, housing support provision falls under three broad headings:

- Low level preventative support
- Services for people who are marginalised
- Housing support for people with long term health/social care needs

²⁸Research by Cap Gemini into the financial benefits of the Supporting People Programme, CLG 2009

The following figures show a breakdown of the numbers of Supported People funded units in Norwich which fall under the three broad headings above (the unit figures represent total service capacities, not a snapshot of individuals).

- Services for people who are marginalised (short-term based services) = 430 total units, or 42.1 per cent of Norfolk wide units
- Housing support for people with long term health/social care needs (long-term, accommodation based services) = 2,100 total units (28.9 per cent of Norfolk wide units). There is a particular need for housing with care and dementia beds.

Most Supporting People funded 'low level preventative support (floating support based)' services cross local authority boundaries, so a breakdown of these services for only Norwich cannot be accurately provided. However, the total unit capacity for these services which operate within the Norwich area (among other localities) is 1,689 units, or 40.5% of the total number of units across Norfolk.

Relevant Local Strategies and Plans

Housing Support Strategy 2011-15 published in 2010. The document sets out the vision, priorities, aims and strategic outcomes it intends to deliver through a housing support programme in Norfolk.

10. Economy

The Government's national housing strategy, *Laying the Foundations*²⁹, identifies housing as "crucial" for economic growth, social mobility and health and wellbeing.

Over the past decade housing construction, repairs and maintenance accounted for an average 3% of Gross Domestic Product (GDP). This clearly indicates that investing in housing and regeneration is a catalyst for generating economic activity and growth. Research³⁰ by the Home Builders Federation shows that every new house built in the local area will directly create/support 1.66 construction jobs. Estimates suggest that each house constructed generates up to four extra jobs in the wider economy – in primary industries, manufacturing and services.

The Building Futures in Norwich scheme is an example of how the council, in partnership with the HCA, is making those important connections between homes and jobs. The innovative scheme provides a range of job opportunities for the unemployed and those who have just left training and live in the Norwich area. All contractors working on the City Council/HCA Partnership's housebuilding programme are contractually obliged to use "Building Norwich Futures" to ensure that 10 per cent of their workforce are new entrants to the labour market. To date 15 people have been helped into work, 2 of whom had been out of work for more than a year.

As well as housing helping to generate economic activity, the city's housing market and housing offer are key factors in attracting new business and investment to the city. It is

²⁹ Laying the Foundations, DCLG, November 2011

³⁰ Building the recovery: How tackling the housing crisis can rebuild local economies across the country December 2010

vital that economic growth is matched by an adequate supply of homes in the right location and of the right type, size and tenure and at prices that are affordable.

Local Strategies & Plans

Economic Strategy - the economic strategy is currently under review. A revised document will be subject to consultation in summer 2013.

11. Health and Wellbeing

Health inequalities

The Marmot Review 2010³¹ sets out the evidence for a social gradient in health: the lower a person's social and economic status, the worse his or her health. Health inequalities arise from social inequalities – the conditions in which people are born, grow, live, work and age - and are a complex interaction of many factors such as housing, income, education, social isolation, disability.

The levels of deprivation in Norwich link to the wider social determinants of health and are associated with marked health inequalities in the city. On a range of 32 health and wellbeing profile indicators Norwich is significantly worse than England and the rest of Norfolk in relation to the following:

- Deprivation
- Proportion of children in poverty
- GCSE achievement
- Violent crime
- Long-term unemployment
- Physically active children and adults
- Teenage pregnancy (under 18)
- Hospital stays for self-harm
- Drug misuse
- Early deaths from cancer

At its starkest, men living in the most deprived areas of Norwich will on average live 6.7 years less than men living in the least deprived areas. Across Norwich, the most significant clinical issues are cancers, circulatory system diseases, and respiratory system problems which contribute to three out of four deaths in Norwich³².

Poor quality housing

The quality of housing has a significant impact on health and wellbeing together with the quality of the physical environment and neighbourhoods. The Building Research Establishment (BRE) has calculated that the effects of poor housing costs the NHS at least £600m per year³³. For example, poor quality housing is associated with an increased risk of cardiovascular diseases, respiratory diseases and depression and anxiety. In addition to the physical ill-health effects of fuel poverty, a study showed that people in fuel poverty

³¹ Fair society, healthy lives, The Marmot Review, Strategic Review of Health Inequalities in England post-2010

³² Health Profile 2012 (Norwich), DH, NHS

³³ Good housing leads to good health, BRE, CIEH, London 2010

were more than four times more likely to suffer anxiety or depression than people who could pay their fuel bills easily.³⁴

Environment and neighbourhoods

Neighbourhoods and the wider physical environment are just as important to an individual's health and wellbeing as the bricks and mortar. There is wide body of evidence that demonstrates living close to areas of green space can improve both physical and mental health. Opportunities for social contact, development of social networks and participation in the local community are also associated with positive health outcomes such as a reduced risk of depression and reduced morbidity and mortality.

Under the council's neighbourhood model, the four teams are focused on promoting social cohesion and creating a sense of place. They listen to residents and work with them and local businesses and partners to make changes and improvements to the local area. Teams also provide the initial response to incidents of anti-social behaviour. The financial inclusion team is geared toward helping people make the most efficient use of limited financial resources during the recession.

All of these activities help local people, in particular the more vulnerable, to feel more involved and in control of their lives which in turn helps them to be healthier and more resilient to external pressures.

Relevant Local Strategies & Plans

NHS Norwich Clinical Commissioning Group (CCG): Health and Well Being Strategy 2013-18. The council has worked closely with its partners in health to develop the local health and well being strategy which was formally endorsed by the council in November 2012. Drawing upon the Marmot Review 2010, the Norwich CCG strategy seeks to understand the health of the local population in terms of levels of deprivation, employment, training and GCSE achievement. The strategy sets out key priorities:

- to improve health and well being and
- to reduce health inequalities

The CCG strategy is embraced by the Norfolk Health and Wellbeing strategy which is being developed by the new Norfolk Health & Wellbeing Board.

The “Healthy Norwich” programme includes a specific strand of activity that recognises that socio economic status affects health outcomes and seeks to reduce the numbers not in education, training or employment and promotes the living wage for those in employment. The programme also seeks to achieve a healthy urban environment, making health and well being a key consideration in urban planning and housing development and provision.

The **Joint Strategic Needs Assessment (JSNA)** provides a picture of the health and wellbeing needs of people across Norfolk, showing the range of inequalities affecting them. It provides information on services people already use and might need in the future,

³⁴ Health study of the Government's Warm Front programme cited in the NCC Affordable Warmth Strategy, 2013.

including a range of services aimed at improving health lifestyles so it is important to ensure it also includes relevant housing-related information. The countywide JSNA sets out localised data in district health profiles. The NHS Norwich CCG has utilised the Norwich health picture to develop its health and well being strategy to address local needs.

DRAFT

Glossary

Affordable Housing	Affordable housing is for eligible households whose housing needs are not met by the market. It includes social rented (eg council housing, affordable rented and intermediate housing (above a social rent but below the market rent).
Affordable rent tenancy (ART)	Rented housing provided by local authorities and registered social housing providers to households eligible for affordable housing. The rent must be no more than 80 per cent of the local market rent (including service charges) of an affordable rented property let on a rent up to 80 per cent of market rent. Affordable rent tenancies form a part of the government's new funding model for development of new, affordable housing. The extra income generated from charging up to 80 per cent of market rent is to be used to fund additional new affordable homes. Social landlords may also convert existing social rent homes to an affordable rent.
Building for Life	<p>Building for Life is the industry standard, endorsed by Government, for well designed homes and neighbourhoods that local communities, local authorities and developers are invited to use to stimulate conversations about creating good places to live (<i>Department for Communities and Local Government (2011) 'Laying the Foundations: A Housing Strategy for England'</i>).</p> <p>Building for Life 12 (BfL12) is based on the new National Planning Policy Framework. It was published in 2012 by the Building for Life Partnership (Cabe at the Design Council, Design for Homes and the Home Builders Federation) with the assistance of Nottingham Trent University. The 12 questions that form the basis of the standard reflect the Building for Life Partnership's vision of what new housing developments should be: attractive, functional and sustainable places.</p>
Building Futures in Norwich	In partnership with the Homes and Communities Agency (HCA), the innovative scheme provides a range of job opportunities for the unemployed and those who have just left training and live in the Norwich area. All contractors working on the City Council/HCA Partnership's housebuilding programme are contractually obliged to use "Building Norwich Futures" to ensure that 10 per cent of their workforce are new entrants to the labour market.
Category 1 Hazard	A serious hazard to the health or safety of the occupants of a dwelling. Category 1 hazards are identified using the Housing health and Safety Rating System which is a risk-based evaluation tool to assess 29 categories of housing hazard. The most common reasons for the existence of a Category 1 hazard are:

