

# Hull Housing Strategy 2017 – 2020



Hull  
City Council



HULL  
2017  
UK  
City  
of  
Culture

# Contents

Contents	2
Foreword	3
The Strategy on a page	5
1. Introduction	6
2. Where does the strategy fit?	7
3. Key facts and figures	8
4. Achievements	11
5. Context	12
Challenges	
Opportunities	
6. Themes and priorities	13
Housing	13
Deliver better use of housing across the existing stock	
Improve standards in the private sector	
Reduce the number of empty properties across the city	
Increase the energy efficiency of existing homes and reduce fuel poverty	
People	18
Understand the housing needs of our most vulnerable households and provide housing and support options which meet their needs	
Provide support and develop sustainable housing options for those affected by welfare reform	
Increase financial inclusion	
Improve residents' health and wellbeing through the delivery of housing and housing services	
Neighbourhoods	22
Build more quality homes in well designed neighbourhoods	
Improve existing neighbourhoods through the delivery of renewal works and integrated interventions	
7. Governance and implementation	25
8. Action plan and annual reporting	25
9. Measuring change and impact	26
10. Endnotes	27

# Foreword

We believe that housing is about more than just bricks and mortar; we believe that housing is fundamentally about people and communities.

Good housing supports our residents to lead happy and fulfilling lives, it prevents ill health and it contributes to young people's educational attainment. Good housing helps parents in Hull to provide the best start in life for their children and enables older people to live safely and independently in the community.

Good housing is a right to which everyone is entitled – regardless of their circumstance. This is why Hull's Housing Strategy is so important.

The Strategy sets out bold and ambitious priorities. However, it has been written at a time of rapid and very real change for the housing system. The Housing and Planning Act and Welfare Reform and Work Act together present many challenges which make it increasingly difficult for people on modest incomes to afford their housing costs. As I write, the Housing White Paper has just been published – it marks a shift away from the previous Government administration's heavy focus on home ownership, it also places greater emphasis on the role Local Authorities play in delivering new housing – something Hull City Council has a strong track record of.

All of this brings uncertainty – there are significant challenges ahead, but there are also very real opportunities and I have no doubt that the housing sector here is ambitious and aspirational enough to make the most of both on behalf of the people of Hull.

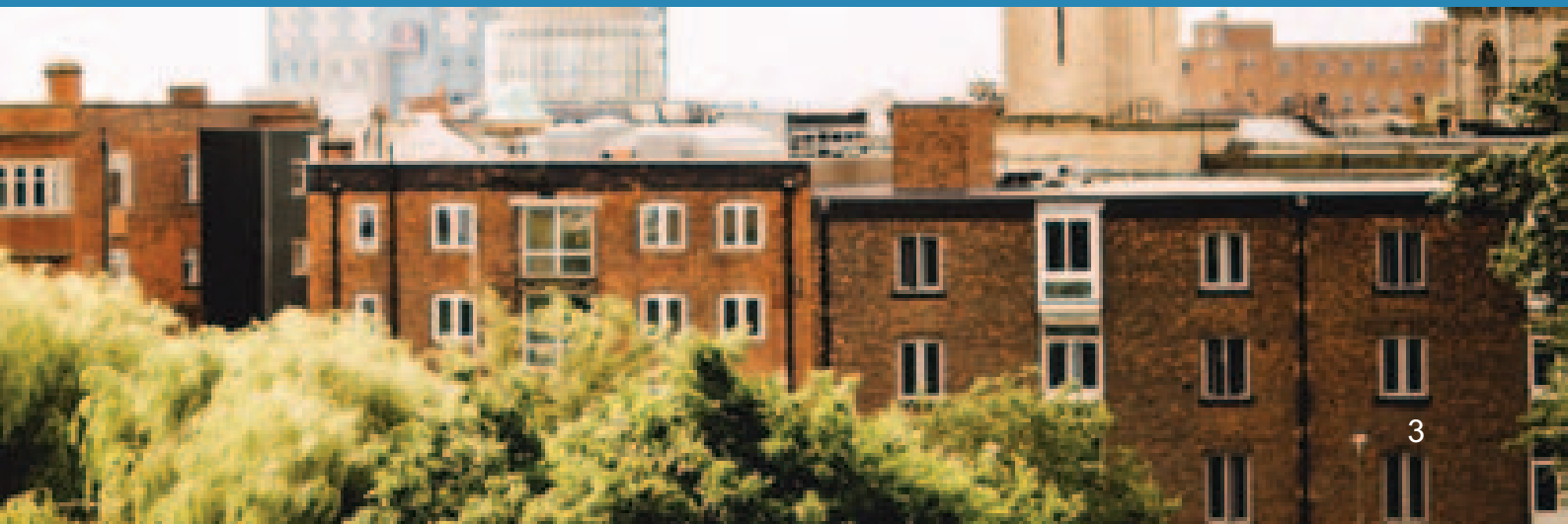
I am grateful to those partners who have already helped to ensure that we have a good quality housing offer in the city and to those who have contributed to the development of this Strategy. Hull City Council cannot deliver on the Strategy's priorities in isolation; its success relies on every piece of the housing system committing to playing its part. In order to provide a housing offer which meets the needs of everyone, we need your help and your creativity.

