

Great Homes, Better Lives: Housing Strategy for Ealing's Residents

2024 – 2029

Consultation Summary Draft

April 2024



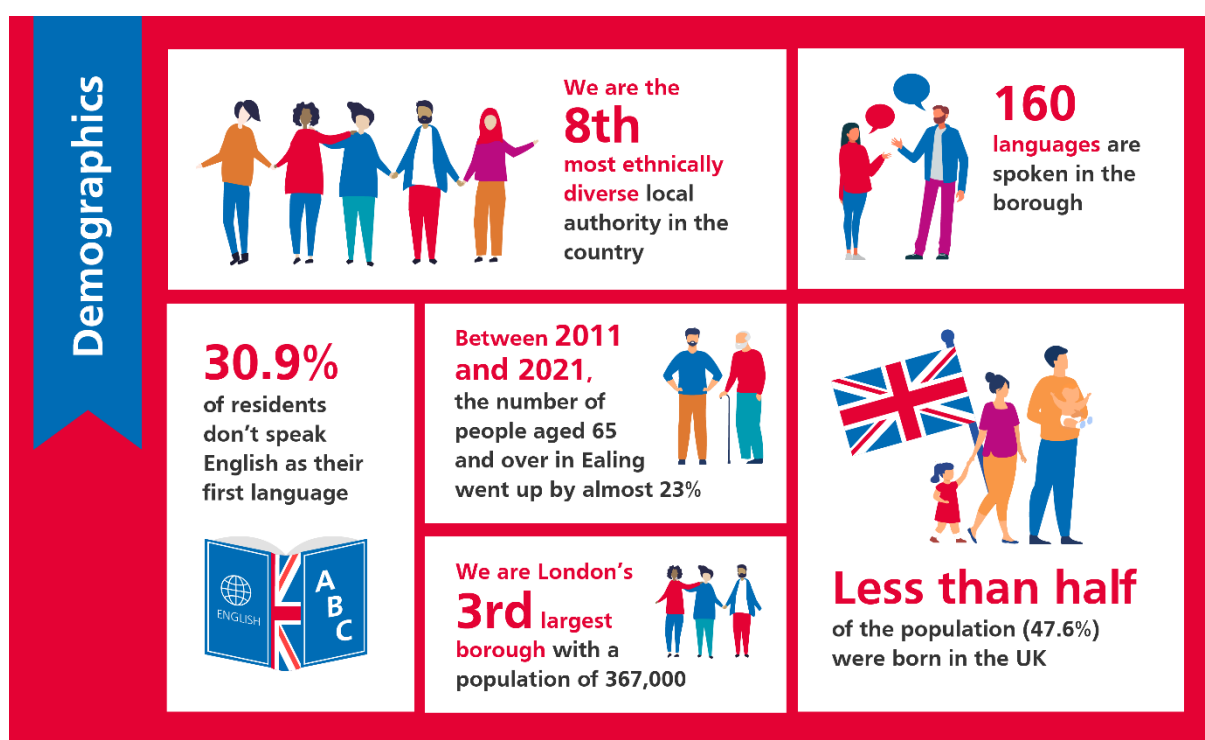
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1 Housing in Ealing: understanding the issues

Our new housing strategy sets out our plans to shape housing provision across Ealing's seven towns over the next five years. It reiterates our commitment to providing genuinely affordable homes for our residents and communities in Ealing, as well as ensuring that we continue to deliver on our three key missions: creating good jobs, tackling the climate crisis, and fighting inequality.

Ealing is a dynamic and diverse area with a growing population and abundant local amenities. It also faces a number of challenges in sustainably meeting local housing needs.



Ealing's housing market

46%
of households
own their home



The average
home costs
16 times
the average
local salary



1,195
new affordable
homes were
completed
here in
2022-23



2,100 new
homes completed
in 2022/23 - the
highest number
of completions in
London

34% of
households
are privately
rented



Just over **24,000**
socially rented
homes in the
borough - 20%
of our homes



67 registered
providers of
social housing
with homes in
the borough



There are an estimated
8,360 houses
in multiple occupation
(HMOs)



Affordable housing crisis

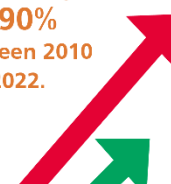
4th highest level
of repossessions
in London at 3.09
per 1,000
households



Ealing Council has lost
9,079 social rented
homes through
sales the Right
to Buy since 1980



On average, the
lowest private
Southall rents
increased by more
than **90%**
between 2010
and 2022.



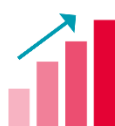
Around **one in 42**
households in
the borough
are homeless or threatened
with homelessness - an
increase of 21% over
the past two years



10th
highest proportion
of households in
temporary
accommodation
in England



4th highest
level of rough
sleeping in
London



14 years -
average wait for a
three-bed socially
rented home in
the borough



2 Mission and priorities

Our mission is to take proactive action to meet our residents diverse housing needs and aspirations, improving health and wellbeing through the provision of a range of good quality, well managed, genuinely affordable¹ homes across Ealing's seven towns. We want to change the way Ealing's services are delivered to support people to achieve their full potential and ensure nobody is left behind. This means integrating services around people, places, and their needs, focusing on preventing and addressing housing crisis and supporting residents to live settled lives.

