

People Priority 2 – Make the best use and improve the quality of existing housing	What we will do	When will we do it?	Who will deliver this	Resources	Milestones	What would success look like	Comments/status
Seek to expand our own in-house private lettings service Seamoor Lettings	Create interactive social media and web based promotional pages to promote SeaMoor Lettings Aim to take on 5 new properties per year	Ongoing for the life of this strategy	SeaMoor Lettings Team	Staff time and some marketing materials	additional 5 properties to be taken on by April 2022	increasing stock of private rental property	
Develop and promote an intermediate housing register specifically for key workers with supply from the private rented sector through Seamoor and property developed by the Councils	Define key worker roles and create registration portal. Work with partners to promote and target local and national schemes.	Jul-21	LA	Staff time & possible ICT application	Member approval of Key worker definition Establishment of key worker housing register.	Appropriate allocation of private rentals to Key workers	
Support and encourage new, high quality and well managed, Houses in Multiple Occupation in the local area, including offering a management service ourselves, whilst licensing all HMOs that are subject to mandatory licensing.	Design & cost package of support for HMO management promote management offer to landlords	Dec-21	LA	Seamoor lettings team time	Establish potential costs and time commitments required to provide management offer to HMO landlords	Establishment of 2 HMO accommodation options within first 2 years. Create bespoke affordable management offer for HMO properties. Additional high quality HMO's, and improvements to existing HMO's in the area. Good quality private rented accommodation that meets health and safety requirements. 90% to meet Shelter's Decent Conditions under their Living Home Standard	
	Review housing data and HMO register  Develop promotional campaign to engage with owners  Undertake 4 year programme of risk assessing and inspecting non licensable HMO's	Apr-22  Apr-22  Apr-22	Council	existing resources			

Address under occupation & overcrowding within social housing stock and by doing so reduce length of time on the housing register Promote the Tenants Incentive Scheme to encourage and incentivise tenants in social housing to downsize	Identify and proactively contact under occupying tenants registered on DHC to ensure bidding is enabled and any obstacles are identified and removed. Proactively promote Tenants incentive scheme to residents and social landlords	Annually	LA	part of new staff member post - Staff time	Mail drop to happen annually promoting TIS. Recruitment of staff member for focussed work	Increase in number of successful downsize moves. increase in uptake of TIS. Increase in bidding activity for downsizers
Deliver Private Rented Sector Landlords' & Letting Agents' Forums and other networking opportunities for private landlords; promoting the events widely and using them to consult the Private Rented Sector on the issues that are affecting them.	Consult landlords to established preferred method of information/consultation delivery - forums, news letters etc. Establish what content would be most desirable to Landlords to ensure engagement	Annually	LA	Existing staff	consultation to be conducted by July 2021, roll out of first event to be achieved by April 2022	Portfolio of landlords either engaged with Seamor or requesting receipt of inclusion in LL events. Increase in numbers of LL engaged with LA
Deliver Private Rented Sector Landlords' & Letting Agents' Forums and other networking opportunities for private landlords; promoting the events widely and using them to consult the Private Rented Sector on the issues that are affecting them.	Forums to be held to enable discussion of key issues and to receive feedback on emerging pressures and the Council's services.	1st year	Council, stakeholders and partner agencies	existing resources	1st year develop engagement programme & feasibility of registration/ accreditation scheme.	Good standard of rented accommodation to meet local needs. The council has an effective proactive service that improves the quality of rental accommodation and reduces housing complaints. Good communication with landlords and letting agents to highlight any key issues and discuss national
Encourage long-term empty homes back into use.	Review the empty home strategy. Enforce against owners of problematic empty homes Promote Seamor lettings management offer to landlords	5 years	Council, stakeholders and partner agencies	existing resources	1st year review and implement any changes	Reduced level of empty homes in line with strategy. Ability to take enforcement action when needed. Actively working with owners of long term and problematic empty homes to bring them back into use, with reference to the Empty Homes Policy.

Monitor and actively promote high standards in the rented sector and take appropriate action where standards are not being met, to tackle disrepair, poor housing conditions and criminal landlords.	Address Private Sector Housing service requests from tenants and landlords within target timeframes. Develop an effective programme of engaging with landlords and letting agents, including whether a registration scheme is needed and feasible.	5 years	Council and partner agencies	existing resources	Monitor service requests received regarding poor housing, identify trends and consider action necessary.	Good standard of rented accommodation in the area to meet local needs. To improve housing standards in the area
Support Tenants and stand firm in situations where Landlords attempt retaliatory evictions.	Address service requests from tenants within target timeframes.	ongoing	council	existing resources	Address service requests from tenants within target timeframes.	Public have confidence that action will be taken when there is an illegal eviction or harassment
Promote, deliver and review the Council's private sector renewal policy and home adaptation policy to ensure it makes a positive difference to people's lives and meeting locally identified need.	review policies	1 year	council	existing resources	Review of Policy	The policies enable the council to encourage and support good quality private rented accommodation.
Interrogate new Census data to predict future housing trends and needs.	Establish areas of significant interest and collate pre existing ONS data to cross reference with new census data when released to track trends.	Dec-22	Existing Staff resource	staff time,	establish significant areas of interest by Dec 2021 ready for overlay with new data 2022	readily available information for all stakeholders and officers to add value to local housing need surveys and compliment the JLP
Work proactively with the data available in the DHC register to identify trends and potential solutions on a local and individual level	Establish current local need according to DHC & Census data. Compare with historic availability of housing data to establish where needs are not being met.	Dec-22	staff resource	staff time	establish historic housing availability data - Dec 21 establish housing needs according to DHC data Dec 21 Introduce needs analysis from Census interrogation to add value Dec 22 publish identified gaps in provision to enable collaborative working with RPs to meet identified needs.	readily available information for all stakeholders and officers to add value to local housing need surveys & identify gaps in provision
Achieve Dementia Friendly Status as a Council and work towards becoming a dementia friendly district and borough.			All Housing Teams and Community Safety Team	Staff Time		

work with our partners to seek redevelopment opportunities to enhance the current housing stock and to meet the needs of residents	Establish a programme for potential redevelopment where stock condition is causing	Dec-21 existing staff resource and RP partners	staff time and potential grant availability	re-development and consultation with existing tenants will take time. Therefore 1 scheme to be identified within the first year of this plan	tenants decanted and rehoused with minimal disruption to improved housing stock with minimal relets and no issues raised about the stock from the tenants
work with our Registered Provider partners to identify and improve issues within their stock	Develop a process to identify hot spot areas of complaints within the existing stock for both ASB and stock condition	Dec-21 Staff resource - case management support **new enabling support role**LA partners through CSP and ASB partnership	staff time	achieve a shared data base with our RP partners to high light issues and look at trends. For ASB Local Lettings Plans to be used. For stock condition complaints need to link with RP planned maintenance programmes	Local Lettings Plans are reviewed annually and would only be used for 1 year. Tenants would be well informed of when maintenance is taking place
embed and implement a new tenancy strategy to supersede the current out of date version	update the tenancy strategy with a commitment to achieve this annually. Develop our marketing and awareness strategy for the policy	Sep-21 LA resource	staff time	ensure this strategy is updated annually. In addition all stakeholders will be aware of the strategy and its purpose.	Review carried out annually and more frequently if required due to legislation changes