	<p>excess cold; falls on stairs; damp and mould. The Council has a duty to take action to remedy Category 1 hazards regardless of tenure. This may be through improvement notices, prohibition orders, hazards awareness notices, demolition or declaring a clearance area.</p>
City Deal	<p>In February 2013, the Cabinet Office announced it would work with 20 towns and cities, including the greater Norwich area, as part of a second wave of City Deals.</p> <p>This second wave of deals was presented as an attractive package designed to:</p> <ul style="list-style-type: none"> • give cities the powers and tools they need to drive local economic growth • unlock projects or initiatives that will boost their economies • strengthen the governance arrangements for each city <p>The Greater Norwich bid is focused on the expansion of the Norwich Research Park as a catalyst for growth leading to the need for more homes and infrastructure.</p>
Decent Homes Standard	<p>A property meets the Decent Homes Standard if it is free from Category 1 hazards, has a reasonable level of thermal comfort (i.e. has both effective insulation and efficient heating), is in a good state of repair and has reasonably modern facilities, e.g.</p> <ol style="list-style-type: none"> i. A reasonably modern kitchen (20 years old or less) ii. A reasonably modern bathroom (30 years old or less) iii. Adequate insulation against external noise <p>All Norwich City Council homes meet the Decent Homes Standard and working towards the Norwich Standard by 2017.</p>
Disabled Facilities Grant	<p>A mandatory grant to fund adaptations and improvements to a disabled person's home to improve access to and within the dwelling.</p>
Enforcement	<p>The Council has certain powers to require improvements to dwellings particularly in relation to tackling Category 1 hazards, houses in multiple occupation. Enforcement may take the form of:</p> <ul style="list-style-type: none"> • notices requiring works to be carried out • prohibition orders to prevent the use of a dwelling • licensing houses in multiple occupation • prosecution for failure to comply with a notice or other requirement • carrying out works directly where a notice hasn't been complied with or in an emergency.
Fixed-term tenancy	<p>A tenancy which is for a fixed period of time and has a start date and an end date (currently recommended to be five years, or two in exceptional circumstances). The tenancy is reviewed towards the end of the fixed term period and is either renewed or</p>

	<p>terminated at the end. From April 2012, councils and housing associations are able to offer fixed term tenancies instead of more long-term tenancies, as previously required. The Council has taken a decision not to offer fixed-term tenancies to its tenants.</p>
Fuel poverty	<p>Fuel poverty is where the household needs to spend more than 10 per cent of its income on fuel primarily because of low income, but also other factors such as poor insulation and inefficient or expensive heating systems.</p>
Green Deal	<p>The Green Deal was introduced in October 2012 and is the Government's new scheme under which up-front funding is available for energy efficiency works, the cost of which is recouped through the householder's (reduced) fuel bills.</p>
Healthy City Programme	<p>In July 2012 the council endorsed the 2008 Zagreb declaration, demonstrating its commitment to improving the health and wellbeing of people living in Norwich and to its partners to embed the health agenda into policies made for the city's future. The council then applied for Norwich to become a member of the World Health Organisation UK Healthy City Programme.</p>
Home Improvement Agency	<p>A service to vulnerable and elderly people to help them to repair, improve and adapt their properties. A home improvement agency will usually draw up a works scheme, employ builders and oversee works for a fee. They will also help the client to make an application, offer benefits assistance and identify sources of funding to help pay for the works.</p>
Homes and Communities Agency (HCA)	<p>The national housing and regeneration agency for England, responsible for allocating funding for new affordable housing. A non-departmental public body, sponsored by the Department for Communities and Local Government.</p> <p>The Norwich and Homes and Communities Agency Strategic Partnership was formed in September 2009 following signing of a Collaboration and Investment Agreement (CIA) between Norwich City Council and the HCA. The Partnership is based on investment from HCA and City Council assets and is intended to create a self perpetuating finance arrangement through the reinvestment of the proceeds from development in future projects which meet the Partnerships objectives. The objectives are:</p> <ul style="list-style-type: none"> • To accelerate the delivery of affordable homes • To increase the supply of private homes • To improve the quality of existing homes • To maximise the opportunities for local employment • To deliver early outputs • To create sustainable communities

	<ul style="list-style-type: none"> To deliver strategic regeneration projects within Norwich such as eco- retrofit programme or estate renewal
Houses in Multiple Occupation (HMO)	<p>House in Multiple Occupation means a building or part of a building that:</p> <ul style="list-style-type: none"> is occupied by more than one household and where more than one household shares – or lacks – an amenity, such as a bathroom, toilet or cooking facilities or is occupied by more than one household and which is a converted building – but not entirely self contained flats (whether or not some amenities are shared or lacking) or is converted into many self contained flats, with at least one-third of the flats being occupied under short tenancies, but does not meet as a minimum standard the requirements of the 1991 Building Regulations <p>The Housing Act 2004 introduced mandatory licensing of certain HMOs (currently HMOs consisting of 3 or more storeys which are occupied by 5 or more people and where there is some sharing of facilities), which came into force in July 2006. About 150 HMOs are licensed under the mandatory HMO licensing scheme.</p>
Housing with care (also known as Extra care housing)	Housing with care is designed to provide varying levels of care and support on site. Housing with care enables people to live in their own self-contained homes and benefit from around the clock social care and housing support.
Intermediate Tenure	Intermediate tenure includes homes for sale and rent provided at a cost above Social Rent, but below market levels, and which meet the criteria for Affordable Housing (above). These can include shared equity (shared ownership and equity loans), other low cost homes for sale and intermediate rent.
Joint Core Strategy (JCS)	The JCS for Broadland, Norwich and South Norfolk covers the period 2008 to 2026 and sets out the spatial policy to ensure that the future demand for jobs and homes is met in a sustainable way.
Joint Strategic Needs Assessment (JSNA)	The JSNA provides a picture of the health and wellbeing needs of people across Norfolk, showing the range of health inequalities affecting them. It provides information on services people already use and might need in the future.
Lifetime Homes Standard	Homes built to the Lifetime Homes standard have certain design features which make them flexible enough to meet changing needs, over time, of the households that occupy them.
Local Housing Allowance (LHA)	The current form of housing benefit paid to people with low incomes who are renting in the private sector. LHA rates are set at different rates for different sizes of accommodation in different

	areas. From 2013 LHA has been reviewed on an annual basis and up-rated in line with the Consumer Prices Index.
Local Plan	The current adopted local plan is the 2004 City of Norwich Replacement Local Plan. This will be superseded by the Development Management Policies plan (DM Policies plan) and Site Allocations plan which were published in April 2013 and expected to be adopted in late 2013/early 2014. The DM Policies plan contains a suite of detailed planning policies to help guide and manage change in Norwich between now and 2026. The plan builds on and supports the sustainable growth strategy for the wider area set out in the adopted Joint Core Strategy. It also closely follows national planning requirements for sustainable development and positive, community-based planning. Alongside the Site allocations and site specific policies DPD, the plan will set the parameters for the council's decisions on new development proposals in the city over the next fifteen or so years.
Norwich Home Options	Home Options is the way that people can apply for social housing (council and housing association/registered providers) and shared ownership in the Norwich City Council area. The scheme lets you apply for the home of your choice, instead of having to wait for an offer.
Private Sector Leasing Scheme	An agreement between the Council and individual landlords. The Council manages the landlord's house and guarantees rental income for a small fee. In return the Council is able to directly place people who are in housing need and who would find difficulty in entering the private rented sector without help.
Registered provider	Organisations that provide affordable housing to those in need. Includes private registered providers, e.g. housing associations and councils, including Norwich City Council.
Right to Buy (RTB)	RTB was introduced by the Housing Act 1980. It enables secure Local Authority tenants (and some assured Housing Association tenants) to buy their rented home at a discount.
SAP	SAP (Standard Assessment Procedures) is the methodology used by the Department for Energy & Climate Change (DECC) for assessing and comparing the energy and environmental performance of dwellings. Its purpose is to provide accurate and reliable assessments of dwelling energy performances that are needed to underpin energy and environmental policy initiatives. It is generally agreed that a rating of 65 will remove the threat of fuel poverty.
Section 106 Agreement	Section 106 of the Town & Country Planning Act 1990 which allows local planning authorities to enter into an agreement with a developer. Section 106 agreements are often used to require

	developers to provide affordable housing on site.
Shared ownership	A form of Intermediate Tenure. People living in shared ownership homes own a share of the equity and pay rent on the remaining share.
Strategic Housing Market Assessment (SHMA)	The SHMA draws on a range of information to provide an assessment of the local housing market, including local housing need. The Greater Norwich Housing Market Assessment was published in 2007 and up-dated in 2009 and 2011. A fresh SHMA will be commissioned by Broadland Council, South Norfolk Council and Norwich City Council in autumn 2013.
Tenancy policy	The Regulatory Framework for Social Housing in England requires registered providers to formulate a tenancy policy which sets out the types of tenancy they will grant, the length, circumstances in which they will / will not be renewed.

