



Tenancy Strategies

West London Housing Partnership

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Approaches to date



1. Minimum requirement
 - High level objectives in housing strategy

OR

2. 'With bells on'



‘With bells on’



- Considering tenure alongside affordable rent and allocations
 - Assessing whether freedoms and flexibilities will contribute to local ambitions
 - Manage consequences across the area
- In wider context – welfare reform
- Evidence based
- Partnership approach
- Transparency & accountability



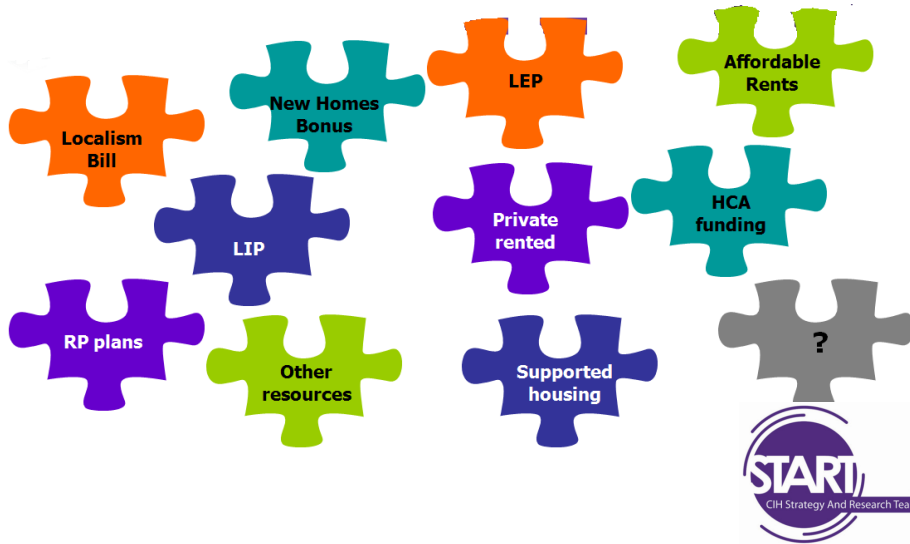
‘Top down’ v. ‘bottom up’ challenge



- Central government
 - Social housing is a scarce resource
 - Households living in costly accommodation eg, TA
 - Housing benefit bill out of control
 - High levels of unemployment in social rented sector
 - Compare to private rented sector – less flexibility
 - Poor public perception
- Local government – view of social housing
 - Role in sustainable communities?
 - Enables statutory duties to be met?
- Complex environment



Local picture



Challenges for LAs



- Some distance to travel compared to govt. view
 - No clear direction for housing
 - Role of social and affordable housing unclear
 - Limited evidence base
- Many RPs within a local area
- No opportunity to engage in affordable rent model
- Stock holding – impact on business plan?
- Managing identified risks
 - Planning policy v. affordable rent model
 - Statutory duty v. neighbourhood sustainability
 - More complex offer v. ease of use for customer



Challenges for RPs



- LA limited understanding of RP business
 - Drivers for change
- Limited understanding of own customers
 - Prospective customers
- Some work across many LAs, some within one
 - Stock same size but want different things
- Managing identified risks
 - Affordable rent, fixed term tenancy - attractive offer?
 - Cost of fixed term tenancy & the business plan
 - Potential legal challenge



Action to date



- Direction provided to RPs inform HCA proposals
- Analysis of impact of welfare reform
- Providing local intelligence
- Agree with providers what information will be shared & the process
- 'Wicked issues' through partnership working
- Across LAs where enough in common
- Monitoring and trends – outputs and outcomes
- Cost effective local approaches eg, options
- Enabling customers to understand change



Opportunities for LAs



- Understand & potentially enhance diverse RP offer
- Work with others where common issues & objectives
- Acknowledge neighbourhood specific issues
- Attract partners in health & economy into dialogue
- Engage with the public and tenants
- Improve communications with public, tenants & potential customers – what's on offer?
- Identify who won't have needs met, & enable action



Opportunities for RPs



- Understand customers' needs now & future in local context
- Work through the risks
- Identify impact of their business decisions on the local community and customers
- Mitigate negative impacts through partnership working
- Explore more cost effective, locally sensitive, approach to tenancy management
- Improve perception of RP role locally



Choice of LA approach



1. Minimum tenancy strategy requirements – 2 sides of A4 with focus on tenure

- Are you confident this will achieve what you want?
- Are you confident there will be no unintended consequences?
- Who else is interested in the whole LA area?

2. Take an approach that seeks to influence the choices made by others

- Make it clear what you want to achieve
- Make it clear what you want others to consider in their decision making eg, local need, markets etc
- Begin to hold partners to account for their choices and enable the public to do so



What this might look like



1. Why are affordable homes important here?

2. What

- a. Is changing?
- b. Could I expect homes & services to look like?
- c. Are the challenges to this?

3. For each freedom and flexibility, how

- a. Will I know if these factors have been considered?
 - a. What does the LA actually want to happen?
- b. If there are changes, how will impact be managed?

4. Where can I

- a. Find out more?
- b. Find out if affordable housing is managed fairly?





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