

WEDNESDAY 10TH OCTOBER | THE MIDLAND HOTEL, MANCHESTER



# THE NHC NORTHERN HOUSING SUMMIT

A vertical graphic of the year "2018" in large, stylized, colorful numbers: "2" is orange, "0" is pink, "1" is green, and "8" is blue.

---

**Beyond Supply: creating vibrant communities in the North**

# EVENT SPONSORS



UK COLLABORATIVE  
CENTRE FOR  
HOUSING EVIDENCE

**LOCATA**  
Housing Services

 **texthelp**®

CAMPBELL  
TICKELL



**Retinue**



**PENNINGTON  
CHOICES**  
SUPPORTING PROPERTY PEOPLE

**wardhadaway**  
lawfirm

# FOLLOW THIS EVENT ON TWITTER



## #NHCSUMMIT18



## Chair's Welcome

*Tom Miskell OBE,  
Chair,  
Northern Housing Consortium*

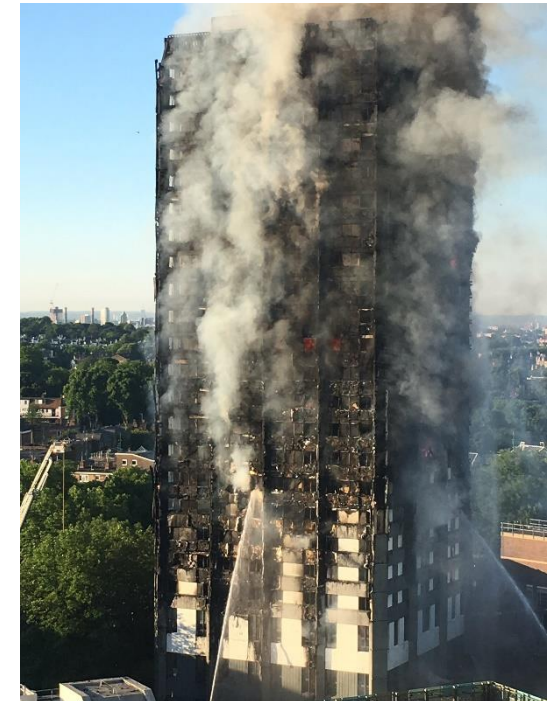
## Creating Vibrant Communities in the North

*Tracy Harrison,  
Deputy Chief Executive,  
Northern Housing Consortium*

# Beyond supply – creating vibrant communities in the North

Tracy Harrison, Deputy Chief Executive  
Northern Housing Consortium

# Social Housing Green Paper



# Who will deliver housing?



# Return to placemaking





# The hidden costs of poor quality housing in the North

---





# Combination of uncertainties

- **Brexit**
- **Funding**
- **Skills shortages**



# Thank you!

[Tracy.harrison@northern-consortium.org.uk](mailto:Tracy.harrison@northern-consortium.org.uk)

## Northern Housing Markets

*Ed Ferrari,  
Director,  
CRESR, Sheffield Hallam University*

Chaired by Tom Miskell OBE, Chair, Northern Housing Consortium



UK COLLABORATIVE  
CENTRE FOR  
HOUSING EVIDENCE

# Northern Housing Markets

**Ed Ferrari**

Director  
Centre for Regional Economic and Social Research  
Sheffield Hallam University

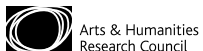
CaCHE Knowledge Exchange Lead (North and Midlands)

# UK Collaborative Centre for Housing Evidence (CaCHE)

- A national research centre, independent of government and other interests.
- Funded for 5 years, 2017-2022
- Funding from ESRC, Joseph Rowntree Foundation and AHRC, including match funding from Universities, CIH, RTPI, RICS, Shelter, Wheatley Group, Rightmove, Retties



UK COLLABORATIVE  
CENTRE FOR  
HOUSING EVIDENCE



[housingevidence.ac.uk](https://housingevidence.ac.uk)


[@housingevidence](https://twitter.com/housingevidence)








UK COLLABORATIVE  
CENTRE FOR  
HOUSING EVIDENCE

www.housingevidence.ac.uk



UK COLLABORATIVE  
CENTRE FOR  
HOUSING EVIDENCE

[ABOUT](#) [OUR WORK](#) [BLOG](#) [NEWS](#) [EVENTS](#) [PUBLICATIONS](#) [CONTACT](#) [DATA NAVIGATOR](#)



## BLOG

Professor Ken Gibb and Tony Cain explain that while lifting the borrowing cap is necessary for new investment in council housing, other factors also need to be considered.

[READ MORE](#)

## ABOUT

The UK Collaborative Centre for Housing Evidence (CaCHE) is a consortium of 14 institutions led by the University of Glasgow.

The centre is a multidisciplinary partnership between academia, housing policy and practice. Over the course of the five-year programme, CaCHE researchers will produce evidence and new research which will contribute to tackling the UK's housing problems at a national, devolved, regional, and local level.

CaCHE is funded by the [Economic and Social Research Council](#), [Arts and Humanities Research Council](#) and [Joseph Rowntree Foundation](#).

Follow us on [Twitter](#) and sign up to [our mailing list](#) to keep up to date with the latest news, events and

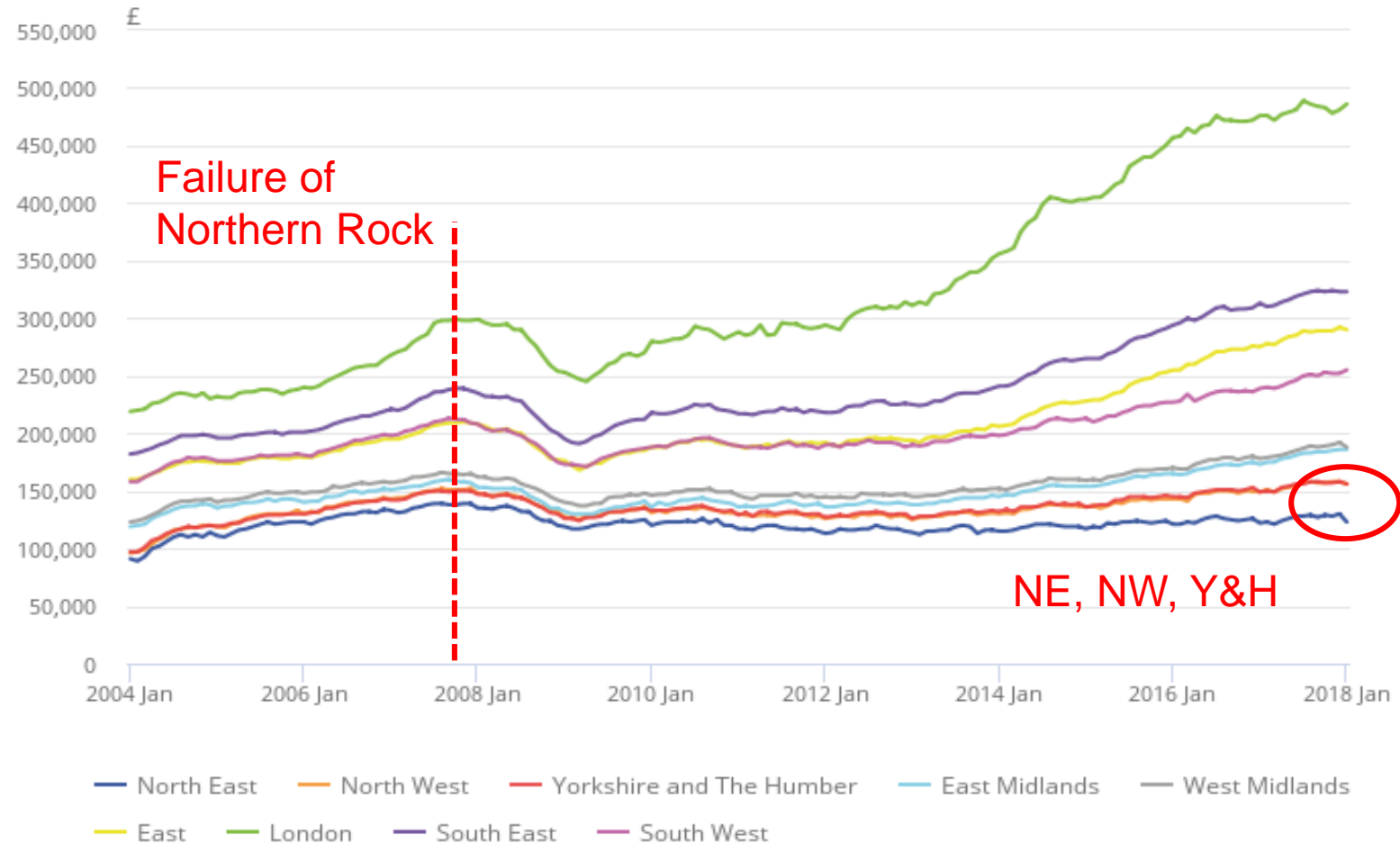
# The 'housing crisis' in the North...

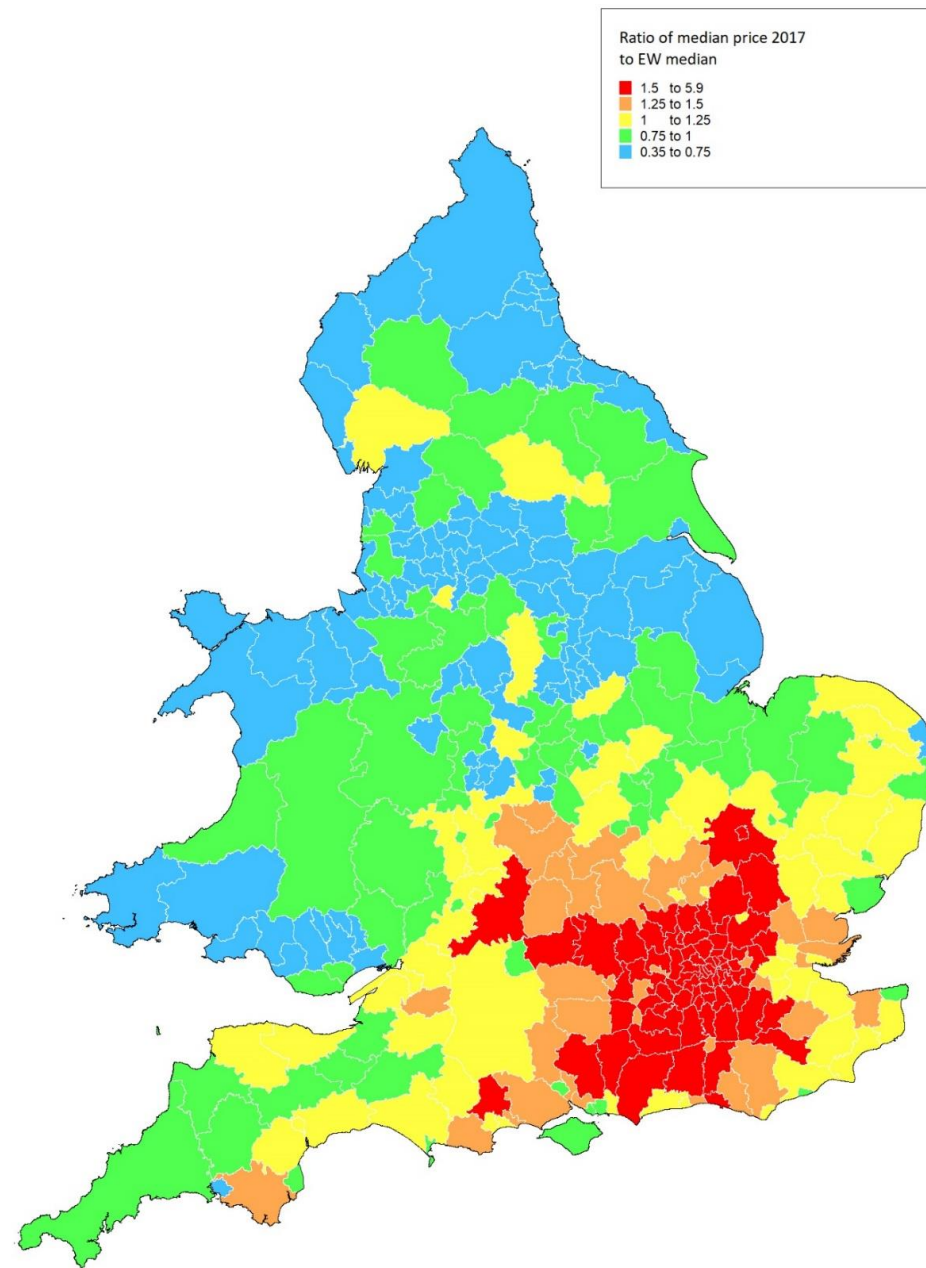
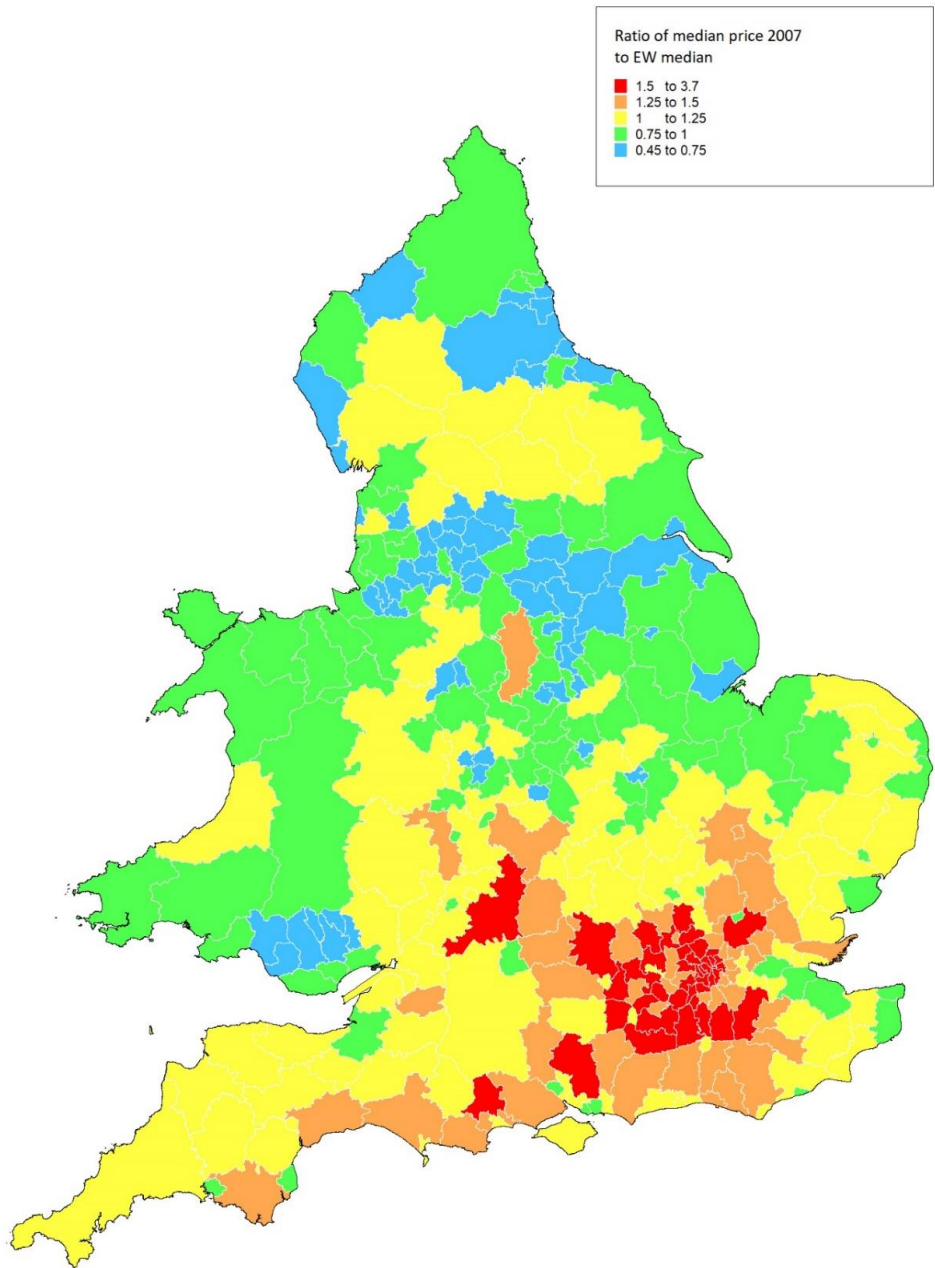
- **... is actually *two crises*:**
  - *The cost of housing*
  - *The weakness of incomes*
- **... contextualised by a third crisis:**
  - *Economic strategy*



