

Great homes: better lives

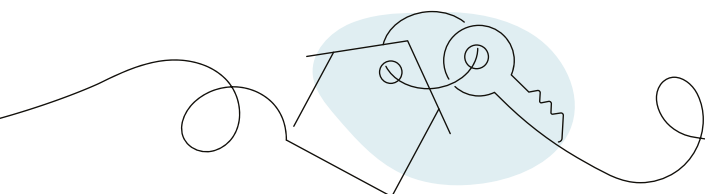
Our housing
strategy for the
borough's residents



2025 – 2030

Contents

Foreword	4
Strategy on a page	6
1. Introduction	7
2. Priority 1 – Supporting growth: meeting the need for more genuinely affordable homes	17
3. Priority 2 – Quality homes and neighbourhoods: safe, healthy and fit for the future	43
4. Priority 3 – Well-managed homes for all: supporting people to live healthy, settled lives	71
5. Priority 4 – Better lives and connected communities: preventing housing crisis, fighting housing inequalities and supporting independence	87
6. Delivery, monitoring, and review	111
Appendix 1 – strategic links	112



Foreword

This strategy sets out our commitment to providing genuinely affordable homes for our residents and communities in our borough, as well as ensuring that we continue to deliver on our 3 key missions: creating good jobs, tackling the climate crisis, and fighting inequality.

We are committed to ensuring residents of the borough have access to housing that meets their needs. This means housing that is high quality, safe, warm and affordable.

Housing can only truly be a home if it is part of a community. We want communities that are filled with pride and identity. We want to work with our residents to help them foster and maintain communities across the places they call home.

Good quality housing in thriving communities is a bedrock of how we deliver our missions. It allows people to thrive and is fundamental to our work to improve residents' lives.

We know that many of our residents are finding their household budgets stretched, with difficult economic conditions and the legacy of the previous government's inaction on housing. That's why action on housing is so important helping to navigate the challenges ahead of us.

This strategy is not just about delivering new homes but creating new communities and improving the lives of our residents. We know that there are big challenges ahead of us, but we are committed to delivering on our promises and ensuring that our residents, from all our 7 towns, can continue to afford to call our borough their home.

Councillor Peter Mason
Leader of Ealing Council

Our new housing strategy builds on the progress made since the last election. Our commitment is to deliver more genuinely affordable homes for our residents to live in, while making sure that the homes people already live in remain safe, secure, and supportive places to live, where they can build happy, healthy lives within strong communities.

Over the last 3 years, we have made significant progress. We've already helped to secure almost 1,400 new genuinely affordable homes, with plans underway for almost 800 more. Our planning department has helped to ensure that more than 40% of homes in new developments are affordable. The council has already invested more than £250million into our residents' homes, working to repair, renovate, and retrofit our homes, buildings, and estates, making them safer, more sustainable, and places that our residents feel proud to live in. We've also been helping our borough's homeless families. We are working with local charity partners to secure almost 100 safe and secure places for people to stay, reducing our reliance on bed and breakfast accommodation, and providing families with a place where they can begin to rebuild their lives.

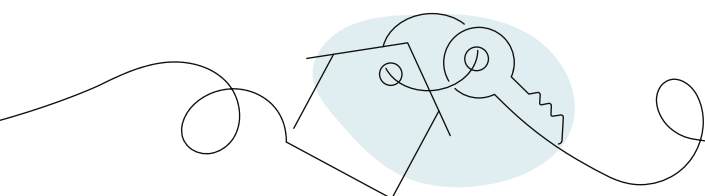
This new strategy is about continuing that work; on investing in quality homes that meet the diverse needs of our residents, while also investing in the people and communities that make our borough such an amazing place to live in. We want to help residents build stronger local connections, creating thriving neighbourhoods, and live with pride in the place they call home.

Councillor Louise Brett

Deputy leader and cabinet member for safe and genuinely affordable homes

Councillor Shital Manro

Cabinet member for good growth and new homes



Strategy on a page

Our shared vision is for everyone to have a good quality, genuinely affordable home within a strong, thriving community where they can live happier and healthier lives.

To help us work towards our vision, we are committed to increasing inclusion, power and control of residents and the wider community to shape the borough's housing provision, and creating connected, strong and thriving communities across the 7 towns in the borough. Working together, we will seek innovative solutions to deliver against our 4 interconnected **strategic priorities** over the next 5 years.

These are:

- **supporting growth:** meeting residents' needs for more genuinely affordable homes
- **quality homes and neighbourhoods:** safe, healthy and resilient for the future
- **well-managed homes for all:** supporting people to live healthy, settled lives
- **better lives and connected communities:** preventing housing crisis, fighting housing inequalities and supporting independence

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 4 commitments about the way we will work.

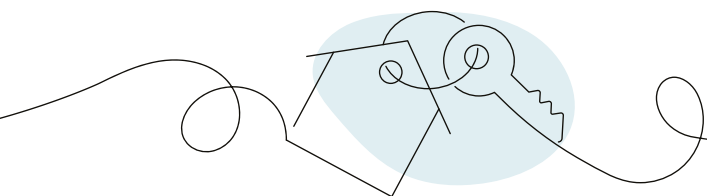
These are:

- empowering communities
- being bold and innovative
- delivering through partnership
- a polycentric approach – the borough's 7 seven towns

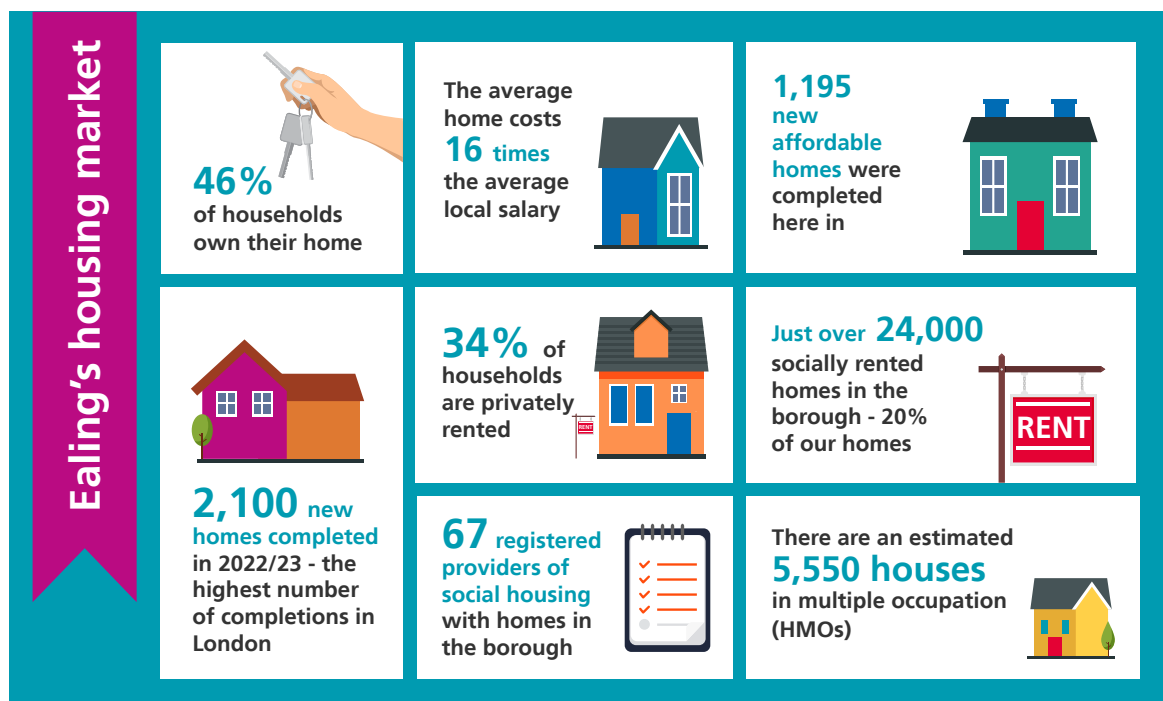
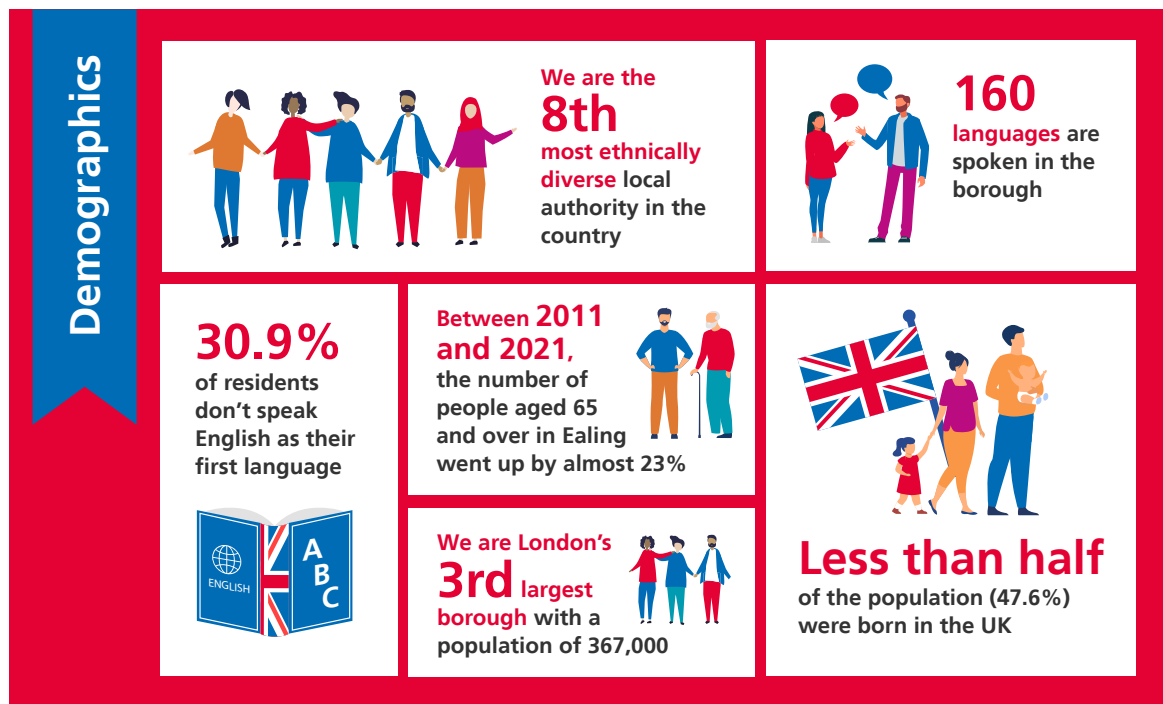
1. Introduction

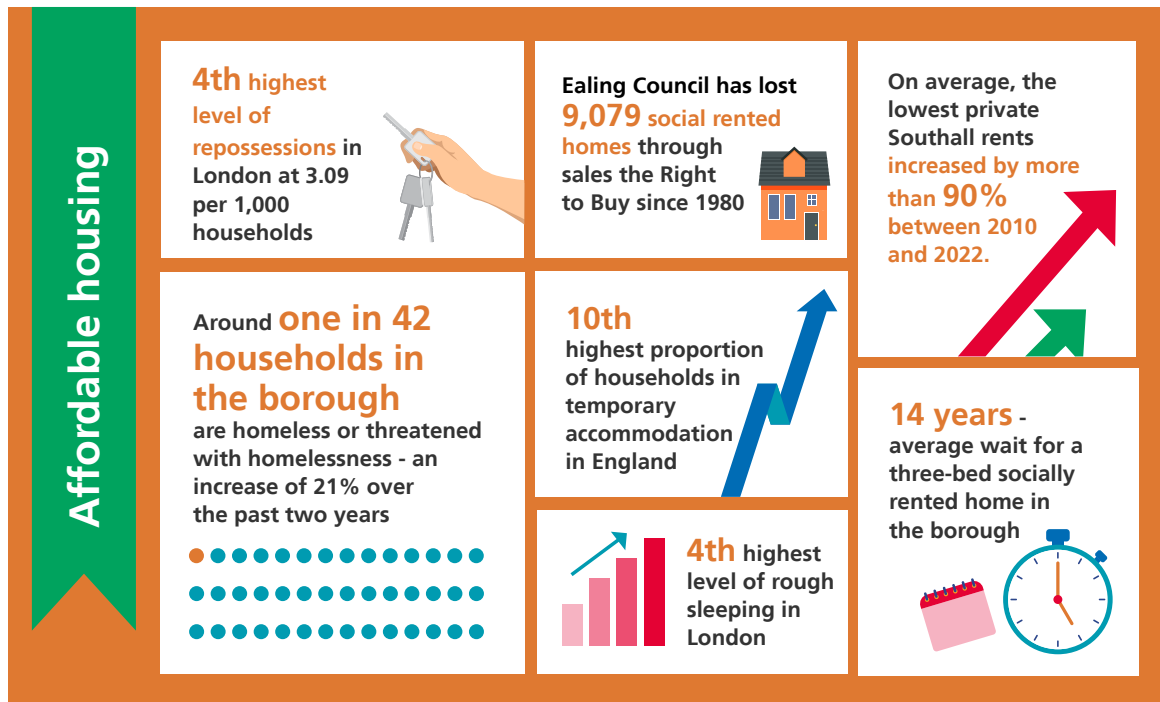
A new housing strategy

- 1.1 Our borough has 7 vibrant towns with a unique blend of characteristics, including diverse communities, high-performing schools, a wide variety of employment opportunities, abundant parks and green spaces, and outstanding connectivity to other parts of the capital. These characteristics, as well as the strong identity of each of our 7 towns, make the borough an attractive place where people want to live, put down roots, and bring up a family.
- 1.2 Good quality, genuinely affordable housing plays a fundamental role in the lives of our residents and communities. A stable home, good health, and a support network of friends and family are fundamental to enabling us to live fulfilled, happy and productive lives. These values are reflected in the updated regulatory framework for social housing and the more proactive approach taken by the Regulator of Social Housing and Housing Ombudsman, aimed at driving improvements across the management of social housing. The Renters' Right's Bill also aims to transform the private rented sector. That is why we are working to increase standards of housing management across all rented tenures, investing in good quality homes and increasing housing supply locally. We are proud to have one of the strongest track records in London of delivering new homes. But we know we need to do more.
- 1.3 There are still significant challenges to overcome surrounding income inequalities, high levels of in-work poverty, overcrowding, high housing costs, shortage of affordable housing and a changing private rented supply. The national failure to build enough new homes, and the unintended consequences of unco-ordinated government policy objectives on homelessness and welfare reform have led to increased homelessness and record numbers of people, including children, living in temporary accommodation. London is the epicentre of the affordable housing crisis.

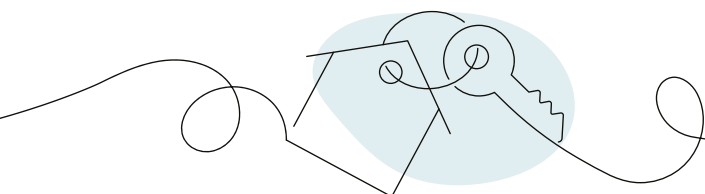


- 1.4 Our housing delivery targets are already challenging and are set to substantially increase, which will require the delivery of new homes to more than double over the period of this strategy. At the same time, the existing housing stock needs significant investment to meet net zero targets and the Decent Homes Standards, to ensure homes are safe, in a reasonable state of repair, warm and healthy.





- 1.5 Our borough housing strategy sets out our plans to shape housing provision across all tenures in the borough's 7 towns over the next 5 years. It is purposefully ambitious and broad in scope. The strategy is designed to help us implement our Connected Communities vision alongside delivering on our wider corporate objectives and support our housing sub-strategies and policies, including those of our council housing landlord service. We will do this by integrating our work on housing with other areas including community engagement, economic development, addressing the climate emergency, and providing essential support to our most vulnerable residents.



What is Connected Communities?

Ealing Council's Connected Communities vision is our shared intention to:

Massively increase social connection in the borough, giving everyone as much choice and power in their lives as possible – so that people can live happier and healthier lives and get more of what they need from each other.

1.6 As a council, we have a range of legal responsibilities for housing.

These include:

- managing and maintaining our council homes
- assisting people at risk of homelessness or rough sleeping
- ensuring suitable accommodation for those with care needs
- enforcing minimum standards of rental homes in the private sector
- delivering measures to help people to live independently
- planning for future housing needs across the borough

1.7 In addition to these responsibilities, the council has an important role to play in bringing together the wide range of organisations that we will rely on to deliver the mission and priorities set out in this strategy.

1.8 We do not own or have direct control over many of the homes in our borough but can influence and use our powers to help ensure homes are of good quality and are well managed. A theme of this strategy is how we will work with others to deliver on our vision and priorities. We want to work with our partners and residents to find creative solutions, empowering others to take the lead roles where they are best placed to do so.

1.9 We know that achieving the ambitions set out in this strategy will be challenging, particularly within the financial and legal constraints we face. This is why, as we deliver this strategy, we will be working hard to find ways to finance our activities that will be sustainable over the long term. We are an ambitious and compassionate council, and we recognise that we, our residents, and our communities cannot afford a lack of ambition in housing. The costs of not being ambitious would be more profound still.

Our vision, priorities, and commitments

- 1.10 Our shared vision is for everyone to have a good quality, genuinely affordable home within a strong, thriving community where they can live happier and healthier lives.
- 1.11 To help us work towards our vision, we are committed to increasing inclusion, power and control of residents and the wider community to shape the borough's housing provision, and creating connected, strong and thriving communities across the seven towns in the borough. Working together, we will seek innovative solutions to deliver against our 4 interconnected strategic priorities over the next 5 years.

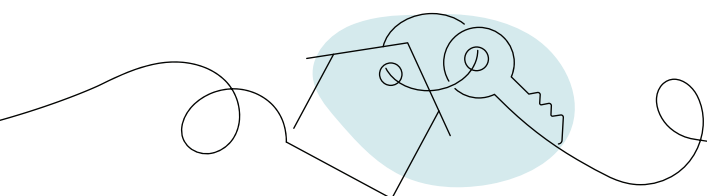
These are:

Priority 1 – Supporting growth: meeting residents' needs for more genuinely affordable homes

We will seek to engage and empower residents in our work with partners to secure investment, ensuring the borough's 7 towns have a sufficient number and mix of new homes to meet existing and future housing needs.

Priority 2 – Good quality homes and neighbourhoods: safe, healthy and resilient for the future

We will place community needs and aspirations at the heart of our work to invest and improve the quality of homes and neighbourhoods, building strong communities, supporting physical and mental health and well-being and ensuring residents benefit from the transition to net zero.



Priority 3 – Well-managed homes: supporting people to live settled lives

We will give residents living in social housing and the private rented sector more power, control, and choice transforming housing services to ensure we meet their needs and rectify things quickly if they go wrong. Together with our partners, we will support tenants and landlords, raising awareness of rights and responsibilities and proactively regulate the private rented sector.

Priority 4 – Better lives and connected communities: preventing housing crisis, fighting housing inequalities and supporting independence

We will seek to increase social connection to build community resilience and tackle housing inequalities. We will focus on identifying homelessness risks early and prioritise prevention across all services, working together to find innovative solutions to swiftly address housing crisis. Together with our partners, we will meet the needs of those with specific housing and support needs, helping people maintain control over their lives and to thrive in the community.

- 1.12 The actions we take to achieve these priorities will contribute to delivering on our three council-wide strategic objectives and the housing targets in our 2022–2026 Council Plan, set out below.



CREATING GOOD JOBS

via regeneration and housing development, and working in partnership with housing associations, contractors and other partners to create opportunities for residents



TACKLING THE CLIMATE CRISIS

by ensuring new housing meets high sustainability standards and working to retrofit the borough's homes

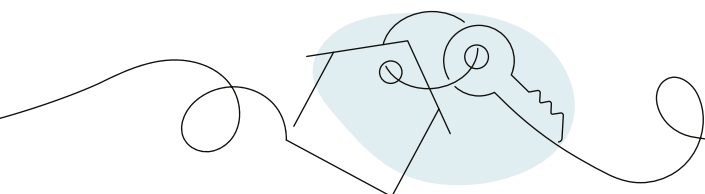
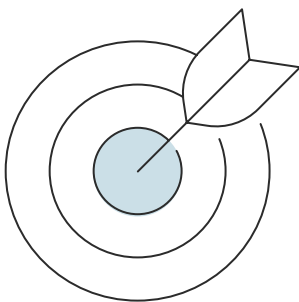


FIGHTING INEQUALITY

Through embedding the work of the Race Equality Commission, ensuring services are accessible and communities are empowered

1.13 **Our key housing targets are to:**

- meet our London Plan housing delivery targets (currently 2,157 each year)
- invest £150million in housing over the next 2 years to help alleviate temporary accommodation pressures
- invest £322million in the council's social housing stock
- increase the proportion of affordable homes delivered in the borough to well over 40%
- through the Community Infrastructure Levy, raise at least £12million per year for new infrastructure, education, health, and community facilities
- end the need for homeless families to stay in emergency (nightly) temporary accommodation beyond 6 weeks
- work towards London Councils' ambition of increasing the number of homes retrofitted to EPC B or above by 2030
- support and deliver 2,200 home retrofits over the next 3 years through a variety of funding models
- ensure all new council owned housing is designed to be certified Passivhaus or equivalent with the aim of achieving net zero carbon by 2030
- to evaluate the impact of property licensing for privately rented properties and to identify the potential benefits of a further scheme by 2027
- inspect 50% of all privately rented licensed properties by 2028



Our commitments

- 1.14 To deliver on our vision and priorities requires a way of working that builds on the council's corporate pledge to deliver a new culture of public service where we work in partnership with residents and communities, fostering the conditions for strong communities and enabling people to have the social connections and support that help them to thrive. Our approach to delivering this strategy will be underpinned by 4 commitments about the way we will work, namely:
- 1.15 **Commitment 1: empowering communities.** We commit to fostering collaboration with the individuals and organisations deeply familiar with their respective communities and working together to deliver our mission and priorities. This will help ensure we live up to our commitment to inclusion and making the borough a fairer place to live and work. While the council will not have solutions to every housing challenge, we will work together with residents to secure the resources, including any additional expertise needed to find the best solutions.
- 1.16 **Commitment 2: boldness and innovation.** We commit to embracing innovation and trying new approaches that can enhance housing opportunities and residents' quality of life. This strategy introduces fresh perspectives, such as expanding partnerships, including potential collaboration with institutional investors, and considering out-of-borough development at scale to broaden housing choices for our residents.
- 1.17 **Commitment 3: delivering through partnership.** We cannot deliver this strategy on our own. We will work in partnership with our residents, community and faith organisations, registered providers, developers, and other partners, to deliver on our priorities. These partnerships will be instrumental in putting our residents at the heart of everything we do by attracting additional investment into our borough, expanding the availability of genuinely affordable housing, and strengthening our ability to face future challenges.
- 1.18 **Commitment 4: a polycentric approach.** As a large borough comprising different areas and several town centres, we recognise that one size does not fit all when it comes to housing. That is why, in addition to the 3 commitments set out above, we will work over the course of this strategy to tailor our approach to respond to the different housing needs in each of the borough's seven towns.¹

¹ These are Acton, Ealing, Greenford, Hanwell, Northolt, Perivale, and Southall.