Hull's Housing Strategy has been developed following extensive consultation and research. The evidence on which the Strategy is based is strong, and partners have confirmed that the priorities identified are the right ones to focus on over the next few years – These are set out on the next page.

I hope that you find this document concise and easy to read. We have tried to make clear what we intend to do, the reasons why and where we will focus our efforts.

I am confident that together – with our collective determination – we can deliver this change and make a real difference for communities in Hull.

Councillor John Black – Portfolio Holder for Housing





## The Strategy on a page

The Hull Housing Strategy is structured simply as – an overarching vision with three distinct themes of focus, each made up of a number of interlinked, strategic priorities. The table below sets out the Housing Strategy on a single page.

Hull Housing Strategy 2017 – 2020			
Vision	Much more than just bricks and mortar, housing in Hull provides people with a solid foundation on which to build healthy, happy and fulfilling lives. Housing here creates opportunities for anyone to succeed and supports the development of mixed and inclusive neighbourhoods.		
Themes	Housing	People	Neighbourhoods
Priorities	Deliver better use of housing across the existing stock	Understand the housing needs of our most vulnerable households and provide housing and support options which meet their needs	Build more quality homes in well designed neighbourhoods
	Improve standards in the private sector	Provide support and develop sustainable housing options for those affected by welfare reform	
	Reduce the number of empty properties across the city	Increase financial inclusion	Improve existing neighbourhoods through the delivery of renewal works and integrated interventions
	Increase the energy efficiency of existing homes and reduce fuel poverty	Improve residents' health and wellbeing through the delivery of housing and housing services	

## Introduction

Housing is fundamentally about people and communities; Housing in Hull should provide a solid foundation on which residents can build healthy, happy and fulfilling lives. This document sets out what we will focus on over the next few years to work towards a housing system which works for everyone.

Many of the things we aspire to as a city – be that improved health and wellbeing, a thriving economy, better educational attainment or safeguarding the most vulnerable – are all predicated to varying degrees on good housing being available and accessible to those who live, or want to live, here.

The Hull Housing Strategy 2017–2020 places a much greater emphasis on housing as a wider determinant of those things, and clearly sets out what the housing system has to offer for partners working in those fields. This Strategy has been developed in partnership with many other organisations – it is not something that should, will or could be delivered wholly by Hull City Council's Neighbourhoods and Housing Service. Working with all of our partners will be the key to the Strategy's success.

Some of the priorities identified here are not entirely traditional housing issues, making progress here will only come as a result of close partnership working – the underpinning principle of this Strategy.

The Strategy seeks to provide a high level plan to guide investment – in every sense of the word: time, money and effort – for all organisations in the city whose aims are directly or indirectly influenced by housing, or their service users' housing needs. It does not provide an exhaustive list of everything that needs to be done in order to realise its vision, rather it provides a framework to inform project development over the next few years – flexible enough to enable the wider partnership to take advantage of future opportunities and respond to risks not yet apparent.

The housing sector has faced many well documented challenges; in recent years a lot has changed in respect of Government funding cuts combined with more recent national housing, planning and welfare policy. Regardless of those external challenges, the priorities set out here reflect local need and seek to find a balance between responding to national policy change – ensuring any negative impact is mitigated – whilst setting out a housing system which is flexible, able to take advantage of future opportunities and, above all, aspirational: in sync with the city's raised hopes and ambitions for the future.