- Nominal house prices in the North remain the lowest in England
- The absolute gap has widened - this has implications for geographic mobility
- Recovery to 2008 levels in Y&H and NW, but not yet in NE
- Most other regions in England recovered 3-6 years ago

Figure 4: Average house price, by English region, January 2004 to January 2018



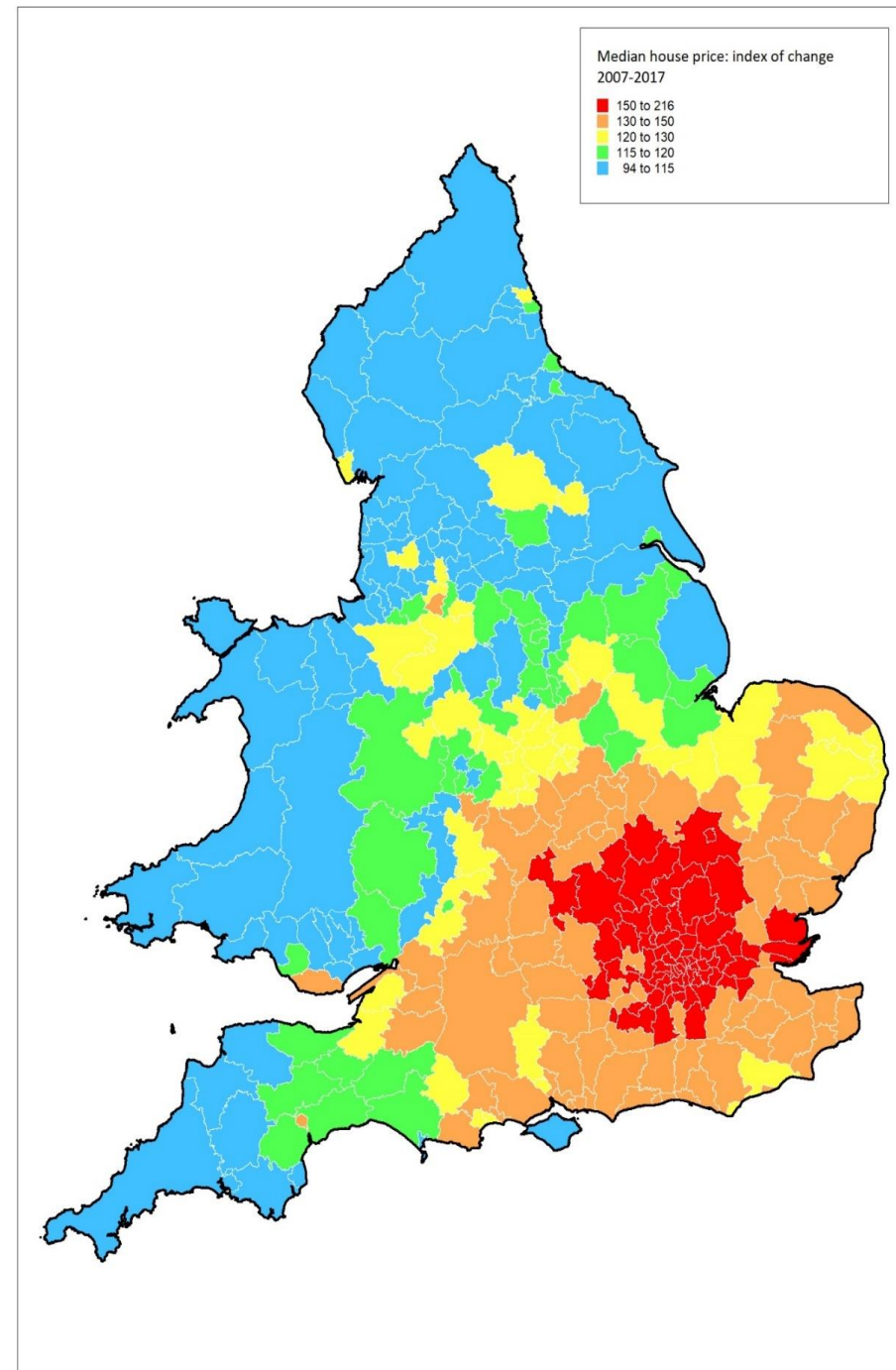


## Increased polarisation

Ratio of median price to England and Wales median

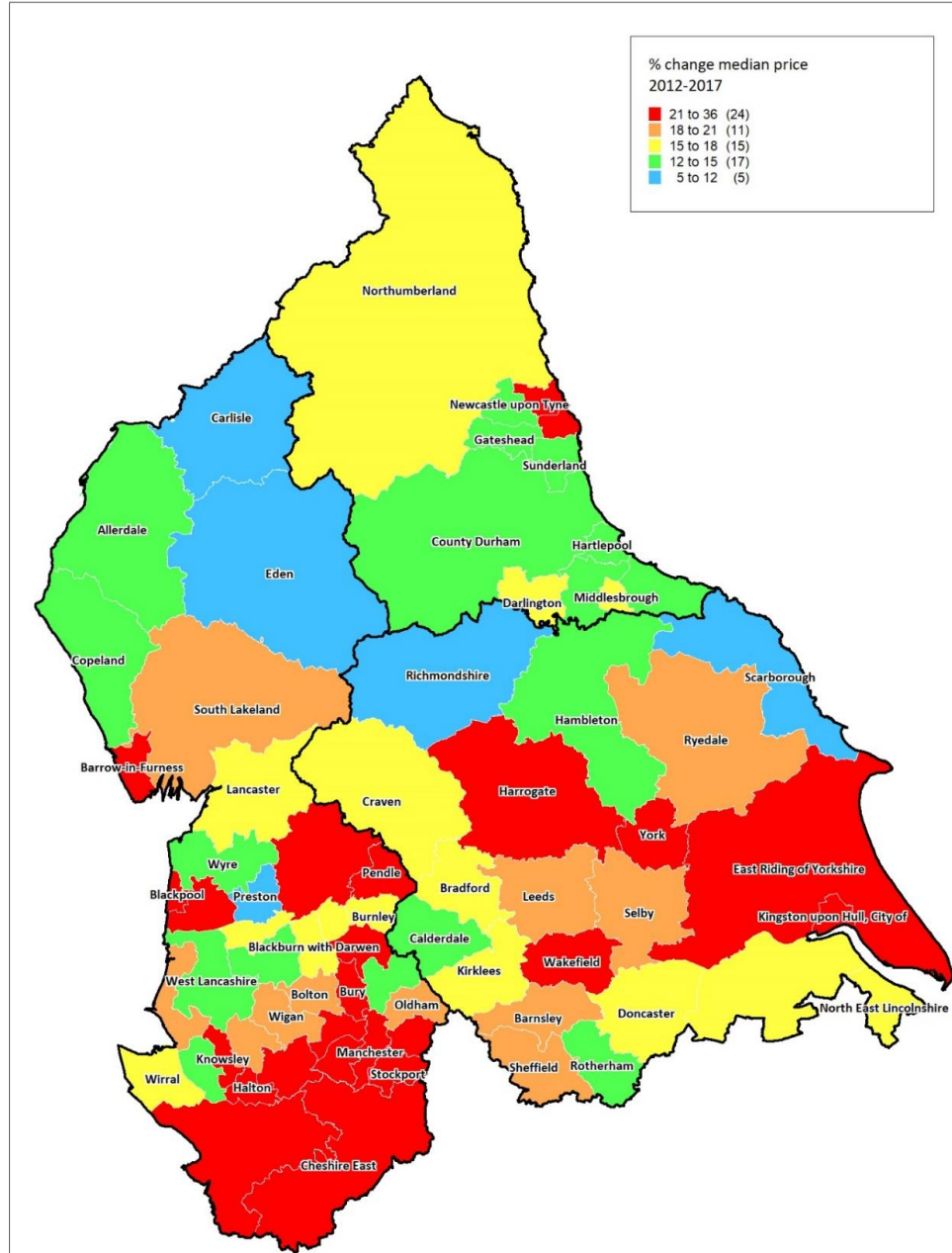
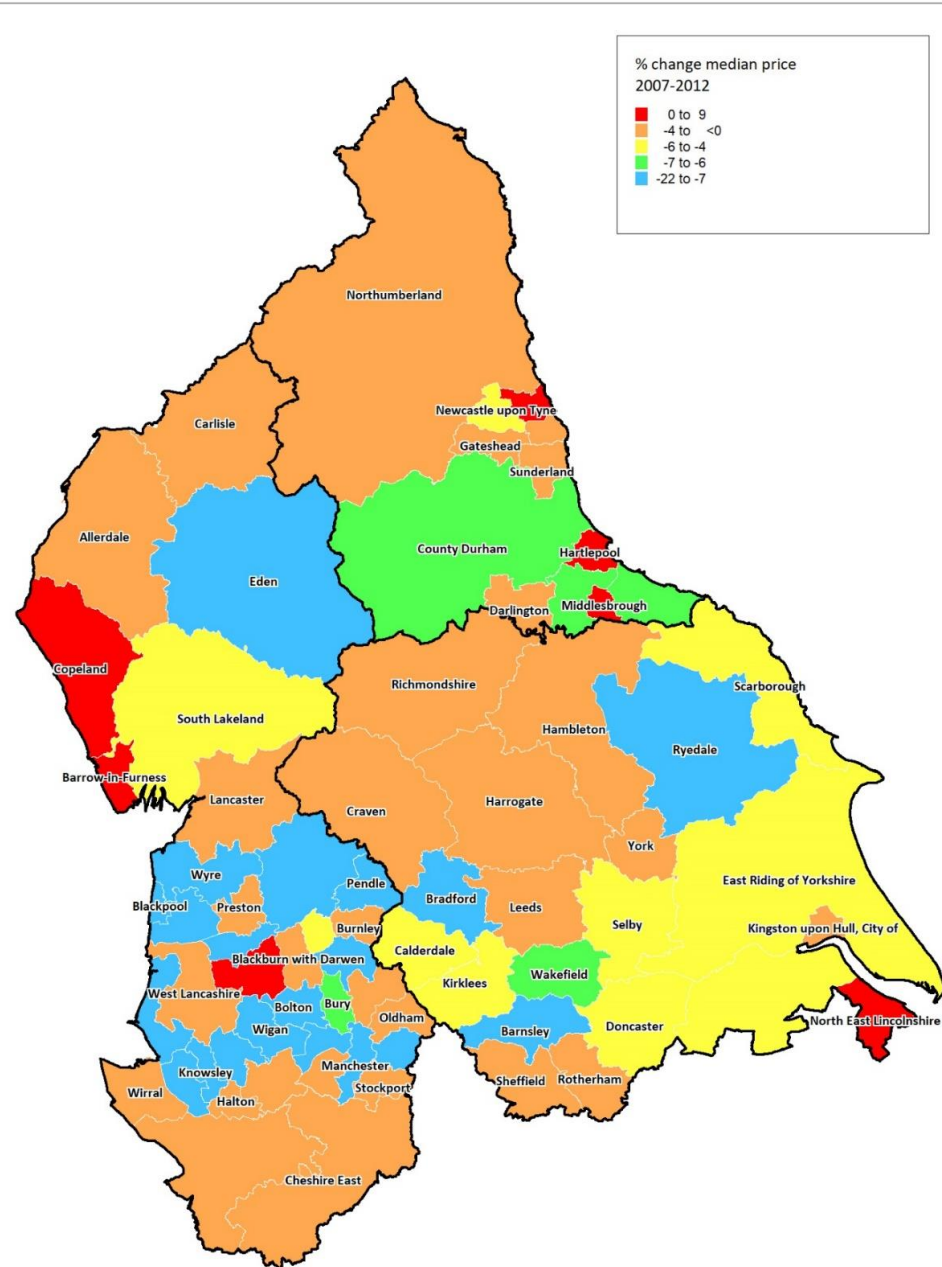
## Index of change 2007-2017

- Very clear geography to price change over past decade



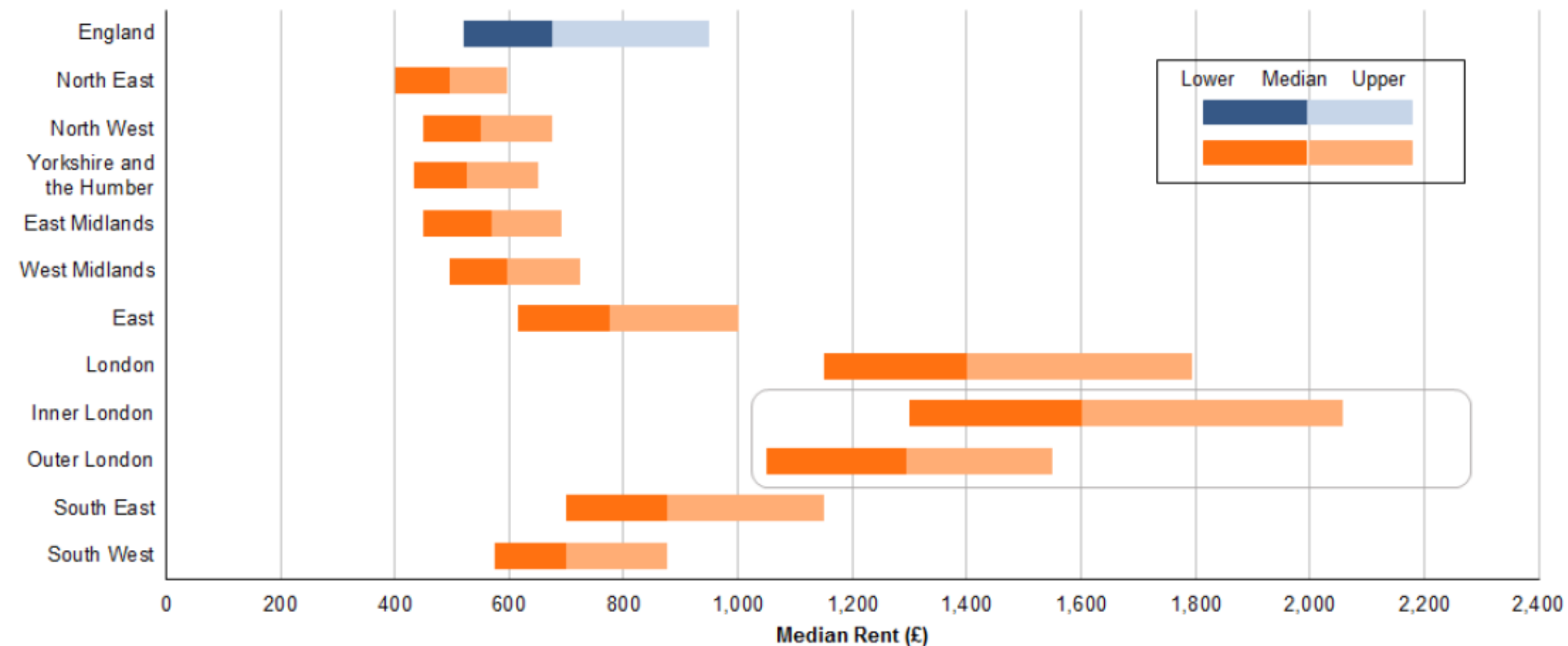
Post crisis losses  
greatest in NW

Recent recovery  
focused on GM, LCR,  
Cheshire, East Riding  
of Yorkshire



**Chart 1: Median and interquartile range of monthly rents by region: All bedroom categories<sup>1</sup>**

Most regions have a similar spread of rents, but the variation is noticeably larger in London.