- 1.19 Sections 2 to 5 set out our 4 priorities, and under each priority we have outlined how we will deliver in line with our first 3 commitments. Section 5 explains how we will deliver on commitment 4, setting out our 7 towns approach to implementing the housing strategy.

Developing this strategy: our approach

This strategy has been developed through a multi-stage approach building on research, consultation, and engagement.



Document review



Horizon scanning



Needs and demand assessment



Internal stakeholder interviews



External partner interviews

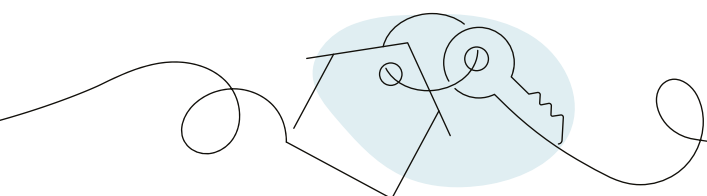


Community engagement



Resident surveys

- 1.20 In the development of the strategy, we reviewed more than 70 documents and carried out more than 50 interviews across key council services, housing partners, and community organisations. The strategy has also been informed by an accompanying update to our local housing needs assessment, which now includes analysis of housing need across each of our 7 towns based on the latest available information.
- 1.21 Our Housing Strategy builds on the objectives and priorities of the Council Plan 2022-26 as well as many other council strategies and plans, such as the Local Plan, Health and Wellbeing Strategy, Climate and Ecological Strategy, Jobs and Skills Strategy, Housing Revenue Account Business Plan, as well as regional strategies and plans such as the London Plan and Mayor of London's Housing Strategy. An outline of the links to key council documents is included in Appendix 1.
- 1.22 We have produced this strategy at a time of great transition with a new Labour government, which is setting out an ambitious policy direction for housing, supported by a multi-year spending review. Our strategy seeks to respond to today's challenges while also providing a firm foundation and clear direction for our borough over the next 5 years. It strives to be both ambitious and deliverable, identifying the roles of our residents, communities, and partners in shaping the future of the borough's housing.



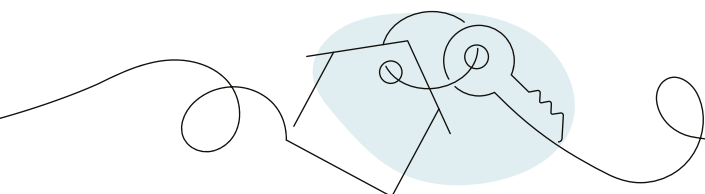
- 1.23 A 12-week public consultation on the draft housing strategy was undertaken between 7 May and 31 July 2024. This involved further consultation with key community and partner groups including:
- Ealing Community Champions
 - Population Health and Inequalities group
 - Ealing Citizens
 - Housing Forum meeting
 - Ealing Advice Forum
 - London Community Land Trust
 - Citizens' Tribunal Homelessness Forum
- 1.24 A public survey was undertaken as part of the consultation, which received 929 responses. A review of the strategy was then undertaken to ensure the strategy responded to the latest policy, regulatory and legislative developments, the council's connected communities' vision, any new council strategies and plans, as well as the feedback from the consultation. The strategic priorities and objectives were remapped to provide greater emphasis on supporting those living in social and private rented housing, separating out investment and improvement of the existing housing stock across all tenures.
- 1.25 Additionally, 40 policy position statements have been added to provide clarity and guidance on key housing matters, providing information to residents, tenants, landlords, developers, registered providers and partners. Topics are diverse and crosscutting from damp and mould and building safety to guidance on the types of housing we want to be delivered and specialist and supported housing. They provide clear links to the London Plan, the borough's Local Plan, the Jobs and Skills Strategy, and 20-minute Neighbourhood Framework and the Health and Wellbeing Strategy. This helps address some of the issues raised as part of the consultation, for example, what we mean by genuinely affordable housing and clarity on our approach to tall buildings and anti-social behaviour.

Priority 1

Supporting growth: meeting residents needs for more genuinely affordable homes

Key outcomes

- an increased supply of homes that meets local housing need, residents' aspirations, and housing targets
- improved housing affordability
- better quality of life and housing security for residents, supporting better lives
- high levels of resident satisfaction with homes and neighbourhoods
- reduced housing deprivation
- an affordable, high-quality supply of temporary accommodation
- economic growth
- increased community power to shape housing provision



Context

- 2.1 Too many of our residents face great difficulty in finding good quality, affordable housing. Poverty and low incomes prevent people from accessing potential housing options and make others hard to sustain. There is a long wait for social housing for those who qualify, and rents and house prices are high. Economic growth and housing affordability are closely linked. Recent research² commissioned by the GLA has shown that if housing affordability improved by just 1%, productivity in London would increase by 0.14%.
- 2.2 Facilitating the delivery of genuinely affordable homes will help provide a better quality of life for our residents by enabling them to meet their other daily needs and live a fulfilling life and develop the community and social connections in an area, while also reducing the costs we as a council spend on homelessness and temporary accommodation, housing benefit, social care, public health, and other services.
- 2.3 We have a proud track record of securing grant funding from central government to support new affordable housing, but this is not sufficient to meet the full costs of development. We will explore other forms of investment and partnerships to cover the full costs of delivering new genuinely affordable homes.
- 2.4 The Labour government has an ambitious target of delivering 1.5 million new homes across England over the course of its first term in office. This comes with an acknowledgement that delivery will have to be to be ramped up to well over 300,000 homes per year at the back end of this period. The government has undertaken a number of reforms to the planning system and National Planning Policy Framework to help step up delivery, including:
 - reintroducing mandatory housing targets for local planning authorities
 - restoring the requirement for local planning authorities to demonstrate a 5-year housing land supply in terms of sites
 - the government has introduced a new standard method of assessing housing need

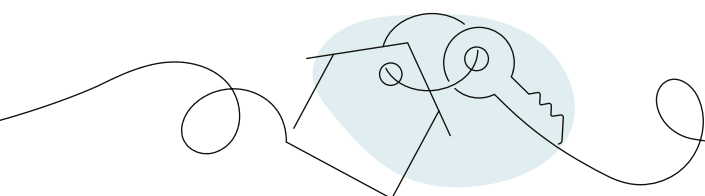
² NERA, Housing Affordability and Economic Productivity. Estimating the Effect of Housing Affordability on Economic Productivity in the Greater London Area, September 2024

- 2.5 The council currently has a London Plan target of increasing overall housing delivery by 2,157 homes per year. In December 2024, the government introduced a new method for assessing local housing need. The indicative housing delivery figures provided by the MHCLG, using the new Standard Methodology, indicate the borough's target is likely to increase to 3,407³ per annum. In contrast, our net additions to the housing supply have averaged 1,449 per annum between 2021/22 and 2023/24. The housing targets will be updated following a review of the London Plan, which is underway. Should they be adopted by the Mayor of London, the council will need to increase delivery by nearly 2,000 homes per year (the 11th highest increase in London) more than doubling the delivery of new homes, requiring a massive step-change to meet the increased housing delivery targets.
- 2.6 Local planning making authorities are assessed through a Housing Delivery Test, which is an annual measurement of housing delivery. Currently our borough is under a 20% buffer to the assessment of housing land supply, delivering 84% against our target. The expected future increase in delivery targets will make it extremely challenging to meet targets in the Housing Delivery Test over the next few years. The ultimate penalty for not meeting the Housing Delivery Test is the application of the presumption in favour of sustainable development if housing delivery falls below 75%.



**The council currently
has a London Plan target
of increasing overall
housing delivery by 2,157
homes per year.**

³ MHCLG, Indicative Housing Need, under the new Standard Method of Assessing Housing Need



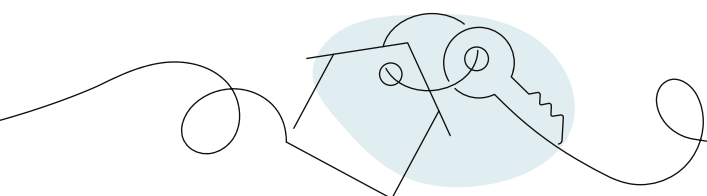
Our priority commitments for supporting growth: meeting residents needs for more genuinely affordable homes

- develop an Affordable Homes Investment Plan to deliver a long-term, fundable pipeline of affordable homes for the next 10-years. This will prioritise homes for social rent to meet local need, considering the council stock condition survey, estate review, and Housing Revenue Account constraints
- secure GLA Affordable Homes Programme funding and other investment to help deliver a range of genuinely affordable tenures, including homes at social rent, intermediate housing, build to rent, and temporary accommodation
- work in partnership to explore opportunities to deliver homes that meet the identified needs and priorities of our specialist and supported housing strategy. This will include exploring the potential redevelopment of underused and poor-quality sheltered housing schemes which could better meet a wider range of housing needs
- attract housing investment in new housing through our 'Good for Ealing' brand and explore alternative funding sources, including private investment to deliver new homes and community infrastructure
- explore opportunities to establish a sustainable new community beyond the borough, in collaboration with neighbouring areas, to address housing needs
- agree and deliver a new Temporary Accommodation Acquisitions Strategy, setting out a short, medium, and longer-term approach aiming to:
 - reduce the use of temporary accommodation
 - reduce the cost and use of spot purchased accommodation
 - increase the supply of permanent affordable housing to speed up the discharge of homelessness duty

Objective 1

Increase the supply of good quality, genuinely affordable homes

- 2.7 Affordable homes play a key role in reducing poverty and also supports economic growth. The majority of affordable housing need in the borough is for social rent, to meet the needs of lower income and households who are high priority under our allocations policy. However, there are also a number of intermediate tenures to buy or rent that are aimed at those who are not eligible for social rent or low priority under our allocations scheme. These tenures include shared ownership (part rent, part-buy), London Living Rent (rent to buy), and Intermediate or Discount Rent (below market rent). These housing tenures are either delivered through cross-subsidy from market sales homes, planning gain (typically S106 agreements), or through the GLA's Affordable Homes Programme.



Housing policy position statement 1

Housing affordability: definition of genuinely affordable homes

Our definition of genuinely affordable means housing costs should take up no more than a third of net income or 40% of gross household income.

Proposals for new affordable homes will need to ensure housing costs (rents, service charges, ground rents, and mortgages) are affordable to our residents who are unable to afford to buy or rent.

Social housing

Our allocations policy sets income eligibility criteria for social housing. This ranges from:

- Studio and 1-bedroom – maximum income £35,000 per annum
- 2-bedroom – maximum income £45,000 per annum
- 3-bedroom – maximum income £50,000 per annum
- 4-bedroom or larger – maximum income £60,000 per annum.
- intermediate housing

The GLA sets household income caps for intermediate homes (currently £67,000pa for Intermediate Rent/London Living Rent and £90,000pa for shared ownership).

We also monitor household income across the borough's wards and expect developers to ensure the housing costs of intermediate rented homes are affordable to a range of household incomes from lower quartile to average incomes. We expect rent levels for intermediate housing to be no higher than the GLA London Living Rent benchmarks (based on a third of average incomes and adjusted for bedroom size).

Housing policy position statement 2

Maximising the delivery of genuinely affordable homes

We will seek to meet the strategic London Plan target of delivering 50% affordable homes (policy H5). For intermediate homes, we will prioritise the delivery of intermediate rented tenures (including London Living Rent) over shared ownership homes and discount market sale. Our Local Plan policy (HOU) on affordable housing is as follows:

A. Affordable housing contributions must address identified needs in Ealing and will be based upon:

- (i) A strategic target of 50% as set out by the London Plan.
- (ii) The affordable homes provision should be split between 70% low-cost rented at social rent levels to 30% intermediate provision.
- (iii) An appropriate mix of tenures and unit sizes.

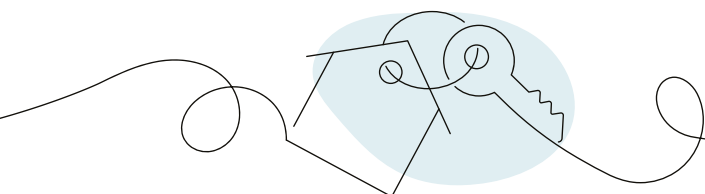
B. Development should meet identified local needs for tenure and mix.

C. The Fast Track route, set out in Policy H5 B 1) of the London Plan, in Ealing will only apply to schemes providing at least 40% affordable housing and a tenure split of 70% social rent and 30% intermediate. This requirement also applies to Build to Rent developments.

D. Provision should normally be made on site, and units secured in perpetuity for affordable use.

E. Affordable housing contributions from large scale purpose built shared living (PBSL) should be in the form of conventional housing units on site and should meet a minimum 40% contribution.

F. For purpose-built student accommodation (PBSA) to follow the Fast Track Route set out in Policy H15 4) a) of the London Plan at least 40% of the accommodation must be secured as affordable student accommodation.



Housing policy position statement 3

Small sites contribution

Ealing Council will seek affordable housing contributions from all housing developments. On small sites this will be as set out in the Local Plan policy SSC, as follows:

- (i) On sites of 5 – 9 dwellings a financial contribution equivalent to 20% affordable provision; and
- (ii) On sites of 1 – 4 dwellings a financial contribution equivalent to 10% affordable provision.

- 2.8 We are exploring how we can attract investment into the borough and deliver a range of good quality, genuinely affordable homes through different housing delivery models. Potential options being explored over the longer-term include council-led direct delivery, joint ventures, strategic investment partnerships, sale and lease back, development agreements and land disposals. We will be looking to secure further funding through the Mayor of London's Affordable Housing Programme but will be looking beyond this to other funding sources, such as institutional investment.
- 2.9 Our existing development partners recognise the strength of Ealing Council's commitment to increasing the delivery of new genuinely affordable homes, regarding the council as a willing partner and seeing the borough as an attractive place to deliver new homes owing to its connectivity, strong communities, and abundance of local amenities. During 2022/23 overall housing completions in the borough were the highest in London (2,100)⁴.
- 2.10 There are a growing number of residents who either do not meet the criteria or are not in sufficient priority to be offered social housing who are struggling with the costs of renting and cannot afford to buy. We are looking to increase delivery and widen the choice of intermediate homes to buy or rent through a new Intermediate Housing waiting list.

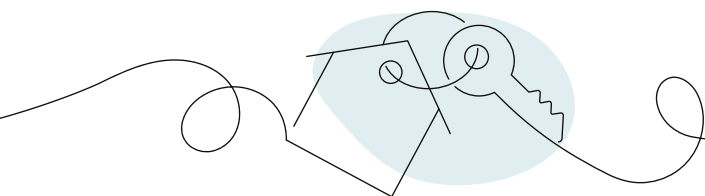
⁴ MHCLG, Table 253 House building: permanent dwellings started and completed, by tenure and district, 2022-23

Housing policy position statement 4

Build-to-rent

We will support good quality, well-managed build-to-rent (BTR) developments, in the appropriate location. Where BTR developers go through the fast-track route, in line with our Local Plan (Policy HOU) developers will be required to deliver in excess of 40% genuinely affordable intermediate rented homes, in line with our Local Plan policies. As BTR development does not provide homes for sale, the affordable housing should comprise of discount rented homes with 70% set at social rent levels (affordable to those on lower quartile household incomes) to meet local need and 30% at no more than the GLA London Living Rent benchmarks, secured in perpetuity.

- 2.11 BTR schemes have the potential to make a significant contribution towards increasing the housing stock and meeting local housing needs. The London Plan requires BTR developers to deliver a proportion as affordable housing to access the Fast Track planning path. BTR is a relatively new yet rapidly growing segment of London's housing market and offers professionally managed, high-quality, well designed rented homes. BTR are large-scale (with more than 50 homes), purpose built, usually funded through private investment. BTR has seen a rapid expansion in recent years and the borough of Ealing has the 3rd highest number in London with more than 5,000 BTR homes completed. As BTR developers are required to deliver affordable homes to get planning permission through the fast-track route, there is the potential to deliver additional intermediate rented homes.



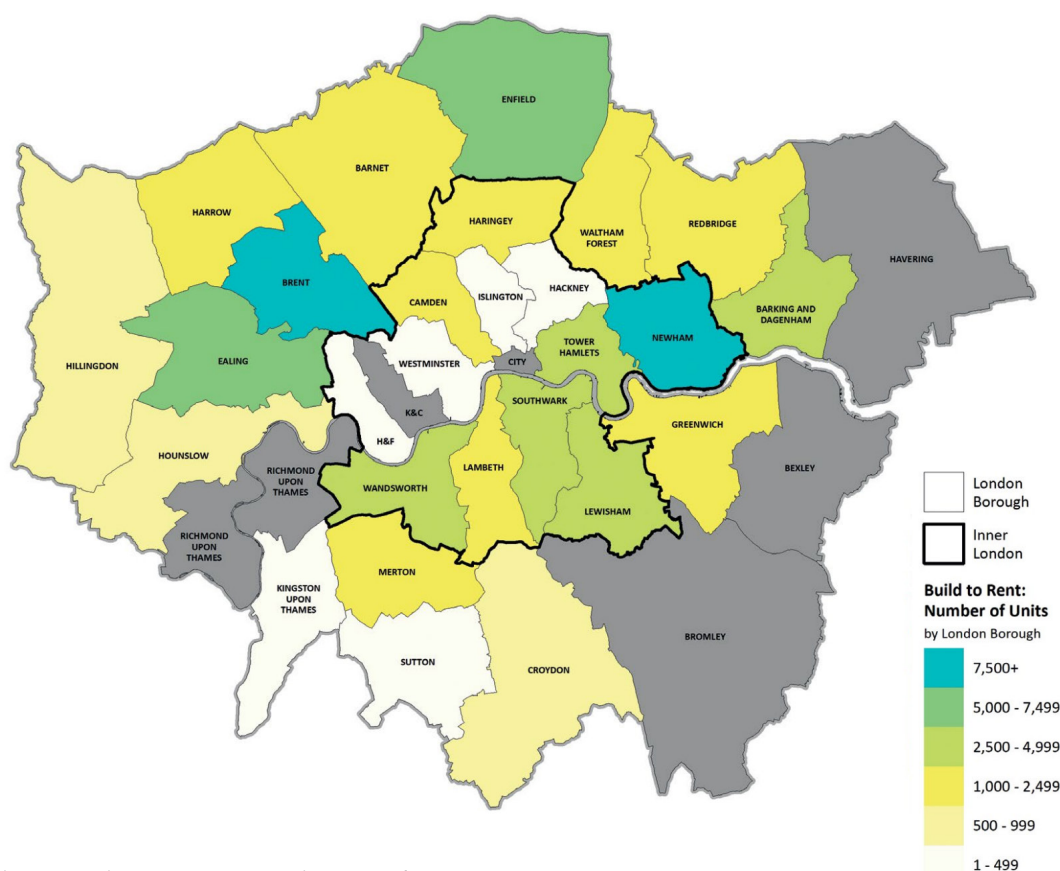


Figure 1: Build to rent completions, as of 2023⁵

2.12 We will:

- develop an Affordable Homes Investment Plan to deliver a long-term, fundable pipeline of affordable homes for the next 10 years. This will prioritise homes for social rent to meet local needs, taking into account the council stock condition survey, estate review, and Housing Revenue Account constraints
- push developers to deliver even more genuinely affordable homes in new developments and pushing the overall number of affordable homes built in the borough well above 35%
- secure grant funding from the GLA's new Affordable Homes Programme and investment to deliver our Affordable Homes Investment Plan

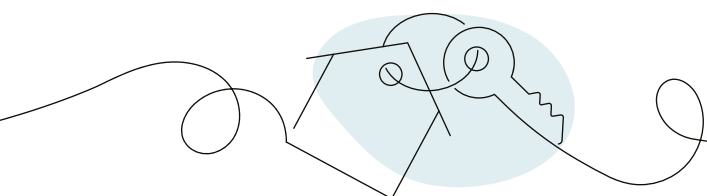
⁵ Planning for Rent The application of Build to Rent policy in London, Lichfields, 2023

- work to secure alternative solutions where housing developments have stalled due to market conditions
- develop and secure a range of intermediate tenures for middle income households and key workers who are unable to afford private rents or outright purchase
- utilise developer contributions, such as S106 and CIL funding, to support the delivery of genuinely affordable homes and infrastructure provision in line with our strategic priorities
- support innovative approaches that can effectively scale-up the delivery of good quality, genuinely affordable homes. This could include the use of modular and modern methods of construction, urban densification (where appropriate, in line with Ealing's Local Plan policies) and build to rent, which includes an affordable component
- through the Council Homes Acquisition Programme (CHAP), undertake a bulk purchase programme to identify further opportunities to acquire homes that can be converted into genuinely affordable housing

Objective 2

Deliver a range of homes to meet diverse needs

- 2.13 Ealing is a diverse borough, both in terms of the demographic profile of our residents who have differing needs and aspirations, but also local housing markets. Central and eastern parts of the borough are higher density and more expensive. Outer areas are lower density and more affordable. The majority of housing need will continue to be met through mainstream housing, but we also need to meet emerging, supported and specialist, and niche needs, where it can be demonstrated that it meets the needs of residents. This includes co-living (purpose-built rented accommodation with shared areas and facilities), student accommodation and homes that can be adapted to accommodate extended families. It also includes other provision to meet the needs of gypsies, travellers, and boat dwellers.



- 2.14 Over the next few years, we will also be reviewing supported and specialist housing provision, and will develop detailed plans to address areas of demand and gaps around specialist accommodation for people with disabilities, women, or young people with complex needs, or to provide respite for those who have been living on the streets. We are also looking to diversify the local housing market, by unlocking small sites that may not be attractive to mainstream developers and exploring innovative approaches to housing delivery such as modular homes, which can offer advantages in terms of speed of delivery and efficient energy use.