## Where does the Strategy fit?

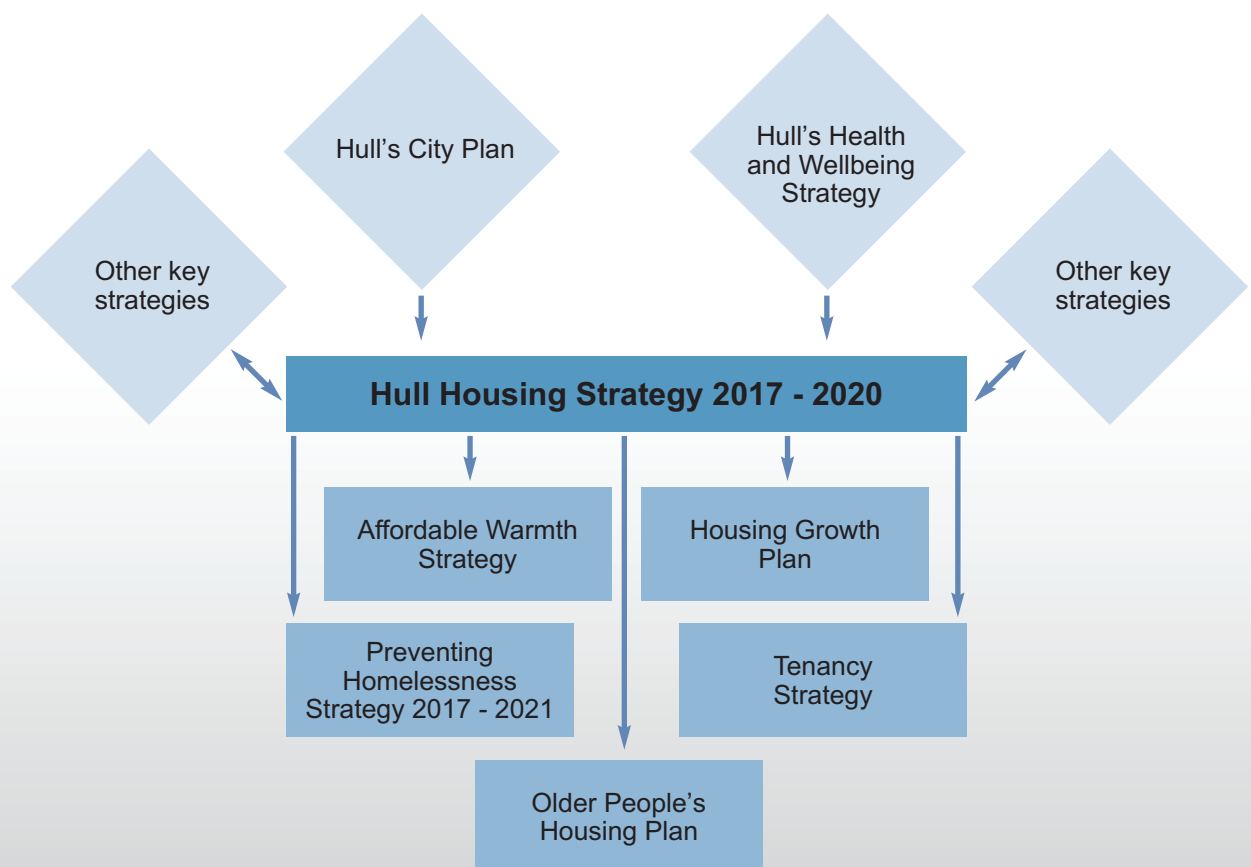
Hull's Housing Strategy is a key strategy for Hull City Council and supports delivery of the City Plan and Health and Wellbeing Strategy.

Good housing is fundamental to achieving the ambitions of Hull's City Plan - the creation of 7,500 jobs, making Hull a place where people want to live and a place that people are proud to call home all rely on there being good quality and accessible housing in attractive and well designed neighbourhoods.

Equally, the provision of, and equitable access to, good quality and appropriate housing is directly linked to delivering many of the outcomes identified in the Health and Wellbeing Strategy – reducing fuel poverty, having more people living in safe homes and ensuring that adapted housing is utilised efficiently and is fit for purpose. Indirectly, every single outcome relies on people, families and communities living in good homes.

In turn, the Housing Strategy guides the development of Hull's Preventing Homelessness, Affordable Warmth and Tenancy Strategies, Housing Growth and Older People's Housing plans.


There are other city and partnership-wide plans which the Housing Strategy and its Strategic Housing Partnership will take account of, notably the Early Help and Intervention Strategy and Voluntary, Community and Social Enterprise Sector Strategy, but it also seeks to align with and provide guidance for any of our partners when shaping their own organisation's strategic objectives.




## Key facts and figures

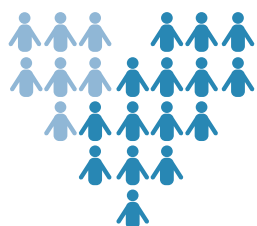
 **258,995** residents

 **119,000** residential properties in **HULL**




 **13.2%**  
of Hull households are  
**FUEL POOR**

**11%**  **13%**  
of Hull City Council properties are under-occupied  
of Hull City Council properties are overcrowded


 **20% RENT**  
The private rented sector has **doubled** since the early 1990s. It now accounts for **20%** of all housing in the city

 Two thirds of people who are long term sick and/or disabled live in social housing. (4,054 out of 6,255)

**57%**

  **£39,724**  
Average household income in Kings Park ward  
 **£19,100**  
Average household income in Orchard Park and Greenwood ward

  
of residents who are economically inactive live in social housing

 **2,500** long term properties  
**EMPTY**

 **24%**  
Hull City Council housing stock  
of it is adapted







## Achievements


The partnership in Hull has delivered many successes despite the changing policy landscape the housing sector has faced, not just in Hull but across the country, during the period of the previous Housing Strategy (2011 – 2016). The following are some of the key achievements -

 **316 UNITS**  
of extra care housing

 **£45m**

£45m in capital grant brought into city for new build and renewal works

**2,950**  **NEW HOMES BUILT**

 **2,077**  
category 1 hazards  
**REMOVED**

 **24%**  
Hull City Council housing stock  
is adapted

 **HOSPITAL**  
discharge protocol developed

**848**

Units of housing related support commissioned – providing vulnerable people with support and/or accommodation

**29,045**



cases of homelessness prevented or relieved

**700**

**LONG TERM EMPTY PROPERTIES**  
brought back into

**USE**

## Context

The context which surrounds the housing system is changing rapidly; this requires new conversations and very different responses. We will address the challenges we face head-on and the opportunities presented will require new approaches; innovative solutions developed in partnership with other sectors are the order of the day.

