



What's Happening in Housing?

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Soul searching



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A big scary list

- Thinking about your role and your organisation, what is happening in the outside world that is effecting what you do?
- List as many as you can
- 10 minute group discussion, then feedback

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The mood music is much, much better



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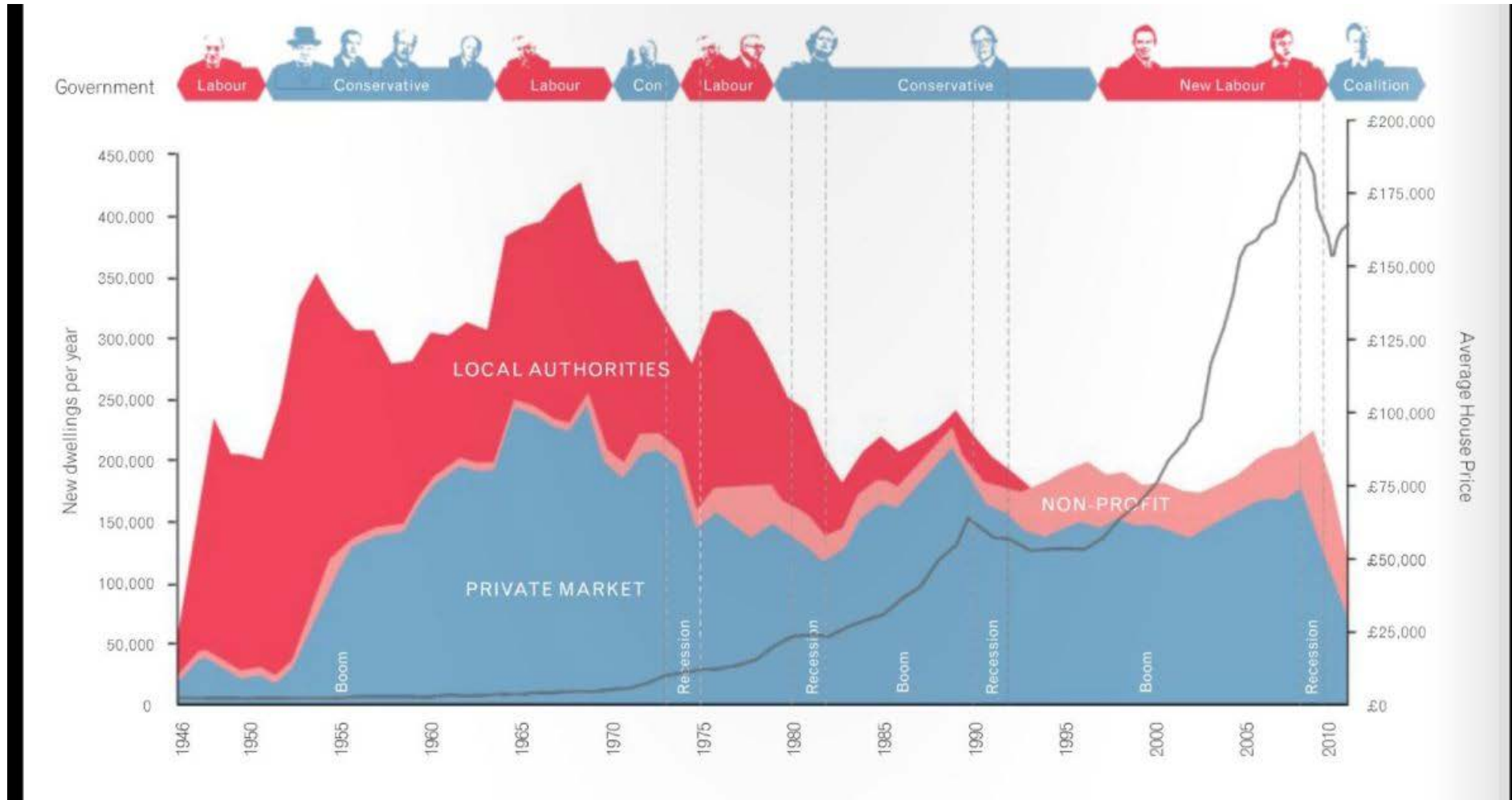
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Four BIG, hairy issues for our time

- Housing crisis/supply
- Refocus on customers (and their safety)
- Impact of welfare benefits
- Homelessness

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Housing Supply



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Housing Crisis

- Everyone agrees there's a housing crisis (esp for young people)
- We need to build 300,000 plus homes each and every year, with 100,000 truly affordable
- But we're still only building half to two thirds of that
- Housing associations being challenged to 'up their game' – 'Ambition to Deliver'
- Longer term deals with 'Homes England' on offer
- A bit more money, and a promise of more to come.....
- But model has changed, and associations need to build for sale to X subsidise homes for rent
- Exposed to more risk, especially with Brexit round the corner.
- Affordability challenge – 'social housing' no longer a dirty word, but from 2020 rents will be on the rise again.

Refocus on customers



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A new deal for social housing

- Triggered by Grenfell
- Alok Sharma (then Housing Minister) – roadshows
- Concerns expressed: complaints, customer service, engagement, stigma
- Wake up call to Government..... and landlords
- Led to Social Housing Green Paper (consultation), which proposes:
 - ✓ Tightening up complaints, and providing more support to tenants
 - ✓ Publishing performance league tables, linking to grant
 - ✓ Introducing tougher consumer regulation for landlords
 - ✓ Empowering tenants – meaningful engagement
 - ✓ Tackling stigma
- Sector response: NHF ‘Offer to Tenants’

Impact of welfare reform

UC *Universal
Credit*

Coming soon...