We have four interconnected **strategic priorities** for housing in Ealing for the next five years, which will support us to deliver on our mission. These are:

- Increasing the supply of genuinely affordable homes
- Quality housing - homes that are safe, secure, and sustainable
- Supporting people to live well in the community
- Promoting resilience, inclusion and fighting inequality

The actions we take to achieve these priorities will contribute to delivering on our three council-wide strategic objectives of creating good jobs, tackling the climate crisis, and fighting inequality.

Our approach to delivering this strategy will be underpinned by **four commitments** about the way we will work. These are:

- Empowering communities
- Being bold and innovative
- Delivering through partnership
- A polycentric approach – Ealing's seven towns

¹ By 'genuinely affordable' we mean a home which costs no more than a third of gross household income.

3 Increasing the supply of genuinely affordable homes

Our key commitments:

- Increasing the supply of genuinely affordable homes
- Delivering a range of homes to meet diverse needs
- Working in partnership to fund and deliver new homes
- Capitalise on opportunities and work with residents to deliver regeneration and community infrastructure.

Priority activities:

- Attract investment in new housing through “Good for Ealing” and explore alternative funding and partners such as For-Profit Registered Providers and institutional investors to help deliver genuinely affordable homes as well as a range of tenures including intermediate housing, build to rent and temporary accommodation
- Explore options to partner with other areas to deliver a new town or housing communities outside of Ealing’s boundaries to meet housing needs
- Improve the commissioning of supply to address a diversity of needs, including through the potential redevelopment of underused and poor-quality sheltered housing schemes which could better meet a wider range of housing needs
- Explore how Broadway Living could be used as a vehicle for providing more supported and specialist housing options (subject to viability)
- Prioritise the delivery of London Living Rented homes over Shared Ownership homes both on the council’s own development pipeline and all developments coming through planning
- Explore opportunities for property acquisition using external funds
- Explore opportunities to collaborate with housing associations to increase supply on their existing estates, especially if they are adjacent to council owned estates

4 Increasing the supply of genuinely affordable homes

Our key commitments:

- Enshrining good quality design and place shaping
- Formalise and embed the partnership between housing and health
- Retrofitting and adapting homes to be more sustainable
- Working with landlords and tenants to improve the private rented sector
- Transform the management of council homes and social housing delivering better services and great homes

Priority activities:

- Attract investment in new housing through “Good for Ealing” and explore alternative funding and partners such as For-Profit Registered Providers and institutional investors to help deliver genuinely affordable homes as well as a range of tenures including intermediate housing, build to rent and temporary accommodation
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5 Quality housing: homes that are healthy, safe, and sustainable

Our key commitments:

- Preventing homelessness and supporting rough sleepers
- Support vulnerable residents to live independently
- Meeting the needs of older residents

Priority activities:

- Work with developers to implement design policy and guidance in support of high-quality homes and place shaping
- Develop a boroughwide retrofit strategy and continue to seek funding to support activity to decarbonise the borough's homes, including opportunities to attract new funding from institutional investors
- Gather and monitor data from our Selective Licensing schemes to ensure compliance and prepare a case for a boroughwide scheme in future
- Work with private renters and community partners to define the role of and establish an independent private renter's association to promote renters' rights and support
- Continuously improve our landlord services in response to feedback and ensure compliance with the new consumer standards, including introduction of an assurance framework
- Prioritise the delivery of our building safety remediation plans
- Set up a regular housing association forum to discuss non-development issues with partners operating in the borough

6 Supporting people to live well in the community

Our key commitments:

- Preventing homelessness and supporting rough sleepers
- Support vulnerable residents to live independently
- Meeting the needs of older residents

Priority activities:

- Establish and implement a housing commissioning approach within the organisation to better ensure supply reflects need, and to create clear pathways to housing and support for people with eligible care needs or complex needs.
- Produce a new homelessness and rough sleeping strategy.
- Minimise the use of nightly-paid temporary accommodation and source more suitable and sustainable supply options – including working with partners such as large housing associations to provide homes via for example through leasing models.
- Review the support offered to households making out-of-borough moves, including in collaboration with the West London Alliance to work with families to relocate outside of London into more financially sustainable accommodation.
- Deliver 300 new state of the art, purpose built supported accommodation homes.

7 Promoting resilience, inclusion and fighting inequality

Our key commitments:

- Building resilience and promoting inclusion in our communities
- Fighting racial and other forms of inequality in housing

Priority activities:

- Clarify the role of community and housing hubs including their geographical remit, the services provided, and the potential for co-location of partners such as housing associations and advice organisations.

- Create, embed, and monitor the impact of new resident engagement forums, including the Private Renters Association, Tenants Forum, and Towns Forums. Encourage residents of all backgrounds to participate in these networks.
- Continue to support the Citizens Tribunal in overseeing the four housing demands of the Race Equality Commission in relation to tenant empowerment, private sector rights, advice and support hubs, and campaigning to end NRPF rules.
- Monitor how housing outcomes differ across each of the protected characteristics, identifying any disparities which arise and devising plans to amend our policies and procedures to address this.
- Seek Borough of Sanctuary status, lobby the government for increased resource to provide support, and consider the most effective role of the council in meeting the housing needs of refugees and asylum seekers.

8 Seven towns

This strategy is informed by a detailed analysis of population and housing market trends across each of our seven towns. We are using this information to better understand local housing needs and develop our tailored approach to implementing the strategy in each town.