## Challenges

National government policy aimed at reducing the welfare bill and promoting home ownership and employment will present challenges in Hull. For social housing providers it will mean that they have less rental income to invest in their existing stock and new build development as well as support services. Many residents in Hull will face a reduction in income and may be unable to cover their housing costs.

But the challenges are not just about people and families in greatest need as some of this would suggest; the housing offer in Hull needs to deliver for everyone. Hull must develop more new homes which fulfil demand for those able to take advantage of the city's increasing employment opportunities – more 'aspirational housing' must be built to capitalise on, and help to deliver, Hull's improving economy. Balancing mitigation against the negative impact of new national policy with the need to deliver new homes which fulfil demand from those taking advantage of Hull's revitalised economic prospects – with fewer resources – will be a huge challenge in itself.

Away from the housing sector specifically, the impact of national public spending cuts more generally are well known, as are the repercussions for local authorities and their partners. Adult social care and health services are under increasing financial pressure, combined with the fact that people are living longer with more complex health needs, they have to provide increased levels of support and service with a decreasing amount of money. All of this has implications for the housing system.

## Opportunities

The Housing White Paper published early in 2017 offers much to be optimistic about and suggests that previous Government's focus on home ownership has been softened. This is good news for Hull where there is a clear need for affordable housing and so this shift is welcomed. It also emphasises the importance of considering older people's housing needs – both when building new homes and making it easier for older people to move into smaller or more appropriate housing – and the need to explore innovative and more efficient construction methods; both are areas this Strategy identifies as key actions.

Equally, the scale and pace at which new housing continues to be developed in the city is incredibly positive and the momentum which this has created puts Hull in good stead for new funding opportunities as they become available.

In addition, Hull as UK City of Culture 2017 has brought with it a wave of positivity and provides a catalyst to achieve one of the City Plan's key ambitions – to make Hull a world-class visitor destination. This will transform the city, attracting further investment and funding – in turn creating jobs for local people. This Strategy seeks to provide a housing offer which capitalises on those opportunities and is able to meet residents' ever increasing expectations of the city and its infrastructure.

## Themes and priorities

Hull's Housing Strategy 2017 – 2020 is structured simply; three themes each divided into key, strategic priorities – all of which are interrelated and contribute to its overarching vision –

*'Much more than just bricks and mortar, housing in Hull provides people with a solid foundation on which to build healthy, happy and fulfilling lives. Housing here creates opportunities for anyone to succeed and supports the development of mixed and inclusive neighbourhoods.'*

The following sections sets out the Strategy's themes and respective priorities.

## Housing

The housing theme is all about the existing housing stock, its usage and physical improvements. We want the city's existing housing to be as good as it can be and used in the most efficient way.

### Deliver better use of housing across the existing stock

In order to meet some of the city's housing demand, we need to work better with the housing we have; to make sure that we are optimising its use to the best effect. The delivery of new build homes is clearly important but we must, at the same time, continue to innovate in the practice of maximising use of the existing housing stock.

Approximately 11% of Hull City Council properties are under-occupied whilst over 13% are overcrowded<sup>1</sup>. We know that those households under-occupying are generally made up of older people and, based on survey data, around half of over 60s may be interested in downsizing<sup>2</sup>. In addition to downsizing being something which some older people actively want to do, and potentially mitigate future health risks associated with cold and damp properties or trips and falls caused by inaccessible homes, freeing up 'family-sized' housing can benefit those in the city whose homes are overcrowded.

There are compelling reasons for which people should consider downsizing in later life<sup>3</sup>. Many people under-occupying will or are actively considering downsizing, but a substantial number choose not to. Understanding why this is and then better supporting and incentivising downsizing will be key to delivering the best use of Hull's existing housing stock. Part of this work will include identifying what type of housing older people would like to see offered and using this to influence new build developments in the city.

In addition, we need to ensure that existing housing is accessible – enabling people to live independently in their homes by way of adaptation. Hull City Council has a high proportion of properties which are already adapted, they account for 24% of Hull City Council's housing stock. The use of these properties should be maximised with further efforts made to support people who need adaptations to move to already adapted properties where they are available.



## Key actions under this priority

- Prepare and publish Hull's Tenancy Strategy in line with new legislation and regulations.
- Explore the barriers which prevent people from downsizing and work to remove them.
- Produce an older people's housing plan.
- Develop a process to enable tenants requiring adaptation works to move to already adapted and accessible properties.
- Consider how existing stock can be remodelled or used differently to meet current and projected need.

## Improve standards in the private sector

The need to improve private sector stock condition came out strongly during consultation with partners; local data suggests that this, including owner occupied housing standards, should be a point of focus in this Strategy. The Housing and Planning Act 2016 provides further tools for local authorities to improve private sector housing and utilising these will form part of our approach under this priority.