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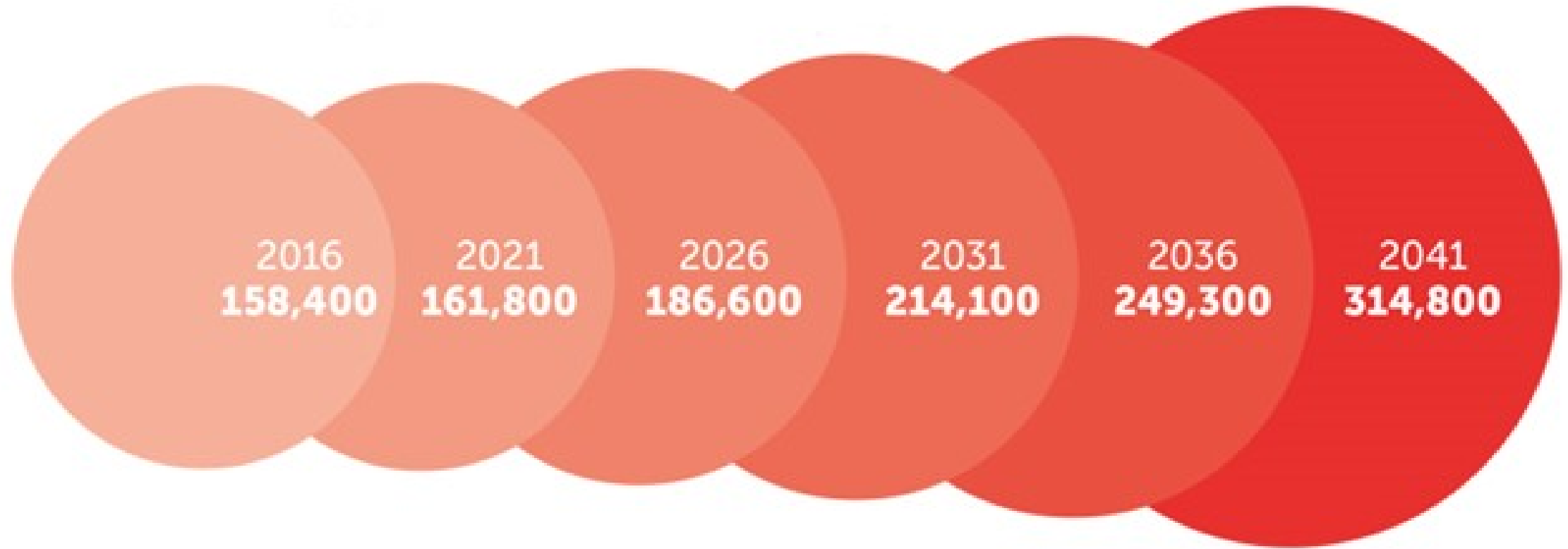
Welfare reform

- Already seen significant changes, including:
 - ✓ Bedroom tax
 - ✓ Overall benefit cap
 - ✓ Welfare freeze
 - ✓ Early roll out of Universal credit
- Evidence of real impact
 - ❖ Increasing rent arrears
 - ❖ Worrying levels of personal hardship and debt
 - ❖ Higher levels of eviction (social and PRS)
- More to come
 - ❑ Full roll out of Universal Credit through 'managed migration' – from 2019
 - ❑ With real cuts: over 3 million households could be +£2k pa worse off

Homelessness

Why now?

There are almost 160,000 households experiencing the worst forms of homelessness in Britain. If we carry on as we currently are, this is expected to almost double in the next 25 years: (Crisis, Ending Homelessness)



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Ending homelessness

- Massive and visible rise in rough sleeping
- Related to: ending of tenancies in private rented sector, mental health crisis, overall lack of housing.
- Government commitment to end rough sleeping by 2027, £100m of funding. Labour commitment too.
- Greater duties placed on local authorities – Homelessness Reduction Act.
- Particular emphasis on advice and prevention. ‘Duty to refer’ for other public bodies
- New models being tested – ‘Housing First’ – pilots in Liverpool and Manchester, whilst review of hostel accommodation
- Role for housing associations:
 - ✓ Provision of specialist accommodation and services
 - ✓ Nominations
 - ✓ Commitment to refer

Back to you

- Four scenarios (chose one)
- Twenty five minutes to discuss (as the senior management team of your organisation)
- Five minutes to present some recommendations – more practical the better.

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Scenario 1: new homes

- There is a housing crisis.
- We are under a lot of pressure to build more affordable homes. Homes England have asked us to double our programme.
- What issues and challenges will that present us with?
- How do we overcome them?
- How do we make sure the homes we build are affordable?

Scenario 2: customer satisfaction

- Customer satisfaction has slipped – especially around with how we deal with complaints
- Government are about to publish league tables, including figures on complaints satisfaction
- Tenants are telling us we don't listen, are defensive and don't learn from our mistakes
- What practical steps can we take to drive change and improve the customer experience?

Scenario 3: Universal Credit

- The roll out of Universal Credit has been accelerated. Managed migration is about to start.
- Our early experience of UC has been very mixed. Rent arrears are rising, and we often find out that someone is claiming UC far too late in the process.
- We know its coming, so how can we prepare out existing tenants for migration to UC.

Scenario 4: Homelessness

- Homelessness is a growing and visible problem in our area
- Under the Homeless Reduction Act, local authorities are under huge pressure to do more and are looking for housing associations to help
- We are not specialist providers, so what can we do that is practical to help local authorities in their new duties to prevent homelessness?

In conclusion.....

- We operate in a rapidly changing world – lots of uncertainty. New challenges every day
- Change is a fact of life!
- As housing professionals, we need to adapt to it and embrace it. Don't be frightened.
- As individuals:
 - Keep yourself informed
 - See change as an opportunity
 - Get involved in change projects (always looking for volunteers)

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