Housing policy position statement 5

Meeting diverse housing need

We will seek to diversify the supply of new homes, encouraging innovative, less traditional housing models and their provision by a range of different types of developers, including small and medium-sized enterprise (SME) developers. Our aim is to deliver a mix of accommodation and tenures, and to meet local needs, as well as aspirations. This includes multi-generational homes, student accommodation, purpose-built shared accommodation, specialist and supported accommodation to help residents to live independently. We will also actively plan to meet any evidenced needs for groups who want homes that are not necessarily bricks and mortar, for example boat dwellers and the gypsy, Roma and traveller community.

Housing policy position statement 6

Gypsy, Roma, and traveller accommodation

We will actively plan and invest to meet identified gypsy, Roma, and travellers' accommodation needs providing adequate, culturally appropriate accommodation and stopping sites, including access to water, sanitation, and electricity in line with London Plan policy H14 and Ealing Local Plan policy SP3. Sites should be well-connected to social infrastructure, health care, education and public transport facilities, and contribute to wider, inclusive neighbourhoods.

Housing policy position statement 7

Student accommodation

We will support student housing developments where there is a demonstrated need, where they take place in suitable locations (for example in WestTech London), are of sufficient quality with high management standards, provide acceptable levels of genuinely affordable housing, and are well integrated into the wider community. We expect providers to prioritise nominations from UWL and Imperial College.

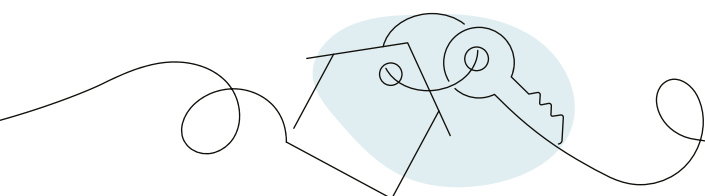
Housing policy position statement 8

Shared housing and co-living housing

We will seek to limit further large-scale purpose-built shared-living (LSPBSL/ co-housing) developments as there is currently no identified local housing need. LSPBSL is large-scale development (50+ homes) which is purpose-built shared accommodation with communal facilities, often targeted at young professionals typically with high rent levels.

We will only consider shared and co-living housing on a case-by-case basis within Ealing's metropolitan centre and schemes must demonstrate they would conform with London Plan guidance and our Local Plan policies (H16), as well as meet evidenced local need. There is a need for new good quality, genuinely affordable small-scale shared housing suitable for single young people aged 25 to 34 years. Proposals for shared housing and LSPBSL should:

- (i) not compromise the supply of class C3 self-contained homes
- (ii) not result in an overconcentration of similar uses
- (iii) not be detrimental to local amenity and tenure mix
- (iv) have sufficient quality and high management standards
- (v) provide at least 40% genuinely affordable housing



2.15 **We will:**

- review the longer-term role of Broadway Living, our housing company, and its subsidiary registered provider Broadway Living RP in helping to meet local housing needs
- look to establish a dedicated transit site for the gypsy, Roma, and traveller community, as well as a minimum of additional 6 permanent pitches, ensuring those communities are able to travel through the borough safely, free from discrimination, with viable alternatives to unauthorised encampments on private land and open spaces
- develop and deliver a small sites programme to help to build a pipeline of sites to deliver new homes
- identify further opportunities to diversify the market and support small, medium sized enterprises, builders and contractors, particularly if they are locally based
- undertake research to understand how we can better meet the needs of multigenerational families
- work in partnership to deliver specialist and supported homes to meet identified needs



Objective 3

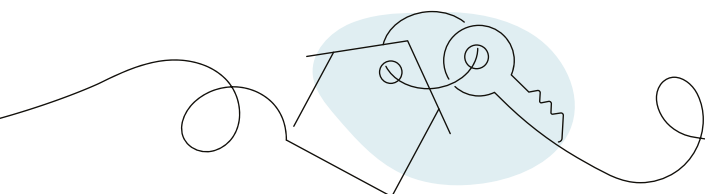
Work with residents to support the growth of community-led housing

- 2.16 Community-led housing is about local people playing a leading and lasting role in solving housing problems, creating genuinely affordable homes and strong communities in ways that are not always achieved through mainstream housing provision. Community-led housing approaches have been successful in other European countries. In Zurich, community-led housing has contributed up to 23% of new housing supply.
- 2.17 We are working with residents and community groups to explore growing local provision through more innovative forms of community-led housing, such as co-housing schemes, particularly where they include affordable provision. We are especially supportive of community-led housing models that give residents more say in the design and management of homes, such as community land trusts (CLTs), not-for-profit organisations that acquire and manage land for the benefit of local communities by providing affordable housing.

Housing policy position statement 9

Community-led housing

The council is committed to working with residents and community groups to explore community-led housing models. We strongly support models that give residents greater influence over the design and management of their homes, such as community land trusts – not-for-profit organisations that acquire and manage land for the long-term benefit of local communities by providing affordable housing and associated benefits.



2.18 **We will:**

- work with residents, communities and community organisations to research and secure funding sources to support the delivery of community-led housing initiatives
- identify potential sites for community-led housing projects through the small sites workstream
- collaborate with community land trusts and other groups specialising in community-led housing to bring forward suitable development opportunities. Pilot a community land trust scheme in the borough by 2026
- provide support to individuals and groups interested in custom and self-build projects, with a focus on delivering affordable housing that meets local needs
- work with and support partners who bring forward co-living or co-housing schemes in which people can support each other in residential settings

Objective 4

Work in partnership to fund and deliver new homes

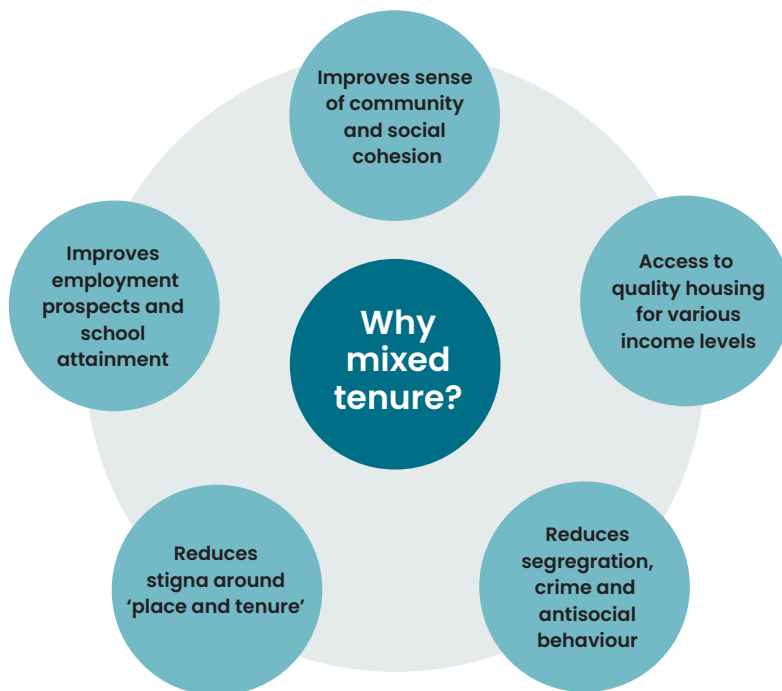
Housing policy position statement 10 **Meeting our housing delivery targets**

We will work in partnership to ensure future development within the borough of Ealing and beyond responds to changing needs and demographics in the borough. We will plan to increase housing delivery to meet our housing targets set through the London Plan. Our London Plan housing delivery target is currently 2,157 homes per year until March 2026.

In December 2024, the government introduced a new standard method of assessing housing needs as part of the National Planning Policy Framework, which produced an indicative housing delivery figure for the borough of 3,407 per year. This is not necessary the one that will be adopted under the new London Plan, which is under review. However, our housing delivery target is unlikely to differ significantly as the GLA's pan-London housing delivery target is expected to be 87,992 homes per annum. As our average net additions were 1,449 per annum between 2021 to 2022 and 2023 to 2024, this will require us to more than double the delivery of new homes.

- 2.19 Our vision and challenging growth targets can only be achieved by working in creative partnership with private sector businesses, developers, and investors. We are already working closely with partners such as the Old Oak and Park Royal Development Corporation (OPDC), which will oversee the delivery of 15,000 new homes, many of which will be in the borough of Ealing, as well as wider infrastructure which will have an impact locally.
- 2.20 Through our “Good for Ealing” inward investment programme, we are promoting the borough’s potential for good growth and new homes to potential new partners. By positioning ourselves as being ‘open for business’ as a positive and proactive partner of choice in these challenging times, we can ensure the continued delivery of housing and uphold our commitments on affordability and sustainability. In turn, our partners will be expected to demonstrate how they share our values, spread good practice, and support our diverse communities and residents by actively engaging with them.

Figure 2: Benefits of mixed tenure housing⁶



⁶ Savills, How can housebuilders use Build to Rent to increase delivery rates? 15 January 2024

- 2.21 We are keen to explore the potential for Ealing to use its skills and resources to develop a new town or community outside of the borough where some of the borough's housing needs could be more sustainably met. This could potentially make a significant contribution towards meeting housing demand, delivering against our ambitious housing delivery targets, supporting economic growth. This would involve finding a suitable area to partner with who would benefit from the development of new homes and incoming residents who could fill skills gaps and vacancies in the local jobs market. With careful planning, the amenities and infrastructure that is required for a thriving community such as transport, healthcare, schools, jobs, leisure, and retail facilities would be developed alongside new homes.

Housing policy position statement 11

Tenure and size mix requirements

Our priority is maximising the delivery of social rented homes to meet identified housing need. We will strongly advocate for mixed tenure developments to meet demand from a range of household types, better supporting both economic development and social cohesion. The tenure mix we seek is partly informed by our Local Housing Needs Assessment but also needs to comply with our Local Plan and London Plan policies. Our planning policies have a target seeking 50% of homes to be delivered as affordable. These are funded through government grants, loans, and also cross subsidy from private sale homes. The current affordable tenure mix we are seeking through our local plan is set out below and will be updated when the next London Plan is published:

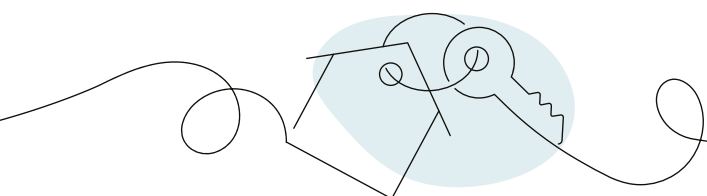
- **70% of new affordable homes** at social rent levels. Social rent is targeted towards local residents who are eligible for social housing in line with our allocations policy.
- **30% intermediate homes.** We will prioritise intermediate rented homes (including London Living Rent) over shared ownership for those who meet the GLA and local eligibility criteria who cannot afford to rent or buy. We do not support discounted market sale (homes sold to purchasers with a discount to the market value, such as First Homes) as part of the intermediate mix, except where this forms part of a community-led scheme and/or schemes that provide homes to groups of people who share a protected characteristic.

Table 1: Size and tenure mix of homes to be delivered:

	Affordable homes		Market delivery
Size	Social rent	Intermediate homes	Private
1-bed	23.3%	26.2%	9.1%
2-bed	31.3%	34.4%	16%
3-bed	31.4%	27.8%	67.7%
4-bed+	14.0%	11.6%	7.2%
Total %	100%	100%	100%

2.22 **We will:**

- develop a plan with a deliverable supply of housing sites to meet the expected highly ambitious government housing delivery targets that are likely to be introduced through the next London Plan
- advertise site opportunities to potential regeneration and development industry partners via the “Good for Ealing” inward investment programme
- where the council does fund new homes, we will ensure the homes are of high quality, subject to a rigorous appraisal of their financial viability and that robust governance is in place
- explore opportunities for Ealing to establish a sustainable new community beyond the borough, in collaboration with neighbouring areas, to address housing needs
- continue to work with our statutory partners, the West London Alliance on One Public Estate, Old Oak, and Park Royal Development Corporation (OPDC), and Transport for London to support the delivery of new homes across the wider sub-region
- on larger new-build developments, we will strongly advocate for mixed tenure developments to meet demand from a range of household types, better supporting both economic development and social cohesion
- work with the GLA, energy provider SSEN, and National Grid to manage the constraints caused by the west London electricity capacity shortage to reduce delays delivering new homes



Objective 5

Place residents at the heart of decision-making when planning and undertaking estate regeneration

- 2.23 The regeneration of existing estates will play an important role in achieving our ambition to increase the number of genuinely affordable homes. Estate regeneration delivers upgrades to quality, safety, space, and sustainability while also allowing us to better match the size of homes to those that our communities need.
- 2.24 Ealing Council has a strong track record of working with communities to bring forward regeneration proposals as seen in successful recent estate ballots at Golf Links and High Lane. Ealing Council has delivered over 3,000 new homes through regeneration schemes to date, with potential for around 5,000 homes in our development pipeline forecast to be delivered across 7 regeneration projects. Over the course of this strategy, our approach to regeneration will evolve in line with the wider seven towns framework and the needs of local communities.
- 2.25 Regeneration schemes are complex by their very nature. They often involve many partners, are delivered in multiple phases across several years, and require rehousing existing residents. The costs of delivering these schemes are typically funded through the cross-subsidy provided through developing a mixture of tenures of housing, including private sale.



The regeneration of existing estates will play an important role in achieving our ambition to increase the number of genuinely affordable homes

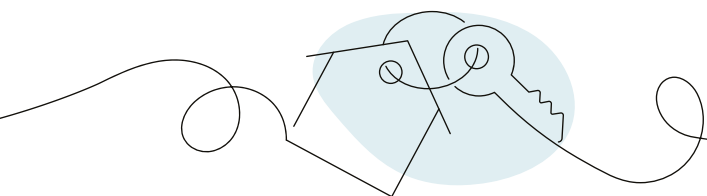


Housing policy position statement 12

Build power and control amongst residents and communities to shape estate regeneration

We will take a meaningful and participatory approach to working with residents and community groups when developing proposals for estate regeneration. This means:

- engaging and involving residents and community groups, utilising their collective intelligence to inform regeneration priorities to plan the council's housing-led regeneration programme and build stronger communities. Facilitating structured and meaningful engagement and opportunities ahead of any decision to regenerate an estate, undertaking a resident ballot for strategic estate regeneration projects benefitting from GLA funding
- adopting tailored communication strategies for estate regeneration projects, considering residents diverse needs. Collaborating with residents to design and implement a clear, accessible, and transparent communication framework, including regular updates and opportunities for dialogue
- taking a participatory approach to working with residents and community groups, providing a range of opportunities to participate in design and decision-making, encouraging wider engagement. Establish advisory groups or forums to ensure ongoing resident input during the lifecycle of projects. Involving residents in decision-making of individual projects
- ensuring any estate regeneration proposals deliver better homes for local people by increasing the provision of genuinely affordable homes, giving the right to return to social housing tenants and offering a fair deal for affected leaseholders and freeholders
- we will work collaboratively with housing associations who are planning to regenerate their own estates to improve the quality of their homes and surroundings and potentially to increase the supply of genuinely affordable homes. Where these are adjacent to council owned homes, we will explore close working to maximise the mutual benefits



Housing policy position statement 13

Delivering quality, high density social housing

The council will seek to limit the height of single tenure social housing blocks to 6 storeys. Instead, the council will seek high densities, exploring innovative approaches to delivering lower rise blocks for social housing to help provide better liveability for families. We will involve residents using co-design principles, to shape the design and management ensuring buildings are:

- **robust and safely built:** We will ensure the building is robust and safely built
- **affordable to run:** We will make sure the service charge is affordable
- **close to parks and nature:** We will make sure that there is a good park with well-equipped play facilities very close by
- **close to useful facilities:** We will make sure that homes are close to useful family amenities, public transport options, and cycle routes
- **easy for deliveries:** We will make sure deliveries, including post, can easily be made
- **easy for refuse:** We will make it easy to store and get rid of rubbish
- **welcoming:** We will make sure that the building entrance and lobby is welcoming and safe
- **easy to move through:** We will make it easy, pleasant, and safe for residents to get from the block door into their homes
- **easy to store and access big things:** We will provide secure bike parking for all the family and additional room to store bulky items residents don't want in their flats
- **easy to exit:** We will make sure residents can escape safely if there is a fire
- **private:** We will make sure that residents feel a sense of privacy in their homes
- **neighbourly:** We will make it easy for neighbours to meet each other when they want to
- **youth friendly:** We will make it easy and safe for young people to play and socialise when they want to
- **spacious:** We will provide enough space for families to live, work, and play indoors
- **comfortable and safe:** We will make sure residents feel comfortable and safe inside their homes and on their balconies

2.26 **We will:**

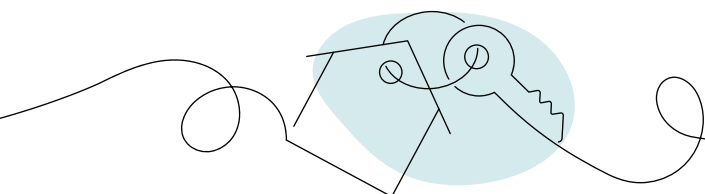
- develop a resident engagement charter and ensure consistency in approach and inclusion for communities when delivering new homes and estate regeneration
- engage and involve residents in reviewing and shaping regeneration priorities to produce an Affordable Housing Investment Plan
- offer continued opportunities for residents to help shape regeneration plans during the lifecycle of projects
- in consultation with residents, secure investment and approval to deliver the estate regeneration review priorities

Case study 1

Acton Gardens



At the former South Acton estate, 3,463 new mixed-tenure homes are being built as part of the Acton Gardens regeneration programme. Replacing 1,800 homes, 50% will be affordable.



Back in 2009, 80% of the estate's residents wanted to leave the estate, whereas now most residents wish to stay and are being rehoused in the new homes. The original estate suffered from isolation from the surrounding area, featuring a series of large blocks with poor quality public spaces and bad connectivity.

The new masterplan sought to rectify this through designing new streets which better link to the local neighbourhood and remove unnecessary boundaries. It also sought to protect mature trees, create new public gardens, and allow for homes to face onto the street to create a more open environment. Design decisions were made to use brick as a primary material, but for each phase of the estate to appear slightly different, providing more variety whilst remaining cohesive.

Successful delivery of this project has owed to a strong and effective partnership between the council, the Community Board, and its development partner Countryside Partnerships. Such collaboration has been present throughout the project to date, recognising the strengths which each partner could bring to achieving a shared vision for new high-quality genuinely affordable housing.

The project has built on the strong community spirit of the original estate. A £50,000 community fund was distributed to local community groups and a community hub has been built, incorporating a youth centre, 2 halls, training kitchens, a GP surgery, and dental surgery.

Acton Gardens is delivering not only fantastic new homes people want to live in, but strong communities people want to remain part of.

Objective 6

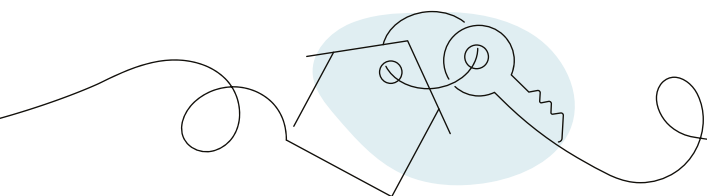
Secure a cost effective, suitable supply of temporary accommodation, reducing the reliance on emergency accommodation

- 2.27 The lack of affordable housing in the borough, particularly in the private rented sector, has contributed to substantial increases in homelessness. There is a huge shortage of affordable rented accommodation, which has increased the use of emergency temporary accommodation, such as hostels and nightly bed and breakfasts, which require people to move frequently and often lacks basic facilities, such as cooking facilities.
- 2.28 Homelessness and insecure housing have a catastrophic impact on people's lives and emergency temporary accommodation is particularly unsuitable for families. Around 1 in 40 households live in temporary accommodation and 1 in 57 households in the borough of Ealing live in temporary accommodation with children. To address this, we are taking a strategic approach to securing a suitable supply of longer term, more suitable accommodation to reduce the use of often unsuitable emergency accommodation.

Housing policy position statement 14

Delivering a good quality temporary accommodation supply and reducing the reliance on nightly temporary accommodation

We will invest strategically and sustainably, working with partners to meet the accommodation needs of homeless households in the borough over the short, medium, and long-term. This will include purchasing accommodation, making the best use of our existing housing stock, working with the private rented sector and others to increase the available affordable housing in the borough. We are committed to minimising the use of emergency temporary accommodation (bed and breakfasts, hotels, and hostel accommodation) and ensuring families with children or pregnant women are not accommodated in it for longer than 6 weeks.



2.29 **We will:**

- agree and deliver a new Acquisitions Strategy which sets out a short, medium, and longer-term approach aiming to:
 - reduce the use of temporary accommodation
 - reduce the cost and use of spot purchased accommodation
 - increase the supply of permanent affordable housing to speed up discharging of homelessness duty
- improve the commissioning arrangements for accommodation services to deliver an integrated and holistic approach to emergency and move-on accommodation
- explore opportunities together with our partners to provide quality temporary accommodation in appropriate locations, whilst improving value for money
- make better use of voids on regeneration estates, establishing a voids optimisation team to lead on bringing regeneration voids back into use as soon as possible for meanwhile housing
- invest to secure more cost-effective and suitable emergency temporary accommodation to reduce the use of expensive nightly bed and breakfast and commercial hotels
- establish a responsive housing acquisitions team to purchase temporary accommodation and homes to meet longer-term housing needs

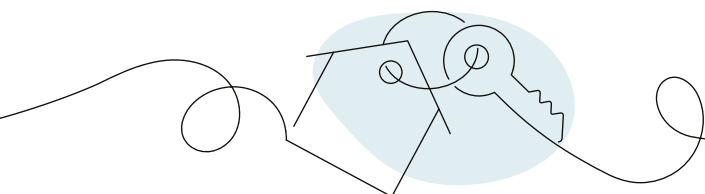


Priority 2

Quality homes and neighbourhoods: safe, healthy and resilient for the future

Key outcomes

- better quality homes leading to better health and well-being outcomes
- radically reduced carbon emissions and improved resilience to climate change
- an embedded culture of sustainable living amongst landlords, residents and the wider community
- reduced fuel poverty
- reduced crime and anti-social behaviour
- reduced fuel poverty and energy usage
- well-designed places with defined identities with access to infrastructure (transport, services, community spaces, leisure/green space and employment) improving opportunities for building social connections
- high levels of resident satisfaction with homes and neighbourhoods



Context

- 3.1 We are committed to improving the health and well-being of residents. Prioritising quality, affordability, safety, and environmental responsibility will help create strong communities that enrich lives, while also taking significant steps towards becoming a net zero carbon borough by 2030. Our approach encompasses not only utilising council resources but also forging partnerships, securing funding, and working with residents and communities to build power and control to collectively elevate the standard of housing in the borough.
- 3.2 It is estimated that poor housing costs the NHS in the UK at least £1billion per year⁷. Where people live in unsuitable housing, they may be at risk of exposure to a number of potential health hazards. As a result, poor housing may cause or contribute to many preventable injuries and conditions, such as respiratory, nervous system, and cardiovascular diseases, as well as cancer. It is well understood that poor housing conditions and overcrowding have a negative impact on educational attainment. This in turn impacts on an individual's ability to reach their full potential. Addressing poor housing conditions will help to improve health and wellbeing, reduce health inequalities, improve educational outcomes and prevent and reduce demand for primary health care and social care interventions, including admission to long-term care settings.