Responses to the Housing Strategy Consultation January 21 to April 14, 2013

Responses Received:

Total responses received: 47
Public sector organisation: 6
Voluntary sector organisation: 5
Private sector organisation: 2
Individuals: 34

Of the individuals:

54.5% were female
12% disabled
69% owner-occupiers, 22% council tenants, 9% private tenants
9% in receipt of housing benefit/Local Housing Allowance
97% White (British)

Questions:

1. Do you agree with the strategy's outcomes
2. Do you agree the strategy identifies the right priorities to achieve the outcomes? If not, why not? Please suggest alternative priorities
3. Does the summary of housing market information provide the right type of data to inform the strategy? If not, why not? What additional information should it contain?
4. Do you have any additional comments you would like to make on the draft housing strategy?

Responses to questions:

1. 81% of respondents agreed with the strategy's five outcomes; 17% agreed in part; 2% did not agree.
2. Outcome 1: 67.5% of respondents agreed the strategy identifies the right priorities to achieve the outcomes; 32.5% did not.
Outcome 2: 84.6% agreed; 15.4% did not
Outcome 3: 94.9% agreed; 5.1% did not
Outcome 4: 90% agreed; 10% did not
Outcome 5: 95% agreed; 5% did not
3. 91.7% agreed; 8.3% did not

Question 1: Do you agree with the strategy's outcomes?

Respondent	Comment	Council's response														
Voluntary and community sector (VCS) agency	<p>The strategy needs to more closely reflect the impact of welfare reform and in particular in relation to the 'under occupancy' thrust of part of this government strategy. This will result in a scarcity of one bedroomed accommodation of all types for single people.</p> <p>In general, it would be helpful, to know the breakdown of the minimum new builds, the properties brought back into use and how many of these will be targeted to single people.</p>	<p>A new Strategic Housing Market Assessment (SHMA) will be commissioned in the autumn which will identify and analyse the impact of welfare reform on housing need.</p> <p>The 55 properties being built as part of Phase 1 of the Threescore development comprise the following:</p> <table><tr><th>Property Type</th><th>Number</th></tr><tr><td>1-bedroom flat</td><td>6</td></tr><tr><td>2-bedroom flat</td><td>6</td></tr><tr><td>2-bedroom house</td><td>16</td></tr><tr><td>3-bedroom house</td><td>8</td></tr><tr><td>3-bedroom house (2.5 storeys)</td><td>14</td></tr><tr><td>4-bedroom house (2.5 storeys)</td><td>5</td></tr></table> <p>The properties will be allocated in accordance with the Norwich Home Options policy. The council has a corporate target to bring back into use 20 properties per year.</p>	Property Type	Number	1-bedroom flat	6	2-bedroom flat	6	2-bedroom house	16	3-bedroom house	8	3-bedroom house (2.5 storeys)	14	4-bedroom house (2.5 storeys)	5
Property Type	Number															
1-bedroom flat	6															
2-bedroom flat	6															
2-bedroom house	16															
3-bedroom house	8															
3-bedroom house (2.5 storeys)	14															
4-bedroom house (2.5 storeys)	5															
Individual	I do not see how these can be regarded as “proposed outcomes” unless there is a realistic prospect of achieving them. Unless the means can also be listed as “proposed” the outcomes cannot be regarded as anything more than imaginative aspirations.	Each of the priorities set out in the document is intended to support delivery of the Outcomes. The means by which the Outcomes and Priorities will be achieved is via a range of activities set out in the action plan which accompanies the published strategy.														
Individual	Has any consideration been given to co-housing projects? These provide shared facilities alongside independent flats so a community is formed that could offer support. Are self build schemes too time intensive to be of use? Training on the job could be provided with a view to achieving a qualification and participants could, in effect, be building their own home.	<p>The council is open to discussions with providers of different types/models of accommodation. However, all proposals need to meet the council's policy to provide affordable housing on site.</p> <p>The government's Empty Homes Community</p>														

Respondent	Comment	Council's response
		<p>Grants Programme is funding an empty homes project in the city which is run by St Martin's Housing Trust in partnership with the council, city-based learning employment and accommodation project (LEAP), Building Futures in Norwich and Construction Training Specialists (CTS) Ltd.</p> <p>By teaming up with these agencies, locally trained workers seeking more on-the-job experience can carry out all improvement works needed to bring unoccupied homes up to the appropriate Standard so they can be let to people who need somewhere to live.</p> <p>Four of the new build properties being developed during 2013-14 are self-build. We will also assess the need/demand for self-build as part of the Strategic Housing Market Assessment.</p>
Individual	Comment on identified need for accommodation for travellers.	The council has a statutory duty to provide accommodation for Gypsies and Travellers. The council also has a corporate priority to achieve decent housing for all.
Individual	Too many houses being built.	The evidence shows there is an under-supply of housing in relation to need and demand which has been exacerbated in recent years by the economic downturn.
Individual	Identify all current unoccupied properties and do more to bring them into productive use. This should one of your main priorities.	Bringing empty homes back into use is a key priority for the council. The target is a corporate target and reflects current activity given available staffing and the resource intense nature of the work. If additional resources become available (e.g. extra Government funding), the target will be reviewed.
Individual	We want to ensure we use houses efficiently by ensuring tenants are placed in	The council allocates housing in accordance with

Respondent	Comment	Council's response
	and/or moved to the right sized property for the family size & configuration.	housing need which takes account of the family's circumstances, size and composition.
VCS organisation	No suggestion is made anywhere in the report to help overcome the current housing shortages by making use of the conversion of the ever increasing volume of empty office space and to a lesser extent shops to homes	With effect from 30 th May 2013, for a three year period, new permitted development rights allow change of use from offices B1(a) to homes (C3) to provide new homes in existing office buildings. These changes aim to encourage the use of underused and outdated offices for residential use. However, although these changes may result in more housing, the loss of planning control over such changes of use is likely to have negative impacts on the quality of housing provided – in addition to other negative impacts on the vitality of the city centre through the loss of office stock.
Public sector organisation.	These are well stated intentions. Further information on the meaning of 'adequate' and 'good quality' is required to both understand the proposed outcomes and measure success.	<p>The meaning of 'adequate' in this context is meeting the identified need and demand for housing.</p> <p>Good quality means ensuring that homes meet the highest possible standards, guided by the Code for Sustainable Homes (see link).</p>
Public sector organisation.	I believe you need to make reference to housing resilience in you strategy - I agree with all your outcomes but you need to consider long term sustainability of your housing stock. The provision of fire sprinklers in all you properties will make a significant impact in supporting your high level outcomes.	<p>Comments noted and the council will give these due regard on a case by case basis whenever we carry out improvements.</p> <p>All new homes will meet the required building regulations.</p>

Respondent	Comment	Council's response
Trade association	The aims that the council has identified will require joint working between all the different stakeholders. The risk of introducing policy without looking at the downstream impacts runs the risk of increasing costs for those renting.	<p>Agreed.</p> <p>The council is committed to working with its partners in all policy formulation including development as reflected in the Greater Norwich Development Partnership.</p> <p>The council has a private sector working group which meets quarterly and is attended by a range of agencies including private landlords. These meetings provide a forum for discussion of a range of topics, including assessing the likely impacts (costs and benefits) of policies.</p>
Trade association	The increase in demand for privately rented accommodation is coupled with those who cannot afford to purchase a house once they have moved out of the family home and the changes to the welfare system will increase demand on the sector. We welcome working with the council in many of these areas that have been identified within the consultation.	<p>Agreed.</p> <p>The council welcomes the commitment to continued joint working.</p>

Question 2: Do you agree the strategy identifies the right priorities to achieve the outcomes? If not, why not? Please suggest alternative priorities.

Outcome 1 – We want to ensure an adequate supply of good quality homes across all tenures			
Priority No	Respondent	Comment	Council's response
	VCS organisation	What are the interim targets? I.e. what type of progress will be made over each year of the strategy?	The action plan sets out what the council and its partners will do to achieve the priorities and outcomes together with the timescale for doing so. Performance will be monitored through the council's performance management framework.

