



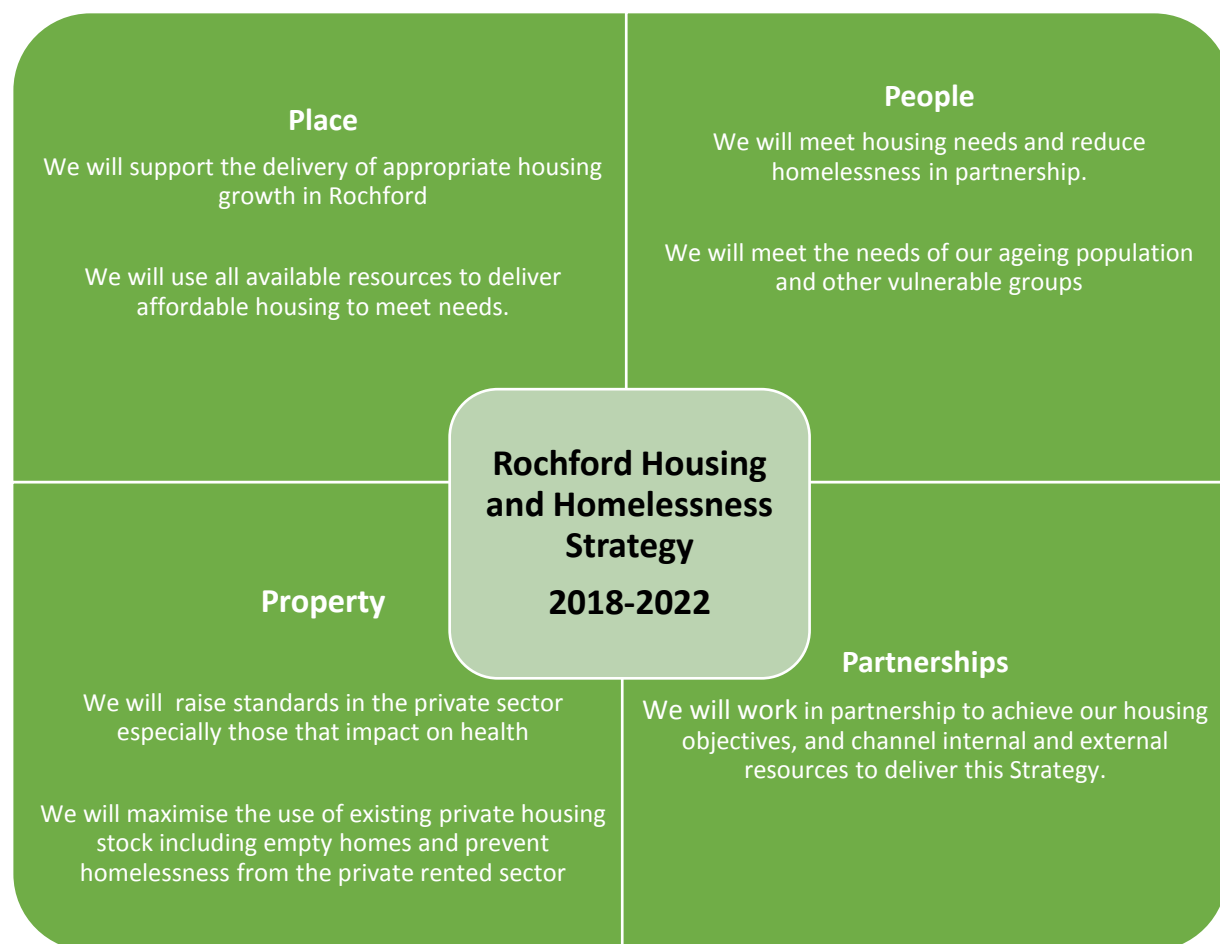
2018-2022

Housing and Homelessness Strategy Executive Summary



Rochford Business Plan Objective:

We will endeavour to help to provide good quality homes for all of our residents



Place	
Strategic Priority	Action Required
<p>To support the delivery of appropriate housing growth in Rochford using all available resources to deliver affordable housing to meet needs.</p>	<p>We will:</p> <p>Review the Local Plan setting out the scale and distribution of housing growth in the period to 2037</p> <p>Consider opportunities for new affordable homes from the Council's land bank and other public sector agencies who own land in the District, including the County Council</p> <p>Consider other opportunities to deliver new affordable housing including through the use of the Council's borrowing abilities (via the Capital Assets and Investment Strategy)</p> <p>Work in partnership with housing associations who can buy land for development.</p> <p>Support the development of Community and Neighbourhood Plans which seek to increase appropriate housing growth.</p>

People	
Strategic Priority	Action required
To meet housing needs and reduce homelessness in partnership	<p>We will:</p> <p>Ensure easy access and availability of information, detailing the new prevention approach and the support services available.</p> <p>Expand the Prevention Fund policy to make it available for anybody threatened with homelessness, including non-priority households.</p> <p>Work with social housing providers to ensure they identify at an early stage tenants in rent arrears or otherwise at risk of eviction.</p> <p>Explore opportunities to jointly commission services including Severe Weather Emergency Provision (SWEP) with neighbouring authorities to support the needs of those who are homeless now and at risk of homelessness.</p> <p>Review support arrangements at the Council run temporary accommodation to ensure that there is capacity to do this effectively.</p> <p>Continue to work in partnership with both housing association and private sector partners to develop new temporary accommodation to eliminate the use of B&B.</p>
To meet the needs of our ageing population and other vulnerable groups	<p>Influence the forthcoming Health and Well Being Strategy to ensure the health needs of the people of Rochford are reflected;</p> <p>Work in partnership with Essex County Council to meet the housing needs of older people in new Independent Living Units and Extra Care</p> <p>To continue to work with Essex authorities Social Care and Health to streamline adaptation services for private tenants and owner occupiers to ensure homes are safe and appropriate for the occupants.</p>

Property	
Strategic Priority	Action Required
<p>To raise standards of housing management and property conditions in the private sector, especially those that have an impact on health</p> <p>To maximise the use of existing private housing stock including empty homes</p> <p>To prevent homelessness from the private rented sector</p>	<p>We will:</p> <p>Engage with private sector landlords and agents through ongoing Landlords Forums, to share information, best practice, and support landlords to improve standards.</p> <p>Work with statutory, voluntary and community partners to pilot 'well homes navigators', increasing 'eyes and ears' on the ground to reduce housing hazards for all vulnerable residents.</p> <p>Support and participate in multi agency community safety operations/patrols - joint working with agencies such as HMRC, Fire Brigade, Police and Immigration</p> <p>Promote an amnesty for licensable HMOs - to raise awareness with Landlords as to the new license requirements and standards. To increase the volume of reported/identified HMO properties through increased public awareness and proactive joint working with relevant agencies.</p> <p>Work with the owners of long term empty homes, to support and encourage voluntary action to bring these homes back into use.</p> <p>Review data and intelligence on empty homes with internal partners, enabling targeted interventions e.g. planning, council tax, environmental health.</p> <p>Review the Empty Homes Strategy, working with the resources available, prioritising an informal approach. To work with the housing options team to approach local landlords and letting agents to jointly look at ways of overcoming barriers to working with clients on low incomes.</p> <p>Develop a new landlord/agent offer, maximising the use of homeless prevention fund policy and working with neighbouring boroughs</p> <p>Support private tenants/homeless clients to quickly and effectively resolve housing issues, with a better understanding of housing standards and responsibilities.</p>

Partnerships	
Strategic Priority	Action required
<p>We will work in partnership to achieve our housing objectives, and channel internal and external resources to deliver this Strategy.</p>	<p>We will</p> <p>Work in partnership with neighbouring authorities under the Duty to Co-operate to strategically plan to meet our housing needs across the wider South Essex area and deliver a Joint Strategic Plan for South Essex in pursuit of the 2050 vision.</p> <p>Promote the Homelessness Charter and use this to ensure implementation of the Duty to Refer from October.</p> <p>Ensure that the Homelessness Forum continues to meet at least annually.</p> <p>Develop relationships with our housing association partners in order to ensure our housing needs are met, delivering the right affordable homes in the right place at the right time.</p> <p>Continue to promote joint working and strong links with the private rented sector and explore any opportunities to develop a Social Lettings Agency with partners.</p>