⁷ BRE, The Cost of Ignoring Poor Housing, 2023

The importance of improving the quality and safety of homes – impact on health

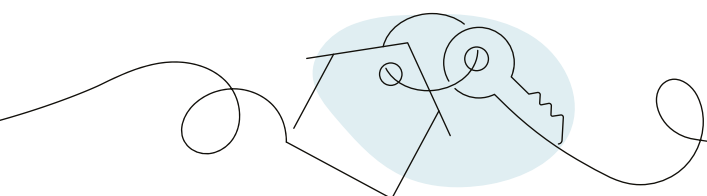
Low quality and unsafe housing increases people's risk of health problems. Councils use the Housing Health and Safety Rating System (HHSRS) to check for hazards in private rented homes. Potential health hazards in the home typically fall into 4 categories:

Biological: these include allergens from mould, rodents, and dust mites and may increase the risk of allergies, asthma, and other respiratory illnesses.

Chemical: these can include lead, asbestos, radon, and carbon monoxide. Exposure to these may lead to an increased likelihood of neurological complications, developmental disorders, cancer, asthma, and other respiratory illnesses.

Physical: examples include improper ventilation, temperature control, and hazards that may cause injury. These may contribute toward physical injury, respiratory illness, asthma, and exposure to excessive heat or cold.

Social: this can include overcrowding, living in poverty, and fear of crime. Social health hazards may increase the risk of infectious diseases and poorer mental health outcomes. Loneliness and social isolation contribute to increase risk of cardiovascular disease, dementia and premature death. Adolescents and older people are particularly vulnerable.



- 3.3 Recent events with the Grenfell tragedy and death of Awaab Ishak have highlighted the importance of safeguarding our homes against hazards, listening to residents' concerns, working together to plan and deliver services. This extends to ensuring the safety of our residents from various security concerns, including anti-social behaviour and domestic abuse. The introduction of a proactive regulatory regime and consumer regulations for social housing through the Social Housing (Regulation) Act 2023, focused on safeguarding residents' rights, enhancing service quality, and ensuring compliance. We will work transparently with tenant and leaseholders, driving improvements to transform our landlord services to ensure they fully meet the Consumer Standards, working together with residents and leaseholders to improve and invest in homes, reaffirming our unwavering commitment to the well-being of our community.

The Regulator of Social Housing's Consumer Standards

The Safety and Quality Standard requires landlords to provide safe and good-quality homes for their tenants, along with good-quality landlord services.

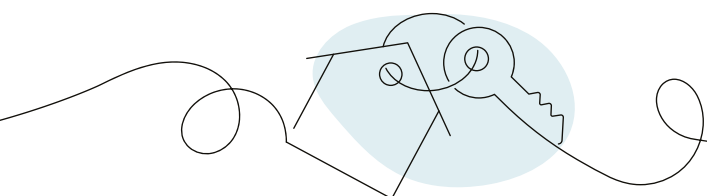
The Transparency, Influence and Accountability Standard requires landlords to be open with tenants and treat them with fairness and respect so they can access services, raise concerns, when necessary, influence decision making and hold their landlord to account.

The Neighbourhood and Community Standard requires landlords to engage with other relevant parties so that tenants can live in safe and well-maintained neighbourhoods and feel safe in their homes.

The Tenancy Standard sets requirements for the fair allocation and letting of homes, as well as requirements for how tenancies are managed by landlords.⁸

⁸ <https://www.gov.uk/government/collections/regulatory-standards-for-landlords>

- 3.4 Our focus on housing quality will contribute to achieving our target of becoming a net zero carbon borough by 2030, and the London Councils' target of achieving average EPC B across all of London's homes of all tenures by 2030. This will be a challenging task given the relatively old age of Ealing's homes, the numbers currently with poor energy performance, and the significant shortfall in funding available to cover the full costs of retrofit measures to be installed. For all these challenges we will look to use the council's powers and funding to raise the standard of homes and ensure they are climate resilient. We will also seek additional powers and look to draw in funding from central government, private finance, and households that are 'able to pay' to help improve the quality of housing.



Housing policy position statement 15

Investing in healthy, quality homes that are fit for the future

We will work to ensure every new and existing home is safe and decent (under the Decent Homes Standard and Future Homes Standard), meets the 12 Healthy Homes principles, and align our resources around these priorities. This will include securing funding to deliver retrofit programmes to improve energy efficiency, reduce carbon emissions and improve their climate resilience. We will explore opportunities for trialling new approaches.

New homes will need to be designed and built in line with the amended building requirements arising from the Building Safety Act 2022.

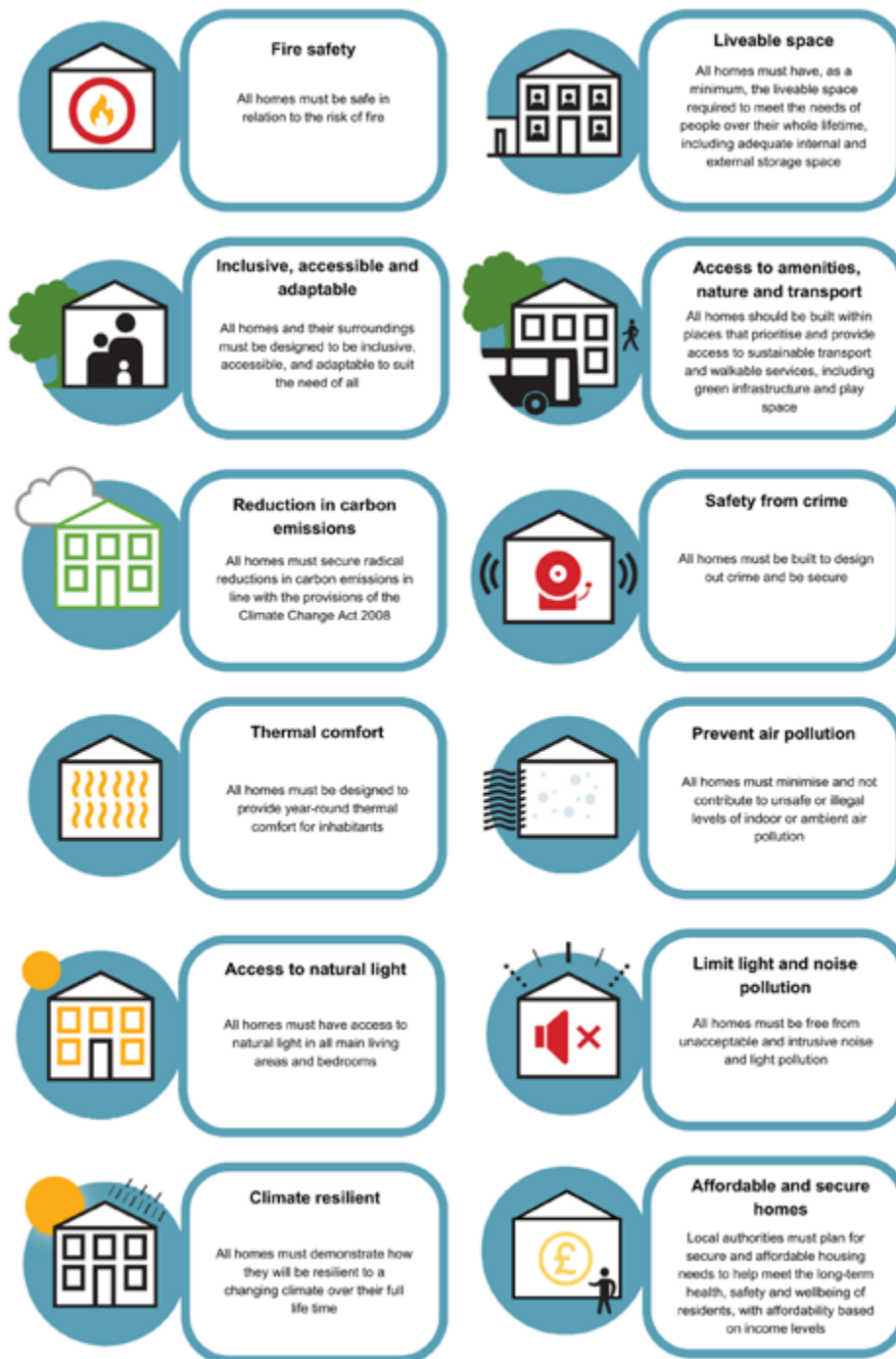
Homes should:

1. be safe from fire
2. provide adequate liveable space
3. be designed so that they are inclusive, accessible and adaptable
4. have access to natural light
5. cut carbon emissions
6. provide access to amenities and transport
7. be safe from crime
8. be climate resilient
9. prevent air pollution
10. limit light and noise pollution
11. ensure thermal comfort
12. be genuinely affordable and secure

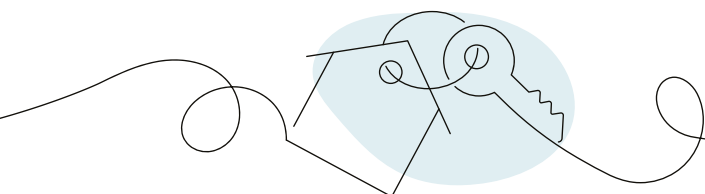
For social housing, we expect registered providers to comply with the Regulator of Social Housing's Consumer Standard on Safety and Quality. We also expect registered providers to fully involve their tenants closely when developing long-term investment plans.

For private sector rented housing, we expect landlords to comply with the Housing Act 2004 and any local property licensing scheme requirements which apply. We will also expect landlords to comply with the new Decent Homes Standard when this is extended to the private rented sector through the Renters' Rights Bill.

Figure 3: 12 Healthy Homes Principles of the Healthy Homes Pledge⁹



⁹ TCPA <https://www.tcpa.org.uk/collection/campaign-for-healthy-homes/>



Our priority commitments for better homes and neighbourhoods: safe, healthy and resilient for the future

- show leadership in setting high standards for the quality of design expected in the borough. Raise Ealing's profile as a borough that expects high-quality design
- develop a borough-wide approach to retrofit, including green skills, coordinated by the climate leadership board, and continue to seek funding to support activity to decarbonise the borough's homes, including opportunities to attract new funding from institutional investors
- evaluate the success of additional and selective licensing schemes within the borough and how well the schemes' objectives have been achieved
- prioritise the delivery of our building safety remediation plans
- adopt a proactive approach to disrepair, damp, mould and condensation that is data driven and risk-based (taking account of our tenants' diverse needs and vulnerabilities) and take prompt and prioritised action where issues are identified, ensuring that the approach supports our preparation for Awaab's Law and potential Decent Homes Standard changes
- evaluate the findings of the council's housing stock condition survey and use this to develop a new Asset Management Strategy

Objective 7

Enshrining good quality design and place-shaping

- 3.5 The borough has a rich and diverse heritage which we will retain and celebrate through its future growth. Our housing development targets are ambitious and form an important part of London's overall development needs, but we will balance this by ensuring new housing development contributes to its surroundings as well as benefiting from the borough's appeal and existing assets, ensuring high quality environment both within the redline of the development and also the surrounding areas.

Housing policy position statement 16

Housing design and place-shaping

We want to build power in communities to help collectively shape place. To facilitate this, we will seek to enshrine good quality, sound design and place shaping principles throughout new development via our updated housing development guide, design review panel, and expanded membership of our community review panels to better reflect our 7 towns.

We will work with communities to ensure developments of different eras form coherent and legible neighbourhoods, encouraging greener buildings, increasing open green space and biodiversity.

We expect homes built in the borough to be climate ready to at least 2080, be compliant with the relevant London Plan policy and guidance on housing design, and Ealing Council's local plan policy (Policy DAA: Design and Amenity), Policy G6: Biodiversity and Access to Nature London Plan.

Homes should make a positive contribution to local areas by influencing our health and wellbeing and patterns of behaviour. They should be designed and constructed to reduce anti-social behaviour and crime, creating inclusive neighbourhoods for our diverse residents. Where houses are converted from single household occupation to multiple households, they should not contribute to an overconcentration within a local area, where the character or local amenity of the area would be adversely affected.

Inclusive design is indivisible from good design and development proposals should achieve the highest standards of accessible and inclusive design, in line with London Plan Policy D7 and DAA. Our Local Plan contains the following targets setting out the proportion of new build homes meeting accessible housing standards:

- 90% of new build dwellings meeting M4(2)
- 10% of new build dwellings meeting M4(3)

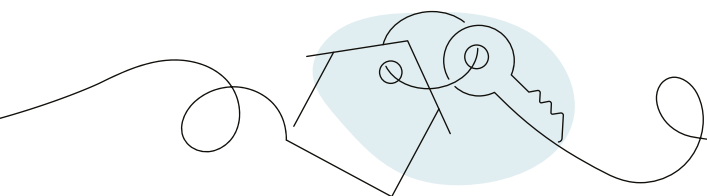


Figure 4: The 10 characteristics of well-designed places¹⁰



3.6 The borough’s tall buildings policy builds upon comprehensive evidence developed in line with the requirements set out in the London Plan. This evidence analyses the suitability and sensitivity of different parts of the borough, and then sets specified locations and heights that may be suitable in principle for tall buildings.

¹⁰ DLUHC & Guidance: National design guide, 2021

Housing policy position statement 17

Tall buildings

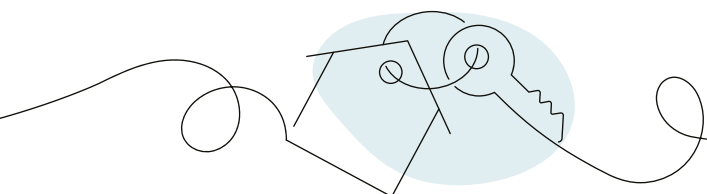
We take a plan-led approach to tall buildings, as set out in the London Plan and our Local Plan (policy D9). The definition of a tall building in different areas of the borough is based upon rigorous assessment of local character and prevailing heights.

Tall buildings above the defined thresholds are exceptional and should be located upon specified development sites defined in our Local Plan. The Ealing Character Study and housing design guide provide generic design principles that will be applied to the consideration of tall buildings and future development in general. These include responding to character, context and identity, scrutinising the built form in terms of scale, massing, density, plot coverage, building heights, and rooflines, and ensuring that developments are well connected with their surroundings.

For tall buildings, the visual impact on views, the integration with neighbourhoods, the effects on the microclimate and the sustainability of the buildings will also be of particular importance. These design principles, as set out in the new local plan, will be used to assess planning applications as they come forward through the Ealing Design Review Panel (DRP) and Community Review Panel.

3.7 **We will:**

- develop design capacity within council teams, fostering a design-conscious culture and better collaboration across the council
- take the borough's new local plan through the examination in public for adoption
- work with developers to implement design policy and guidance, including the borough's emerging Local Plan, in support of high-quality homes and overall housing delivery
- show leadership in setting high standards for the quality of design expected in the borough and raise the borough's profile as one that expects high-quality design
- develop a climate change and resilience strategy
- ensure new housing development achieves high-quality design and place-making that reflects the priorities of local people through our community review panel



Objective 8

Retrofit and adapt homes to be more sustainable, providing a clear pathway to net zero

- 3.8 The UK Green Building Council's Whole Life Carbon Roadmap¹¹ found that homes are the largest single contributor of carbon emissions from the built environment. Homes are responsible for 48% of carbon emissions from the built environment, which makes improving home insulation mission-critical to delivering on the UK's net zero commitments.
- 3.9 Local authorities do not have responsibility for upgrading all homes and a wide range of different sectors will need to work together to retrofit housing across the borough at the scale needed. Nevertheless, Ealing Council recognises the pivotal role it has in coordinating and accelerating large-scale delivery of retrofit programmes as well as making the most of the opportunity to bring new investment into the housing stock owned by the council.
- 3.10 We have been delivering innovative retrofit pilot projects across the council's own homes, such as the trial of graphene and infra-red heating of homes in Greenford, 'Energiesprong' whole house retrofits in the borough, and a trial of smart airbricks in a selection of council homes. The learning from such pilots will help inform our long-term retrofit plan for our own homes, as well as spreading learning to the wider housing sector. Whilst recognising the constraints in delivering such work at scale, particularly funding and longer-term returns on expenditure, we will target available funding to support and deliver this work.
- 3.11 We are part of a consortium of 26 housing providers, including several London boroughs as well as major housing associations set up by the GLA and London Councils, that have secured £175million from the Warm Homes Social Housing Fund to upgrade their social housing stock and £56million from the Warm Homes Local Grant, which will help low-income Londoners in private housing across 31 boroughs. The new Warm Homes London partnership has a 'one-London approach', forming a close link with government and giving boroughs the reliable, long-term funds we need to progress retrofit works which in turn will strengthen supply chains and create new, high-quality jobs.

¹¹DLUHC & Guidance: National design guide, 2021

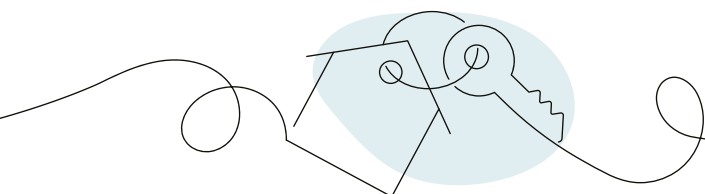
- 3.12 New homes also have a vital role to play in reducing carbon emissions through the adoption of more sustainable design and construction techniques. We must also ensure that both new and existing homes are adaptable to a changing environment, including extreme heat, flooding, and biodiversity loss.

Housing policy position statement 18

Meeting net zero carbon homes targets – retrofitting and energy

The borough has declared a climate emergency and an ambition of becoming a net zero emissions borough by 2030. For new homes, we will ensure new homes are climate ready, low energy, healthy and designed to Passivhaus design principles. To meet this target, for existing homes we will take a whole house approach to retrofitting, improving the energy efficiency (to address fuel poverty and lessen energy demand) and decarbonising homes through measures such as:

- insulation – adding insulation to walls, floors, and roofs to reduce heat loss
- window upgrades – replacing old, drafty windows with energy-efficient ones
- heating system upgrades – enabling residents to switch from fossil-fuel based heating (like gas boilers) to entirely fossil-fuel free heating systems (like heat pumps)
- supporting decentralised, local and smart energy systems where appropriate, such as low and zero carbon heat networks and energy flexibility
- renewable energy integration – installing solar panels or other renewable energy technologies
- ventilation – ensuring proper ventilation to prevent moisture issues and maintain indoor air quality
- air tightness – minimising air leaks to prevent heat loss



3.13 **We will:**

- develop a large scale retrofit programme to be delivered across all housing tenures. This will build upon the work done to date through Healthy Homes Ealing to support low-income households to install energy efficiency measures. We will also be looking to secure additional and new sources of funding, including institutional investment
- adopt measurable sustainability standards such as Passivhaus. Where carbon offset payments are incurred, we will ensure this support sustainability schemes across the borough
- work to make homes in our borough more resilient by ensuring they are adequately ventilated and shaded during future heatwaves, prevent an increase of flood risk through sustainable urban drainage systems, and maximise opportunities for urban greening, biodiversity gains and habitat creation
- work with Warmer Homes London (WHL), a new consortium that was launched earlier this year by London Councils and the Mayor of London to make homes across London warmer, healthier and cheaper to heat by making them more energy efficient. The consortium has secured £77.9million from the Warm Homes Social Housing Fund to upgrade the social housing stock of members and £56million from the Warm Homes Local Grant, which will help low-income Londoners in private housing across 31 boroughs.



Case study 2

Energiesprong

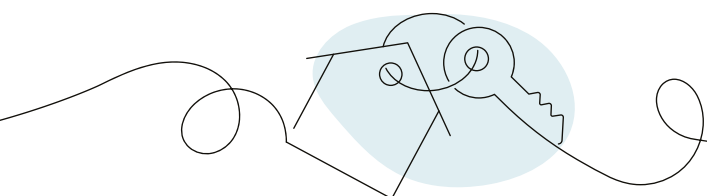


Homes are the single biggest current source of carbon emissions locally, so we were keen to explore how they can be retrofitted to increase their energy efficiency whilst also trialling new sources of heat and power. Piloting projects on our own council homes both helps inform our future plans and encourages other owners to retrofit their properties.

Energiesprong is a groundbreaking Dutch approach which guarantees a net-zero energy performance, including a year-round comfortable temperature of 18-21 degrees centigrade and energy and hot water generation to meet the needs of the households, for up to 30 years.

Each of the 44 homes subject involved in the pilot has received whole-house retrofits, including insulation and ventilation, low-carbon heating systems, and solar PV panels for on-site energy generation. Residents experienced minimal disruption while the work takes place, remaining in their homes the whole time, and were supported to use the technology.

The benefits of this project included reduced energy bills, but also provided year-round comfort, improved air quality, eradication of mould and condensation, and more attractive, refurbished housing. The project was delivered using funding secured via the government's Social Housing Decarbonisation Fund.