Outcome 1 – We want to ensure an adequate supply of good quality homes across all tenures

Priority No	Respondent	Comment	Council's response
	Public sector organisation	Include a priority around supporting home ownership?	<p>The document specifically includes the development of council homes as a priority because the evidence shows that 53% of people in housing require social housing compared to 45% whose housing need can be met through market housing. The Joint Core Strategy states that proposals for housing will be required to contribute to the mix of housing required to provide balanced communities and meet the needs of the area, as set out in the most up to date study of housing need and/or Housing Market Assessment. Given the limited public finances available, the council has taken the decision to invest in new council homes and explore the potential to become a provider of private rented homes. Eight shared-equity homes will form part of the Phase 1 development at Threescore during 2013-15 (see General comments on Outcomes above). The council also plans to consider options for assisting first-time buyers into owner-occupation.</p>
	Individual	<p>I believe that the priorities listed should be re-ordered. In particular that the priority listed at (e) should become the 2nd priority on the list. I am unsure what the housing targets in the Joint Core Strategy/Local Plan are and how they will achieve the stated priority of 'a balanced mix of housing types, sizes and tenures' The priority to provide new pitches for Gypsies and Travellers is likely to be contentious resulting in additional costs. Have these been budgeted for?</p>	<p>The priorities were not ranked in order of importance. They are all considered important to achieve the outcomes.</p> <p>The Joint Core Strategy (JCS) for Broadland, Norwich and South Norfolk identifies a requirement to deliver 21,000 new dwellings between 2008 and 2026. In the city of Norwich itself, the JCS requires at least 8,600 dwellings, of which 5,600 are currently allocated or have planning permission. The emerging Site Allocations Plan for Norwich City Council proposes to allocate 3000 additional dwellings for Norwich, in line with the JCS. The adopted local plan and emerging Development Management Policies plan both</p>

Outcome 1 – We want to ensure an adequate supply of good quality homes across all tenures

Priority No	Respondent	Comment	Council's response
			<p>encourage provision of a mix of dwellings, in terms of size, type and tenure.</p> <p>Information on the Joint Core Strategy and housing targets within it is contained within the supporting evidence base.</p> <p>Consultation takes place on all proposed development sites. It forms an important part of the council's core housing development activities and is budgeted for accordingly. Separate budgets are not allocated to specific sites. The provision of sites for Gypsies and Travellers is a statutory requirement.</p>
	Trade association	The development of housing and associated infrastructure needs to look at the long term implications beyond just the years of this document and needs to be taken into consideration. Housing is in place for longer than the proposed document life.	Agreed. The JCS sets out the spatial policy to ensure that the future demand for jobs and homes is met in a sustainable way.
	Private sector organisation	We agree with a) to g) above but feel that it should be explicitly stated that the council will work in partnership with key stakeholders, including other registered providers of social housing, to deliver an adequate supply of new housing.	<p>The document does make clear in Section 5 (<i>How will we get there?</i>) that we cannot deliver alone and that 'much of what needs to be achieved involves working collaboratively with our partners in the public, private and voluntary and community sectors'.</p> <p>The document will also state clearly at the start of Section 4 (<i>Where do we want to be?</i>) that we will work together with our partners to achieve all the outcomes and priorities</p>
1a To build a minimum of	Individual	Would any of these new properties be for disabled or elderly people to help support independent living?	The new build social housing properties are general needs stock and will be allocated through the Norwich

Outcome 1 – We want to ensure an adequate supply of good quality homes across all tenures

Priority No	Respondent	Comment	Council's response
250 new council homes, let at a social rent by 2018			Home Options scheme. However, the first two sites being developed by the council will meet Lifetime Homes standard. Homes built to the Lifetime Homes standard have certain design features which make them flexible enough to meet changing needs, over time, of the households that occupy them. (see link)
1a	Individual	<p>As the council has a large amount of buying power and access to locally trained tradesmen why has it never considered making a move into a socially funded house-building scheme where the houses are then sold at affordable rates on the competitive market at just above cost? This could be run as a not for profit organisation therefore the surplus cash generated for the council could either be investing into further building (either social rented/private rented or further sales stock) and at the same time further increase quality housing stock in Norwich for the “trapped-renters” to move into. This would increase the number of owner occupied houses which would in turn push up the amount of money generated in the local economy spent by new house owners. Because the number of houses in the area would also be increased the laws of supply and demand would also suggest that those houses already on the market would become slightly cheaper to compete with the council's own “cheaper” housing sales thereby further increasing the number of people interested in buying. As a “trapped” renter myself if housing costs were closer to the 3-4 x income amounts that they were in the early 1990's I would be very much more interested in moving out of private rented accommodation. Another option might be to build higher specification homes and</p>	<p>The council is already exploring the potential for funding mixed tenure developments including social, private rented housing and shared-equity housing.</p> <p>A mix of council social and shared-equity homes will be provided on Phase 1 of the Threescore, Bowthorpe development.</p> <p>The consultation document made reference to the Building Futures in Norwich scheme. This is an example of how the council, in partnership with the Homes and Communities Agency (HCA), is making the important connections between homes and jobs. The innovative scheme provides a range of job opportunities for the unemployed and those who have just left training and live in the Norwich area. All contractors working on the City Council/HCA Partnership's housebuilding programme are contractually obliged to use “Building Futures in Norwich” to ensure that 10 per cent of their workforce are new entrants to the labour market. To date 15 people have been helped into work, 2 of whom had been out of work for more than a year.</p>

Outcome 1 – We want to ensure an adequate supply of good quality homes across all tenures

Priority No	Respondent	Comment	Council's response
		then let them to the private rental sector again generating greater income for re-investment into the social sector. Because the council would be building they could decide on the exact sizes and design and use census data to try and match the right number of housing sizes the requirements of the local population. I don't disagree that 250 new council homes may be required but I think the above would produce a greater move towards the goals that you are working towards and offer a greater benefit to the local economy possibly producing more jobs.	
1b To provide at least 8 new pitches for Gypsies and Travellers on good quality, well managed sites by 2016.	Individual	This is a similar list of aspirations. It begs the question "why?" particularly with regard to item (b). Who is going to fund all this activity, and can the council handle it without yet another increase in staff and management. It appears yet again that the plan will be to provide considerable benefit for some Norwich citizens at a considerable cost to all tax payers.	Working with our partners, the strategy will be delivered through a range of activities in the council's service plans which are costed against departmental budgets. The document lists some of the financial resources available to the council.
1b	Individual	Comment on identified need for accommodation for Gypsies and Travellers.	The council is required to set pitch targets for Gypsies and Travellers and plot targets for travelling show people. The Greater Norwich Gypsy and Traveller Accommodation Assessment (February 2012) identified a requirement for 8 pitches to meet the accommodation needs of Gypsies and Travellers by 2016. Consultation takes place on all proposed development sites, including proposed sites for Gypsy and Traveller pitches.
1b		b) is not a priority in Norwich.	See above comments.
1b	Individual	All priorities agreeable apart from (b) as stated on prior	See above comments.

Outcome 1 – We want to ensure an adequate supply of good quality homes across all tenures

Priority No	Respondent	Comment	Council's response
		page.	
1d&e (d) To identify funding and investment opportunities for the development of new homes	Individual	Points d and e) there is a wealth of unused spaces within the city and I strongly believe, in addition to bringing empty homes back in to use, and some sort of incentivised scheme should be developed to allow private developers to convert/refurbish redundant buildings and make these into housing stock. Some sort of penalty scheme could be developed for the owners of commercial buildings that have been standing empty for a long time, and are likely to remain that way when better, more accessible, locations are available (one example being the former HMSO offices on Duke Street versus the new business park in Thorpe St Andrew. The former offices, with extensive refurbishment, would be an ideal location for possible retirement living, mixed community housing. The site already has parking and services...).	<p>As stated above, the council aims to achieve a balance between the need for more homes and the need for sufficient office accommodation to attract businesses into the city provide jobs for local people.</p> <p>With effect from 30th May 2013, for a three year period, new permitted development rights will allow change of use from offices B1(a) to homes (C3) to provide new homes in existing office buildings. These changes aim to encourage the use of underused and outdated offices for residential use. However, although these changes may result in more housing, the loss of planning control over such changes of use is likely to have negative impacts on the quality of housing provided. In economic terms the change is not good for the city centre as we stated in our response to the government proposal.</p>
1e To bring at least 100 empty homes back into use by 2018.	Individual	I DO agree with all priorities, but believe there should be more done to bring empty homes back into use by 2018, 100 is too few. Can you increase this figure? Surely it is more cost effective to update empty homes than to build new?	<p>There are approximately 4-500 long-term empty private sector properties in Norwich. The target of 100 fewer empty properties by 2018 (a reduction of 20%) reflects current activity given the available staffing and resource intense nature of the work. If additional resources become available (e.g. extra Government funding), the target will be reviewed.</p> <p>Not all empty properties are less expensive to bring back into use than building new ones. It depends on the location, type, size and condition of the property.</p>
1e	Individual	e) should be a higher priority and more ambitious	See above comments.

Outcome 1 – We want to ensure an adequate supply of good quality homes across all tenures

Priority No	Respondent	Comment	Council's response
1e	Individual	More empty homes to be brought into use including the possibility of unused shops being transformed into flats	See comments at 1d&e above re: empty shops.
1e	Individual	I think you should concentrate on bringing more empty homes back into use rather than providing more gypsy sites.	See comments at 1b above re: provision of pitches for Gypsies and Travellers.
1e	Individual	A 100 empty homes back in to use is not very ambitious. This should at least be the annual target so by 2018 should be 600.	See above comments
1e	Individual	There should be a target set for bringing ALL empty homes back into use	See above comments
1e	VCS organisation	100 empty homes will always exist - empty offices as previously mentioned will have a far greater impact to achieve the outcome	Comments noted – see above together with comments re: empty office space.
1e	Individual	My final point is about empty homes. Instead of the council trying to bring these into use why not sell them at significantly reduced rates to the local market. Possibly canvas all local private renters who currently do not own another home? It could tempt some to move into the owner-occupied market as they have the chance to develop the house how they wish therefore taking the responsibility out of the council's hands and getting an empty home back into use.	<p>The empty homes referred to in the document are owned by private landlords; they are not in the council's ownership.</p> <p>Although the council works with landlords to encourage properties to be brought back into use, sometimes it is not economically viable to do so. The ultimate sanction the council has at its disposal is a Compulsory Purchase Order (CPO). Any properties acquired in this way must be sold at full market value.</p>
1e	Trade association	The development of the empty homes strategy could bring many empty properties within the borough back into use there are many good examples around the country i.e. Flintshire. The use of grants from central government and the use of the private sector will free up many homes that go unused currently.	Comments noted – see comments re: empty homes above.