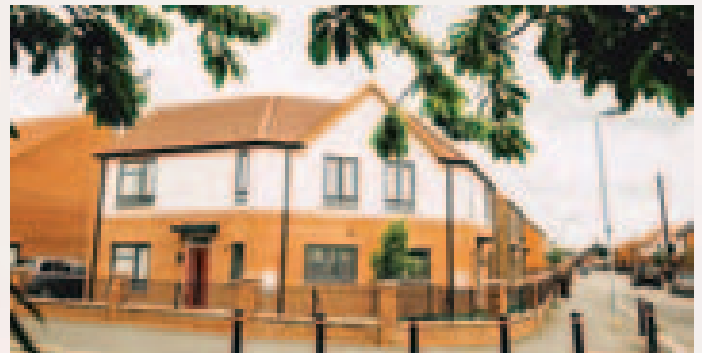
The share of private rented sector housing in Hull has doubled since the early 1990s and is higher here (20%) than regional and national averages. 50% of households in the city are owner occupiers. Clearly, private housing represents a large proportion of housing in the city.

Hull City Council's private housing team receives over 1,200 requests for service per year, from both owner occupiers and private tenants, and during 2015/16 almost 300 Category 1 hazards<sup>4</sup> (those requiring immediate intervention) were removed by the team. The last private housing stock condition survey was carried out in Hull in 2009 – almost 29% of the private housing (rented and owner occupied) in the city was built before 1919; a quarter (in excess of 21,000 properties) of private sector homes had at least one Category 1 hazard. The financial limitations faced by many households can make home ownership an inaccessible option and demand for social housing continues to outstrip supply, therefore a high quality, energy efficient and affordable private rented sector is an essential element of the city's housing offer.

We will work in partnership with landlords, people who represent them and vulnerable owner occupiers in order to improve housing standards in the private sector.

## Key actions under this priority

- Draw together existing data to provide and maintain a more up to date understanding of private sector stock condition.
- Evaluate the use and impact of existing tools to improve the condition and associated housing management issues related to houses in multiple occupation.
- Evaluate and review the landlord accreditation scheme.
- Review Hull City Council's private housing enforcement and renewal policies.
- Explore linkages and ability to join up the housing offer between social housing and private sector housing in light of flexible tenancies legislation.









## Reduce the number of empty properties across the city

This continues to be a priority. Hull has delivered a very successful programme to reduce the number of long-term empty properties with around 700 properties brought back into use over the past five years, and work in this area is ongoing. But, at the time of writing, almost 2,500 properties have been empty for more than 6 months the vast majority of these are private sector. Through consultation, partners identified the need to further reduce the numbers of empty properties<sup>5</sup> and residents do not generally think that there has been a change in the number of empty properties in the city.

Concentrations of empty properties have a negative impact on the levels of anti social behaviour and crime in an area. The process of bringing empty properties back into use supports employment and, ultimately, properties brought back into use increases housing supply.

We will continue to reduce the number of empty properties by supporting existing initiatives and developing new and innovative ways of bringing them back into use and dealing with any underlying causes of empty homes with key partners.

### Key actions under this priority

- Continue to deliver and evaluate successes of the current empty homes programme, including the ongoing work with community housing partners.
- Explore external funding opportunities and best practice<sup>6</sup> to develop new empty homes initiatives.

## Increase the energy efficiency of existing homes and reduce fuel poverty

This priority provides a clear link through to the Best Start in Life outcome group in the Health and Wellbeing Strategy and its aim to reduce fuel poverty. Homes which can be heated adequately and affordably will support good physical health, particularly for vulnerable households. Mental health and well-being, as well as educational attainment, is improved where fuel poverty is reduced or removed<sup>7</sup>.

Information from the Department for Energy and Climate Change in 2016 showed that 13.2% of Hull's households are fuel poor; an increase from 11.7% in 2015 and 11.1% in 2014. Clearly, fuel poverty is a significant issue in the city and one which is getting worse.

The issue of fuel poverty is one which is multi-faceted; affected by the energy efficiency of homes, fuel/energy prices and household income. As such there is no one solution to dealing with fuel poverty and the measures required to address it will need to deal with each of those facets; The Affordable Warmth Strategy will set out the approach to dealing with each of them.

### Key actions under this priority

- Develop and publish Hull's Affordable Warmth Strategy.
- Develop a more refined understanding, using actual assessment information, of the level and depth of fuel poverty locally across all housing tenures.
- Carry out research to understand the impact of energy efficiency measures undertaken in various parts of the city to inform future investment.

## People

The People theme is about the housing need of vulnerable households and the ‘people’ issues which surround housing choice i.e. financial inclusion and health and wellbeing. We want everyone to be able to access good housing which supports them to lead happy and fulfilling lives.

### Understand the housing needs of our most vulnerable households and provide housing and support options which meet their needs

Many of our partners’ priorities are critically reliant on a suitable, future-proof housing offer being readily available, be that supporting people with multiple and complex needs in the community; reducing reoffending or enabling people to live independently for longer. Realistically, these and many other partners’ priorities can only be achieved with readily available and suitable housing as the precursor.

Developing a joined up and comprehensive understanding of actual housing need for vulnerable groups will be our starting point. Fundamental changes to supported housing funding are proposed from 2019. This reinforces the requirement to maintain a thorough understanding of need, both actual and projected.