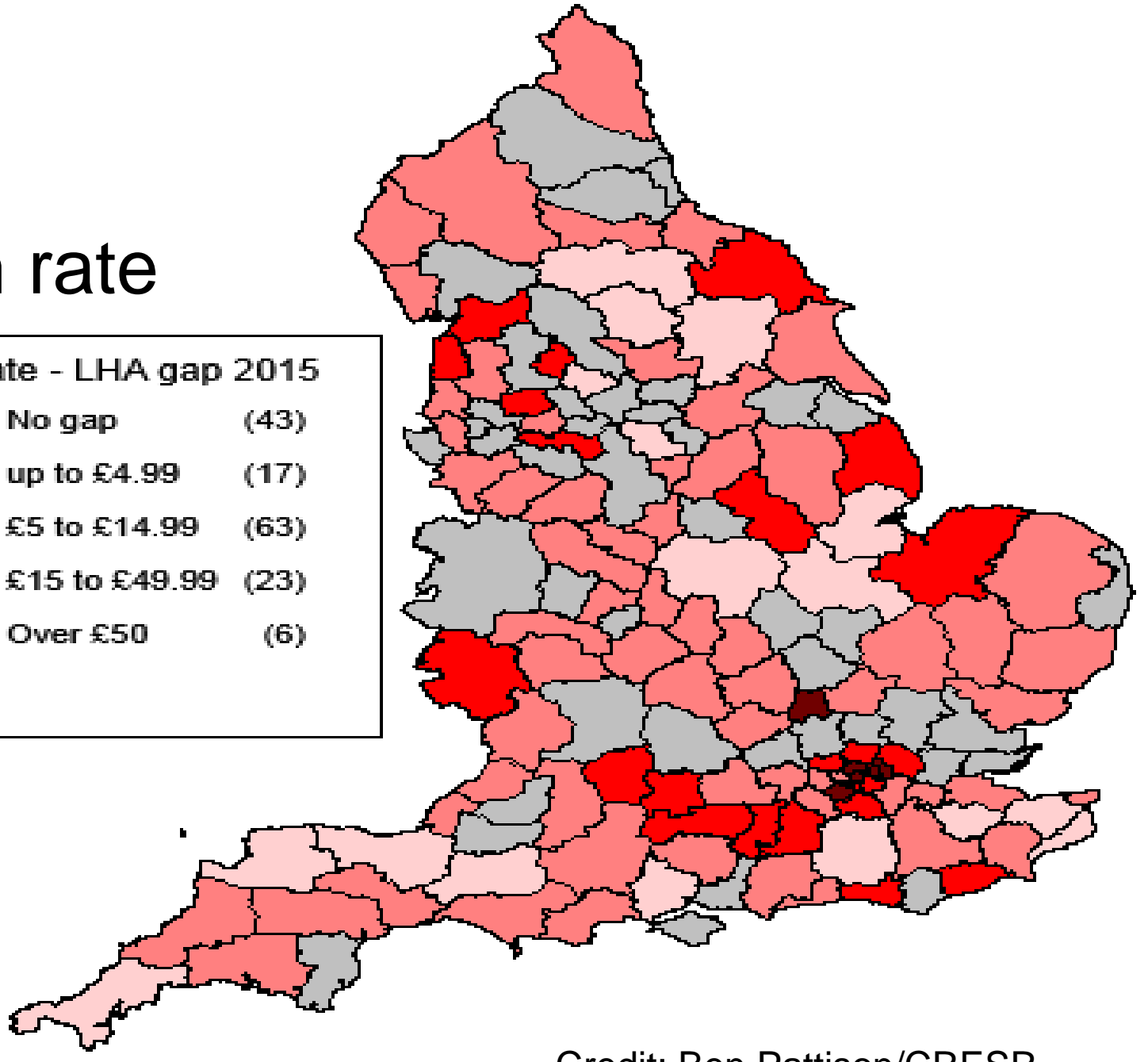
UK COLLABORATIVE  
CENTRE FOR  
HOUSING EVIDENCE

## LHA Gap 2015 - room rate

Room rate - LHA gap 2015

	No gap	(43)
	up to £4.99	(17)
	£5 to £14.99	(63)
	£15 to £49.99	(23)
	Over £50	(6)

Gap between LHA rate and 30<sup>th</sup>  
percentile rents (£ per calendar month)  
- VOA data

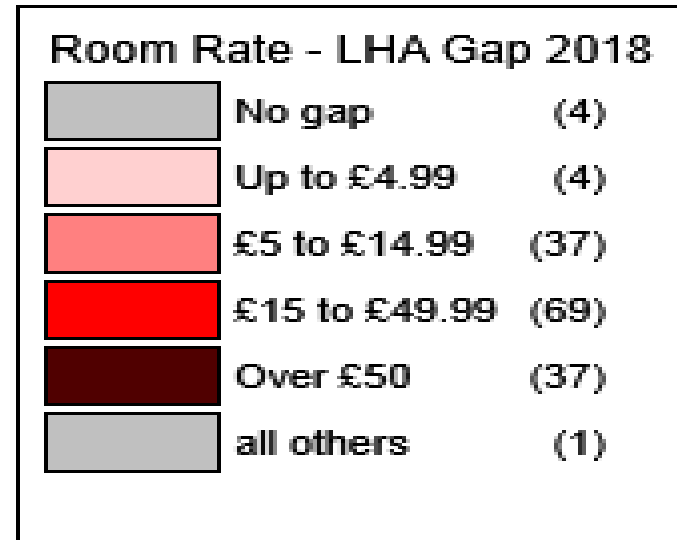


Credit: Ben Pattison/CRESR

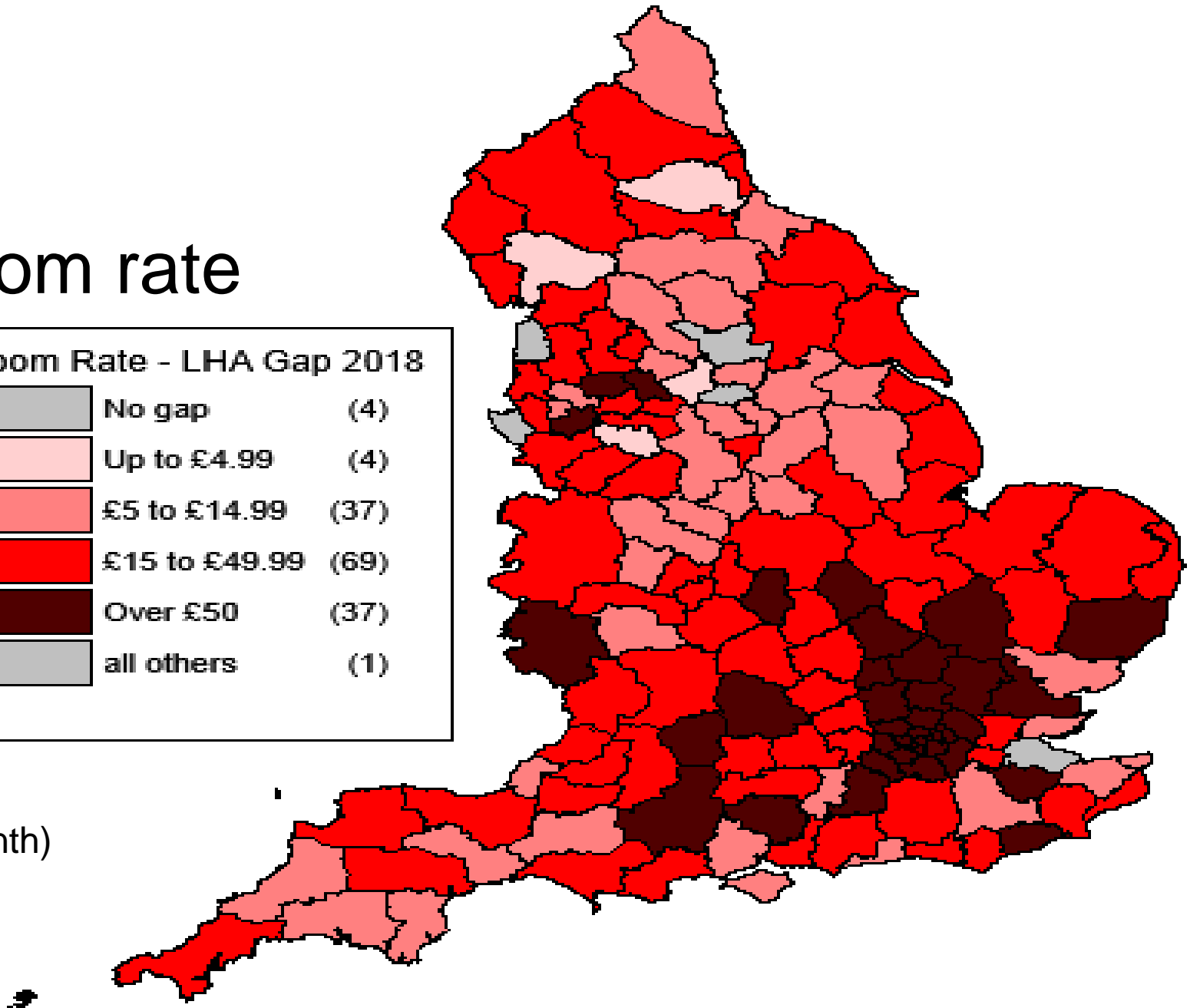


UK COLLABORATIVE  
CENTRE FOR  
HOUSING EVIDENCE

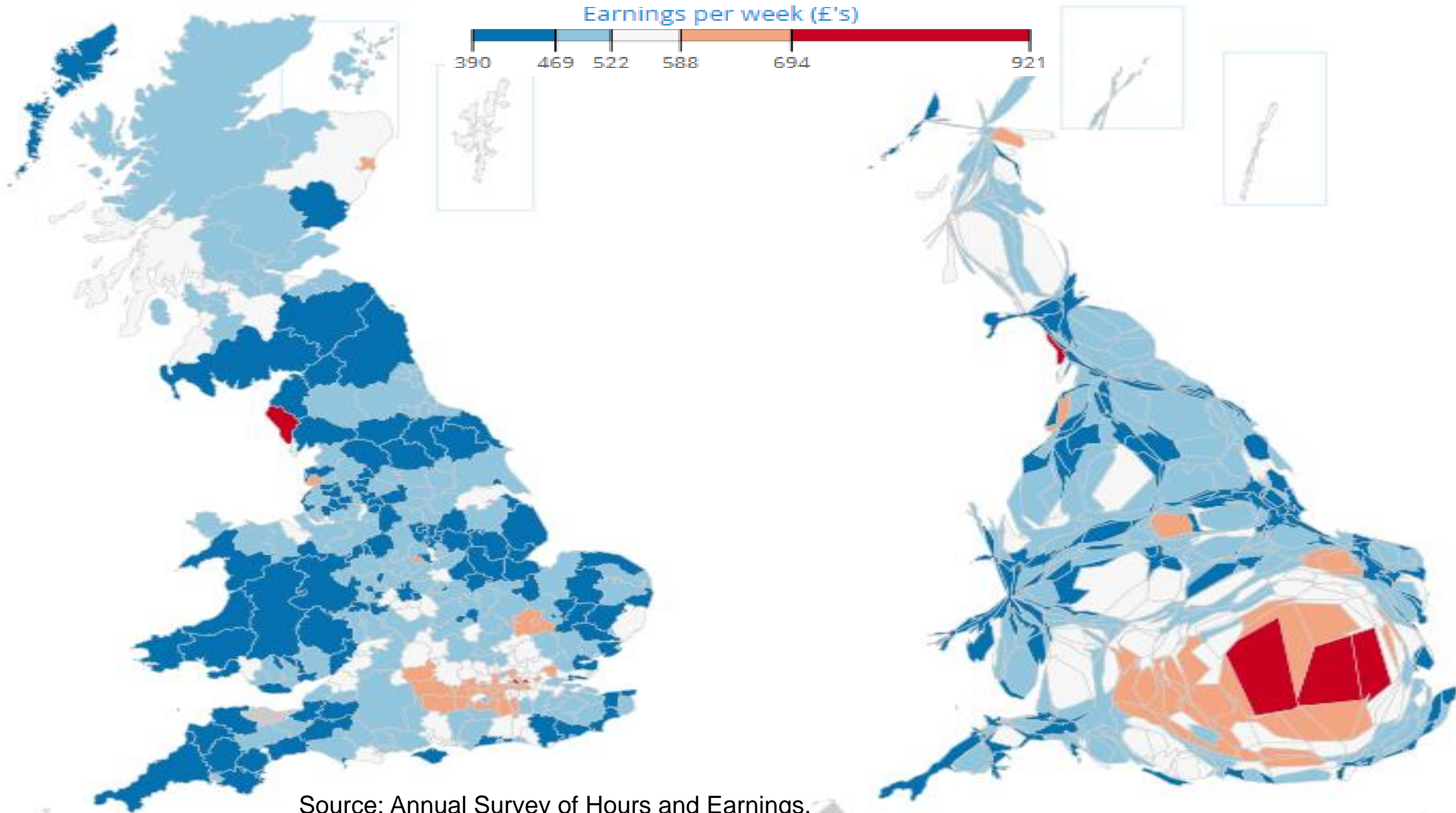
## LHA Gap 2018 - room rate



Gap between LHA rate and 30<sup>th</sup>  
percentile rents (£ per calendar month)  
- VOA data

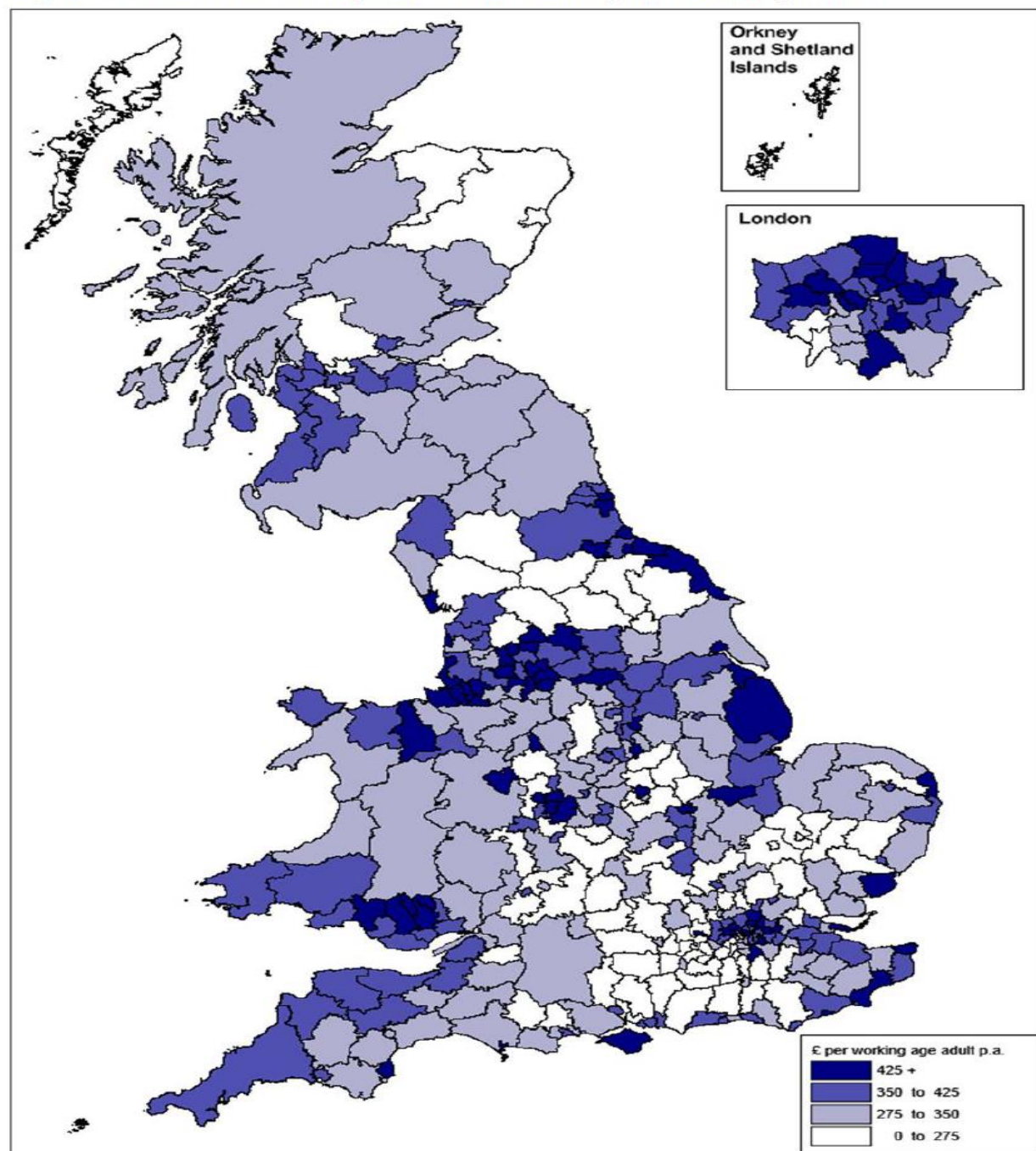


Credit: Ben Pattison/CRESR



Source: Annual Survey of Hours and Earnings,  
Office for National Statistics / ONS Digital

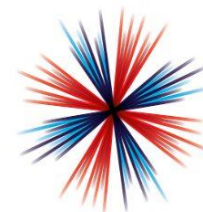
Figure 1: Estimated loss arising from welfare reform by March 2016, by district



Source: Sheffield Hallam estimates based on official data

Map credit: Beatty & Fothergill (2016)

Figure 3: Employment in R&D establishments, by local authority district, England and Wales, 2015



**INDUSTRIAL  
STRATEGY**

Greater London



Map credit: Fothergill, Gore & Wells (2017)

# Summary so far

- Prices have recovered only very slowly and in nominal terms.
- In some areas and for some property types real terms prices may have declined.
- The country is polarising markedly in housing market terms.
- Rents and prices in the North remain relatively low.
- But the capacity to afford them is an increasing problem.
- Welfare reforms and industrial strategy are key parts of the puzzle.