Outcome 1 – We want to ensure an adequate supply of good quality homes across all tenures

Priority No	Respondent	Comment	Council's response
1e	VCS organisation	The wider voluntary sector would welcome the opportunity to be further engaged in bringing empty properties back into use to meet social housing needs. The private rented sector work should be properly, openly and publicly commissioned.	The council is open to proposals from all partners and stakeholders that will help increase the supply and range of accommodation in Norwich.
1f To explore options for increasing the size of the private rented sector.	Trade association	The community plan highlights the disparity in house prices and incomes which do not look to be reduced in the coming years. The use of the private rented sector will become more important to the city in coming years.	Agreed. Detailed analysis of the private rented sector will form part of the Strategic Housing Market Assessment in order that we can gain a better understanding of the market including who is living there and why.
1g To ensure that new homes are well designed and promote independent living.	Individual	Not an alternative as such but report talks about energy efficiency but does not sufficiently emphasise this in the proposed Outcomes. Good design is important but energy efficiency and very low running costs will be essential.	<p>To improve energy efficiency of all homes in Norwich is listed as a priority (Outcome 5d).</p> <p>Outcome 1 is to ensure a supply of good quality homes which includes building energy efficient homes. Policy 3 of the Joint Core Strategy (JCS) requires major schemes to provide at least 10% of their energy requirements from decentralised low carbon and renewable energy sources and for the largest proposals to demonstrate that they have taken opportunities to maximise the contribution of such sources. Because of identified constraints on water supplies in the East of England, it also requires new development to be water efficient. All new housing development must achieve Code for Sustainable Homes Level 4 for water efficiency and schemes over 500 dwellings must achieve level 6 by 2015.</p> <p>The priority has been reworded and makes reference to the JCS design and environmental standards.</p>
	Public sector	Add to G: more homes which are accessible to people	Building regulations require all dwellings to be

Outcome 1 – We want to ensure an adequate supply of good quality homes across all tenures

Priority No	Respondent	Comment	Council's response
	organisation	who use wheelchairs	constructed so they are accessible for disabled people visiting the house or flat; however this does not provide for those who become dependent upon a wheelchair during their lifetime. All public sector funded housing was required to be built to the Lifetime Homes standard by 2011. The council's policy requires that 10% of all homes on sites of 10 or more dwellings be built to this standard to increase the availability of housing in the private sector which can be built or readily adapted to cater for people's needs and to allow people to remain in their homes rather than having to move to more specialist accommodation.

Question 2: Do you agree the strategy identifies the right priorities to achieve the outcomes? If not, why not? Please suggest alternative priorities.

Outcome 2 – We want our residents to have the choice of good quality, well-managed, affordable accommodation of different types and sizes across the city

Priority No	Respondent	Comment	Council's response
	Private sector organisation	It's disappointing that no mention in this section of the link with other social housing providers, who account for 25% of the social housing in the city. Is the council's intention to continue to work with them to make best use of stock through encouraging buy-in to a common allocation framework, even on schemes where nomination rights are 50-50? We think there is a great track record of partnership working, but feel this	<p>All the largest registered providers are part of the Norwich Home Options accommodation allocation scheme.</p> <p>As noted above, the document does make clear in Section 5 (<i>How will we get there?</i>) that we cannot deliver alone and that 'much of what needs to be achieved involves working collaboratively with our</p>

Outcome 2 – We want our residents to have the choice of good quality, well-managed, affordable accommodation of different types and sizes across the city

Priority No	Respondent	Comment	Council's response
		commitment needs stating in the new strategy.	partners in the public, private and voluntary and community sectors'. The document will also state clearly at the start of Section 4 (<i>Where do we want to be?</i>) that we will work together with our partners to achieve all the outcomes and priorities.
	Private sector organisation	We think that the link with the Localism Act needs to be highlighted here	The Home Options scheme launched in 2012 takes account of the provisions in the Localism Act.
		The enforcement of good national standards should underpin all options explored in this strategy - applying to environmental health, landlord activity etc	The council has a good track record of enforcing national standards on which it will continue to build.
	Individual	The Council should do far more to encourage residents to take responsibility for their own housing needs	The draft strategy's outcomes and priorities reflect the council's wide range of statutory duties relating to housing and other services. The council is also involved in a number of projects to support vulnerable individuals, helping them to develop confidence and become more independent.
	Individual	g) and h) should be higher in the list; a) seems to help the private sector where the owners are helped enough with their crazy overpriced rents actually I would swap a) with h)	The priorities were not ranked in order of importance.
	Individual	The priority currently at (b) should be the top priority (a).	Comments noted – see above comment.
	Individual	Give a higher priority to working families and thereby give incentive to work.	The allocation policy is aimed at prioritising help for those in most need. As such, those who can afford other options may not receive the same degree of priority.

Outcome 2 – We want our residents to have the choice of good quality, well-managed, affordable accommodation of different types and sizes across the city

Priority No	Respondent	Comment	Council's response
2a To identify and remove barriers to residents who want to rent privately.	VCS organisation	There are enormous barriers to young people leaving supported accommodation in accessing the private rented sector with often poor housing history and experiencing a high degree of 'disconnectedness' so guarantors are difficult to find and often unsuitable.	Agreed. The council works with its partners to ensure young people leaving supported housing continue to be linked into services and support, where needed.
2b To address the mismatch between housing need and supply of council social rented accommodation	Private sector organisation	We agree with the sentiments of the above. The mismatch between supply and demand for one bedroomed accommodation (described on Page 14) , coupled with the new pressures brought in by under occupation and welfare reform is such that we think there has to be a commitment to exploring new models of allocation and tenure in social housing in the city. For example, the Council could look to launch a 'cluster' model of allocation, which would dovetail well with the City's young population and also increase the affordability of the accommodation in terms of pooling utility and council tax bills. There is some work to do here around changing aspirations of those on the housing register.	<p>The council has in the past operated the cluster model. However, lack of demand and management issues made it untenable. This experience tells us that the model is neither what clients want nor prepared to accept.</p> <p>However, the council is open to discussions with partners to review the situation.</p>
2b	Individual	Private landlords need help too. Whilst some are not very scrupulous and are exploitive, a good many mean well and do the best they can. Council housing is, generally, very, very good. It is also cheaper than private accommodation. People aren't going to be encouraged to move on (or do I not fully understand how the council housing system works?) if they have a comfortable home that is, generally, in better condition than an equivalent in the private sector. If the private sector is going to help address the mismatch in supply and demand, taking up persons from the housing lists, then they need to know if there are grants available to help them improve the properties (with a contractual tie in that they provide the property at £x for y period of time ...) but also that there are mechanisms that will allow	<p>The council is reviewing all options for addressing the mismatch between supply and demand of council social rented accommodation.</p> <p>The council has in the past provided grants to private landlords to improve their properties. However, there is limited government funding available for such schemes at the moment.</p> <p>Government legislation rather than council policy determines the legal remedies available to private landlords to deal with breaches of the tenancy agreement.</p>

Outcome 2 – We want our residents to have the choice of good quality, well-managed, affordable accommodation of different types and sizes across the city

Priority No	Respondent	Comment	Council's response
		them to evict/remove nuisance/problem tenants.	
2b	Individual	In response to b: how ridiculous it is to force a disabled couple to move when they need separate bedrooms due to health issues - I hope this council is not of the view that all couples sleep together - when clearly they don't. Example - my in-laws had their own bedrooms for a long time before one of them became a resident in a care home. People who have lived for a number of years happily in a community should not be forced to move. We are humans not cattle. If someone chooses - that's different. I should hate to be uprooted when I'd paid my rent and kept my property in good condition or forced to pay more because I had a spare room. what about split families where children stay regularly at the non-resident parents house - necessitating a 'spare' room will they lose out when they already get no help as the non-resident parent. I think this needs very careful consideration	It is not the council's policy to force tenants to move if they have a spare room. However, recent changes to housing benefit mean that some tenants living in properties with two or more bedrooms will receive less housing benefit (up to £18 per week less).if they are assessed as 'under-occupying' the property.
2f To ensure the operation of a fair and transparent allocation scheme.	Private sector organisation	Given the change in demographics and profiling unveiled in the 2011 census, does there need to be an explicit statement around ensuring and monitoring equality of access to the allocations scheme?	<p>The Council has a public duty under the Equality Act (2010) which includes advancing equality of opportunity between people who share a protected characteristic and those who do not.</p> <p>In order to meet this duty, the council collects and monitors equality and diversity data on housing applicants. Also, in 2012-2013 it carried out equality and diversity customer profiling to drive improvements in performance.</p> <p>An Equality Impact Assessment was carried out on the current allocation scheme in Spring 2012. The Scheme is specifically designed to be accessible to all.</p>
2f	VCS organisation	Fair access is a very difficult complex issue with all ages	Agreed.