For the purposes of this priority, the term ‘vulnerable people’ includes – but is not limited to – the following groups of people when they need housing based support and care solutions to remain in the community or to overcome particular problems:

- Asylum seekers and refugees
- Gypsies and travellers
- Homeless individuals or families with support needs
- Offenders or people at risk of offending
- Older people with support needs
- People at risk of domestic violence
- People with a physical, sensory or learning disabilities
- People with alcohol or substance misuse problems
- People with mental health problems
- Rough sleepers

We already know that housing need from particular groups is likely to change. For example the 65+ population is estimated to grow by 20% by 2025<sup>8</sup>, the Gypsy and Traveller Accommodation Needs Assessment Update 2017<sup>9</sup> identifies a need for additional stopping places and the Homelessness Reduction Bill will change the way we work with those who are, or are at risk of, homelessness. All of these will have an impact on the type of housing and housing support required in Hull.

We will work with partners to draw together intelligence from a range of sources including Public Health; Adult Social Care; Children’s Services; the voluntary and community sector and health providers and commissioners. We will maintain this information and share it with providers of housing for vulnerable groups in order to plan services accordingly. Hull’s Vulnerable People’s Housing Delivery Plan will do this and set out our approach in respect of supported housing.

Homelessness, and the provision of associated services, is a distinct area within this priority and, as with other areas of housing, will be subject to a degree of change over the coming months and years. Hull's Preventing Homelessness Strategy will be published mid 2017, setting out Hull's approach for dealing with and, ultimately, preventing homelessness.

## Key actions under this priority

- Carry out a housing needs assessment for vulnerable people, covering the groups listed above, and develop a Vulnerable People's Housing Delivery Plan.
- Commission supported housing services in line with needs and strategic approach identified.
- Review the hospital discharge protocol.
- Deliver an assistive technology for people with learning disabilities pilot.
- In partnership, develop and publish Hull's Preventing Homelessness Strategy.

## Provide support and develop sustainable housing options for those affected by welfare reform

Government welfare reform is having, and will continue to have, huge financial implications for some specific groups of people. Providing advice for those affected and developing sustainable housing options within these new constraints will be important. Harnessing the creativity which exists across the housing system will be key.

Those under the age of 35 are potentially at greatest risk of being unable to meet their housing costs. 18 – 21 year olds have no automatic entitlement to housing benefit or the housing allowance component of Universal Credit. Working with Children's Services to develop solutions for this cohort of people will be key. In addition, those who are 22 – 34 will only be entitled to the shared accommodation rate of Local Housing Allowance from April 2018. Therefore any who need assistance to pay for their housing costs will face a shortfall. At present there are few housing options open to this group which are wholly affordable. There will be exemptions within this cohort but the detail is not yet known. In terms of how many people will be affected, there are currently around 1,300 households in the 21 to 34 age group on Hull City Council's housing register. This only represents part of this cohort (i.e. aged 21 – 34 and looking to be rehoused at present) and so the number affected is likely to be much greater. We must develop sustainable and affordable housing options for this group of people in response.

For others, regardless of age, the full roll out of Universal Credit (September 2018 in Hull) presents a range of potential issues. For many, paying housing costs themselves, as opposed to the payment being made directly to the landlord, will be new and payments are made in arrears. Support needs to be offered so that those affected can manage. Not only are the practicalities of how payments are made a potential problem, the amount of benefit that new tenants are eligible for (those who have signed or renewed tenancies since April 2016) in general needs social housing will be restricted to Local Housing Allowance level from 2018. For certain households, and combined with the impact of the benefit cap, this will result in a shortfall between the housing allowance received and actual housing costs.

Ultimately we know that welfare reform has and, going forward, will continue to have negative financial implications for some residents in Hull. Some of the potential impact is set out above. We will work to mitigate negative impact, ensure that the housing offer is fit for purpose in light of these changes and continue to offer housing choice for those affected.

## Key actions under this priority

- Work with partners in children's services (statutory and volunteering) to develop young people's housing options.
- Pilot shared accommodation/shared tenancy housing models.
- Continue work with partners to develop integrated housing and welfare support offers, evaluating existing pathways where integration is already embedded.
- Continue to identify and provide advice to those in receipt of universal credit or subject to the benefit cap.

## Increase financial inclusion

Financial inclusion is crucial to sustaining existing occupation, it goes a considerable way to preventing homelessness (the more money in people's pockets, the more able they are to pay their housing costs), and it enables residents to better plan for and achieve their longer term housing aspirations. Whilst not entirely a 'housing' issue, financial inclusion is fundamentally linked to housing and housing choice.

The estimated average household income in Hull was estimated to be £26,165 per annum in 2015 but 31% of households have an estimated annual household income of £15,000 or less. This is exactly the same proportion as it was in 2011, 2013 and 2014. There is significant variance of household income across the city ranging from £19,100 to £39,724 in terms of ward averages. The Minimum Income Standard for the UK developed by the Joseph Rowntree Foundation suggests that a couple with two dependent children require a minimum annual income of £39,365 for a basic standard of living<sup>10</sup>.

