

Update on the Housing Strategy 2023-2028

Tenant & Leaseholder Panel July 2023

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Why do we need a Housing Strategy?

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

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

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

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

Why do we need a Housing Strategy?

To respond to national housing challenges:

- Cost-of-living crisis
- Increasing unaffordability of the private rented sector
- Net-zero commitments for social housing
- Inflationary costs of construction and global materials shortages
- Barriers to local authority housing delivery
- Poor standards in both social and private rented homes

Key housing statistics for Croydon

- Croydon has the highest number of households in London 152,900
- In Croydon, average house prices were 11.88 times average earnings
- Both the average private rented sector rent and median house price in Croydon are lower than the London averages
- Census 2021 data tells us that most households in Croydon own their own homes (56.1%) whilst 26% of households rent from the private rented sector, and 17.9% rent from the Council
- As of January 2023, there were approximately 6,979 households on the Council's housing register which represents an increase of 5.9% since January 2022
- The average wait time for a Croydon Council property between 2016 and 2021 was five years and 11 months

Engagement on our priorities and objectives

- 20 sessions held with residents across the borough to identify the vision and mission of our housing services
- Rent consultation survey to identify priority service areas for tenants and leaseholders
- Consultation survey shared with the following groups:
 - All staff
 - All Members and Croydon MPs
 - Housing Improvement Board members
 - Visitors to Croydon libraries
 - Voluntary and community sector groups
 - Housing associations
 - Housing Improvement Board members

Planned

- Online engagement session planned for residents and partners (17th July)
- Update on the Housing Strategy 2023- 2028 presented to Tenant & Leaseholder Panel (18th July)

Our current performance



51% Well maintained home



44% Anti-social behaviour



63% Safe home



40% Easy to deal with



59% Repairs - Last 12 months



39% Listens & Acts



52% Time taken - Last repair



52% Keeps you informed



48% Repairs - Overall satisfaction



55% Treats fairly & with respect



49% Communal areas clean & well maintained



45% Positive contribution to neighbourhood



21% Complaints handling

Our draft priorities & Objectives

What do they mean to you?

Priority: listen to our residents and provide good housing services

- Work with residents to transform the housing service and develop easy to access, modern housing services with residents at the heart.
- Effectively manage our supply of properties to minimise wait times and improve the customer experience.

Priority: work with our partners, residents, and landlords to ensure that homes in the borough are safe, secure, and energy efficient

- Ensure our homes meet revised decent homes standards and are safe, warm, and dry.
- Work with anti-social behaviour and waste collection services to make our communities and neighbourhoods cleaner, safer, and healthier places to live.
- Work in partnership with landlords and property agents to ensure private rented sector homes are safe, energy efficient, and meet wider regulatory standards.

Priority: enable people to lead healthy and independent lives in their homes and communities

- Secure housing options for vulnerable residents, including older people, and residents with additional needs and disabilities, which support their independence.
- Support care experienced young people and children and families assessed as vulnerable into appropriate housing.
- Enable our residents to stay safe in their homes.
- Prevent and tackle homelessness and rough sleeping.

Priority: maintain the supply of affordable homes that meets the diverse needs of residents in Croydon

- Make the best use of Council assets to secure affordable housing options.
- Develop the skills and resources within the Council to maintain the supply of affordable homes.
- Strengthen relationships with our affordable housing providers including housing associations, developers, and investors.

Priority: work with our partners and the local community to make best use of resources and manage demand for housing related services

- Collaborate with statutory, community, and voluntary sector partners to improve resident access to housing services.
- Prepare for the future to ensure our homes in the borough meet the needs of our diverse communities.

Next steps

July 2023	August 2023	September 2023
<p data-bbox="163 344 805 508">Online Resident & Partner Engagement Session 17th July</p> <p data-bbox="163 548 805 682">Tenant & Leaseholder Panel 18th July</p> <p data-bbox="163 722 805 855">All Member Briefing 19th July</p> <p data-bbox="163 895 805 1029">Homes Scrutiny Sub-Committee 24th July</p> <p data-bbox="163 1069 805 1203">Online Survey Consultation closes 24th July</p>	<p data-bbox="950 339 1595 1190">Feedback from tenants, leaseholders, residents, partners, members and staff is incorporated into the final Housing Strategy draft</p>	<p data-bbox="1709 701 2354 872">Finalised Housing Strategy presented to Cabinet 27th September</p> <p data-bbox="1709 943 2354 1078">Housing Strategy 2023- 2028 goes live</p>

Thank you

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