Outcome 2 – We want our residents to have the choice of good quality, well-managed, affordable accommodation of different types and sizes across the city

Priority No	Respondent	Comment	Council's response
		and individuals increasingly in need of safeguarding and needs to include access to all other supportive services - this is much more than being about having a roof.	We will ensure that priorities (2c) and (2f) reflect the need for access to other support services.
2g To continue to develop council tenant involvement and empowerment	Private sector organisation	g) Seems to be weakly stated and could be more robust - to what purpose?	Agreed. The purpose for tenant involvement and empowerment will be more clearly stated.
2h To improve the council's housing stock through a programme of upgrades and maintenance including new kitchens, windows and doors	Individual	Believe if not already achieved that consideration should be given to making houses more energy efficient. Will the new properties have Solar electricity and water heating for example?	The city council will look to enhance the energy efficiency of new council properties above building regulations which may include the use of solar electricity.
2h	Individual	Should bathrooms be added to h) they also deteriorate	Bathrooms are included in the programme of improvements to council housing stock. The priority will be amended to include bathrooms.

Question 2: Do you agree the strategy identifies the right priorities to achieve the outcomes? If not, why not? Please suggest alternative priorities.

Outcome 3 – We want all vulnerable residents with a specialist housing need to have access to suitable accommodation, care and support

Priority No	Respondent	Comment	Council's response
	Public sector organisation	Children's Services welcome the co-operation of Norwich City Council and hope to continue to work together to seek housing solutions for some of the county's most vulnerable and vulnerably housed young people in Norwich. We also hope to work together specifically around preventing homelessness among young people and ensuring they receive the best possible joint response.	Offer of continued support and co-operation is welcome.
	Public sector organisation	Additional priority? promote safety of vulnerable households e.g. fire safety, community safety, freedom from crime	<p>The introduction to the strategy states that the document reflects the council's role in discharging a range of statutory duties, including the safeguarding of adults and children.</p> <p>Outcome 2 includes a priority to promote community cohesion and continue to tackle anti-social behaviour, domestic abuse and hate crime.</p> <p>Outcome 5 contains a number of priorities relating to tackling poor housing conditions, in particular (5c): <i>to substantially reduce the number of hazardous, poorly managed and sub-standard privately rented homes through enforcement.</i></p>
	Individual	It is right that the Council should endeavour to look after vulnerable Norwich citizens rather than provide for all those who want to take advantage of 'the generous welfare system'	Comments noted.
	Individual	I would swap a) with c) if we can, it seems we should first help people who have no home at all rather than promote independent living (which is a good aim too but less a priority compared to the dire situation of homeless	The priorities were not ranked in order of importance.

Outcome 3 – We want all vulnerable residents with a specialist housing need to have access to suitable accommodation, care and support

Priority No	Respondent	Comment	Council's response
		people; which can happen to anybody)	
3a To promote independent living through the provision of disabled facilities grants, discretionary loans and adaptations of council homes.	Trade association	As the population ages the demands within the private rented sector to house ageing people have to be considered. The development of scheme of home adaptation in the private sector is welcomed and long term planning has to be considered. If the Councils wishes to formalise this in a register we would not object, but would ask that it is either opt-in or provides a clear means to opt-out should a landlord wish. The joint working between councils and landlords will also be required with an ageing population.	The council welcomes the commitment to joint working.
3a		In the development of grants for specific group's i.e. home adaption, improvement loans, the private rented sector should be able to access these on an unbiased basis.	The council has a financial assistance policy which sets out eligibility criteria. Private sector tenants are eligible with their landlord's permission. Home improvement loans relate to the condition of the property; private landlords should not be letting sub-standard properties.
3a		a/ add: access to information about equipment which can add to independence at home	Agreed. The priority will be re-worded
3a	VCS organisation	We would like clarity on the 'discretionary loans' and how fair access for this will be achieved. We would highlight in Outcome 3 (a) the ongoing needs for a small but growing number of former supported accommodation clients with chronic mental health conditions and issues related to long term substance abuse issues.	The council has a financial assistance policy which sets out eligibility criteria.
3a	Individual	(Agree with the priorities) Mainly yes, but how to ensure: a) Elderly in reducing health are picked up when interventions are needed/to remain in own home with support/paperwork.	The intention is that activities to support Priorities 3a and 3b will provide a more seamless and joined-up service for Norwich City residents.

Outcome 3 – We want all vulnerable residents with a specialist housing need to have access to suitable accommodation, care and support

Priority No	Respondent	Comment	Council's response
3a	Public sector organisation	As you no doubt realise, my submission has a common theme - fire Sprinklers, I would prefer to see some clarity on the definition of 'adaption; in relation to point a), and to be more explicit to the term 'access'. As an authority I believe you must remain cognizant of the impact of fire, particularly on elderly residents with mobility impairments, and the provision of domestic sprinklers as a policy stance by the council would make a major difference to the life protection of your more vulnerable residents.	Funding for adaptations is to enable residents to continue to live independently. Comments regarding fire sprinklers are noted and will be given due regard whenever we carry out improvements.
3b To collaborate with Supporting People, the NHS Norwich Clinical Commissioning Group and other partners to ensure an integrated approach towards providing housing care and support to vulnerable groups and people with specialist housing needs.	Public sector organisation	b/ this should read 'collaborate with Norfolk County Council as commissioners of social care and Supporting People services ... and the voluntary sector	The priority will be re-worded.
	Public sector organisation	Children's Services welcome the co-operation of Norwich City Council and hope to continue to work together to seek housing solutions for some of the county's most vulnerable and vulnerably housed young people in Norwich.	The commitment to continued partnership working is welcome.
3b	VCS organisation	It is vital that a full and comprehensive assessment of the needs of the population is undertaken and that this is	Agreed. In autumn 2013 the council intends to jointly commission with Broadland Council and South Norfolk

Outcome 3 – We want all vulnerable residents with a specialist housing need to have access to suitable accommodation, care and support

Priority No	Respondent	Comment	Council's response
		more than an extrapolation of census data. All service providers will have a good idea of the pressure on their 'front doors' and therefore a thorough exercise to assess need at this time is needed. All third sector accommodation providers have the relevant expertise and data and would welcome being part of Outcome 3 (b) and informing the 'evidence gathering' element of the commissioning processes. We see a need for more single gender supported accommodation provision evidenced through the level of violence within relationships. In our experience, there is a vast amount of vulnerably housed young people exposed to exploitation through homelessness and relationship breakdown and violence.	Council a Strategic Housing Market Assessment. The offer of co-operation in evidence gathering is welcome.
3b	Individual	How to ensure: b) Ongoing support for many disabilities, including hidden disabilities, to enable independent living/managing paperwork/socialising/and stresses of too many changes in interventions/and known faces.	The council will work with its partners to ensure the closer integration of housing, care and support services is beneficial to all groups and to minimise any negative effects of organisational change.
3c To tackle and prevent homelessness and rough sleeping	VCS organisation	The 3 rd sector again has the knowledge of homelessness and rough sleeping in the Greater Norwich area and again, would welcome being part of this process.	Agreed. The sector is already making a valuable contribution to the current Greater Norwich Homelessness Review.
3c	Public sector organisation	Children's Services also hope to work together specifically around preventing homelessness among young people and ensuring they receive the best possible joint response.	The offer of co-operation is welcome.
3c	Trade association	We welcome your homelessness strategy with the engagement of the private rented sector at the earliest opportunity. The same will apply to the empty home	Comments noted and offer of joint working welcome.

Outcome 3 – We want all vulnerable residents with a specialist housing need to have access to suitable accommodation, care and support

Priority No	Respondent	Comment	Council's response
		strategy. The ability to deliver many of the council's aims will require joint cooperation with the private rented sector.	

Question 2: Do you agree the strategy identifies the right priorities to achieve the outcomes? If not, why not? Please suggest alternative priorities.

Outcome 4 – We want to improve economic prosperity in Norwich through a healthy and balanced housing market

Priority No	Respondent	Comment	Council's response
	Individual	Housing for single person needs to be considered a priority	The 2011 Census demonstrates there is a continuing upward trend in single person households. The strategy recognises this and Outcome 2, Priority (b) commits the council to addressing the imbalance between housing need and supply of council social rented accommodation.
	Individual	More emphasis on bringing empty properties back into use. It is a scandal that properties can lie empty for many years. Owners must have an obligation to use or sell the properties to reduce the need for Greenfield sites for building new houses.	See earlier comments under Outcome 1.
4a To review the council's options for intervening in the housing market to	Individual	The Council should not extend bureaucratic intervention where it is likely that a natural balance will occur between needs and desires and the provision of housing supply	The council intervenes in the market because the market has failed to achieve a balance between housing supply and need /demand/aspirations.