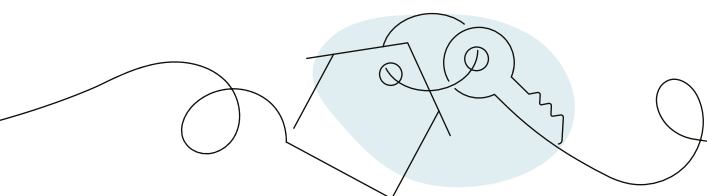


Objective 9

Proactively improve standards of accommodation in the private rented sector through licensing schemes and other regulatory interventions

- 3.14 The private rented sector is increasingly becoming the only option available to many of the borough's residents, including those who are vulnerable and on low incomes. This surge in demand has outpaced supply, driving up prices and limiting choices for residents. The 2021 Census showed 34.3% of households in the borough now live in the private rented sector. The impact of these changes is significant. Although most landlords provide a professional service, the increased demand has allowed some to exploit a poorly regulated private rented sector, forcing many families into difficult situations. Our housing strategy addresses these challenges through a combination of support and market interventions, as well as proactive regulation aimed at fostering a balanced, fair, and sustainable housing market that supports the wellbeing and aspirations of residents.
- 3.15 We have successfully sought new powers to monitor and enforce property standards in the private rented sector. As a result, our selective licensing scheme is now in place across 15 of the borough's 23 wards, accounting for around 60% of private rented sector homes across its 7 towns, whilst mandatory and additional licensing of houses in multiple occupation is in place throughout the borough (see below). We have also introduced 2 Article 4 Directions which mean landlords require planning permission for the change of use of dwellings to houses in multiple occupation (HMO). This helps tackle poorly managed HMOs and the increasing number of property conversions into HMOs.
- 3.16 Work is underway to ensure all applicable properties are licensed under the latest selective licensing scheme, with discounts in place for those who apply early or who have properties with an EPC band C or higher. Our current selective licensing scheme runs for 5 years; with multi-year licenses being granted up until the end of the period.

- 3.17 Property licensing helps ensure the quality and standard of private rented sector homes in the borough are better, as well as encouraging more effective management practice of landlords in addressing potential problems. This also enables us to better co-ordinate our response to anti-social behaviour, particularly where this occurs in houses in multiple occupation settings, and provide effective links with other council services, such as the housing demand team.
- 3.18 The Renters' Rights Bill will provide councils with a range of new investigatory powers allowing them to enforce the new reforms in the private rented sector, including powers to require information from relevant persons and any persons and powers of entry to business and residential premises. Local councils will have extended powers to collect and retain revenue for future enforcement work from financial penalties against landlords who flout the rules, with fines of up to £40,000 for the most serious offences.
- 3.19 Further licensing is due to be rolled out covering supported housing, under the Supported Housing (Regulatory Oversight) Act 2023, which gives the Secretary of State powers to introduce a licensing regime for supported housing, and the power to set National Supported Housing Standards for England. This is likely to require a multi-disciplinary approach with services across revenue and benefits, environmental health, housing homelessness services, and adult social care working collaboratively. The requirements and timescales will be clarified by the government in autumn 2025, following a consultation.



Housing policy position statement 19

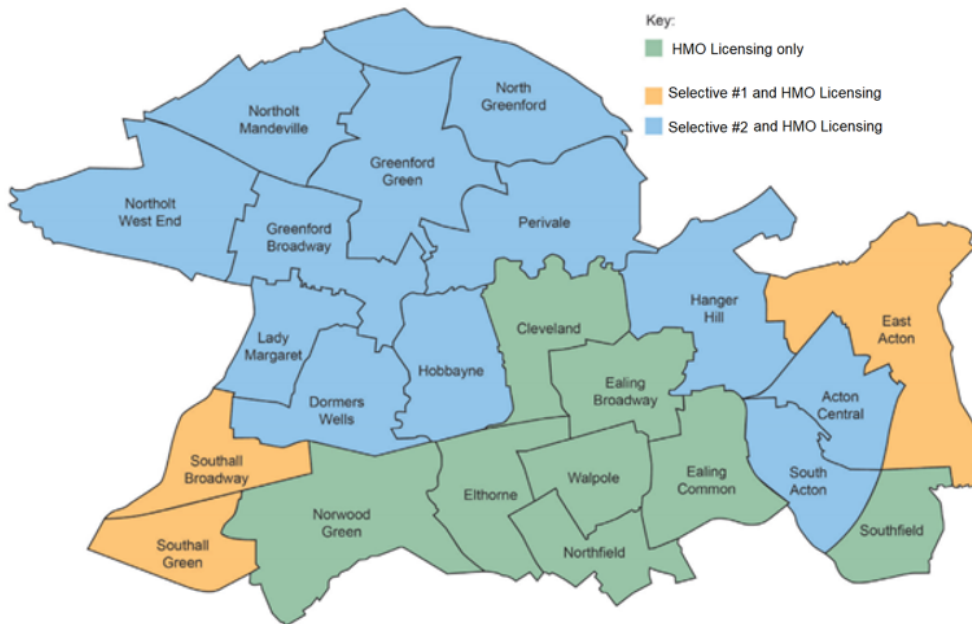
Supporting a vibrant private rented sector

We are committed to improving housing conditions by eliminating poor standards of management in the private rented sector. To do this we will proactively inspect 50% of licensable properties. We will take robust enforcement action if necessary to ensure poor property conditions are improved. We will engage with landlords to improve professionalism in the sector to raise standards of housing quality and tenant satisfaction to help create a more stable, fair and high-quality rental market which will benefit tenants, landlords, and the wider community.

How we regulate the private rented sector:

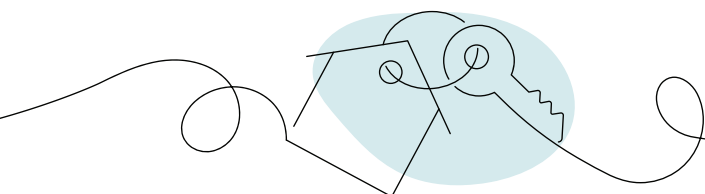
1. there is a borough-wide licensing scheme for houses in multiple occupation (HMOs) and for approximately 70% of the borough for single household properties. Proactive inspections are carried out to ensure properties are safe and well managed
2. licensable properties must meet the required electrical, gas and fire safety standards.
3. property licences come with conditions that require licence holders to take proactive action in relation to any antisocial behaviour occurring on their properties
4. the property regulation team assess the safety of privately rented properties and take robust enforcement action to improve housing conditions. Having a property licence will not preclude any action being taken to address hazards in privately rented properties
5. we will routinely review and update HMO standards to respond to emerging issues and trends in the sector and as identified through inspections and local intelligence. This will ensure the standards address evolving challenges in housing standards and management
6. there are also 2 Article 4 Directions in the borough, the effect of which will be to require a grant of planning permission for the change of use of dwellings to houses in multiple occupation (HMO). This will enable the council to assess the impact on the area, on neighbouring properties, the community, and on other services

Figure 5 – property licensing schemes operating in Ealing



3.20 **We will:**

- continue to scale up our resources to engage in more proactive monitoring and enforcement of standards, taking robust enforcement action against wilfully non-compliant or criminal landlords
- monitor the effectiveness of our current licensing schemes, as well as on the condition of private rented sector homes in the other 8 wards not currently subject to selective licensing
- focus on meeting the objectives of our property licensing schemes and collect and analyse data to identify whether to consider a new licensing designation when the current schemes expire
- develop plans to deliver the new enforcement and investigatory powers introduced by the Renters' Rights Bill and Supported Housing (Regulatory Oversight) Act 2023
- provide advice and information to private landlords and letting agents to raise standards in the private rented sector

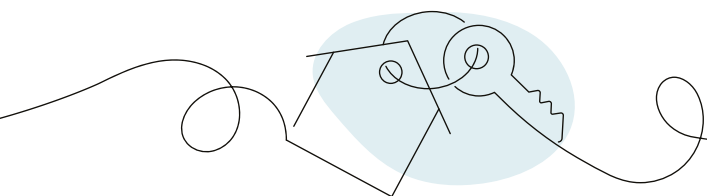


Objective 10

Invest to improve the existing social housing stock and address building and fire safety issues

- 3.21 Following the tragedy of the Grenfell Tower fire in June 2017, the government introduced sweeping reforms to tackle the most urgent and pressing safety failures identified across: building safety; fire safety and regulation; remediation; social housing and resilience and emergency response. This included a Remediation Acceleration Plan in December 2024, which sets out the government's approach to tackling unsafe cladding on buildings in England, including by fixing buildings faster, identifying remaining buildings at risk and ensuring residents are supported through the remediation process. Following the publication of the final, Phase 2 Inquiry report in September 2024, the government accepted all 58 recommendations and is now developing proposals to deliver the Inquiry's recommendations and wider reforms, including by bringing forward further legislation.
- 3.22 The Fire Safety Act 2021 clarified responsibilities in shared blocks and introduced new responsibilities around fire risk assessments and fire safety arrangements. This included introducing new duties, such as sharing information with residents and conducting regular checks of fire doors in blocks over 11 meters, to prioritise the safety of residents in the aftermath of the tragedy. A 'Responsible Person' is required to consistently provide fire safety information to incoming Responsible Persons, ensuring a continual record of safety information throughout a building's lifetime. The Fire Safety (England) Regulations 2022 impose further requirements on responsible persons in relation to mitigating the risk to residents for residential premises of various heights, with additional duties at 11-meters and 18-meters.

- 3.23 The Building Safety Act 2022 introduced a comprehensive regulatory regime, focusing on structural and fire safety risks associated with buildings. It also increased accountability for building owners and empowered residents by involving them in the safety process. The Act also established a new Building Safety Regulator within the Health and Safety Executive, tasked with overseeing the safety and standards of all buildings, with a particular focus on, and direct regulatory role for, higher-risk buildings. For social housing residents, the Regulator of Social Housing's recently updated Consumer Standards on Transparency, Influence and Accountability, and Safety and Quality, help reinforce the legal requirements on fire and building safety to ensure the health and safety of tenants.
- 3.24 The challenges of maintaining the council-owned housing stock are considerable, in part owing to the low rents that we charge (an average of £110.89 per week for social rent in 2024), which remain significantly lower than other London authorities (an average of £122.32 per week) and our housing association counterparts (£158.30 per week in 2024). We are planning for record levels of investment in our council homes over the course of this strategy, including meeting new standards in building safety and net zero requirements. We have allocated over £20million initially over the course of the next 5 years to retrofit our stock and we will seek to match this with other funding sources, such as the Social Housing Decarbonisation Fund.
- 3.25 The borough has 33 blocks over 16-metres tall, for which we have a funded remediation plan in place. We have recently instituted a new approach to identifying and resolving cases of damp and mould. This has involved the creation of a specialist team to assess the risk of occurrence and to commission work where required to rectify the issue.
- 3.26 In addition to the council's own homes, there are around 13,000 affordable homes owned and managed by registered providers (RPs) – the largest of which has over 5,000 homes in the borough. Under the new social housing regulations, these providers have a responsibility to demonstrate how they contribute to the local area and collaborate with the local authority.



Housing policy position statement 20

Building and fire safety

We will raise awareness around roles, responsibilities and managing risk around building and fire safety across all tenures.

The Building Safety Regulator regulates registered building inspectors and building control bodies, including local authorities and registered building control approvers. The Health and Safety Executive maintains a register of all building inspectors.

Local authorities and fire and rescue authorities work with the Building Safety Regulator in multi-disciplinary teams to meet their legal duties to assist in the regulation of higher-risk buildings and higher-risk building work.

For council-owned housing stock, we will ensure we meet the requirements of the Building Safety Act 2022, the Fire Safety Act 2021, and other legislative and regulatory changes introduced and proposed following the Grenfell tragedy.

As a council, we will:

- provide clear information on how to report building safety concerns and information through our fire safety pages on our website, taking up casework or signposting as appropriate
- manage the 'golden thread' for high risk buildings, effectively managing all risks identified to protect people and the environment and ensure effective action plans are in place. The purpose of the golden thread is to have the right information to understand the building and the steps needed to keep the building and people living in it safe
- ensure we have effective policies and procedures to help mitigate risks and ensure the council complies with the legal requirements, the requirements of the Regulator for Social Housing, the Health and Safety Executive, and the Building Safety Regulator
- ensure we effectively engage with all tenants and leaseholders via a Resident Safety Engagement Strategy and this engagement considers individual needs and vulnerability across all age groups and diversities
- follow new design and construction standards and continuing to invest in building safety and fire safety improvements within our council homes
- work with the Regulator for Social Housing and the Building Safety Regulator, providing information as and when required
- provide clear lines of responsibility across the council for the effective management of resident and building safety in our high-rise blocks
- continue to monitor the cases of ACM and other combustible cladding,

encouraging building owners to remove dangerous cladding and carry out other works as required to make buildings safe

- comply with the relevant gas and electrical safety regulations
- ensuring planning applications for replacement cladding are prioritised and progressed as quickly as possible

Housing policy position statement 21

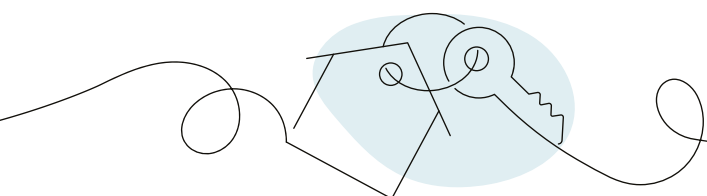
Damp and mould

We expect all landlords to comply with the law and guidelines (from the Property Ombudsman and Housing Ombudsman) around damp and mould. This means adopting a proactive approach to damp and mould that is data driven and risk-based with prompt action where issues are identified.

Social and private sector landlords will need to comply with the regulations being introduced through Awaab's Law. Regulations are being introduced for social housing landlords and are expected to be extended to the private rented sector at a later date through the Renters' Rights Bill. Under Awaab's Law, landlords will have to investigate and fix serious health and safety hazards promptly. Should social landlords fail to meet strict deadlines, they must provide safe alternative accommodation. If they don't, tenants will have the power to take them to court.

Damp and mould can potentially constitute category 1 hazards under the Housing Health and Safety Rating System (HHSRS). Landlords should be aware of their obligations under HHSRS and where a potential hazard is identified, conduct inspections and additional monitoring of the home.

Inspections should be conducted as soon as possible after an issue is reported within prescribed timescales, with any recommendations being followed up and actioned. Communication with the resident during this time is essential to set out clear expectations and timescales for the works that have come from the inspection. Vulnerabilities should also be considered and used to determine if an inspection and remedial action is needed more urgently, with effective triaging of cases by landlords at the reporting stage used to support this.



3.27 **We will:**

- seek and genuinely consider tenants' views when developing long-term investment plans in our council housing stock
- improve day-to-day repairs and effectively manage disrepair. Work to improve contractor performance monitoring to ensure any issues are identified and tackled promptly
- review our investment and planned works programmes, using improved data informed by the latest stock condition surveys to develop a new asset management strategy setting out our priorities for investment and how to meet expected changes to the Decent Homes Standard
- improve our knowledge of our housing stock, including systems and process, data consistency and reliability
- improve our voids processes to ensure empty council social rented homes are re-let more quickly
- embed the Building Safety Act and 'golden thread'
- implement our plans to establish a tenants' building safety group, as well as ensuring compliance across other key health and safety indicators such as gas and electrical safety
- prioritise the delivery of our building safety remediation plans
- adopt a proactive approach to disrepair, damp and mould that is data driven and risk-based with prompt action where issues are identified to prepare for Awaab's Law and the new Decent Homes Standard across social housing and the private rented sector
- pursue ad-hoc disposals when voids and opportunities arise



Objective 11

Secure investment and capture social value to deliver on our 20-minute neighbourhood approach across the borough's 7 towns

Housing policy position statement 22

20-minute neighbourhoods

We have developed a 20-minute neighbourhood framework which is principled around boosting the local economies of our 7 towns, improving the health and wellbeing of our residents, increasing social connections in our communities, and helping to tackle climate change. This will ensure new homes have access to essential facilities within a 20-minute journey, encouraging active travel, improving social mixing, and providing essential amenities and services such as access to healthy food. New homes will be supported by infrastructure, parks and open spaces, community facilities, businesses and employment, schools, transport and health and other services.

- 3.28 We are committed to delivering good growth. This encompasses promoting compact and mixed-use neighbourhoods, enabling each of the 7 towns to have everything residents need within a 20-minute walk, cycle or public transport journey of their homes. It is about making Ealing a more sustainable and polycentric borough, where investment and opportunity is fairly distributed across multiple centres, each promoting prosperity for the communities they serve. Implementing 20-minute neighbourhoods helps create places, spaces, activities and opportunities for social connection, and strong communities. This not only improves health and wellbeing but also drives economic growth by increasing local spending and reducing healthcare costs.

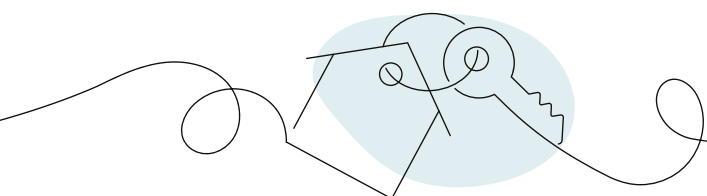
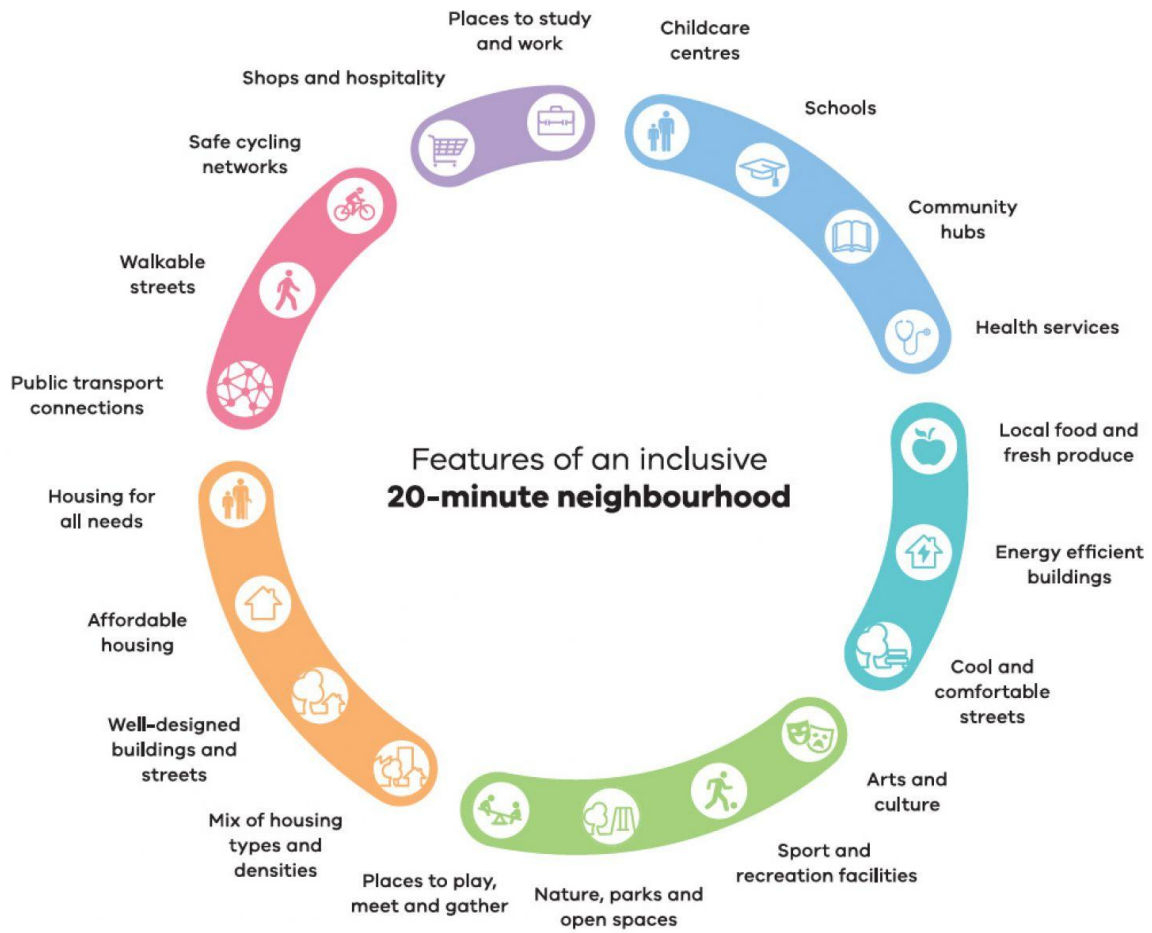


Figure 6: Features of a 20-minute neighbourhood¹²



¹² LGIU, Towards creating a strategy for 20-minute neighbourhoods, 2021

Housing policy position statement 23

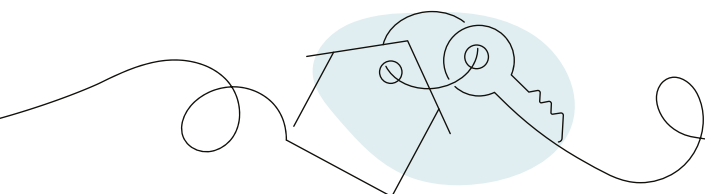
Approach to securing social value in housing

We will maximise social value through initiatives that really matter to our residents and the communities in which they live, demonstrating that we are securing the best outcomes. We will leverage in social value through procurement, partnerships, land disposal, planning gain and investment to secure benefits for local communities and deliver better outcomes against the strategic priorities set out in our Council Plan. Examples of social impact include opportunities around employment, training and skills, environmental improvements, social and community investment, financial and digital inclusion. We will seek to ensure social value is measured so it can:

- improve services
- enhance decision-making
- deliver better outcomes, improving the lives of residents and supporting stronger communities

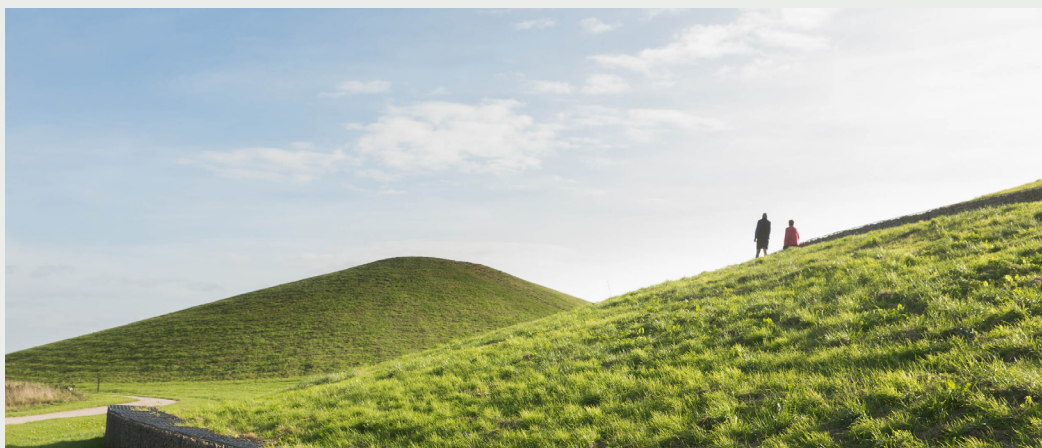
3.29 **We will:**

- work with housing developers from the master planning stage to secure social value where large-scale new housing is planned by the council or others
- work with residents to introduce a methodology to evidence environmental, social and governance (ESG) for council-led housing regeneration
- set out a new Community-led Regeneration Charter that sets out clear rights for residents to shape and control the decisions being taken in their communities on housing and employment
- review our approach to procurement for housing contracts across estate regeneration and asset management to deliver a consistent approach to delivering social value for residents
- produce employment-led regeneration masterplans through partnerships, tailored to specific needs of a town or economic area
- leverage in funding from our major housing repairs and maintenance contracts to deliver social value to local estates
- develop a consistent approach to securing social value in procurement



Case study 3

Northolt net zero neighbourhood – A Future Neighbourhood 2030 Strategy



Visions for Northolt is putting local people in the driving seat of change, ensuring that future investment reflects the priorities, needs, and aspirations of the local community. During 2021, over 300 local people helped to develop a community-led vision for the future of Northolt. Ensuring that the town is a clean and resilient environment was highlighted as important to local people.