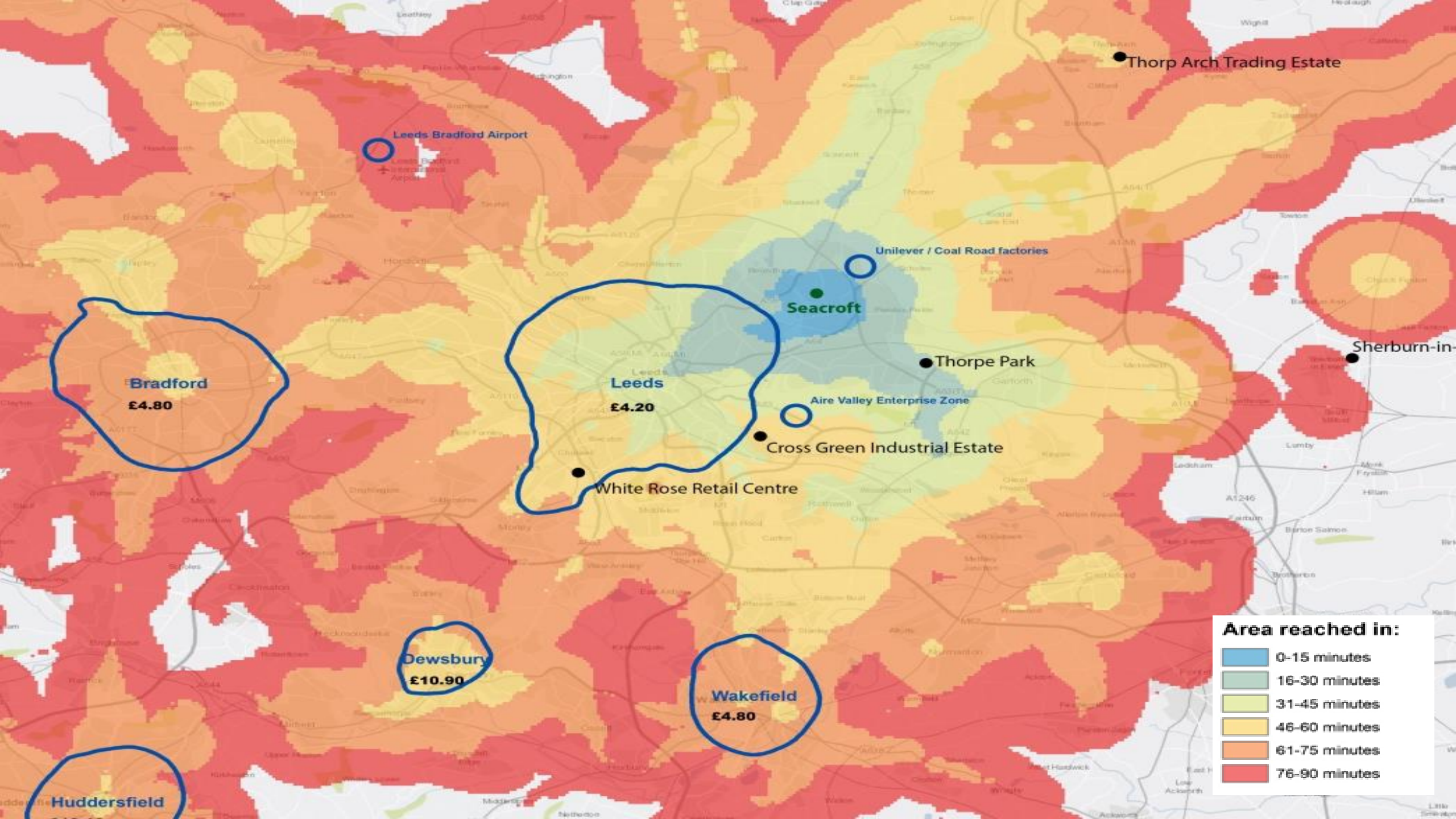
**WE  
STILL HAVE  
HOPE**

**CLIMATE  
ACTION  
NOW !**

**Energy  
Land use  
planning  
Transport**



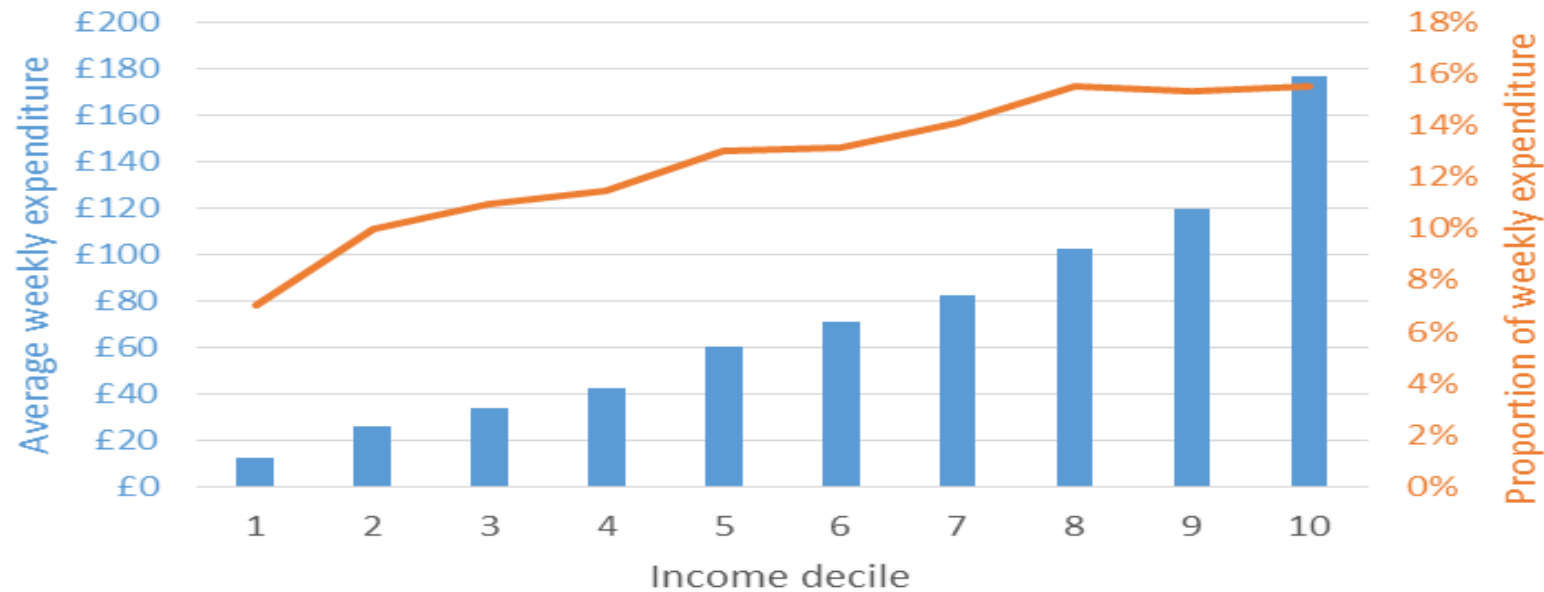
**기후 변화 희망은 있습니다  
이룰 수 있습니다**



**Area reached in:**

0-15 minutes
16-30 minutes
31-45 minutes
46-60 minutes
61-75 minutes
76-90 minutes

Expenditure on transport by income decile



## Household budgets

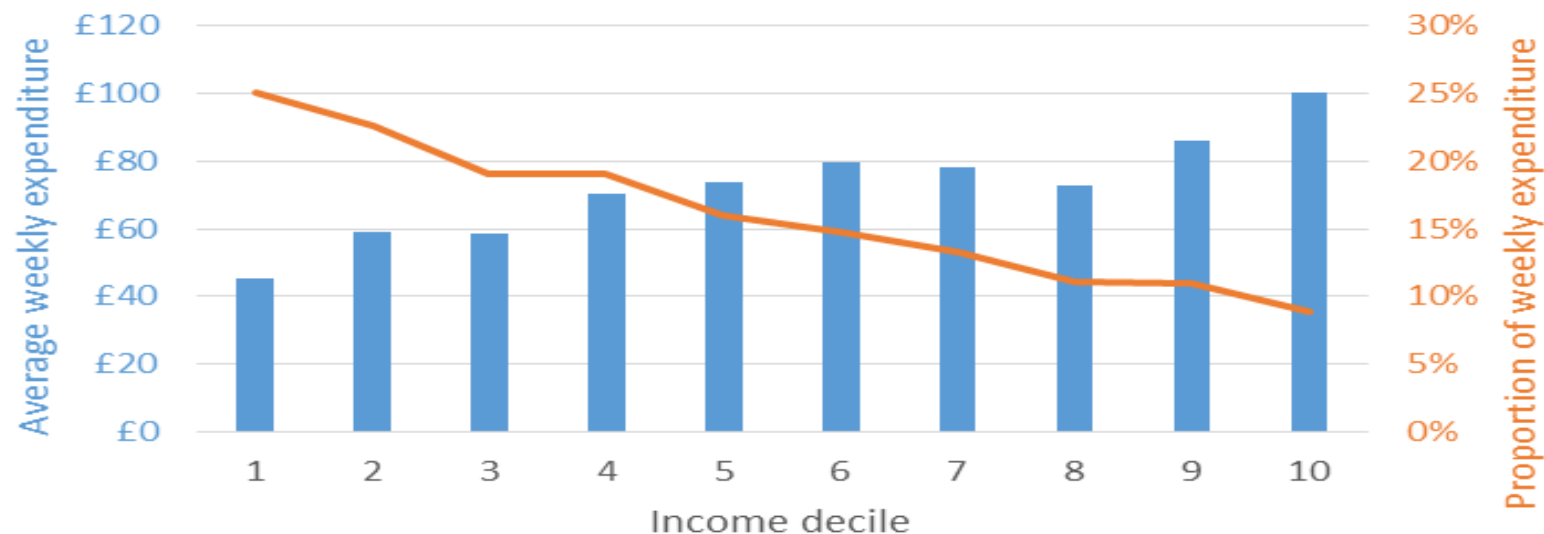
Average weekly spend on Transport: £72.70

Average weekly spend on Housing, Fuel & Power: £72.50

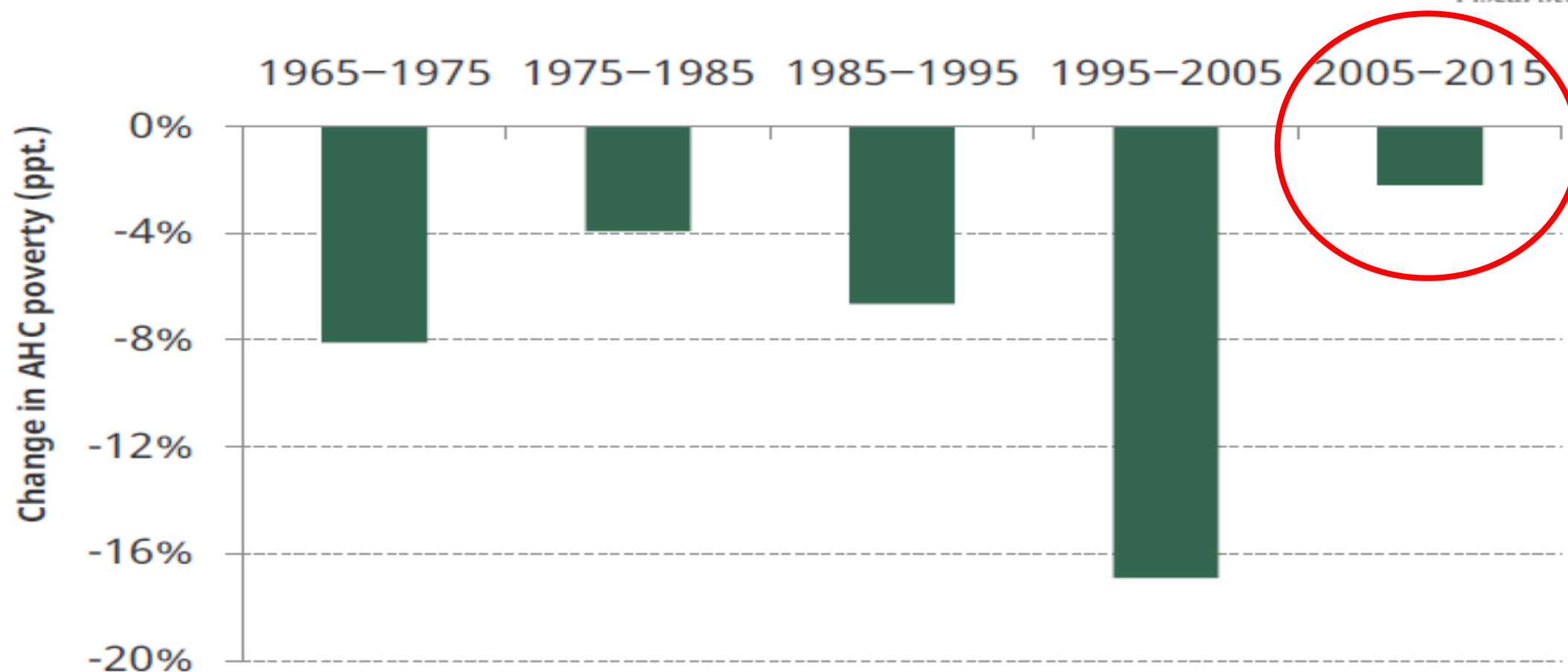
Poorer households spend higher % of income on housing, and less on transport

Sources: ONS (2017)

Expenditure on net housing, fuel and power by income decile



# Poverty in the Britain over the last 50 years



Note: Years refer to calendar years up to and including 1992 and to financial years from 1993-94 onwards. Figures are presented for GB up until 2001-02 and for the whole of the UK from 2002-03 onwards. The absolute poverty line is defined as 60% of median income in the middle year of each 10-year period.

