

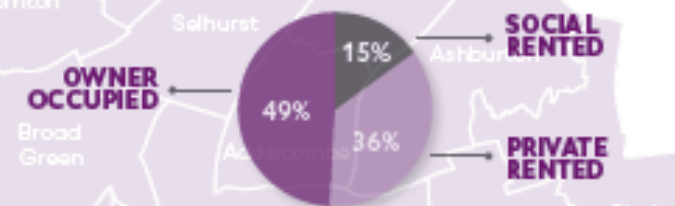
*Housing Strategy
Scrutiny – Streets, Environment and
Homes Sub-Committee*

17th December 2019

ESTIMATED HOUSEHOLDS IN CROYDON



CROYDON TENURE PROFILE



AVERAGE HOUSE PRICES IN CROYDON (2018)

Median house prices are **11.1 times** median incomes

AVERAGE PRIVATE RENTS IN CROYDON



The council's role in housing

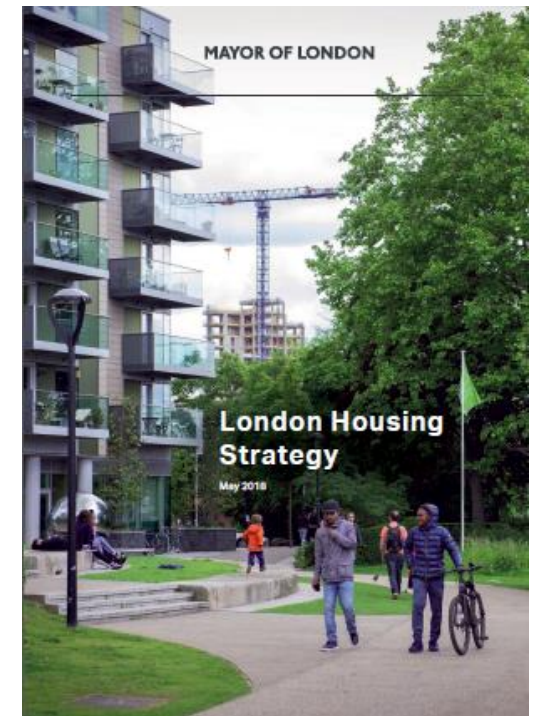
1. Demand ✓ Housing need & homelessness (HRA #1)
2. Landlord ✓ Council housing (HRA #2) plus CAH
3. Planning ✓ Growth & regeneration
4. Assets ✓ Investments & opportunities
5. Regulatory ✓ Licensing, grants, environmental health
6. Strategy ✓ Priorities, ambition – ask & offer

National government policy context

- Lower affordable housing grant per property since 2010
- Target of 300,000 homes a year
- Lifted Housing Revenue Account cap on borrowing
- Local Housing Allowance rates frozen since 2016
- Government investment and focus on private home ownership
- Future Homes Standard

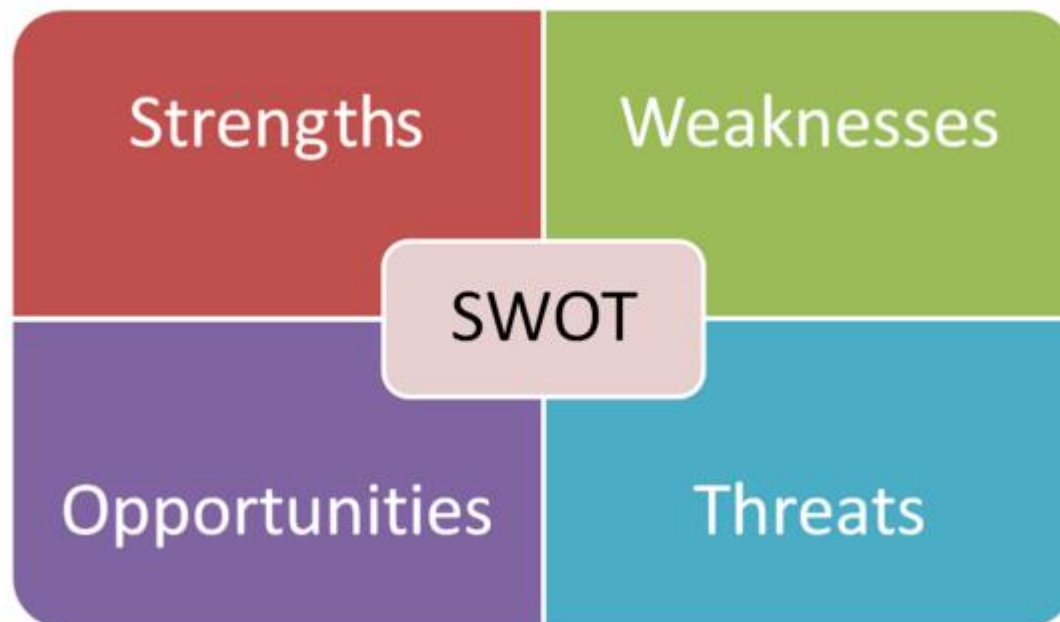
Mayor of London's Housing Strategy

- Building homes for Londoners
- Delivering genuinely affordable homes
- High quality homes and inclusive neighbourhoods
- A fairer deal for private renters and leaseholders
- Tackling homelessness and helping rough sleepers.



Drivers for a new Housing Strategy

- Population growth
- Affordability concerns
- Housing need
- Climate emergency and sustainability



Housing Strategy Priorities

New Homes in Great Places - we will:

1. Increase the supply of genuinely affordable homes that Croydon residents can afford to rent or buy.
2. Plan for new homes within sustainable neighbourhoods, where people want to live, work and socialise

Good quality Homes - we will:

3. Improve council homes in estates and neighbourhoods that residents are proud to call their home
4. Improve private rented homes
5. Help with repairs to private homes for those who need it most
6. Bring empty homes back into use

Better Access to Homes and Independent Living - we will:

7. Make better use of existing social (council and housing association) homes
8. Increase the supply of temporary and permanent housing for those without a home
9. Enable people to rent decent homes in the private sector
10. Enable people to gain and maintain their independence in their home
11. Prevent and relieve homelessness, and reduce rough sleeping in Croydon

Initial Action Plan

1. Updated borough-wide housing needs assessment for Local Plan Review
2. Develop a Croydon-specific definition of affordable housing
3. Affordable housing pipeline and engagement with Registered Providers
4. Investment criteria and housing supply briefs for the Council's capital investment in new homes and for partners developing affordable housing in the borough
5. Investigating new ways of developing new council homes
6. Supporting Community Led Housing
7. Encouraging downsizing
8. Accessible homes policy review
9. Housing and income dashboard and a borough-wide housing supply review

Engagement Plan and Next Steps

Themes:

- Increasing supply of new affordable housing (and developing a Croydon-specific affordability definition)
- Key worker housing
- Neighbourhood infrastructure for homes
- Environmental sustainability (of new and existing homes)
- Council homes and estate investment
- Older people's housing needs (including downsizing)
- Accessible homes policy review
- Private sector housing improvement and empty homes
- Borough-wide housing supply review (for temporary and emergency accommodation for homeless households)
- Access to private rented housing
- Young people's housing issues
- Supported Housing/Independent Living

Activity	December	January	February	March	April	May
Selective Licensing Consultation						
Local Plan Review Issues and Options consultation						
Homelessness and Rough Sleeping Strategy Consultation						
Homelessness and Rough Sleeping Strategy approval and publication						
Housing Strategy engagement programme						
Draft Housing Strategy Consultation						
Housing Strategy approval and publication						