The bricks and mortar housing offer itself will continue to improve over the life of the Strategy – some of this is set out in the Neighbourhoods section – but at the same time we must enable people to become more financially included so they are better able take advantage of that offer.

We will seek to better align housing with existing financial inclusion and anti poverty initiatives. Some of the solution is about supporting more people into employment 57% of Hull's economically inactive residents live in social housing, so social landlords clearly have a role to play in this areas and some of it is about providing help and advice to make money go further.



## Key actions under this priority

- Review evaluation and existing literature on housing and financial inclusion and implement new initiatives accordingly.
- Explore the use of Experian Rental Exchange to help tenants to build a positive credit history and enable access to a greater range of affordable goods and services.
- Working with partners, develop integrated housing and employment pathways.
- Explore initiatives which assist tenants to better establish their tenancies (e.g. furnished tenancies/furniture packages).

## Improve residents' health and wellbeing through the delivery of housing and housing services

People in Hull are healthier than they have been in the past; but the need to improve health and wellbeing further is apparent and clearly articulated in Hull's Health and Wellbeing Strategy. The links between health and housing are well established – better housing correlates with better health and wellbeing – but the actual impact that housing has on health and wellbeing is not well enough defined and understood locally.

Research from the Building Research Establishment (BRE)<sup>11</sup> calculates that the annual cost of poor housing to the NHS and society as a whole (including treatment and care costs beyond the first year and impact on education and employment) is at least £1.4bn. It also suggests that the quality of people's housing has a similar impact on health to smoking or alcohol. However, this fact is not well known and part of this priority is about raising awareness, both with partners and residents, of the health benefits derived from improved housing.

A recent exercise, using the BRE Housing Health Cost Calculator and 2015/16 information from Hull City Council's Private Housing Team, showed that the removal of just under 200 hazards had a cost benefit of over £2.7m when considering potential costs to the NHS and society as whole. Being able to demonstrate the health impact of existing or planned housing improvements and interventions will be key when working with partners in these fields.

There are many innovative approaches to improving health and wellbeing through housing and housing services both here in the UK and further afield. We will seek to identify best practice, emulate and further innovate with health and social care partners in the city under this priority. This includes examples such as 'improvements on prescription', where the health commissioners and providers can work with landlords and the local authority to fund improvements to homes which support clinical treatments and interventions.

## Key actions under this priority

- Review existing literature on housing and health, such as that produced by NHS England, Public Health England and BRE Trust with health and social care partners.
- Explore the use of additional step up/step down or reablement accommodation to facilitate out of hospital care and discharge from acute settings.
- Develop a more comprehensive understanding of the health and care impact of the built environment and housing improvements in Hull.
- Support the social prescribing agenda through housing related interventions.

## Neighbourhoods

The neighbourhoods theme covers new build and physical regeneration and neighbourhood improvement in its broadest sense. We want to build more new, high quality homes and improve the neighbourhoods we already have with local communities shaping their own neighbourhoods.

### Build more quality homes in well designed neighbourhoods

More homes, of the right type and in the right locations, are needed in the city. This requirement will feature in housing strategies for the foreseeable future. The city's Local Plan, to be adopted later in 2017, sets out Hull's long term development goals to 2032. This and the housing assessments<sup>12</sup> which have informed it identify the need for a 620 net increase in the number of homes per year.

All of the Strategy's priorities are designed to support the aims of the City Plan and its ambition to create 7,500 jobs. However, this priority is the one that most closely links to that ambition and contributes twofold because building new housing creates employment and the delivery of new housing is a prerequisite to the creation of jobs in other industries in Hull.

The city's hopes for the future are high and there is much to be positive about. It is critical that new housing development reflects this and is shaped by the communities who live in those neighbourhoods. New housing built in Hull will be of the best quality possible and constructed in the most efficient way possible. We will continue to review emerging design guidance and innovative build techniques when delivering new homes.

We will seek to build on the success and momentum that existing new build schemes in the city have created by continuing to work with developers and other housing providers to bring more sites forward, at pace, and secure external funding as it becomes available. We will maximise the delivery of affordable housing (social rented, affordable rented and intermediate housing) where viable opportunities arise.

### Key actions under this priority

- Develop and publish Hull's Housing Growth Plan.
- Identify new sites for development and conduct proactive site investigatory work.
- Pursue external funding as opportunities become available to ensure that we can bring more sites forward for development.
- Explore innovative methods of construction to more efficiently deliver affordable, quality homes.

### Improve existing neighbourhoods through the delivery of renewal works and integrated interventions

As well as developing new housing and neighbourhoods, improving Hull's existing neighbourhoods is a priority; this includes delivering physical renewal works and working with partners to improve other neighbourhood issues.