Source: Figure 4.2 of Cribb et al. (2017)

# Paradoxes

- Record levels of employment but also of child poverty
- New housing supply does not ease affordability
- Planning system - Housing goes where population went
- But population *doesn't always go* where jobs go
- Results:
  - Socio-spatial sorting on a grand scale
  - Polarisation by income, social status at all scales (national, city, neighbourhoods)

# Policy implications

- **The questions of 'what' and 'where'** are more important than 'how much' new housing is needed
- **Supply is only part of the solution.** It will take a generation or longer to have an appreciable impact on price.
- A broad-based, **inclusive industrial strategy** should have sustainability, housing and social infrastructure at its core
- **Infrastructure and planning** should be less responsive and more visionary
- There is a role once again for **place based regeneration**



UK COLLABORATIVE  
CENTRE FOR  
HOUSING EVIDENCE

# Thank you

## Building Support for New Approaches

*Nicky Hawkins,  
Senior Communications Strategist and UK Lead,  
Frameworks Institute*

Chaired by Tom Miskell OBE, Chair, Northern Housing  
Consortium



# Changing public thinking about poverty and homelessness

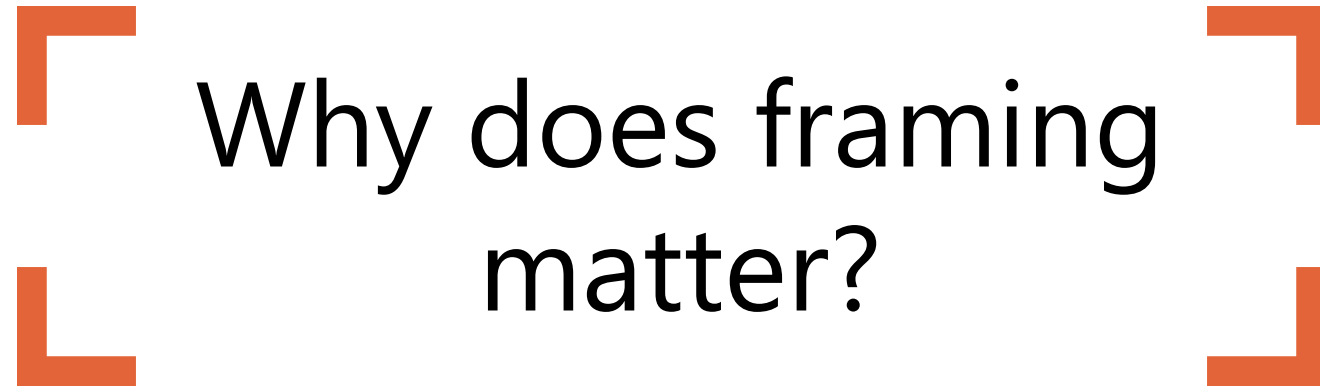
Northern Housing Summit

*October 2018*

Nicky Hawkins, Senior Communications Strategist and UK Lead

# FrameWorks has investigated....

- How to tell a different story about poverty in the UK with the **Joseph Rowntree Foundation**
- How to talk about homelessness to end homelessness with **Crisis and the UK homeless sector**
- How to communicate about children, families and communities with the **Big Lottery Fund: A Better Start**
- How to use to communications as part of a new strategy to prevent child maltreatment in the UK with the **NSPCC**
- How to talk about affordable housing (USA) with **Enterprise Community Partners**



Why does framing  
matter?



I'll tell you what's the greatest power under heaven, and that is public opinion – the ruling belief in society about what is right and what is wrong, what is honourable and what is shameful. That's the steam that is to work the engines.

***George Eliot***

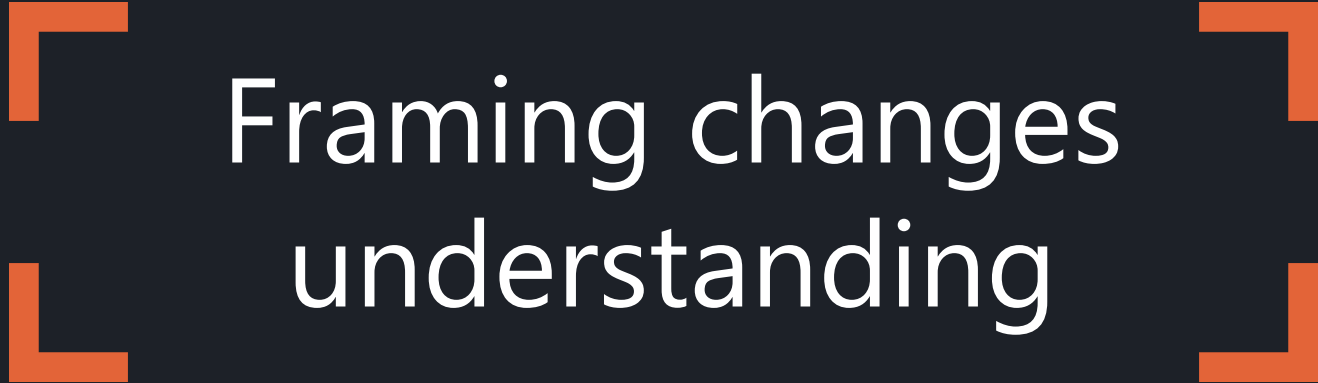
It is very important for people who are interested in issues like climate change or inequality, or whatever it is that you care about, to find effective ways to speak to the public and to change public opinion.

Barack Obama





**Thinking about Addiction: Before**



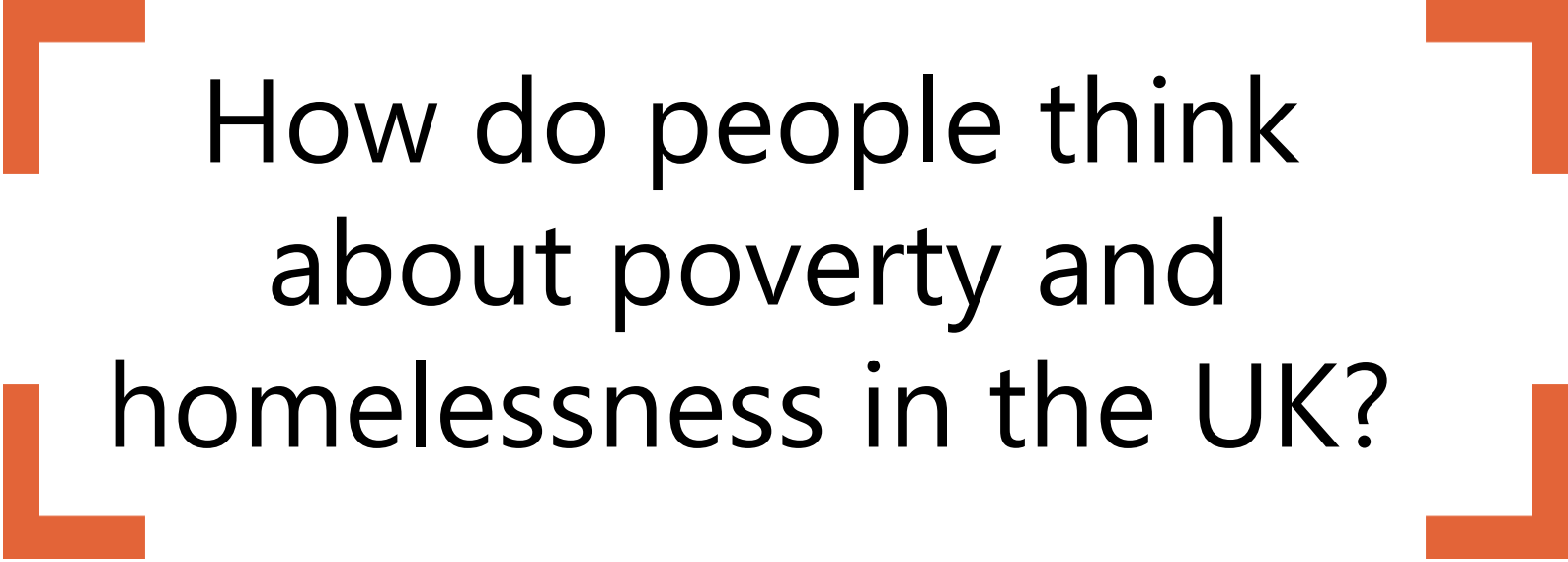
Framing changes  
understanding



# Framing for change

...is making choices about how we present information:

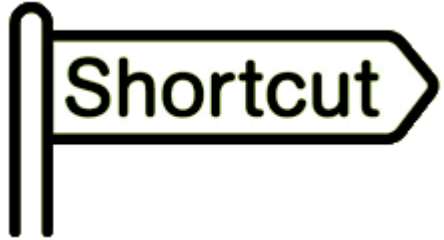
- What to emphasise
  - How to explain it
- What to leave unsaid



How do people think  
about poverty and  
homelessness in the UK?



**Poverty doesn't exist in  
this country anymore**



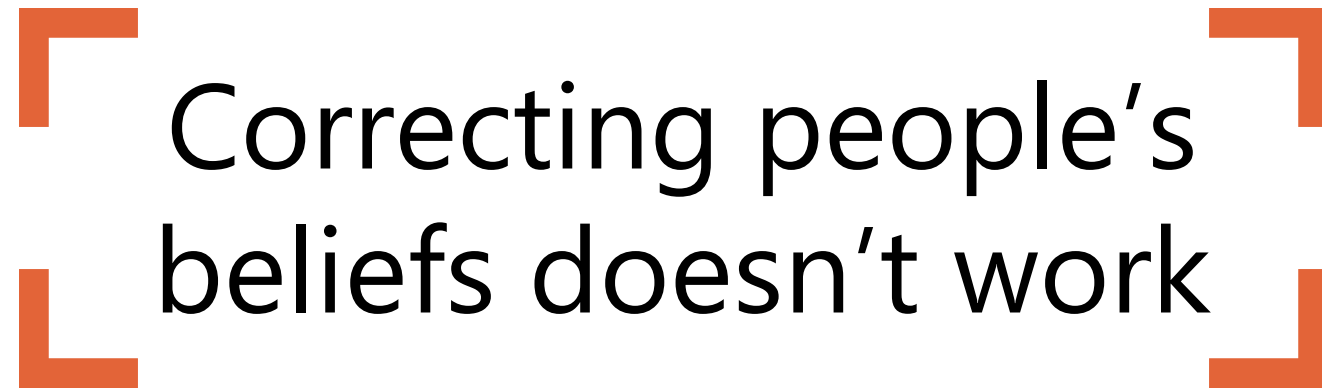
**People experiencing hardship need to  
work harder and make better choices**



**The system is rigged and will  
never work for everyone**



**Homelessness = rough sleeping and "other"**



Correcting people's  
beliefs doesn't work

# Effects of correcting misperceptions



**MYTH** "The flu isn't a serious disease."

**FACTS** Influenza (flu) is a serious disease of the nose, throat, and lungs, and it can lead to pneumonia. Each year about 200,000 people in the U.S. are hospitalized and about 36,000 people die because of the flu. Most who die are 65 years and older. But small children less than 2 years old are as likely as those over 65 to have to go to the hospital because of the flu.

**MYTH** "The flu shot can cause the flu."

**FACTS** The flu shot cannot cause the flu. Some people get a little soreness or redness where they get the shot. It goes away in a day or two. Serious problems from the flu shot are very rare.

**MYTH** "The flu shot does not work."

**FACTS** Most of the time the flu shot will prevent the flu. In scientific studies, the effectiveness of the flu shot has ranged from 70% to 90% when there is a good match between circulating viruses and those in the vaccine. **Getting the vaccine is your best protection against this disease.**

**MYTH** "The side effects are worse than the flu."

**FACTS** The worst side effect you're likely to get from a shot is a sore arm. The nasal mist flu vaccine might cause nasal congestion, runny nose, sore throat and cough. The risk of a severe allergic reaction is less than 1 in 4 million.

**MYTH** "Only older people need a flu vaccine."

**FACTS** Adults and children with conditions like asthma, diabetes, heart disease, and kidney disease **need to get a flu shot**. Doctors also recommend children 6 months and older get a flu shot every year until their 5th birthday.

**MYTH** "You must get the flu vaccine before December."

**FACTS** Flu vaccine can be given before or during the flu season. The best time to get vaccinated is October or November. **But you can get vaccinated in December or later.**

For more information, ask your healthcare provider or call  
**800-CDC-INFO (800-232-4636)** Website [www.cdc.gov/flu](http://www.cdc.gov/flu)

**MYTH** "The flu shot can cause the flu."

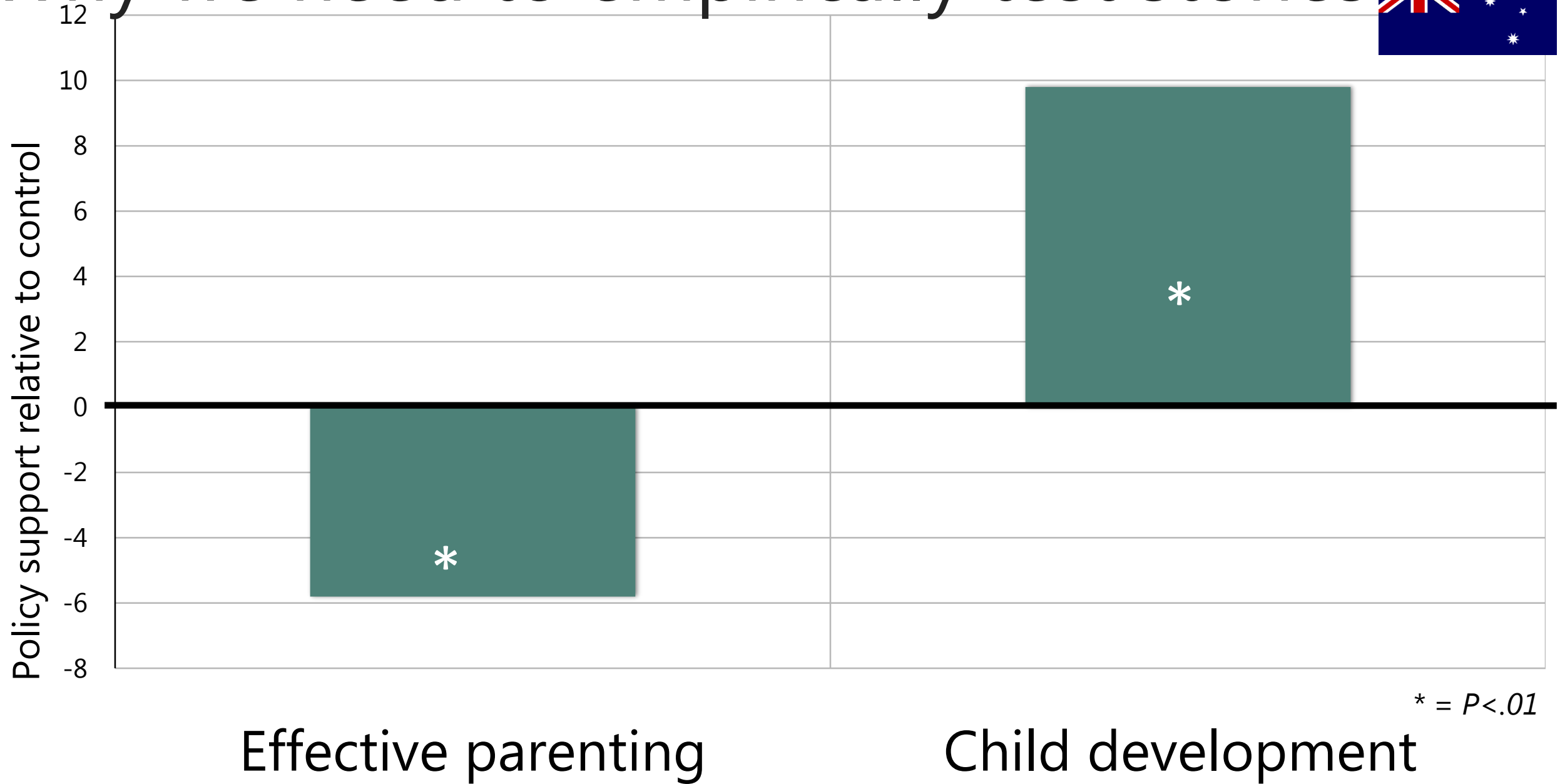
**FACTS** The flu shot cannot cause the flu. Some people get a little soreness or redness where they get the shot. It goes away in a day or two. Serious problems from the flu shot are very rare.

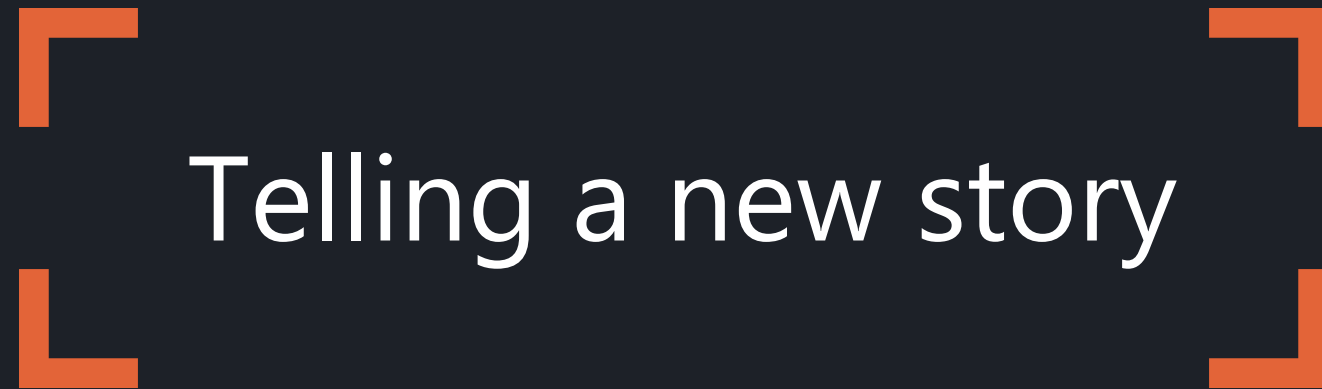
Study of myth-fact structure found:

- People misremembered the myths as true.
- Got worse over time.
- Attributed false information to the CDC.