Ealing Council secured over £7million in Levelling Up funding for transport infrastructure and various GLA grants. An innovative approach to growth is being adopted to transform the town to a sustainable neighbourhood with a thriving local economy. Through its Visions for Northolt programme, Ealing Council worked with local people to deliver a community-led vision for the future of the area. It has developed a new Northolt Town Regeneration Framework which sets out objectives to create a strong local economy and housing offer, with a range of jobs, services, and amenities for all. The objectives for homes include:

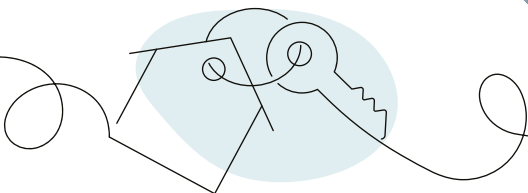
- deliver new homes, including affordable and build to rent homes
- enhance existing residential estates in a comprehensive way, including retrofit and infill opportunities
- increase housing provision for working age families, deprived communities and people aged 65+
- address the under representation of people aged 20–30 in Northolt through the right housing provision

Priority 3

Well-managed homes for all: supporting people to live healthy, settled lives

Key outcomes

- tenancies that are secure, sustainable and affordable, reducing housing crisis
- increased social connections and strong communities, resulting in reduced crime and ASB, reduced social isolation and loneliness
- high levels of satisfaction with housing services
- improved, fair access to well-managed genuinely affordable housing
- empowered residents and landlords, who are aware of their rights and responsibilities
- a good quality, well-managed supply of private rented homes for those residents who are unable to access social housing.
- complaints resolved quickly with high levels of satisfaction
- improved health outcomes



Context

- 4.1 Rented homes are a key part of our supply of accommodation, housing almost half of households living in the borough. Just under a third (31.5%) of residents lived in the private rented sector at the time of the 2021 Census, while a further 17.5% lived in social housing either managed by the council or a registered provider of social housing, such as a housing association.
- 4.2 Our private sector licensing schemes help promote higher standards of management in the private rented sector. The Renters' Rights Bill is set to introduce greater tenancy security and further protections for private sector tenants.
- 4.3 The Regulator of Social Housing and Housing Ombudsman are taking an increasingly proactive role in regulating social housing and improving management practices and have new powers to protect tenants and hold landlords to account.

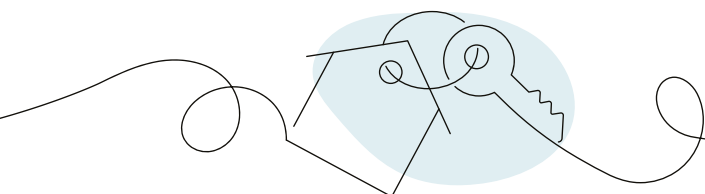
Our priority commitments for well-managed homes: supporting people to live settled lives

- develop an improvement plan and work with the Regulator of Social Housing following the publication of its inspection judgement to address any recommendations
- commit to the Town and Country Planning Association's Healthy Homes Pledge and where feasible, incorporate building biology principles for all new council homes
- consult, agree, and implement an Intermediate and Key Worker Housing Prioritisation and Eligibility Policy
- facilitate the creation of a Private Renters Rights Forum or Association run and led by renters to create and develop strong community-led activity and development of renters' resilience
- deliver our new Resident Engagement Strategy by building innovatively on our existing range of involvement and engagement opportunities and mechanisms

Objective 12

Transform the management of Ealing's social housing stock, improving performance and better meeting tenant needs

- 4.4 The council's landlord services provide services to approximately 15,500 (including circa 4,500 leasehold) properties across the borough. Most of the properties are general needs homes and there are plans to develop new homes through new build and regeneration schemes. Our responsibilities as a landlord are considerable and are subject to increased oversight from the Regulator for Social Housing, as well as greater scrutiny from the Housing Ombudsman. The rents we charge remain significantly lower than other west London authorities and our housing association counterparts, presenting challenges in investing in our services and homes. We are currently undertaking a substantial programme of work to improve our services to better meet the needs of our tenants and leaseholders and prepare for inspection.
- 4.5 In addition to the council's own homes, there are around 13,000 affordable homes owned and managed by registered providers (RPs), the largest of which has over 5,000 homes in the borough. Under the new social housing regulations, these providers have a responsibility to demonstrate how they contribute to the local area and collaborate with the local authority.
- 4.6 Across Ealing, more than a third (34%) of households are now living in the private rented sector. Recent analysis showed that 22% of homes in the private rented sector are predicted to have at least 1 category 1 hazard, significantly higher than the national average of 12%. These are serious hazards which pose a risk to the health and safety of the occupants and for which the local authority should take enforcement action, which will be better enabled through the roll-out of licensing schemes.



Housing policy position statement 24

The management of social housing and regulatory compliance

We expect all regulated social housing landlords working in the borough to comply with the Regulator of Social Housing's Regulatory Standards. This includes the Consumer Standards' required outcomes and specific expectations, such as:

- ensuring tenants are safe in their homes
- ensuring the delivery of fair and equitable outcomes for our tenants and prospective tenants
- complying with the Regulator of Social Housing's Rent Standard and the government's Rent Policy Statement. Our preference is for social housing rents to be set at social rent levels, except for affordable rent funded by previous GLA Affordable Homes Programmes (either set to either London Affordable Rent or capped to 65% of market levels). For council social housing, Ealing Council's policy is to optimise rent and other charges, whilst paying regard to affordability. This is to protect Ealing's investment in our homes
- giving our tenants a wide range of meaningful opportunities to influence and scrutinise our strategies, policies and services
- listening to tenant complaints, responding promptly to put things right and using the learning from these to continuously improve services
- being accountable to tenants and treating them with fairness and respect
- knowing more about the condition of every home and the diverse needs and vulnerabilities of the people who live in them
- collecting and using data effectively across a range of areas, including repairs
- we also expect all social housing providers to have regard to our tenancy strategy when formulating their own tenancy policies for social housing tenancies in Ealing. Lifetime tenancies continue to be our preferred tenancy type across the borough in most circumstances, and we encourage social housing landlords to provide the maximum security of tenure to build social connections and support strong, thriving communities

Housing policy position statement 25

Housing complaints

We expect all complaints for rented homes to be dealt with promptly and fairly. We expect all social housing providers to follow the Housing Ombudsman's complaint handling code for all relevant complaints. This means they should have a 2-stage complaint process. Written decisions must be issued in no more than:

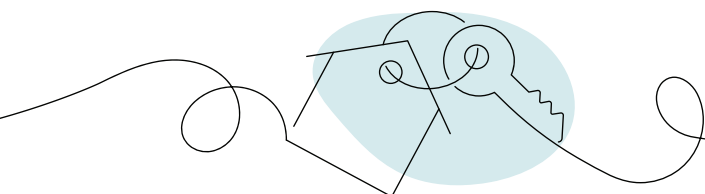
- 10 working days during stage 1
- 20 working days during stage 2

This is counted from when a complaint is acknowledged. Complaints must be acknowledged within 5 working days.

Private rented sector: The Renter's Rights Bill will set up a similar redress scheme with an Ombudsman (likely to be the Housing Ombudsman) we expect all private landlords to join, in line with the requirements and to follow any codes of good practice that are introduced.

4.7 **We will:**

- develop an improvement plan and work with the Regulator of Social Housing following the publication of its inspection judgement to address any recommendations
- implement improvement plans where areas of poor performance are identified, working with tenants to drive service improvements
- ensure our housing management services are accessible to all council tenants and leaseholders. This will involve having a clear physical presence onsite and at our housing hubs through which our tenants can go to find support, alongside our responsive call centre, website and roll-out of more digital options for the convenience of residents



- continue to provide specialist financial inclusion advice and support for those in need. We will also look to improve how we respond to those experiencing domestic abuse through gaining Domestic Abuse Housing Alliance accreditation across housing services
- work proactively and collaboratively with registered providers of social housing on issues such as anti-social behaviour, complaints, estate services, lettings, and tenancy sustainment to help build stronger communities. This will also provide us with the means to ensure increased collaboration on wider council agendas, such as public health and race equality
- develop a strategy and transformation programme to improve customer access and complaints resolution

Objective 13

Improve choice and access to good quality, genuinely affordable homes

- 4.8 Our borough has very high pressures on its housing stock, with high house prices and rents, relative to incomes. Household incomes are very polarised, and while there are pockets of high incomes, Ealing has the sixth highest poverty rate nationally, with 31% of households living in poverty in 2022/23¹³. This includes high poverty rates amongst households with children. Residents experiencing high poverty rates struggle to afford their housing costs, and many are reliant on welfare benefits even when working.
- 4.9 This has placed our housing services under unprecedented pressure, with high demand for housing assistance and high levels of homelessness and rough sleeping. The demand for social housing is very high, and there are around 7,500 households on our waiting list. There is a particularly long wait for family-sized homes, meaning many have no choice but to live in the private rented sector. We believe the overall level of housing need is much higher, as our housing register only includes those who are registered and eligible and in priority for housing under our statutory social housing allocations scheme. There are many other households who will be living in unsuitable, unaffordable or insecure housing, either with family and friends or in the private rented sector. The shortage of suitable local options means that it may in the best interests of some households to expand their search and consider homes outside of the borough, in more affordable areas.

¹³ Trust for London, Poverty rates by London borough (2022/23)

Housing policy position statement 26

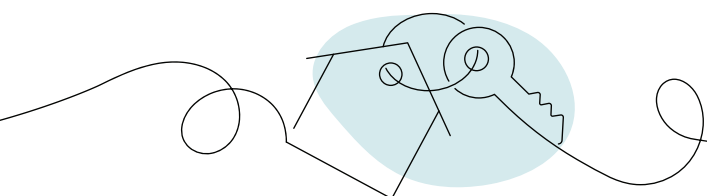
Allocations and lettings

Our statutory allocations policy specifies who can register for social housing and how we will prioritise applicants based on their level of housing need when allocating this in compliance with the relevant legislation and government guidance. We aim to:

- manage expectations about the availability of social housing
- make the best use of available housing stock
- promote the awareness of alternative housing options and solutions
- provide arrangements for determining priorities between applicants and give 'reasonable preference' to certain groups of these in accordance with the Housing Act 1996 s.166A(3)
- provide fair access to our service
- allow the greatest degree of choice

Table 2: Time taken to house households waiting for social housing 2023-24

	Number of households with this bedspace requirement	Lettings 2023/24	Number of years to clear the waiting list
0-1 bedroom	1,887	279	6.8
2 bedrooms	2,345	199	11.8
3 bedrooms	2,561	70	36.6
4+ bedrooms	626	11	56.9
Average	7,419	559	13.3



- 4.10 To help address the unmet need for affordable homes, we will be looking to develop and secure more intermediate homes and keyworker homes, particularly intermediate rented homes. The rents are usually higher than social rent but will usually be capped at London Living Rent levels, using the GLA ward level benchmarks. We are looking to create a separate waiting list to prioritise those living and working in the borough and also keyworkers.

Housing policy position statement 27

Allocating intermediate and keyworker homes

We will ensure that intermediate homes are targeted to those with the greatest need who live and work in Ealing by providing a policy framework setting out local criteria to prioritise intermediate housing applicants to:

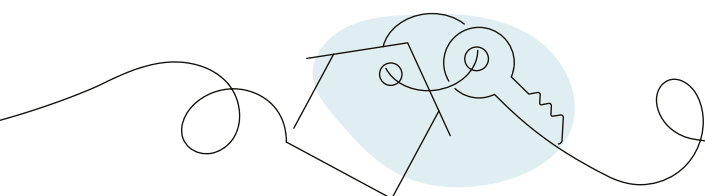
- support those living and working in the borough to access home ownership or good quality rented accommodation
- help ease the pressure on the social housing register and temporary accommodation
- support particular priority groups to access affordable housing, such as care leavers and foster parents
- support the recruitment and retention of keyworkers in Ealing
- provide clear eligibility criteria setting out who is eligible for intermediate housing in the borough
- use the framework to establish an intermediate housing register to which people can register their interest and requires providers of intermediate housing in the borough to market their homes to applicants in the first instance
- support planning policy and affordable housing guidance by establishing clear criteria for prioritising applicants for intermediate homes in cases where there is more than one applicant for a property
- raise awareness of affordable housing options to enable households to access high quality, genuinely affordable rented homes and meet the long-term aspirations of those residents who would like to own their home

- 4.11 Young people are particularly impacted by the housing crisis. Residents aged between 18 and 21 are often on lower-than-average incomes and the lack of stable housing can limit access to career opportunities. The 2021 Census showed more families in England and Wales have adult children living with them compared with a decade earlier. Most people in their early 20s were living with their parents, as children are staying in the family home later in life. The number of families with adult children increased in every region of England and Wales between 2011 and 2021, fastest in London, at 24.5% and Ealing had the fifth highest percentage of families with adult children living with them (29.1%), affecting 27,825 families.
- 4.12 Ealing Council is a corporate parent to over 700 children and young adults. We will harness the resources of the whole community and forge purposeful relationships to enhance the lives of looked after children and young people. We are committed to supporting those leaving care to achieve to their full potential both physically, emotionally, academically and practically. Information on accessing housing is set out in our Local Offer for care leavers. This contains relevant housing information, including our Staying Put policy (arrangements for care leavers aged 18 years and above), advice and support available from our housing services including support around accessing suitable accommodation and any other assistance that is available to care leavers, such as advice on maintaining a tenancy. The Local Offer is supported by a joint protocol which sets out our commitment to joint working to achieve this aspiration.

Housing policy position statement 28

Supporting young people and care leavers

We have made a pledge to ensure having experienced care is treated as a protected characteristic throughout the council. We will work with young people to provide housing services that meet their needs. This means raising awareness amongst young people about their housing options, improving access to a range of safe, affordable and quality homes, ensuring young people have the necessary skills and support to live independently and access opportunities.



- 4.13 Ealing does not have any Armed Forces bases and has experienced a low demand from those with an Armed Forces background with no approaches for housing assistance or rough sleepers with a military background during 2023/24. However, we have signed an Armed Forces Covenant and are committed to supporting those who are serving or have served our country.

Housing policy position statement 29

Improving access to housing for members of the Armed Forces

Ealing Council is committed to ensuring those who serve or who have served in the Armed Forces, and their families, are treated fairly. We have signed a covenant committing to ensuring support is given to members of the Armed Forces community with urgent housing needs and priority being given through our social housing allocations policy.

4.14 **We will:**

- improve access to intermediate homes for residents and key workers who are unable to afford private rents or outright purchase
- ensure the housing allocations policy is kept under review responding to changes in legislation, guidance, best practice, and case law
- improve the recording of information for housing register applicants to better understand housing need across the borough
- have open and honest conversations with our residents and communities about their housing options, allowing them to make informed choices. Where people do opt to relocate elsewhere, we will look to provide wraparound support to help access schools, healthcare, and benefits to allow them to build social connections, new networks and social support and settle into a new area
- where people move out of temporary accommodation into mainstream housing, we will look to see how we can support them to cover the costs of basic household items through a potential housing benefit-eligible furniture rental scheme

Objective 14

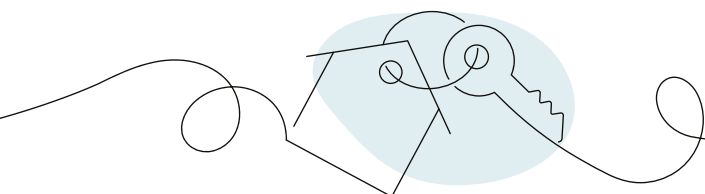
Strengthen and embed the partnership between housing and health

- 4.15 Good quality homes are a critical building block for our health. They are foundational for our involvement in education and employment, for making social connections, and for all the other social and economic factors that shape the different health outcomes that people experience. Everyone needs a good quality, safe, secure, affordable home, in neighbourhoods and communities that support good physical and mental health. Without these, we will see a worsening of physical and mental health, higher mortality rates, and greater strain on our National Health Service.

Figure 7: Links between housing and health¹⁴



¹⁴ CIH, Building blocks for life: Housing and Healthy Neighbourhoods



Housing policy position statement 30

Housing's role in supporting health and wellbeing outcomes

We will strengthen and embed the links between our housing and health services and the commitments in our health and wellbeing strategy, further embedding the 'social prescribing' model through which we can better support people who present at medical settings with housing issues. This will help people to find appropriate support through referral to the right information, advice, or guidance.

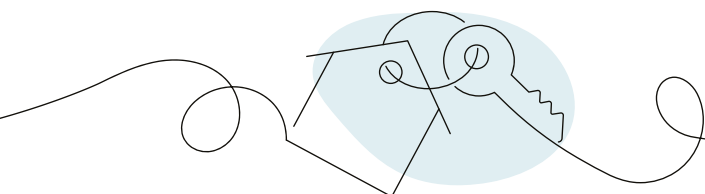
4.16 **We will:**

- look to increase understanding of how affordable homes are allocated through training for healthcare staff working with families, including how to better understand the use of supporting information (for example, for medical, special educational needs)
- explore how we could provide 'Making Every Contact Count' training across housing services, to enable referrals into health care services, where appropriate
- develop a joint policy between healthcare and local housing providers to ensure children and young people with asthma do not live in conditions that might exacerbate their symptoms
- commit to the Town and Country Planning Association's Healthy Homes Pledge
- identify housing inequalities impacting resident's health through the Health Determinants Research Collaboration programme

Objective 15

Engage and empower residents, giving greater voice and influence over services, raising awareness of rights and responsibilities

- 4.17 Engaging and involving tenants is a core activity for social landlords. The Regulator of Social Housing provides guidance through one of the Consumer Standards on Transparency, Influence and Accountability (including tenant satisfaction measures). This sets out the outcomes that social housing providers must deliver about being open and treating tenants with fairness and respect so that they can access services, raise complaints, influence decision making and hold their landlord to account. These regulations are designed to ensure that residents are no longer passive recipients of services but active participants in shaping them.
- 4.18 One of the key features of the new regulatory environment is the emphasis on tenant satisfaction measures (TSMs). These measures are now central to how social landlords are evaluated. Social housing providers are expected to meet new standards that focus on tenant engagement and feedback. The RSH has made it clear that these aren't just guidelines; they're enforceable expectations that will have a tangible impact on how landlords are assessed.
- 4.19 It is also becoming increasingly important in the private rented sector with new tenant rights and new local authority enforcement and investigatory powers being introduced through the Renters' Rights Bill.



Housing policy position statement 31

Working with and building the power of residents in housing

We will actively listen and respond to community feedback and, where appropriate, combine this with insights and intelligence to inform decision making with residents. We are committed to working with and building the power of residents and communities in housing, strengthening connections, fostering pride (and ownership) in local projects, and building a future shaped by borough's diversity. Every voice matters, regardless of tenure, whether a homeowner, living as a council tenant or leaseholder or in the private rented sector. We will work hard to ensure residents' voices are heard regarding housing matters and ensure access to safe, decent homes and neighbourhoods by:

- creating new connections, networks and relationships among our residents
- enhancing and supporting the community organisations, spaces activities, social capital, resources that already provide connections
- handing more power, resources and decision-making to communities
- providing different ways for residents to shape the future of Ealing's 7 towns
- designing our services with the people who use them
- ensuring that our more vulnerable residents have control over their own lives and decisions about care and support

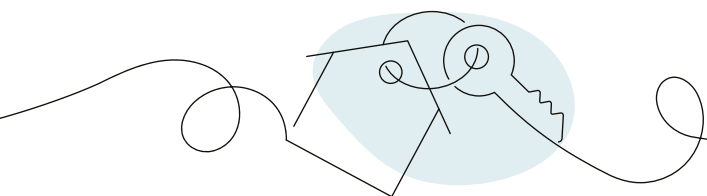
Housing policy position statement 32

Working with and building the power of residents – our approach as a social housing landlord

Working with and responding to residents is essential to enhance every aspect of our housing services, from rent collection to improving homes, undertaking repairs to managing estates and ensuring homes are warm and safe.