Physical neighbourhood renewal works will continue to be focused on those areas most in need, both those identified by the street prioritisation exercise carried out in 2016 and those previously identified by Area Action Plans (AAP) i.e. Newington and St Andrews and Holderness Road Corridor. The need to prioritise renewal activity is important and we will focus efforts on those interventions which have the greatest long term benefit for residents and contribute to the City Plan's and Health and Wellbeing Strategy's ambitions. Whilst it will be important to continue to seek external funding to carry out this type of work, the need to innovate under this priority is essential.

The indicators used for the street prioritisation exercise include anti social behaviour (ASB) and crime reports, environmental complaints (including fly tipping) and numbers of empty properties. Working with key partners such as waste management and ASB teams, Humberside Police, Fire and Rescue Service, health and social care services, we will target supportive measures which more directly alleviate those issues and work to deliver an integrated and cohesive approach to neighbourhood management.

We will support local communities to set out and deliver the change they want to see in their own neighbourhoods by working closely with partners in the voluntary and community sector and encouraging the use of the neighbourhood planning tools developed under the Localism Act 2011.

## Key actions under this priority

- Use street prioritisation exercise results to inform private sector housing initiatives and investment.
- Evaluate the benefits and effectiveness of previous neighbourhood improvement works carried out.
- Develop joined up neighbourhood management techniques and interventions with key partners.
- Work with partners in the voluntary and community sector organisations in order to enable community led renewal and neighbourhood planning.

## Governance and implementation

The Housing Strategy is a Hull City Council document and so the responsibility for coordinating delivery and reporting on progress lies with the Council, specifically the Neighbourhoods and Housing Service. However, it has been developed in partnership with a range of organisations from across the city. Moving forward, the Strategic Housing Partnership will drive delivery of the Strategy.

The Partnership will have representation from across the housing system in Hull, i.e. developers, supported housing organisations, registered providers and advice agencies. In addition to the more housing centric organisations, membership will also include representation from social services, public health and Hull NHS Clinical Commissioning Group.

The Partnership will support the development of the Housing Strategy's action plans and annual reports.

## Action plan and annual reporting

Hull's Housing Strategy sets out a vision for housing in the city and the priorities which Hull City Council and its partners will focus on over the life of the Strategy.

While it describes some initiatives that are already in progress or in development, it does not give the full detail of how we will work towards, and ultimately achieve our priorities. In some instances, we do not yet have the answers; in others, there is not space here for all the detail. In most cases, we will want to consult further with residents and partners before finalising plans and putting them into action.

To ensure that tangible actions are developed and real outcomes delivered, an action plan with specific, measurable, achievable, realistic and time bound actions, will be reviewed and published – on the Hull City Council website – annually (from April 2017).

An annual report will also be produced and published alongside the action plan. This will detail the outcomes achieved over the previous 12 months.

## Measuring change and impact

In addition to monitoring progress against the Housing Strategy action plan the process of which will measure actions carried out and outputs delivered under the Strategy, we will measure some of the change that the Strategy delivers by reviewing the following key performance indicators:

### Housing

% of homes overcrowded/under-occupied (HCC stock and cross tenure)

No. moves facilitated to already adapted properties

No. private sector homes with at least one category 1 hazard

% of residents in private housing who say their property is in a good state of repair  
(Hull People's Panel)

No. long term empty properties

No. long term empty properties brought back into use

% of households in fuel poverty

### People

No. of acute/clinical interventions or days in hospital avoided

No. households supported to remain living in the community

No. of cases of homelessness prevented/relieved

No. rough sleepers

No. shared tenancies started

% sustained beyond six months or engaged in a positive move on

No. people in receipt of Universal Credit in rent arrears

Mean average household annual income

Cost benefit to the NHS and society as whole of housing and neighbourhood services

## Neighbourhoods

No. net new homes

No. of new homes which are affordable

Amount of external grant and funding brought into the city

Resident satisfaction with their neighbourhood

No. neighbourhood plans developed

Jobs created/safeguarded in new build/improvement programmes

Apprenticeships created in new build/improvement programmes

% local labour used in new build/improvement programmes

## Endnotes

- 1 Hull Housing Strategy Evidence Base, (HCC, 2017)
- 2 The Top of the Ladder, (Demos, 2013)
- 3 Generation Stuck: Exploring the Reality of Downsizing in Later Life, (ILC-UK, 2016)
- 4 Category 1 hazard definition - The Housing Health and Safety Rating System provides a way that hazards can be assessed and the best way of dealing with them identified. If a hazard is a serious and immediate risk to a person's health and safety, this is known as a Category 1 hazard.
- 5 Housing Strategy Consultation Log, (HCC, 2017)
- 6 Empty Homes in England, (Empty Homes, 2016)
- 7 Cutting the cost of keeping warm – a fuel poverty strategy for England, (HM Government, 2015)
- 8 Hull Joint Strategic Needs Assessment Summary, (HCC, 2016)
- 9 Gypsy and Traveller Accommodation Needs Assessment Update, (JG Consulting, 2017)
- 10 A Minimum Income Standard for the UK in 2016, (Joseph Rowntree Foundation, 2016)
- 11 The cost of poor housing to the NHS, (Building Research Establishment (BRE) Trust)
- 12 Hull and East Riding Joint Housing Need Study, (JG Consulting, 2016)



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