Source: Skurnik et al 2005, Journal of American Medical Association

# Why we need to empirically test stories





Telling a new story



# Why metaphors?

- We think in metaphor, all the time
- The right metaphor overrides default thinking and assumptions
- Metaphors are memory tools: they can help people remember important points
- Metaphors are sticky: they pass easily from person to person.

# Constant Pressure



Poverty puts pressure on people, like water pushing against a dam—it's constant and strong. If the pressure builds up, people can be pushed into homelessness. We can decrease the pressure on people's lives by creating affordable housing and helping people get good, stable jobs. We can reinforce the dam that protects us from homelessness by strengthening the social welfare system.

Key components of this metaphor:

- *Poverty* puts pressure on people (take people towards the root cause and evoke the feeling).
- Pressure builds up and up over time and makes people susceptible to homelessness.
- We can work to prevent homelessness.

Use the metaphor to:

- Connect people to the lived experience of poverty and homelessness.
- Link the lived experience to a broader social context—to the systems that play a part.

# Restricts & Restrains



Our economy is locking people in poverty. Low paid, unstable jobs mean more and more families can't put food on the table. With the economy driving up the cost of living, many are caught in a daily struggle to make ends meet, unable to think about a different future. It is hard to break free from the constraints our economy places on people.

# Currents



Things like low wages and rising living costs create currents that can pull people into poverty. And sometimes things happen that threaten to pull us under, like losing a job, coping with a disability, or leaving our home to get out of an abusive relationship. We need a benefits system that anchors people so they don't get pulled into the current and pushed into poverty.

# Thank you!



[www.frameworksinstitute.org](http://www.frameworksinstitute.org)



@FrameWorksInst  
@TheNickyHawkins



FrameWorks Institute

© 2017 FrameWorks Institute

Slides in this presentation were developed by the FrameWorks Institute for individual use and cannot be represented, adapted, or distributed without the express written permission of FrameWorks. All images in this presentation are licensed for the purpose of this presentation only and may not be reproduced elsewhere.

# Refreshments and Networking

## The Hidden Costs of Poor Quality Housing in the North

*Paul Hackett, Director, The Smith Institute*

*Barbara Spicer CBE, LCR Mayoral Advisor on Housing*

*Paul Fiddaman, Group Chief Executive, Karbon Homes*

**Chaired by Jo Boaden CBE, Chief Executive, Northern Housing Consortium**

# The hidden costs of poor quality housing in the North

**Paul Hackett, Director, the Smith Institute**  
**Northern Housing Summit 2018**



# Poor condition housing in the North

---

- Northern Housing Consortium (with Karbon Homes and Liverpool City Region) asked Smith Institute to look at housing conditions in the North
- Have a look under the bonnet at the condition of the North's 7m housing stock
- Asking – what's non decent and what are hidden costs?
- Preliminary findings (at regional level – latest EHS data), which are for discussion
- Final report as submission to 2019 Spring Statement

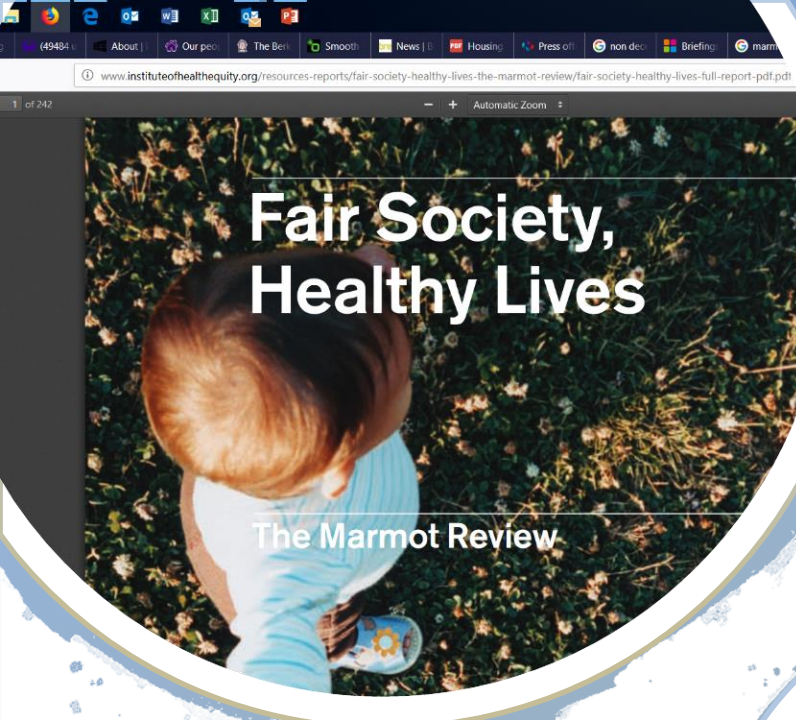


# What do we know?

---

- North has lots of old terraced housing (24% built before 1919 and 41% before 1944)
- Homes are ageing but so are the people (over 65s will account for 25% all households by 2036)
- Northern housing markets are different, but most areas have only just recovered from 2008 and clusters of lower value properties
- That the tenure is changing, with a shift towards PRS (mostly conversions of existing properties)
- That homeownership has fallen and social housing stayed flat
- And, that austerity and sluggish wage growth have made life hard for many people





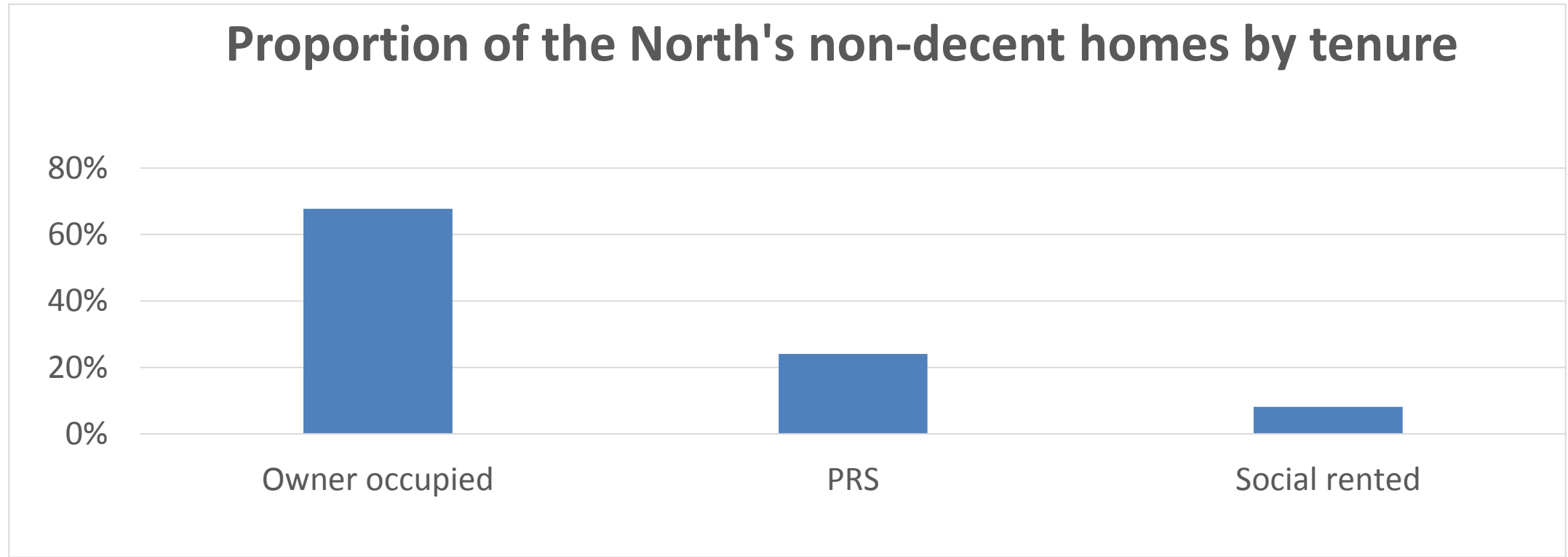
## We also know bad housing is bad for us

- Harms our health and well being (costing NHS billions)
- Places huge strain on social care system
- Widens health inequalities
- Adds to the Housing Benefit bill
- Has negative employment effects (especially for the growing number of disabled people in non decent homes)
- Increases energy costs and CO2 levels
- Bad for local housing markets and local economy

# Non-decent homes in the North (2016)

	Non Decent Homes '000	No. Dwellings '000	% Non Decent
North East	156	1,200	13%
North West	759	3,246	23%
Yorkshire and Humber	557	2,389	23%
England	4,724	23,734	20%
North	1,472	6,835	22%

# Decent homes by tenure (2016)



# Non decent owner occupiers (2016)

	Non-decent Owner Occupier	No. Owner Occupier	% Non- decent Owner Occupier
North East	100,000	721,000	14%
North West	536,000	2,079,000	26%
Yorkshire and Humber	361,000	1,443,000	25%
England	2,912,000	14,816,000	20%
North	997,000	4,243,000	24%

# Non decent homes and older people

- A third of non decent homes have someone over 60 and nearly half of non decent homes have someone over 60 or with a long term illness or disability – higher than the English average
- Over 80% of older people and those with illness/disability are owner occupiers – accounting for 30% of the England wide total
- The highest levels of Owner Occupiers are in the North West and Yorkshire and Humber, where 74% non decent homes have someone who is over 60 and ill or disabled
- Only 12% of those over 60 and ill or disabled are in non decent social housing (16% for non decent PRS)

## Proportion of with long term illness/disability in non decent homes by tenure (2016)

	Long term illness/ disability in non-decent PRS home	Long term illness/ disability in non-decent owner occupied home	Long term illness/ disability in non-decent Social housing home
North East	27%	50%	22%
North West	23%	57%	19%
Yorkshire and Humber	20%	70%	10%
England	25%	56%	19%
North	23%	61%	16%

# What's the data telling us?

- North had made great strides in reducing the number of non decent homes, especially social housing
- But, the improvements have stalled and the North's decent homes record is under strain (non decent homes increased from 20% in 2013 to 22% in 2016)
- Human cost and significant hidden costs on NHS, social care, fuel poverty etc
- The elephant in the room is private housing, particularly low value properties (1m owner occupied homes fail the decent homes standard)
- This is a major concern as it effects poorer, older owner occupiers who can't afford repairs
- The PRS is also a problem as it also has the highest concentration of low income households in non decent homes – many on Housing Benefit
- The cost of repair is rising – now over £10bn to make all homes in the North decent, with some £8bn for owner occupiers

# Not so good – so what's to be done?

- For the politicians been all about supply (FTBs or council housing). Attention recently on fire safety, but not other housing conditions
- Time to refocus policy on improving private housing and better homes for older people
- Funding for home improvements has been cut and councils have struggled to cope. Maybe time for a fully funded Decent Homes2, focused on private stock or a 'Help to Repair' scheme?
- Invest to save – scale up new ways of capturing home improvement savings and align health and housing incentives
- New Decent Homes devo deals with 'gainshare agreements', partly based to future savings
- More help to raise standards in the PRS and 'conditionality' around landlords with non decent properties where rents are paid by Housing Benefit





**Nothing is easy, but it's not  
going to fix itself**

- There are solutions and past successes to learn from (Decent Homes in 2000s and Home Improvement Grants in 1970s and 80s)
- We all want people to live healthy lives but is it the state's responsibility to help landlords and homeowners?
- It is if we have to pick up the extra cost for health and social care. And there are other social and economic costs
- But, to reap the savings you have to invest up front in improving housing conditions

# Decent Homes for the North?

- A 'broken housing market' includes 1.5m non decent homes, the cost of which is rising
- Perhaps time for a rethink?
- Maybe a more balanced (devolved) housing policy and the extra funding to go with it
- The North has a strong case for change, linked to more regeneration investment
- And (with the political will), it could make much more of the housing it has as well as providing the new housing it needs



## Healthy Placemaking

*Andre Pinto,  
Healthy Places Unit,  
Public Health England*

**Chaired by Barbara Spicer CBE, Chief Executive, Plus Dane**



Public Health  
England

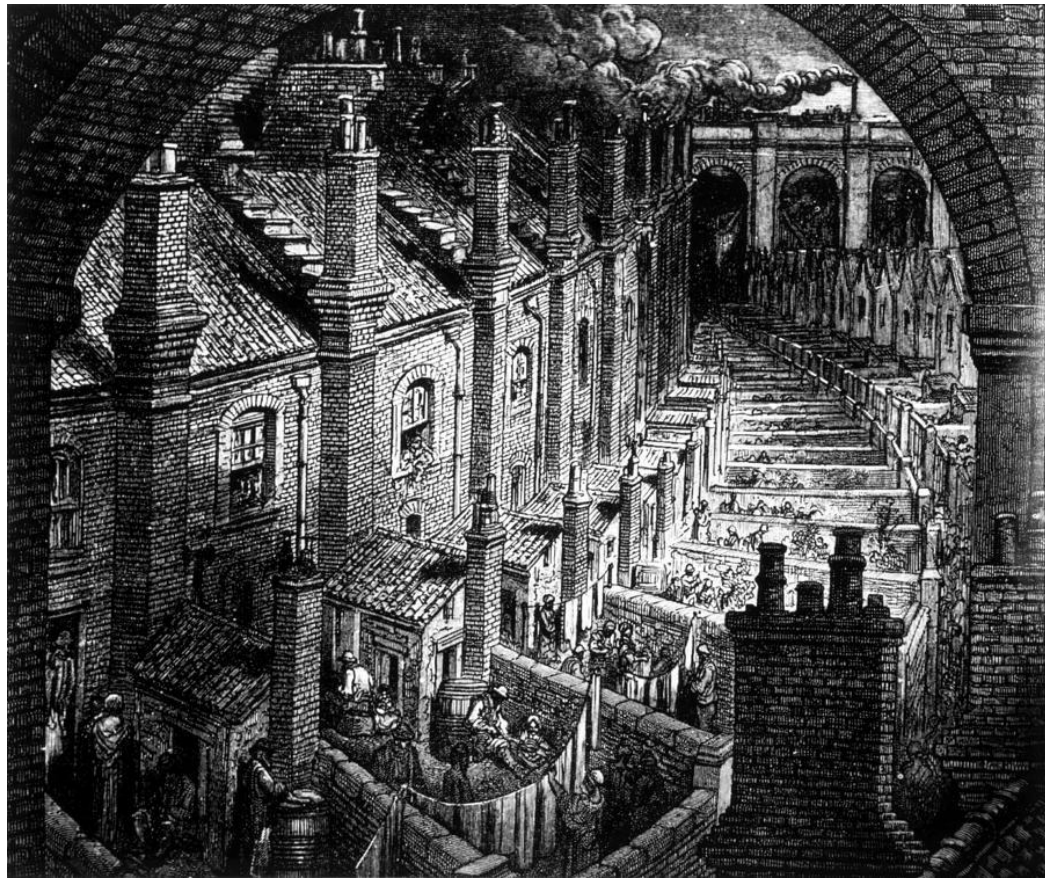
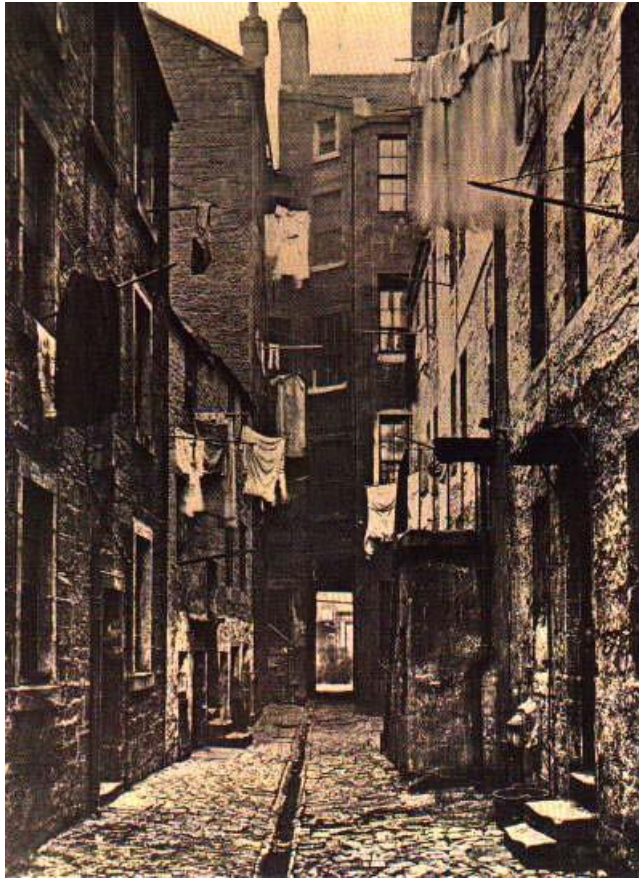
# Healthy Place-making: healthier housing in healthier places