Through our resident engagement strategy, we will foster robust tenant-driven engagement opportunities to ensure all our tenants and leaseholders have safe and decent homes, receive high quality housing services that meet their needs and quick resolutions to complaints. This includes:

- finding out who our residents are so we can understand their diverse needs and vulnerabilities in terms of communication, ensuring our services are appropriately adapted to their requirements and deliver fair and equitable outcomes
- providing a range of meaningful, inclusive, and diverse engagement opportunities and methods
- communicating information effectively, using accessible communication approaches and mixed formats
- listening to residents: making it easy for them to request information, respond to consultations, develop ideas and propose new approaches, raise concerns and escalate complaints
- ensuring tenants and leaseholders are involved and informed about building safety decisions
- turning resident feedback into service improvements through scrutiny
- building capacity and skills for effective engagement, offering training and support to tenants and leaseholders
- engaging with elected members (councillors) and senior officers regarding strategic directions and key policies
- regularly sharing performance information about essential service areas
- providing opportunities for residents to both participate in and help us co-design service improvements
- involving residents in the procurement of services, contractors, and recruitment of key staff



4.20 **We will:**

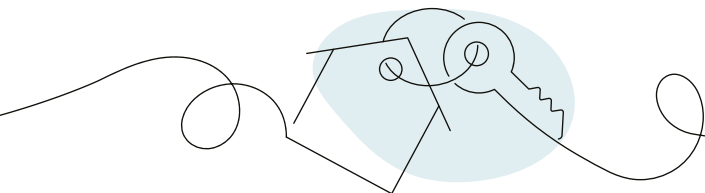
- raise awareness of the enhanced rights arising from the Renter's Rights Bill
- facilitate the creation of a private renters' rights forum or association, run and led by renters to create and develop both strong community-led activity and renters' resilience
- re-establish engagement and support with private landlords and letting agents through advice and information to raise standards in the private rented sector
- repurpose the Nicer Neighbourhoods budget to deliver a community-led approach to decide priorities and invest in community ideas, through a 'local community budget.' We will seek to use this to leverage in additional funding. We will support residents to design, and lead the approach, enabling people to build power and social connections. Tenants will lead this with our support and direct us as to where we can make the biggest difference to our communities
- deliver our resident engagement strategy by building innovatively on our existing range of involvement and engagement opportunities and mechanisms

Priority 4

Better lives and connected communities: preventing housing crisis, fighting housing inequalities, and supporting independence

Key outcomes

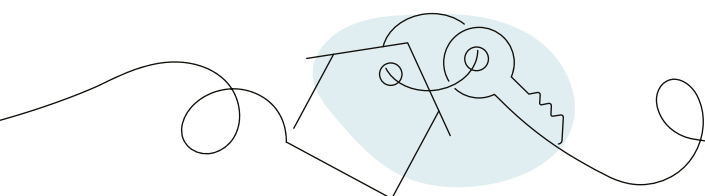
- reduced housing inequalities and deprivation
- increased independence and reduced demands on services
- inclusive and resilient communities where everyone feels welcome
- reduced homelessness and housing crisis
- reduced hospital admissions
- increased disposable incomes, reduced poverty and higher standards of living
- increased opportunities for social connections, helping create stronger communities
- improved access to employment, training and education



Context

- 5.1 Our vision for the borough is of an area with increased social connections, where everyone has as much choice and power in their lives as possible to live happier and healthier lives and get more of what they need from each other. These strong social connections are crucial to growing social and economic activity and there are direct links to equality of opportunity, earnings, housing, health and education. The diversity of our residents is one of our greatest assets and reflected in the strength of the local voluntary community and faith sector.
- 5.2 By harnessing these strengths and engaging and working in partnership, together we can identify and address the root causes of housing inequalities, most notably around homelessness, poor housing conditions and overcrowding. We are looking to build community capacity and power to work in partnership to deliver cross-cutting solutions to improve equalities of opportunity and give everyone as much choice and power in their lives as possible. This will involve working with local community groups, including the independent citizen's tribunal and community champions to help tackle housing issues.
- 5.3 Homelessness and rough sleeping have increased across England, with Ealing and other London boroughs experiencing the largest increases. This has placed severe pressures on our services, and we want to shift resources from tackling crisis to finding long-term, more sustainable solutions. To help address this, we will be putting more resources into building social connections and community power to develop person-centred, seamless services where prevention and early intervention is embedded to help stabilise people's lives and improve health and well-being outcomes.

- 5.4 The costs of providing care are placing huge pressures on local government finances, and we must ensure that Ealing Council continues to enjoy the financial stability needed to continue providing a wide range of services. There is a growing need to review the current disparate provision of supported and specialist housing, along with the associated care and support provided to both increase supply, but also ensure we better meet the needs of residents to help people live independently with dignity.
- 5.5 The number of older people aged over 75 years old is projected to increase by 80% between 2021 and 2031. But there are many other support and care needs too, around mental health and learning disabilities, physical disabilities, domestic abuse, young people and care leavers, those leaving prison and under probation, rough sleepers, and those with complex needs. Some supported and specialist accommodation provision is longer term, particularly for older people. Other provision is to help support people to transition to live independently and may range from hostels and refuges to supported housing projects. Other services include reablement services to provide home-based support service with everyday tasks and support to reduce isolation and loneliness.
- 5.6 The Supported Housing (Regulatory Oversight) Act 2023 highlighted rogue operators delivering unregulated, expensive and poor-quality supported accommodation. This legislation has still to be implemented, but will introduce new systems for licensing supported accommodation, standards for support and obligations on local authorities to develop strategic supported housing plans quantifying existing supply and local need.



Our priority commitments for better lives and thriving communities: promoting resilience, inclusion, and fighting inequality

- improve the ways to get in touch with the council regarding housing issues, reviewing how residents can access key council services including community and housing hubs
- support the work of the Citizen's Tribunal, achieving the four demands that emerged from the Race Equality Commission's findings and hold ourselves to account for these
- investigate how we can better support families disadvantaged by living in overcrowded and poor-quality homes, or temporary accommodation, to improve social, educational, health, and wellbeing outcomes, including:
 - digital inclusion to meet their immediate needs
 - local activities to learn new skills
 - befriending schemes to tackle loneliness
- implement our new Borough of Sanctuary Strategy to ensure refugees fleeing conflict and the climate crisis find a welcome home in the borough. This will build upon our recent involvement in the Homes for Ukraine and Afghan Relocation and Assistance Policy
- agree and implement a new homelessness and rough sleeping strategy

Objective 16

Build resilience and promote inclusion in our 7 towns

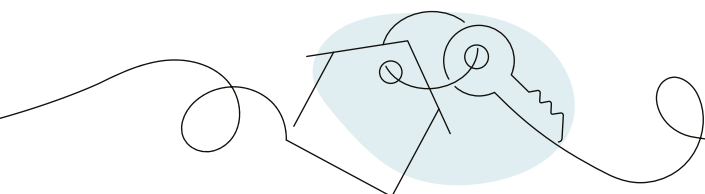
Figure 8: Our 7 towns



Housing policy position statement 33

Building resilience across our 7 towns

Each of the 7 towns has a strong local identity with its own unique character, needs, and opportunities. Reflecting this diversity, we will work with our residents and communities to create the conditions that allow communities to lead, building connections and resilience, and delivering growth. We will work with communities to gain insight and understanding about housing concerns and aspirations, planning to meet current and future housing needs, preventing any town from being overlooked or unduly burdened with excessive development pressures. We will work together to raise living standards, address poverty, maximise income through training, skills, apprenticeships and employment, building community resilience and create the foundations for economic growth.



- 5.7 Our ambition is to create a more equal and affordable borough, where the opportunities to access good quality housing, employment, digital connectivity, culture, and physical, social, and open spaces are maximised. As we deliver on this strategy, we will work to promote mixed and balanced communities particularly in those areas of high levels of multiple deprivation. We are also committed to making sure our services remain accessible for those with limited mobility, those for whom English is not their first language, or where they may lack the digital skills or technology to access information online.
- 5.8 When faced with tough challenges in housing, we want to work with our residents and communities to build resilience to enable them to help find their own solutions. The council should be an enabler rather than a place of last resort. We want to work with existing groups and, where helpful, create new groups, forums and associations that are owned by people in our communities, rather than the council. We see our role as supporting and enabling the creation of these organisations, promoting their work, and encouraging residents from all backgrounds to participate in them.
- 5.9 Good quality jobs, offering the London Living wage as a minimum, help address poverty and improve housing affordability and make it easier to live closer to work. One of the council's cross-cutting strategic objectives is 'creating good jobs,' which means bringing new and well-paid jobs back to the borough. Our jobs and skills strategy sets out to 'convene partners to focus resources and efforts in growing our 7 local economies and provide more opportunities for all residents to secure the necessary skills to successfully meet the workforce needs of growth sectors and businesses'. There are many new opportunities to develop skills and jobs in the housing sector through construction, trades to service the retrofit and improvement of existing homes, and delivering services managing homes and neighbourhoods.

- 5.10 The borough has a safer neighbourhood board, which brings together partners from the police, directors from social care and public health, the London Fire Brigade, the Mayor's Office for Crime and Policing (MOPAC), the Probation Service, drug and alcohol intervention services, and representatives from the voluntary and community sector, including the West London Equality Centre. The commissioner for the Metropolitan Police has been clear regarding what he wants his organisation to achieve: 'more trust, less crime, and higher standards'. Neighbourhood policing is at the core of helping to achieve these aims by enacting crime prevention and deterrence initiatives, tackling ASB, problem solving, intelligence gathering, community engagement and reassurance. Doing those things effectively can drive down future demand, increase community trust and confidence, and mobilise the public to work with police in preventing crime.
- 5.11 To support the ward-based work conducted by the dedicated ward officers and police community support officers, neighbourhoods also have partnership and prevention hubs which act as a focal point, co-ordinating and supporting the work of neighbourhood officers. This hub incorporates dedicated officers, who facilitate partnership and collaborative working having expertise in areas such as youth engagement, schools, licensing, ASB, vulnerable persons and crime prevention. The hub also leads on formal information exchange with council officers, providing daily responses to formal enquiries from the council's safer communities team.
- 5.12 Ealing Council's safer communities team co-ordinate the council's operational delivery of the Safer Ealing Partnership's strategic priorities. They focus on making the borough a safer place for our residents, businesses and visitors. Safer communities officers work alongside the police, CCTV teams, and noise and nuisance officers to respond to issues of crime, anti-social behaviour, and environmental nuisance across the borough and continue to develop strategies for tackling them.

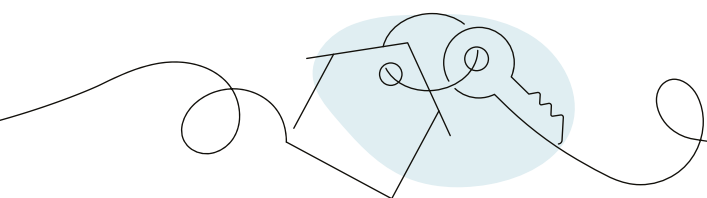
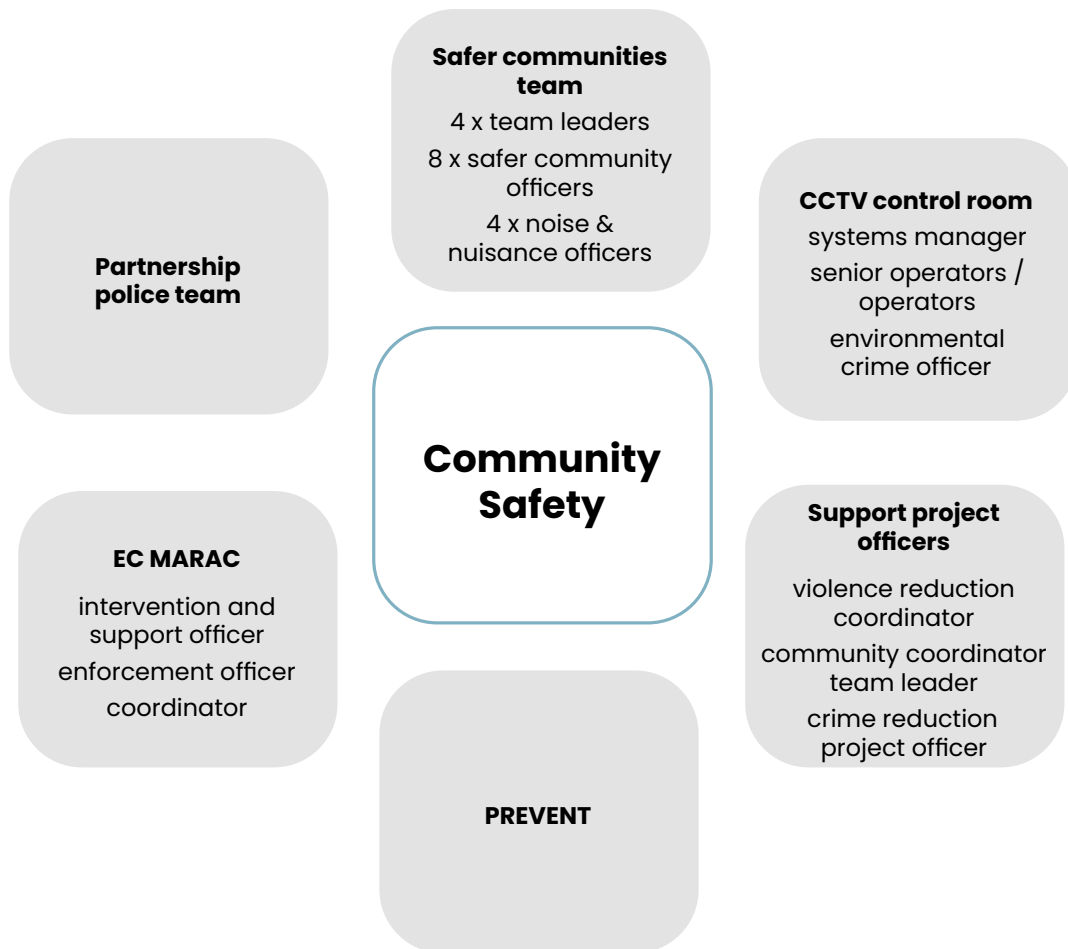


Figure 9: Ealing Safer Ealing Partnership structure



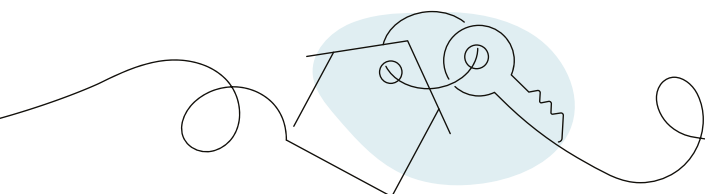
Housing policy position statement 34

Safer neighbourhoods and communities

Our connected communities approach will help develop the conditions for strong communities and connected communities. Through our Safer Ealing Partnership, we will work with communities to improve the quality of life for local residents by tackling anti-social behaviour, noise, environmental nuisance, and crime. New housing development, estate regeneration, and neighbourhood investment will need to demonstrate that the design supports community safety, discouraging crime and anti-social behaviour.

5.13 **We will:**

- continue to seek new and emerging ideas from communities about what they want to create and need to access key council services including the future role of community and housing hubs
- via our network of local hubs, provide the opportunity for the co-location of council services with partner organisations such as local advice services and housing associations
- ensure key housing information is available in accessible formats (for example large print or audio) and support is available for those who may be digitally excluded
- work with our partners to design safe, secure, and accessible urban environments, ensuring that new developments contribute to a sense of security and community cohesion and reduce opportunities for criminal behaviour
- seek out opportunities to support our own tenants, as well as those of our housing association partners, into better paid employment
- work with the community to facilitate new and independent engagement structures, such as the co-creation of town forums (Your Voice Your Town) to shape future development in each town, the creation of a residents' forum for council tenants and leaseholders, and facilitate creation of a private renters' association run and led by renters to provide mutual support and a voice among households in the private rented sector



Case study 4

Rough sleeper outreach and job centres



Many of our partners may encounter people in housing difficulties and provide us with information about potential future cases to the council's homelessness prevention service. This includes the Job Centre Plus.

Each week, the Job Centre Plus schedules appointments for their clients who are at risk of homelessness. This includes situations where a client is sofa surfing, has rent arrears, or has already been served with a notice to leave the property. The team's initial aim is to support an individual to resolve any issues in relation to the risk of losing the tenancy, including mediation between a client and the landlord or property owner. However, if all options are exhausted, the team supports clients to find alternative accommodation.

Thanks to our strong partnership with the Job Centre, we have jointly successfully prevented many clients from rough sleeping. One such success benefited a young male. At the initial meeting at the job centre, the client shared his concerns regarding a rent increase which his landlord wanted to implement the following month. The client explained that he would need to move out as he would be unable to afford the rent because of the benefit cap. The officer contacted the landlord and managed to negotiate the rent, so it remained affordable for the client.

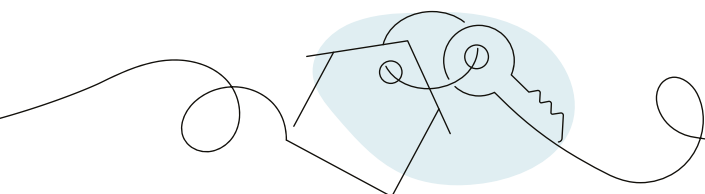
A significant amount of people referred to the team by the Job Centre Plus are sofa surfing at friends and family members' houses. In this case, the rough sleeping prevention officers help clients approach the statutory services; the clients are triaged, and then they are provided with the next available appointment. While clients await their statutory housing appointments, the rough sleeping prevention officers look for a suitable accommodation for them. The team has been successful in rehousing clients in this situation and have consequently relieved the pressure on the statutory services.

Objective 17

Fight racial and other forms of inequality in housing

- 5.14 Although our diversity is a great strength, we know there are disparities between different groups. Housing inequalities have far-reaching implications for social justice, economic stability, and public health. Adequate housing is a fundamental human right and a cornerstone of individual well-being and community development. Disparities in housing quality, affordability, and accessibility can worsen broader social inequalities, disproportionately affecting marginalised groups.
- 5.15 Housing conditions significantly impact physical and mental health outcomes, social well-being, educational attainment, and economic opportunities. Understanding the multi-faceted dimensions of housing inequality is essential for developing effective policies and interventions to promote equitable access to housing and foster inclusive societies.
- 5.16 The greater the deprivation of an area, the less likely people are to have good homes and access healthy infrastructure, supporting safe walking and cycling routes. This lack is particularly striking among people in poverty, people with disabilities, and ethnic minorities. Certain housing issues have a disproportionate impact on particular communities, which often follow racial lines. We know, for instance, that non-white or ethnic minority households are over-represented among those experiencing overcrowding and living in poor quality homes. They also make up a disproportionate amount of those experiencing homelessness or living in temporary accommodation. The causes of this are often rooted in deep historical, structural factors.
- 5.17 Low-income residents are also more likely to live in housing that is not well adapted to high temperatures, meaning they are more vulnerable to heat, and more likely to live in areas vulnerable to flooding and less likely to have flood insurance. UK statistics show that people from the Bangladeshi, Pakistani, and black ethnic groups are the most likely to be living in deprived neighbourhoods.¹⁵

¹⁵ Commission on Race and Ethnic Disparities, Ethnic disparities in the major causes of mortality and their risk factors – a rapid review, April 2021



- 5.18 Living in an overcrowded home tends to be associated with worse mental health, with less privacy, and there is a greater risk of household conflict. Overcrowding is also a risk factor for tuberculosis (TB). This is an important issue for the borough because it has the fourth highest rate of TB in the country.
- 5.19 Housing affordability is another area of inequality and matters for health, both directly and indirectly. Difficulty paying the rent or mortgage can harm people's mental health, while spending more on housing leaves less for other essentials that can be beneficial for health, such as food and social participation. The Health Foundation reports that younger adults, people from minority ethnic backgrounds, and people on low incomes are more likely to experience housing affordability problems¹⁶.
- 5.20 We set up an independent race equality commission in 2021 and accepted its findings a year later. A citizens' tribunal has since been established to monitor implementation of the findings, which included:
- the council should empower tenant groups and place them at the heart of both new and existing developments
 - the council should run a campaign with tenants in the private sector to promote a greater awareness of their rights, where to go for support and advice, and how to hold bad landlords to account
 - the council should establish hubs accessible to people in each ward where people can go to get advice and support specifically for housing queries
 - we urge the government to change the law to allow councils to continue the work started during the pandemic to end rough sleeping
- 5.21 We have a proud tradition of welcoming refugees to our borough. As one of the country's most diverse and harmonious areas to live, we are confident that refugees will be able to settle successfully and to make a positive contribution to our community and the local economy. To do so, we will need to join up council services better with community support, including the provision of housing advice and support.

¹⁶ Health Foundation, Inequalities in housing affordability, July 2024

Housing policy position statement 35

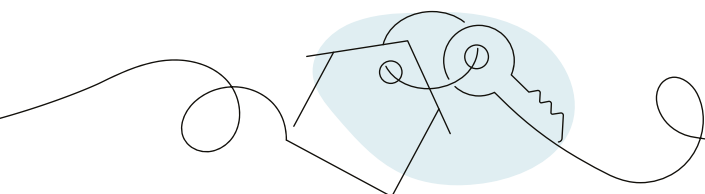
Tackling housing inequalities

We will work with our communities and partners to identify and address housing inequalities to create a fairer housing market and borough where no-one is left behind in achieving their potential. To address this, we will work with our partners and communities to break down the barriers to opportunity. This means:

- undertaking research and working closely with communities, including the citizens' tribunal and community champions, to identify and tackle the barriers to opportunities
- taking action to reduce and support those experiencing overcrowding
- investigate how we can better support those groups more likely to experience housing affordability problems (younger adults, people from minority ethnic backgrounds, and people on low incomes)
- supporting those experiencing homelessness and living in temporary accommodation to stabilise their lives
- helping residents to maximise their income and raise living standards, accessing resources and support
- building skills, training, education and employment
- supporting those at higher risk of experiencing housing crisis
- removing barriers to accessing services, such as language barriers and digital exclusion

5.22 **We will:**

- continue to work towards achieving the 4 demands that emerged from the race equality commission's findings and hold ourselves to account for these
- continue to monitor how housing impacts different parts of the community, examining racial disparity alongside other protected characteristics
- investigate how we can better support families disadvantaged by living in overcrowded and poor-quality homes, or temporary accommodation, to improve social and educational outcomes, health, and wellbeing
- implement our new Borough of Sanctuary strategy to ensure refugees fleeing conflict and the climate crisis find a welcome home in the borough. This will build upon our recent involvement in the homes for Ukraine and Afghan relocation and assistance policy
- work towards full Houseproud Pledge Pioneer accreditation, which is designed to ensure lesbian, gay, bisexual, and trans residents can enjoy their homes without fear of discrimination



Case study 5

Race equality commission



In late 2020, we launched a new independent race equality commission, inspired by 2 events – the brutal murder of George Floyd by a police officer in the United States, and the disproportionate impact of the Covid pandemic on minority communities.

This featured 12 commissioners selected from a range of backgrounds and ages, to reflect the diversity of the community. They met to discuss how inequality can be addressed across the priority areas of education, health, participation and democracy, policing, income and employment, and housing.