Outcome 4 – We want to improve economic prosperity in Norwich through a healthy and balanced housing market			
Priority No	Respondent	Comment	Council's response
ensure a balance of housing types, sizes and tenures across the city to meet the economic needs of the city.			
4a	Individual	I don't disagree but please see my earlier points on suggestions for your a) point on council's possible interventions to improve the local housing stock options and quality.	Comments noted.
4a	VCS organisation	The review of the housing market needs to include: 1. The 'hidden homeless'. 2. The impact of welfare reform i.e. 'under occupancy'	Noted. Both these areas will be taken account of in the forthcoming Strategic Housing Market Assessment.
4b To ensure that all new council-funded construction includes training and job opportunities for the workforce.	VCS organisation	A very general comment and observation is the strategy appears to be very focused on the council stock and homes, where its focus could perhaps be more broader and general, emphasising and including the work undertaken by partners, e.g. (4b)	It is not the council's intention to focus the strategy on its own homes. On the contrary, a key theme is how housing can help to deliver wider policy objectives such as the creation of jobs and training opportunities and improved health and wellbeing. The introduction and delivery section of the strategy will reflect partnership working and wider community involvement.
4c Contribute to the delivery of City Deal	Individual	You should have reminded in brackets what City Deal is	Agreed. An explanation will be included in the main document and Glossary.
4c	Individual	I don't know what City Deal means	An explanation will be included in the main document and Glossary.

Question 2: Do you agree the strategy identifies the right priorities to achieve the outcomes? If not, why not? Please suggest alternative priorities.

Outcome 5 – We want to tackle poor housing and reduce health inequalities

Priority No	Respondent	Comment	Council's response
5a To ensure that the strong links between housing and health are reflected in the Norfolk Joint Strategic Needs Assessment and the evidence base supporting the Healthy City Programme	Public sector organisation	Very positive approach to supporting health outcomes. Add: tackle fuel poverty among people at risk of poor health	While fuel poverty is clearly a product of a combination of factors, not least poor housing conditions, it is covered by the council's separate Affordable Warmth strategy published in early 2013 (see link)
5a	VCS organisation	We would welcome, along with other 3 rd sector providers, being part of the strategic needs assessment.	We will work with our partners and public health to contribute to the Joint Strategic Needs Assessment
5c To substantially reduce the number of hazardous, poorly managed and sub-standard privately rented homes through enforcement.	Trade association	The NLA believes that any additional regulation of the private rented sector needs to be carefully balanced, to keep the accessibility of private rented housing within the area. The implementation of the Housing Act 2004 along with other statutory powers offers the council ample powers to maintain high standards within the private rented sector.	Comments noted. The council welcomes the continuing dialogue with the sector in order to achieve the best outcome for local people living in the private rented sector.
5c	Trade association	Increasing the professionalism of landlords, the quality of private rented stock and driving out the rogue landlords – who blight the sector, is important. It should be the shared objectives of all parties involved to facilitate the best possible outcomes for landlords and tenants and as such good practice should be recognised and encouraged in addition to the required focus on enforcement activity. The NLA looks forward to working with the council in relation to this.	Agreed. Commitment to joint working is welcome.
5c	Trade association	An understanding of what neighbouring councils are undertaking should be considered so comparable	The council is always open to the sharing of best practice.

Outcome 5 – We want to tackle poor housing and reduce health inequalities

Priority No	Respondent	Comment	Council's response
		schemes can be put in place. We welcome the sharing of best practice through the (private) landlord forums	
5c	Trade association	The NLA would also argue that a problem encompassing a few poorly managed and/or maintained properties would not be appropriately tackled by a scheme that is out of proportion to its aims. In such situations local authorities should consider Enforcement Notices and Management Orders. This strategy could also include the university action against students who are persistent offenders. These measures represent a targeted approach to specific issues.	Comments noted. It is the council's policy to take enforcement action which is proportionate, having regard to the circumstances and individuals involved.
5c	Trade association	The aims that the council has identified can be achieved through a selective procedure. The risk of introducing broad brush policy runs the risk of increasing costs for those renting as you highlight in the consultation. Thus a more sophisticated approach to dealing with nuisance and rogue landlords would be more applicable in resolving the issues.	The council will continue to consult and work with landlords and tenants to achieve the best outcome for people living in the private rented sector.
5c	Individual	Too many spam phone calls: re: have you claimed your Govt grants yet for loft insulation! Should there be more basic housing - can private landlords provide enough housing stock/if it is not cost-effective/too many regulations?	There is an overall under-supply of housing in relation to need/demand. The private rented sector forms an important part of the housing market in Norwich and has grown in size from 12% in 2001 to 21% in 2011. Given the city's demographic profile, it is anticipated the sector will continue to grow but it does not have the capacity to fully meet unmet housing need/demand.
5d To improve the energy efficiency of all homes in Norwich	Individual	No more bathtubs in new houses as we are told we all should only take showers because of the lack of water.	The council will ensure that new houses meet the required building regulations and the design standards as laid out in the Greater Norwich Joint Core Strategy.

Outcome 5 – We want to tackle poor housing and reduce health inequalities

Priority No	Respondent	Comment	Council's response
			People have different needs and where practicable the council will look to enhance standards, however this needs to be balanced against people's needs and expectations and any additional cost.
5d	VCS organisation	We would like to be part of a programme that links Outcome 5 (d) with improved awareness and education of tenants.	Offer of support is welcome.
5d	Public sector organisation	I believe your priorities should include more detail on your enforcement provision to protect residents within the private rented sector - how will you substantially reduce the number of hazardous / poorly managed private premises - would be good if there is a statement is made on how the enforcement will be resourced.	<p>The council employs a team of qualified officers who have extensive knowledge, experience and success in prosecuting landlords of hazardous private sector properties. They carry out inspections of private rented properties and where necessary, require improvements to living conditions and management of rented accommodation.</p> <p>To some extent enforcement costs can be covered by fees charged for HMO (houses in multiple occupation - HMO) licensing.</p>
5d& (e) To carry out research to improve our understanding of the condition of the private sector stock	Trade association	The NLA is working with the Department for Energy and Climate Change in relation to the Green Deal and believe that this is the quickest and most effective way to increase the energy efficiency within the private rented building stock. We would like to build upon the work with Norwich City Council in the implementation of the Green Deal, which would increase the standard of the private rented sector.	Comments noted and offer of joint working welcome.

Question 3: Does the summary of housing market information provide the right type of data to inform the strategy? If not, why not? What additional information should it contain?

Housing Market – Additional Information

Respondent	Comment	Council's response
Public sector organisation	Additional information around any analysis completed of the likely impact of the bedroom tax/WR impacts by household type if available	<p>Work has been carried out both internally and by external organisations to assess the impact of welfare reform on Norwich residents.</p> <p>The Strategic Housing Market Assessment (SHMA) will also identify and analyse the impact of welfare reform on housing need.</p>
VCS organisation	<p>A full new evidence gathering needs to be undertaken to inform current and emerging housing needs for future commissioning and strategy planning. It should contain:</p> <ol style="list-style-type: none"> 1. Information on hidden homelessness - sofa surfing - sometimes young people sofa surf for years. 2. Provision of services for those with high and complex needs 3. Emergency provision for those at risk of exploitation or harm - all ages 4. Single gender supported accommodation provision. 5. Lack of provision and information relating to clients with undiagnosed mental health/or mental health issues that are significant but do not meet statutory thresholds 	All comments noted and will be taken account of in the SHMA.
Individual	The availability of "spare bedrooms" to help with the needs of the preponderance of younger people of working age, rather than encouraging them to seek social housing.	Information emerging from Census 2011 will provide a better understanding of housing occupancy in the city which will inform the Strategic Housing Market Assessment.
Individual	Whilst it is clear that one bedroom properties are in high demand from council lists an examination of the demands in the private sector might better inform an overall plan for housing stock. The private sector is providing accommodation for students, benefit claimants, single people and couples as well as families. At a guess I would say that the majority of people renting privately are also working so to assist in the promotion of growth in the city	In-depth analysis of the private rented market in the city will form part of the Strategic Housing Market Assessment.

Housing Market – Additional Information

Respondent	Comment	Council's response
	there needs to be an adequate supply of housing for the workers as well.	
Individual	Yes on the whole but what about the gigantic owed money from tax dodgers? the billions stolen would allow massive social housing development	Comments noted.
Individual	A useful summary which highlights the state of the housing stock and the demographics for Norwich	Comments noted.
Public sector organisation	We are keen to work with Norwich City Council to share their data about young people in care. The numbers of young people in care and subsequently leaving care is increasing year on year and care-leavers are well known to be at increased risk of homelessness and low incomes. We would welcome the strategic opportunity to share this information to inform further the housing strategy.	The offer to share data is welcome. The data will be used to inform the Strategic Housing Market Assessment, Housing Strategy and Homelessness Review/Strategy.