10 October 2018

Andre Pinto MRTPI  
Twitter: @andref\_pinto

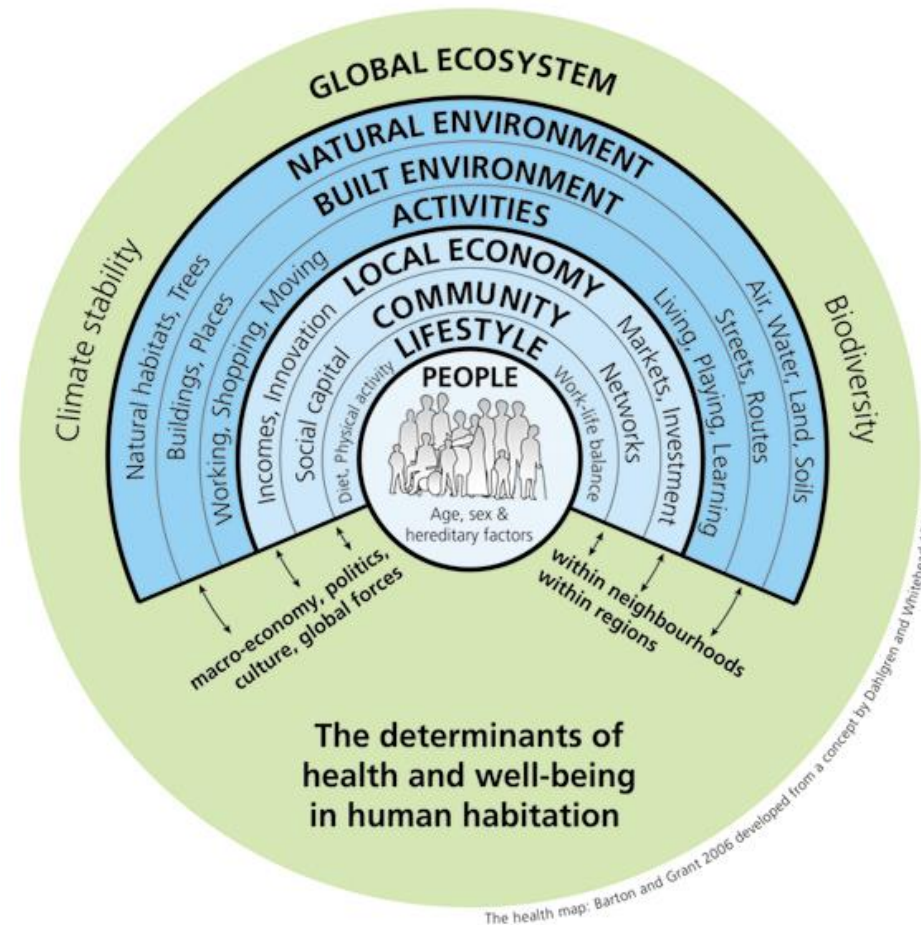


# place-making or public health





# Wider Determinants of Health

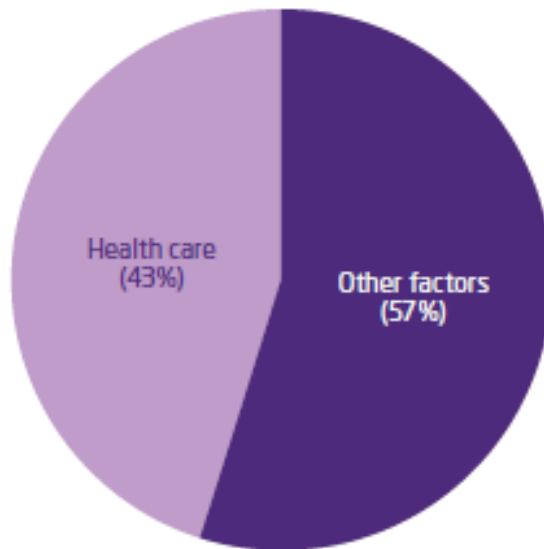


The health map: Barton and Grant 2006 developed from a concept by Dahlgren and Whitehead 1991

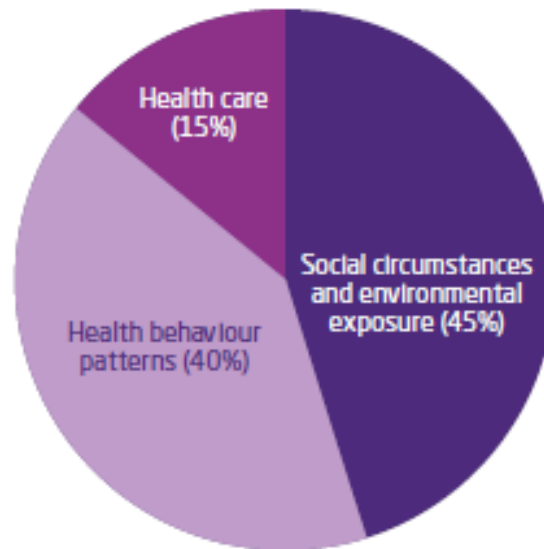


# What influences our health?

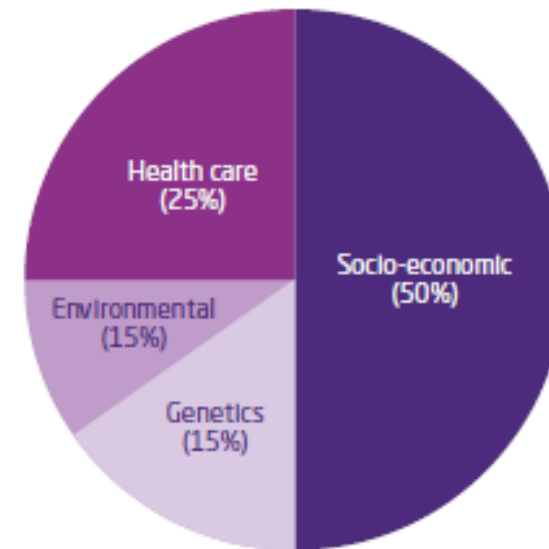
Bunker et al (1995)



McGiniss et al (2002)



Canadian Institute of  
Advanced Research (2012)



Source: King's Fund/LGA (2014) Making the Case for Public Health Interventions



Public Health  
England

UK edition ▾  
**The  
Guardian**

## Fast food England: does putting a cap on takeaways improve people's health?

In 2010, Barking and Dagenham became the first UK council to try to limit its number of fast food outlets, in response to a 'health crisis affecting our young people'. So has it worked?

**THE TIMES**

## Dementia-friendly homes and fast-food curbs in healthy new towns



The "healthy new towns" network will restrict children's access to junk food  
ROGELIO V SOLIS/AP

**BBC**

Andre Pinto

**NEWS**

Science & Environment

## Illegal levels of air pollution linked to child's death

By Claire Marshall  
BBC Environment Correspondent

3 July 2018

[f](#) [d](#) [t](#) [e](#) [Share](#)



Ella wasn't born with asthma



# Why we need Healthy Places?

- **Non-decent homes** still represent **approx. 20%** of the existing housing stock – the number is decreasing;
- **66% of all carcinogenic chemicals** are released in the **10% most deprived areas** in the country;
- **25,000 death** in England in 2010 were attributed to long terms **exposure to air pollution**;
- **Children in the 10% most deprived areas** are more than **twice as likely to be obese** than children living in the 10% least deprived areas – the gap is increasing;
- **36,815 deaths per year** which could be avoided through increased **physical activity** – the number is rising;
- the most affluent 20% of wards in England have **5 times the amount of parks or general green space** compared with the most deprived 10% of wards



Public Health  
England

# Liverpool, Toxteth Estate



Source: Liverpool Echo



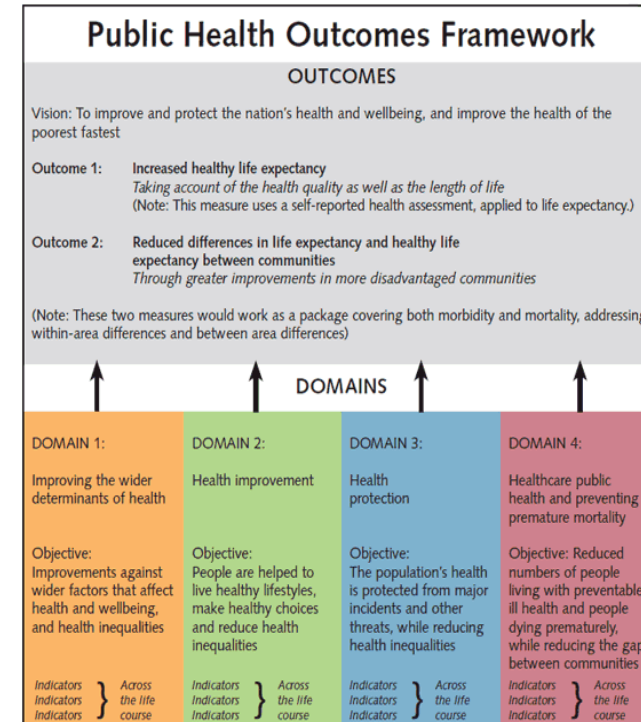
# National Context

## National Planning Policy Framework

- Promoting Healthy and Safe Communities - Planning policies and decisions should aim to achieve healthy, inclusive and safe places which:
  - a) promote social interaction,
  - b) are safe and accessible, and
  - c) enable and support healthy lifestyles, especially where this would address **identified local health and well-being needs**. Source: MHCLG (2018)

## National Planning Practice Guidance – Health and Wellbeing

- Local planning authorities should ensure that health and wellbeing, and health infrastructure are considered in local and neighbourhood plans and in planning decision making. Source: DCLG (2014)





Public Health  
England

Neighbourhood  
Design

Housing

Healthy Food

Natural and  
Sustainable  
Environment

Transport



Protecting and improving the nation's health

**Spatial Planning for Health**  
An evidence resource for planning  
and designing healthier places

[www.gov.uk](http://www.gov.uk)

**spatial planning for health evidence review**



Public  
England

## Neighbourhood Design

Enhance connectivity with safe and efficient infrastructure

- Improved street connectivity
- Public realm improvements (e.g. provision of street lighting)

Build complete and compact neighbourhoods

- Compact neighbourhoods
- Increased access to facilities and amenities

Enhance neighbourhood walkability

- Increase walking
- Improve infrastructure to support walking and cycling

## Housing

Improve quality of housing

- Energy Efficiency/Fuel Poverty
- Removal of home hazard
- Retrofitting (housing refurb)
- Daylight and ventilation

Increase provision of affordable housing

- Diverse housing types
- Provision of affordable housing for vulnerable groups
- Homeless

## Food Environment

Provision of healthy affordable food

- Access to healthy food for the general population
- Decrease exposure to unhealthy food environments
- Retail outlets selling health food

Enhance community food infrastructure

- Urban food growing
- Provision of and access to allotments and adequate garden space

## Natural and Sustainable Environment

Reduce exposure to environmental hazard

- Improved air quality
- Exposure to air pollution
- Excessive noise
- Impact of flooding

Increase access to and engagement with the natural environment

- Aesthetic park improvements
- Improve access and maximise opportunities for outdoor activities
- Tackle climate change
- Neighbourhood tree planting

## Transport

Promote sustainable transport infrastructure

- Infrastructure for walking and cycling
- Encourage use public transport.

Prioritise active travel and road safety

- Prioritise pedestrians and cyclists
- Traffic calming measures

Enable mobility for all ages

- Active travel to work and school
- Access to recreational space



## Retrofitting existing stock



Source: Birmingham Mail, 2018



Public Health  
England

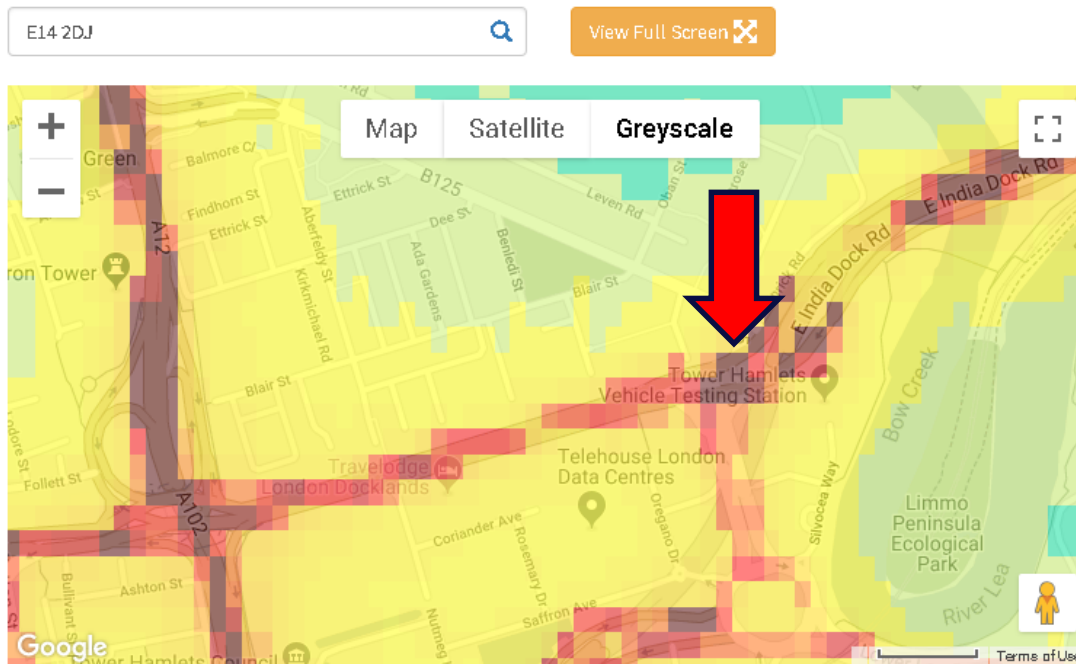
# Tower Hamlets, Aberfeldy Village





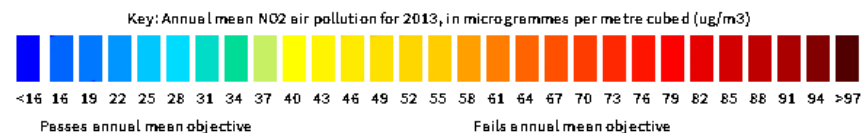
# Tower Hamlets, Aberfeldy Village

## Annual Pollution Maps



Modelled annual mean NO2 air pollution, based on measurements made during 2013.