Alongside this a call for evidence was launched, inviting members of the community to share their views and experiences of race inequality. The commissioners also carried out a number of site visits to local community organisations and statutory services in the borough.

The commissioners heard that Ealing is a borough of opportunity, a borough of rich diversity, and a borough with pride in its cultural history. However, they also heard that not everyone can benefit from the same richness of opportunities because of their race.

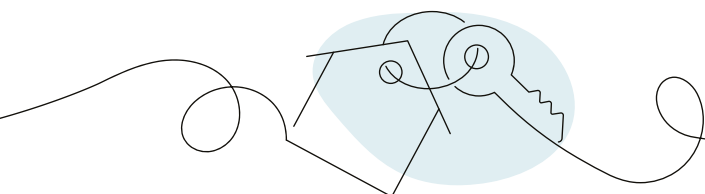
A final report was published in 2022, compiling the findings of the commission, including a series of demands related to each priority area. These demands were accepted by the council in full and are now being actively monitored by an independent citizens' tribunal.

Members of the tribunal all work on a voluntary basis and were appointed on the basis of their collective expertise and lived experience. They continue to play a vital role in reporting on progress on race equality and the impact of inequality and discrimination on the borough's different communities.

Objective 18

Build community capacity and ensure prevention is at the heart of all services to address housing crisis

- 5.23 The cost-of-living and housing crisis in the UK means more people are facing homelessness, living in poor quality and insecure accommodation or sleeping rough. Homelessness has a devastating impact on people's lives. Households living in temporary accommodation are likely to have worse health, education, and employment outcomes and less support from social networks. Homeless Londoners can also experience changes to their support networks, continuity of education and access to employment. Children living in temporary accommodation may have to travel long distances to attend school or even have to change schools, while adults could find their commute to work becomes unmanageable.
- 5.24 London is the epicentre of a national emergency and, in our borough, we face unprecedented challenges in responding to homelessness and rough sleeping, with a shortage of temporary accommodation. There has been a rise of around a third in households assistance over the last 3 years with 3,337 households assessed. Numbers of homeless acceptances have doubled over the last three years to 581 during 2023/24. Around a third of households accepted as homeless have vulnerabilities such as physical disabilities (16%), mental health (8%), and domestic abuse (2%). Rough sleeping has also increased by 60% over the past three years, with 710 rough sleepers seen during 2023/24.
- 5.25 In England, 164,040 children were homeless and living in temporary accommodation with their families as of September 2024, the highest on record and up 19,460 (15%) in a year. In our borough, 1 in every 38 households live in temporary accommodation including 4,574 children, as of September 2024. Most concerning of all, the number of children living in emergency accommodation (such as bed and breakfast and hostels) beyond 6 weeks has mushroomed from 15 in 2021/22 to 374 as of September 2024.



- 5.26 These high rates of homelessness are bringing unsustainable costs to public services and the wider economy. The latest data shows London boroughs collectively spending £114million a month, or £4million every day, on temporary accommodation for homeless Londoners. London Councils¹⁷ estimate that London boroughs' spending on temporary accommodation has jumped 68% in a year between 2022/23 and 2023/24. The new government is increasing homelessness and rough sleeping funding is soon publishing a new national homelessness strategy aiming at reversing these trends. Locally, we have recently updated our homelessness and rough sleeping strategy and are taking comprehensive action with our partners.

Housing policy position statement 36

Embedding a preventative approach to homelessness and housing crisis

With our partners across the public (including health, public health and social care), voluntary, faith, and community sectors, we will focus on identifying those at risk of homelessness, exploring new models of responding to housing crisis, taking early upstream preventative action to prevent homelessness and rough sleeping from occurring. This involves ensuring council and partner services are community-driven and fostering a borough-wide ethos of mutual support and early intervention, making homelessness prevention a shared community achievement.

Housing policy position statement 37

Meeting the needs of those in temporary accommodation

We will prioritise rapid rehousing from temporary accommodation into supportive community settings, building resilient networks and support systems that prevent future homelessness. We recognise the critical need to improve the lives of those in temporary accommodation, while they are in it. We will work to end our reliance on bed and breakfasts and hotels, address overcrowding, and ensure that educational and support needs are met with minimal disruption.

¹⁷ London Councils, London's homelessness emergency crisis, October 2024

- 5.27 Around two-thirds of those sleeping rough in our borough on any given night are estimated to have no or limited recourse to public funds (NRPF), with possibly around 90% of those sleeping rough longer term having immigration status issues, which make it harder to help them to come off the streets. Although this is a problem across London, Ealing is one of the boroughs most highly impacted by this issue.

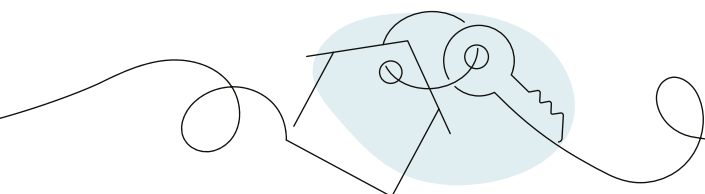
Housing policy position statement 38

Ending rough sleeping

We are committed to finding innovative ways to meet the needs of people who become street homeless, through the effective deployment of available resources from the council, the NHS the voluntary sector and our wider communities. We will work closely with the communities where rough sleeping is most prevalent and with all our partners to ensure that opportunities to prevent rough sleeping are maximised and that services working with rough sleepers are co-ordinated to achieve the best possible outcomes, including for those with no recourse to public funds. Ealing has recently become a 'Borough of Sanctuary', which helps ensure people who were forced to flee their home because of war and persecution feel welcome and are given the support they need.

5.28 **We will:**

- establish a homelessness prevention taskforce with public sector partners, the community, voluntary organisation and the faith sector to identify opportunities to work better together and shape services to prevent people from becoming homeless
- focus on preventing people from becoming homeless by identifying those at risk and intervening before they reach a crisis point. This includes by working with households to develop personalised housing plans and supporting through mediation with landlords, investigating allegations of harassment and illegal eviction to ensure landlords who break the law are held responsible
- use our existing funds – such as Discretionary Housing Payments and the Homelessness Prevention Grant – to help find more sustainable housing solutions or provide temporary support



- provide appropriate support for homeless people with complex needs, such as drug and alcohol dependency
- explore how we can work together with partners to provide a co-ordinated response to individuals who have no recourse to public funds (NRPF) or are rough sleepers and join up activity with the health and wellbeing board
- undertake a strategic review of all our rough sleeping provision, including outreach work, emergency accommodation, supported housing, and Housing First

Case study 6

Finding a sanctuary

In October 2023, BB was referred to Thames Reach via the Ealing Housing Options Team. They had lived in the UK for over 20 years after fleeing domestic violence from their home country, where they had worked as a civil servant for more than 20 years. The client had just received their leave to remain and was sharing a small room at the back of a church hall located in a warehouse. The room was cramped and barely able to fit a single bed.

The client turned 66 years old shortly after and was unable to claim universal credit. The support worker applied for pension credit on their behalf, but since they had no NI contributions, they were not initially eligible. The client was presented to the exit panel, and after long deliberations, they were put forward for quota nomination and were eventually offered a council flat in Northolt.

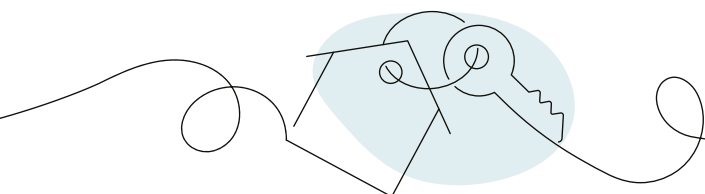
Once they had a place to call home, the client immediately started working as a carer, even though they are a pensioner. They were forced to stop because they were not up to the job.

With pension credit now in payment, the client still wants to do something with their life and has recently paid for an introductory course in dressmaking to keep themselves busy. The client recently explained that since securing their home, their blood pressure has gone down, their depression has disappeared, and they have overcome many fears.

Objective 19

Work together with partners to support those with specialist housing and support needs to live independently

- 5.29 We want to promote the independence and wellbeing of people in line with best practice in social care. This recognises the higher costs involved with institutional settings, as well as the better outcomes associated with living independently in the community where people can live the lives they want to live.
- 5.30 We will seek to ensure more effective and efficient commissioning of housing and care services to meet needs, now and in the future. Where people require some help and support, we will aim to do this either in specialist housing specifically provided for their needs or through floating support provided in mainstream housing.
- 5.31 The Supported Housing (Regulatory Oversight) Act will bring a new legal requirement for local authorities to carry out a review of the supported exempt accommodation and have a supported housing strategy. This will also provide us with new powers to monitor and enforce standards across so-called exempt accommodation, a category of poorly regulated housing for vulnerable people which has been subject to abuse in recently years. It will be essential that these new responsibilities are adequately funded by government.



Housing policy position statement 39

Specialist and supported housing

We want everyone in the borough to have the opportunity to lead as independent and fulfilling lives as possible. For some people, extra support to live in and be a part of their community is vital. Data conclusively demonstrates that people stay healthier when they feel connected to and supported by their communities.

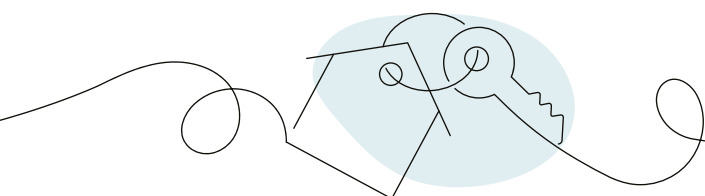
We will work together across health, adult services, the provider market and the local community to model future demand and needs, identifying gaps in provision. We will build a commissioning framework that reflects best practice to meet the needs of individuals, to develop a range of housing options to meet the housing requirements and aspirations of people who have care and support needs to enable them to be able to make informed choices, retain their independence, live in a safe, accessible and warm home for as long as they wish, with support and adaptations as required.

Specialist and supported accommodation help people including (this list is not exhaustive):

- older people
- young people with a support need (such as care leavers or teenage parents)
- people with a learning disability
- autistic people
- people with a physical disability
- people with mental health conditions
- people fleeing domestic abuse and their children
- military veterans with support needs
- people with experience of rough sleeping or homelessness
- people recovering from drug or alcohol dependence
- people with experience of the criminal justice system
- people with multiple complex needs

5.32 **We will:**

- commission a needs assessment study and review the Altair report recommendations to inform the development of a supported and specialist housing strategy. This will also examine the needs and preferences of older residents
- work in partnership to develop a supported and specialist housing strategy that sets out a clear vision and priorities, including expectations around the quality and standards of accommodation and the needs of residents living in supported housing
- review and improve joint commissioning for specialist and supported housing to meet increased demand, addressing the identified housing and support needs of older people, people with physical disabilities, mental health, learning disabilities and autism, and others
- support people with physical disabilities to live independently in the community through the installation of aids and adaptations using our Disabled Facilities Grant which covers the cost of measures such as ramps, wet rooms, and stair lifts
- raise awareness and improve housing and support pathways for young people and those with experience of care. Continue to deliver the local offer for care leavers and help advise and support them to explore their housing options, access suitable accommodation and sustain a tenancy
- work with developers to ensure that new developments contribute towards the supply of accessible and adaptable properties
- meet the support and accommodation needs of those experiencing domestic abuse
- consider whether there are further opportunities to expand the Housing First approach to improve access and reduce the need for a more intense and costly service, reducing homelessness amongst people with multiple and complex needs

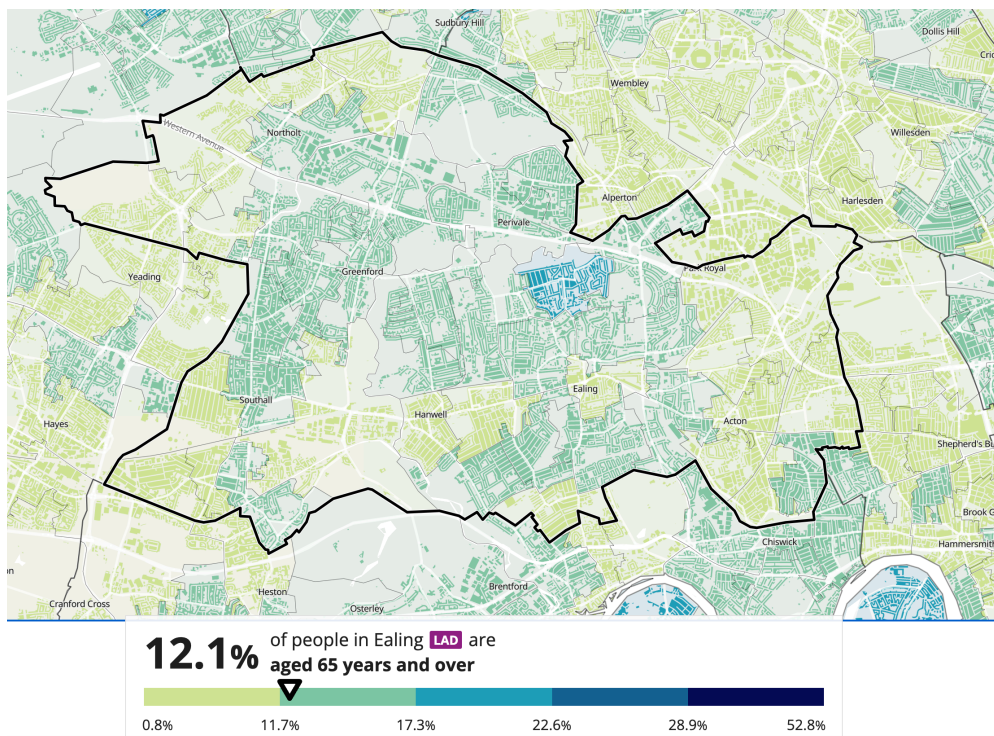


Objective 20

Meet the needs of older residents

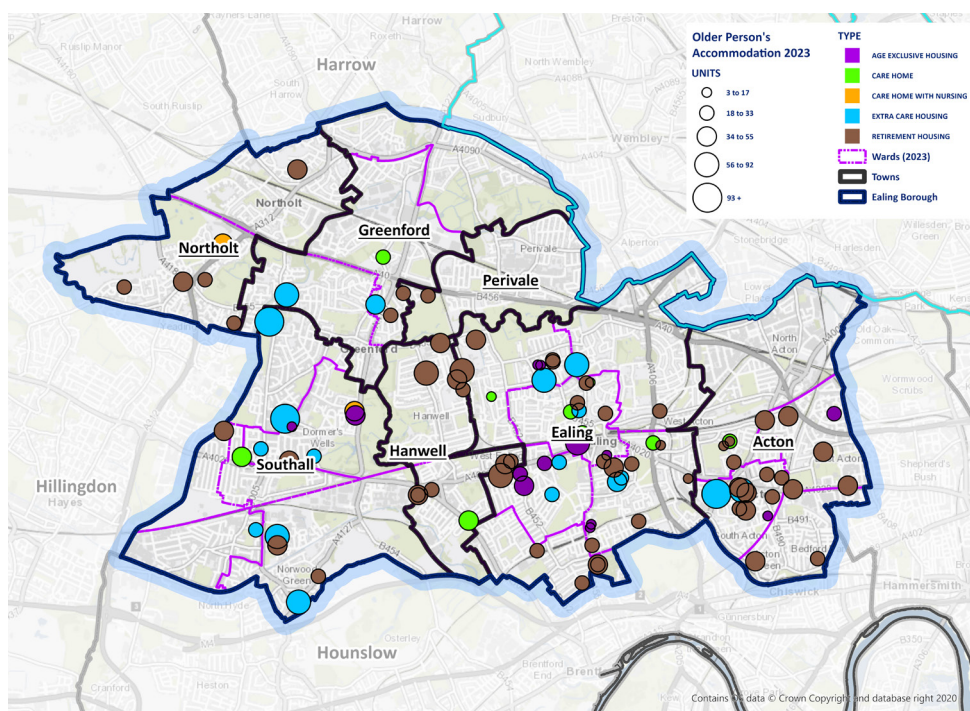
- 5.33 The borough has an ageing population, with the number of residents above 65 years old set to increase by 50% from 2021 to 2041, increasing the proportion of residents aged over 65 from 12.1% at the time of the 2021 census to 21% by 2041. The London Plan target is for each borough to provide an additional 200 homes per year specifically for older people. We currently do not have enough housing options for this group. For example, there are only 2 extra care schemes currently operating in the borough.

Figure 10: Distribution of older people (Census 2021)



- 5.34 Some of our existing housing solutions can prevent people from living active lives with strong community and social support in later life. We also know that too many older people end up in care homes because of a lack of suitable accommodation that allows them to receive the care they need in the community.

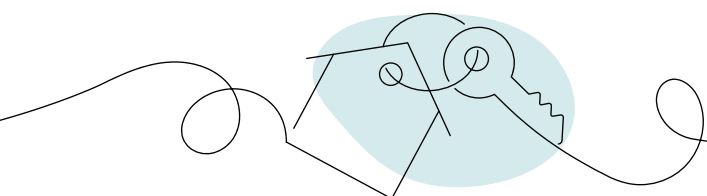
Figure 11: Distribution of older people's accommodation 2023

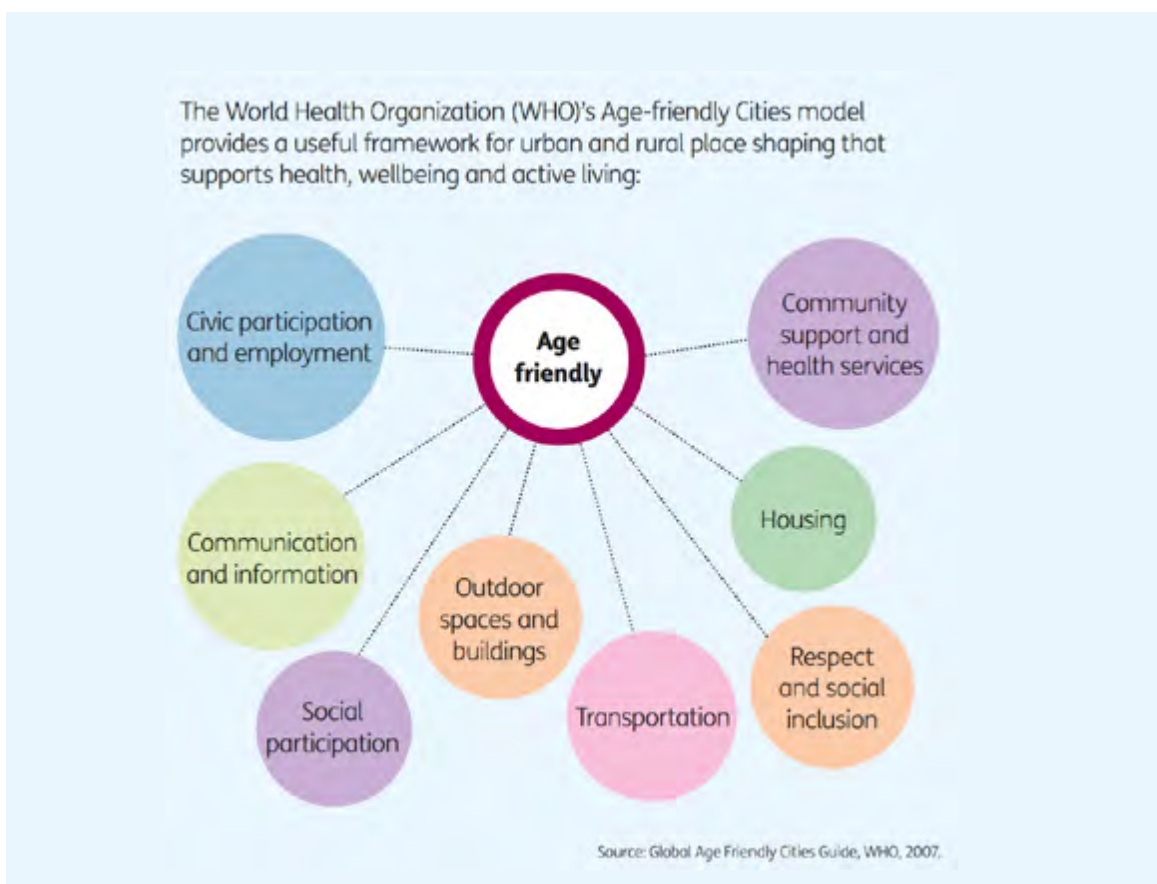


Housing policy position statement 40

Meeting the housing needs of older people

We will place residents' needs at the centre of our work with partners to meet the needs of a growing, ageing population with diverse housing needs. We want to help people to live well and comfortably into older age, connected to their local communities able to enjoy life and thrive. This means enhancing, and optimising the range of housing options for later living, ensuring there is a supply of attractive, well-designed, culturally sensitive, age-friendly, and inclusive homes that are desirable, accessible, adaptable, technology-enabled, and affordable. This will allow people to live independently for as long as possible, accommodating lifestyle or changes to health.





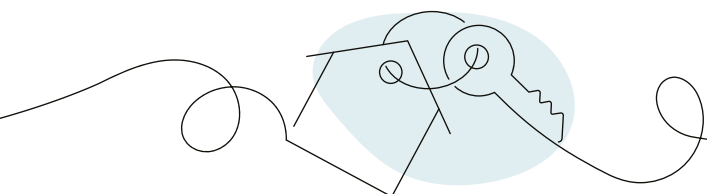
5.35 **We will:**

- work with health and social services to plan for the identified housing, support and care needs, and preferences of older people, reducing or delaying the need for care home placements
- work with partners and communities to ensure community and housing hubs meet the needs of older people
- ensure more homes are optimised and designed for later life and local neighbourhoods are age-inclusive
- explore the potential to create Extra Care schemes in the borough, in partnership with other organisations
- work with social services, health and private providers to explore the potential to create Extra Care schemes in the borough
- support older vulnerable people who want to remain in their homes

6. Delivery, monitoring, and review

- 6.1 The strategy is supported by a delivery plan. The delivery plan details the key actions and milestones to be achieved by 2030 to ensure our strategic priorities and objectives are delivered. The key milestones will be SMART (specific, measurable, achievable, relevant, and time-bound), monitored quarterly and reviewed, and updated annually in consultation with delivery partners, and progress will be reported to the council's senior leadership team (SLT). A full review of the strategy will be undertaken after 5 years.

Figure 13: Monitoring and review



Appendix 1 – strategic links