Question 4: Do you have any additional comments you would like to make on the draft housing strategy?

Additional Comments		
Respondent	Comment	Council's response
Public sector organisation	There are a couple of inaccuracies in relation to information in Appendix Section 9 about Supporting People: it does not provide capital funding. Reference should be to Norfolk County Council as well as Supporting People as part of the Integrated Community Health and Social Care Commissioning Team.	The document will be amended to correct the inaccuracies and include reference to other partners.
Public sector organisation	Very much welcome the focus on "improved integration between housing, health and social care" Good focused, clearly written strategy	Comments noted and welcome.
Private sector	It is a comprehensive strategy which documents reliable links to local and	The council has a good track record of working with

Additional Comments

Respondent	Comment	Council's response
organisation	national data to accurately depict the local situation here in Norwich. It is welcome that the link with economic well being is firmly stated. We think it could be stated that the council will take the strategic lead on encouraging take-up of new funding opportunities from alternative sources as they emerge, such as those that may be presented by the Big Lottery Fund or other funding bodies. Increasingly, it is common to see a stipulation that there can be only one application per local authority area (i.e. the Improving Financial Confidence programme for social housing tenants). We do feel that rising fuel prices, cuts in welfare benefits will undermine the affordability and sustainability of self-contained housing for under 25 year olds in particular. It is in this context that we suggest remodelling allocations frameworks to include some provision for cluster housing.	partners to pursue alternative funding opportunities. It will continue to work with partners to maximise take-up. An additional priority has been added to the strategy to reflect the council's commitment to pursuing new funding and partnership opportunities.
Individual	Amongst the mass of information I could not see clearly how it is proposed to fund the great increase in activity required to meet the policy requirements.	The Outcomes and Priorities reflect a range of statutory duties the council is required to discharge. To achieve this, the council is constantly seeking efficiency savings as well as being more creative and innovative in the way it delivers services.
Individual	I do, strongly, believe that the conversion of redundant commercial and religious buildings should be included as part of the 'grander plan'. Also enquiries made into the 'build your own' homes for the poorly paid. Didn't something like that happen in Dereham? New build in a controlled site and the recipients were unemployed ... Would be interested in being involved in further discussions about the pulling in of empty homes/redundant buildings/brown field sites if there were opportunity.	Comments noted – see earlier response. Comments noted – see earlier response under General Comments on Outcomes
Individual	The draft housing strategy should take into account that we will maybe win the war we should have against Tax Havens so potentially the budgets allocated to tackle Housing problems could be bigger	Comments noted.
Individual	Once agreed it will be important that the Delivery Plan and progress towards this is regularly updated and published on the Council's website.	Delivery of the strategy will be monitored through the council's performance management framework.

Additional Comments

Respondent	Comment	Council's response
Individual	Privately owned housing Authorities do not often offer good value in terms of help and advice to individuals	Comments noted. The council is unable to comment on other providers of help and advice.
Individual	It is difficult to believe that anybody could disagree with such vague and sweeping statements as contained in this on-line document - the problem[s] and difficulties will arise when these vague 'wishes' are turned into, or it is tried to turn them into, specific plans with actual costings placed against them! How could one disagree with any statement like 'everybody should have good housing' or 'all people should live in peace', etc, etc, - these are not strategies, but dreams.....	The strategy is a framework document which sets out high level outcomes and priorities. It will be supported by a range of other documents focused on discrete areas of activity such as the Private Sector Housing Strategy and Greater Norwich Homelessness Strategy.
Individual	It seems to me very thorough and comprehensive, which then brings the question, is it realistic to take on all of these objectives at once, even though some of them overlap?	The Outcomes and Priorities reflect a range of statutory duties the council is required to discharge. The strategy, action plan and subordinate strategies will be used to allocate resources effectively.
Individual	I am keen to see the development of rented accommodation in the City centre and appropriate development on waste land and former small factory sites in the city. Anglia Square and the derelict, ghastly office block attached is an eyesore and needs redevelopment urgently with mixed housing to revive the Magdalen St and St Augustines areas.	<p>When the council owns the land it has more control over what is developed and when such as the recent re-development of former council-owned garages into affordable homes. The council is also developing a vision and investment plan for the regeneration of the South City Centre area and will be leading regeneration of sites in its ownership.</p> <p>Where the council does not own sites, the main influence it has is through planning policy. The council does not own any significant sites in the Magdalen Street, Anglia Square Area although it has produced a North City Centre Area Action Plan which contains planning policies to regenerate Anglia Square and the surrounding area. Anglia Square now has planning consent for a comprehensive mixed use redevelopment scheme,</p>

Additional Comments

Respondent	Comment	Council's response
		which will provide both market and affordable housing; the scheme includes the redevelopment of Sovereign House, the office block referred to in the comment. Planning policies encourage mixed housing (include a mix of tenures) in new developments to meet local needs.
Individual	Empty houses, as I mentioned earlier, ought to be given greater priority in my view. I'm sure you are aware that the longer they stand empty, the greater the risk of vandalism etc.	Noted – see earlier comments under Outcome 1.
Individual	Hard to see how enough can be done in the present climate of tight budgets/Govt cuts/and high housing prices.	The council is constantly seeking efficiency savings as well as being more creative and innovative in the way it delivers services.
Individual	I feel that more emphasis needs to be placed on the care of the elderly people in Norwich. For example, the building of more Living with Care units and sheltered accommodation. I am sure that many elderly people would be more inclined to give up larger accommodation if they were given help with moving into a smaller flat or bungalow. I also think there is a need for more two bed roomed accommodation for elderly people to be made available - two bedrooms would feel more enticing, even if they are small, as older people have lives and belongings too. The rest will then follow on...	<p>Appendix 1 of the draft strategy document does recognise the need for housing with care and dementia beds and an action to meet this need has been included in the action plan.</p> <p>Following a drop in demand for sheltered housing across the city, the council completed a review of its sheltered housing service in 2012. This has involved introducing an Enhanced void standard to some of the schemes, with the aim of making the move into sheltered housing easier for older people. In addition it is our aspiration that we remodel some of the schemes, together with building new bungalows, specifically designed to meet the needs of older people..</p>
Individual	I don't have many comments, apart from to say that it won't make any difference how many houses you build or renovate while they are still so unaffordable for first-time buyers like my partner and I. We are struggling to save up a deposit for our first home and because we can't and won't rely on	<p>Comments noted.</p> <p>The council has a range of a statutory duties focused around supporting those in housing need and the</p>

Additional Comments

Respondent	Comment	Council's response
	<p>the 'bank of mum and dad' we feel like we are never going to get there. Buy to Let landlords scoop up all available properties and estate agents seem to spend their time making things as unaffordable as possible. The problem with empty existing properties should be tackled before new homes re built in an effort to renew existing areas and make more properties available within the ring-road. Not everyone can a) afford a new build and b) want to live in an estate on the edges of Norwich that are sprawling out further and further. I would apply for the council house buying register but I don't have any 'points' - I have a job, am healthy, do not have or want children in the future and am not being evicted. It feels very much like people like me and my partner are being forgotten about. Thank you for your hard work trying to improve the situation.</p>	<p>more vulnerable in society. As stated in the introduction to the strategy, the document largely reflects the extent of these statutory duties. However, the council is exploring new housing investment opportunities, including the opportunity to self build and as a provider of private rented accommodation</p>
Individual	<p>The second bullet point under '3. Key Achievements from the last housing strategy (2008-2011)' on page 8 of the strategy omits to mention that there is a separate standard applied to 'voids' which I am given to understand is not as high as the 'decent homes standard'. Under 'Resources' on page 11 of the strategy mention is made of using funds from the councils 'general fund'. I would point out that this is not a 'bottomless pit' and the costs of achieving every thing proposed may prove more than anticipated.</p>	<p>The standard in void properties is in keeping with that being provided by other social landlords and has been approved by tenants, although it is true to say that this has been slightly lower in terms of things such as kitchen unit replacement. However this has now been addressed and the standards are the same for both voids and the Norwich Standard.</p> <p>All activity arising from the strategy will be costed against departmental budgets.</p>
	<p>Only making use of redundant offices for homes - if left some could soon produce more 'Westlegate Towers' that nobody wants.</p>	<p>Comments noted – see earlier response.</p>
Public sector organisation	<p>More than happy to meet to discuss the provision of sprinklers in new premises, protection of the vulnerable and supporting your enforcement activities.</p>	<p>Comments noted and we will give these due regard whenever we carry out improvements and new build on a case by case basis.</p>
VCS organisation	<p>NCC's insistence on social rents from prospective social housing sites is basically 'shooting yourselves in the foot'. Even those registered providers with very solid bottom lines will be extremely reluctant to subsidise their HCA</p>	<p>The council will work with registered providers to deliver affordable housing and consider alternative tenure mixes where a development is not viable at</p>

Additional Comments		
Respondent	Comment	Council's response
	programmes in this way.	social rent levels.