This map was used with permission from The Greater London Authority and Transport for London, who fund, develop and maintain the London Atmospheric Emissions Inventory. For more information please visit [data.london.gov.uk](https://data.london.gov.uk)





Public Health  
England

# Tower Hamlets, Aberfeldy Village





Public Health  
England

# Newham, Barrier Park



Source: Peter Matthews  
[www.petermatthewsphotographer.com/](http://www.petermatthewsphotographer.com/)



Public Health  
England

# Queen Elizabeth Olympic Park



Source: The Architect's Journal



# Rebalance the System

- **Plan for People and Plan a Place;**
- **Re-instate controls with flexibility;**
- **Assess impact (what gets measured, gets done);**
- **Maximise opportunities (Localism, Neighbourhood Plans, Devolution, Garden Towns and Villages);**
- **Accept financial viability for what it is – short-term!**
- **Co-benefits**





Public Health  
England





Public Health  
England

# Thank you

Andre Pinto – Public Health Manager (Healthy Places)  
[andre.pinto@phe.gov.uk](mailto:andre.pinto@phe.gov.uk)

Twitter: [@andref\\_pinto](https://twitter.com/andref_pinto)

For queries regarding the Healthy Places programme:  
[healthypeople.healthypaces@phe.gov.uk](mailto:healthypeople.healthypaces@phe.gov.uk)

## The Economy – how could the North turn Brexit to its advantage

*Mark Easton,  
Home Editor,  
BBC News*

Chaired by Paul Fiddaman, Group Chief Executive, Karbon Homes

**Lunch,  
Networking,  
& Exhibition  
Viewing**

# Delivering Good Quality Housing in the North

*Andy Burnham, Mayor of Greater Manchester*

*Steve Rotheram, Metro Mayor of Liverpool City Region*

Chaired by Danielle Gillespie, General Manager - North West,  
Homes England

*1) Regeneration in Hattersley and Mottram – An Evaluation – **Trafford Room**  
Alastair Cooper, Executive Director – Operations, Onward Homes*

*2) Modular House Building – **Victoria Room**  
Paul Beardmore, Associate, Northern Housing Consortium*

*3) Community Investment at the Core Of Housing – Launching the Centre For  
Excellence in Community Investment – **Alexandra B (This Room)**  
Andrew Van Doorn, Chief Executive, HACT*

## Community Investment at the Core Of Housing – Launching the Centre For Excellence in Community Investment

*Andrew Van Doorn,  
Chief Executive,  
HACT*

Chaired by Nick Atkin, Chief Executive, Halton Housing



# Centre for Excellence in Community Investment Northern Housing Summit, 10<sup>th</sup> October 2018

Andrew van Doorn,  
Chief Executive, HACT

[www.hact.org.uk](http://www.hact.org.uk)



# Community Investment at the Core of Housing



## Internal

- Boards
- Exec Teams
- Wider Business

## External

- National
- Local
- Sectors





## Thought Leadership

- Place
- People
- Digital

## Good Practice Exchange

- Strategy
- Case Studies
- Tools

## Evidence and Research

- Data and analysis
- Tools
- Evidence Bank

## Measuring Impact

- Social Value
- VfM
- Economic





## Network

- Geographic
- Interest
- Peer

## Professional Development

- Training
- Learning
- Qualifications



**CLARION**  
FUTURES



**sovereign**





INFLUENCE

INNOVATE

INSIGHT

INSPIRE

What would you like to see the Centre focus on?

What would you like to work on together?

How would you like to engage with the Centre?

What would 'being a member' of the Centre mean to you?

Leeds

19<sup>th</sup> October 18



[www.ceci.org.uk](http://www.ceci.org.uk)

@Centre4CI

Thank you

[andrew.vandoorn@hact.org.uk](mailto:andrew.vandoorn@hact.org.uk)

[@andrewvandoorn](#)



[www.hact.org.uk](http://www.hact.org.uk)

020 7250 8500

49-51 East Rd, London

# Refreshments and Networking

*4) The Future of Town Centres – **Trafford Room***

*Laura Hurley, Head of Regeneration, Cities and Local Growth Unit, MHCLG*

*5) Creating the Right Homes for Local People – **Victoria Room***

*Liz McEvoy, Senior Housing Manager, Sunderland City Council*

*Jen McKevitt, Chief Executive, Back on the Map*

*6) Strategic Partnerships – Health and Housing – **Alexandra B (This Room)***

*Sarah Roxby, Associate Director – Health, Housing and Transformation, WDH*

*Esther Ashman, Associate Director - Strategic Planning and Partnerships, Wakefield CCG*

## Strategic Partnerships – Health and Housing

*Sarah Roxby, Associate Director – Health, Housing and Transformation, WDH*

*Esther Ashman, Associate Director - Strategic Planning and Partnerships, Wakefield CCG*

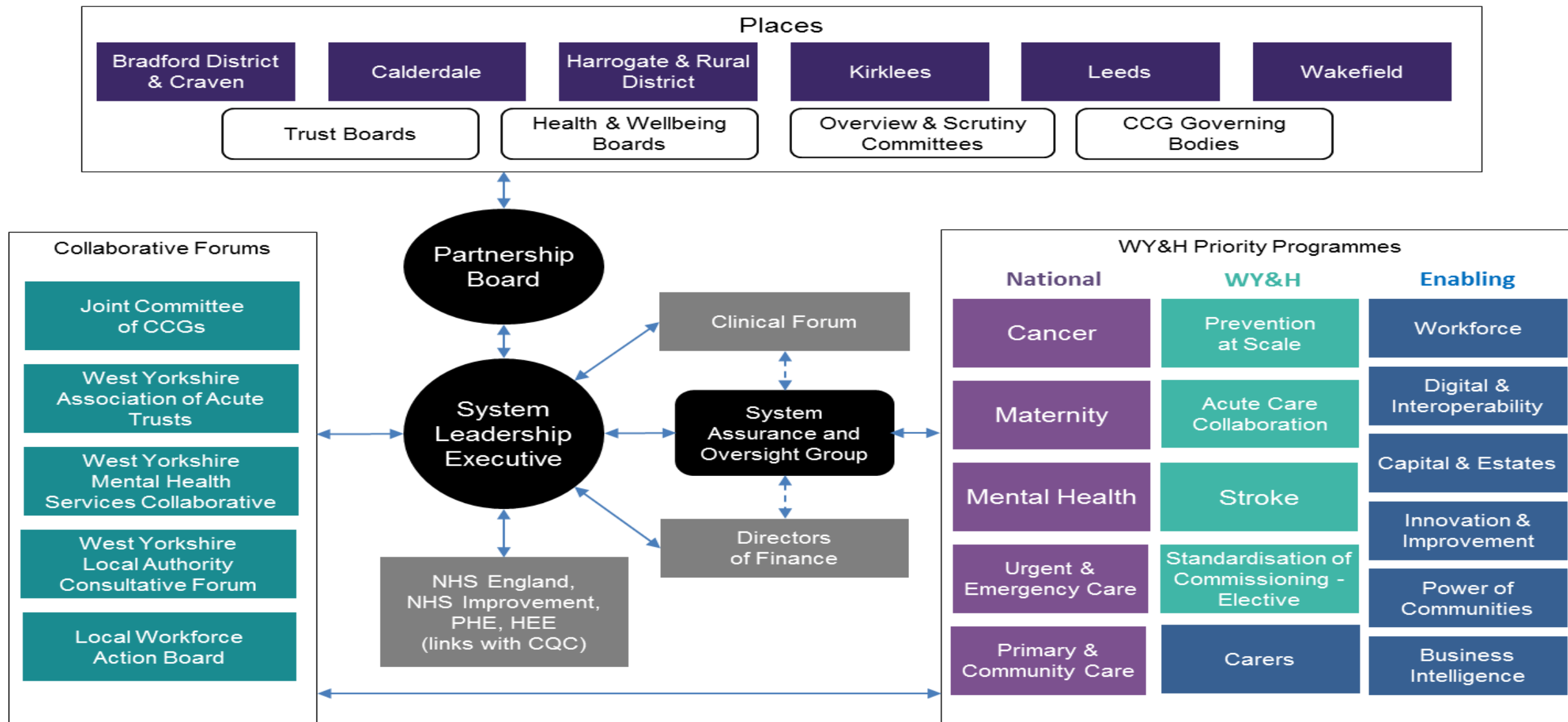
*Chaired by Jo Boaden CBE, Chief Executive, Northern Housing Consortium*



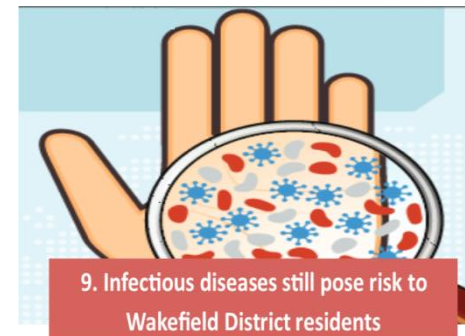
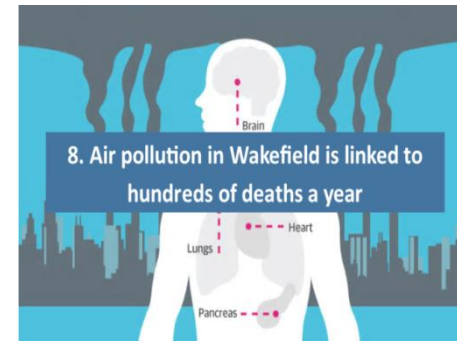
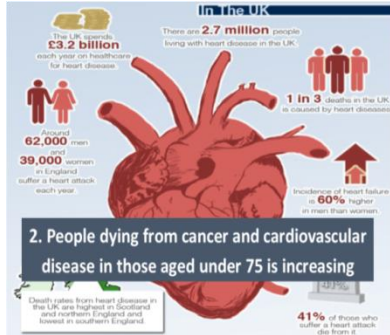
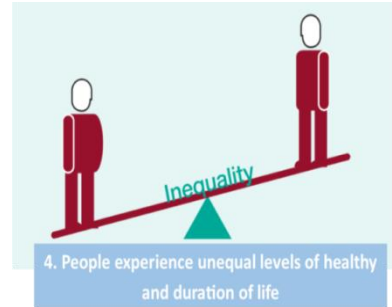
**Sarah Roxby**  
**Associate Director Health Housing and Transformation**  
**WDH**

**Esther Ashman**  
**Associate Director Strategic Planning and Partnerships,**  
**NHS Wakefield CCG**

# Wakefield within the West Yorkshire and Harrogate Health and Care Partnership



# Local context



# Wakefield district health and social care

## Wakefield district



40 practices.

367,370 registered population (1.10.16).

332,000 resident population.

3 integrated hubs.

Coterminous boundaries with the local authority.



Police officers: 481

Police staff: 181

PCSOs: 59

Special constables: 128

Police Volunteers: 9



1,500 Voluntary and Community Sector organisations



154 operational firefighters plus retained firefighters carrying out preventative home visits



Multi agency safeguarding hub with X police and health staff working together to safeguard the district



There are 76,388 children and young people aged 0-19 living in Wakefield - 23.2% of the total population.

There are c488 children and young people in care.

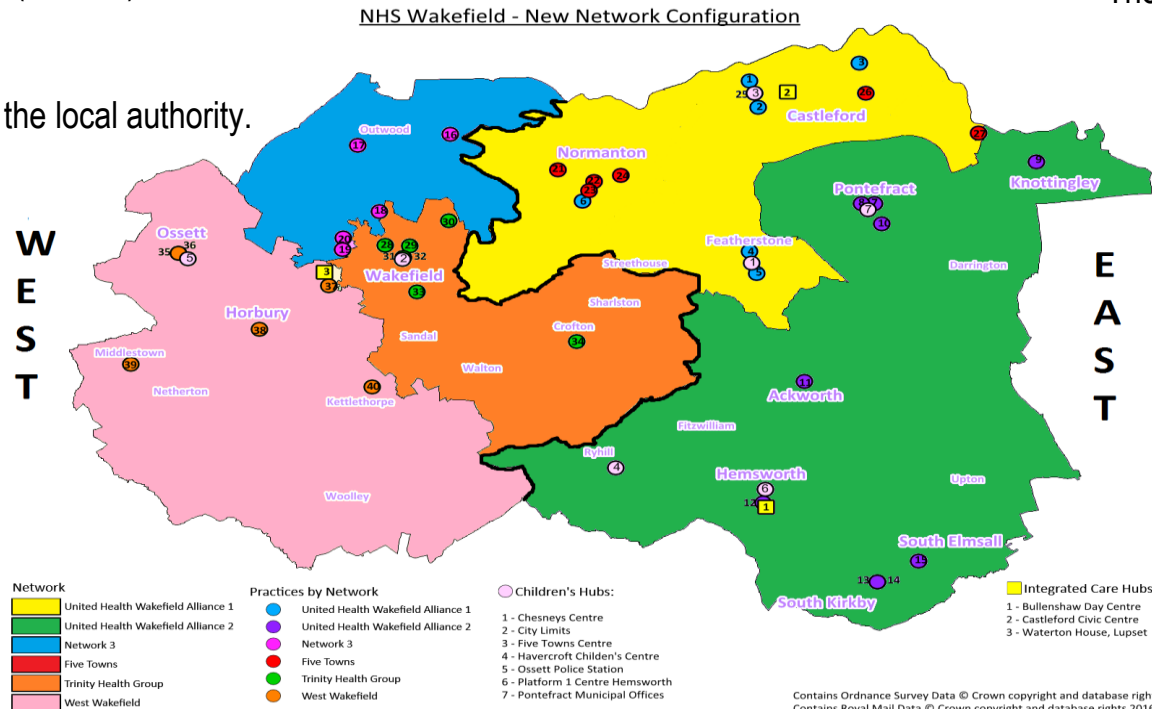


As of January 2015 there were 50 registered Care Homes within the Wakefield District which cater for people aged 65 and over. A further 17 Care Homes support individuals under the age of 65 with physical disabilities, LD and mental health issues. This provides 2435 active beds.



2 hospices

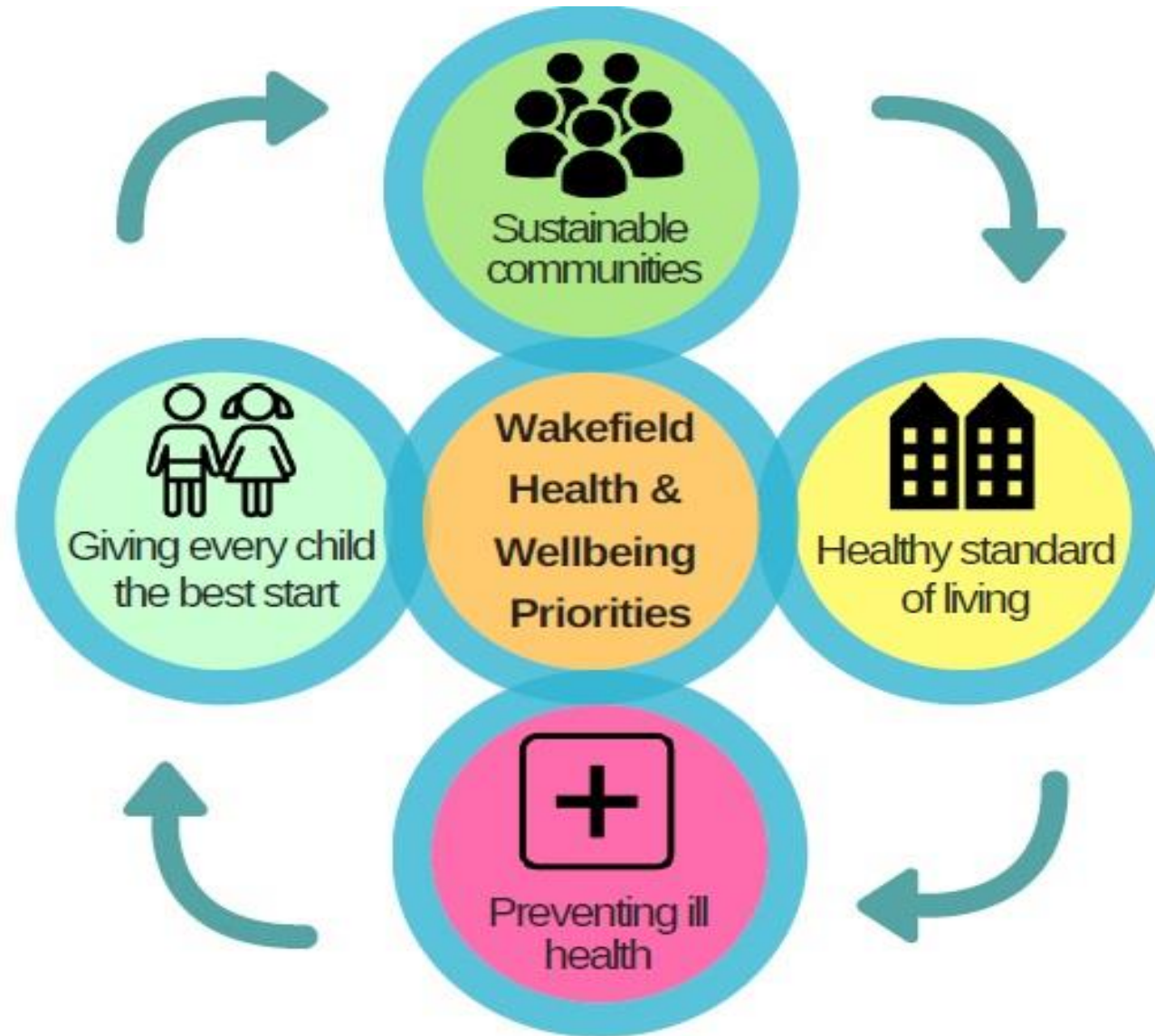
43 Domiciliary care providers



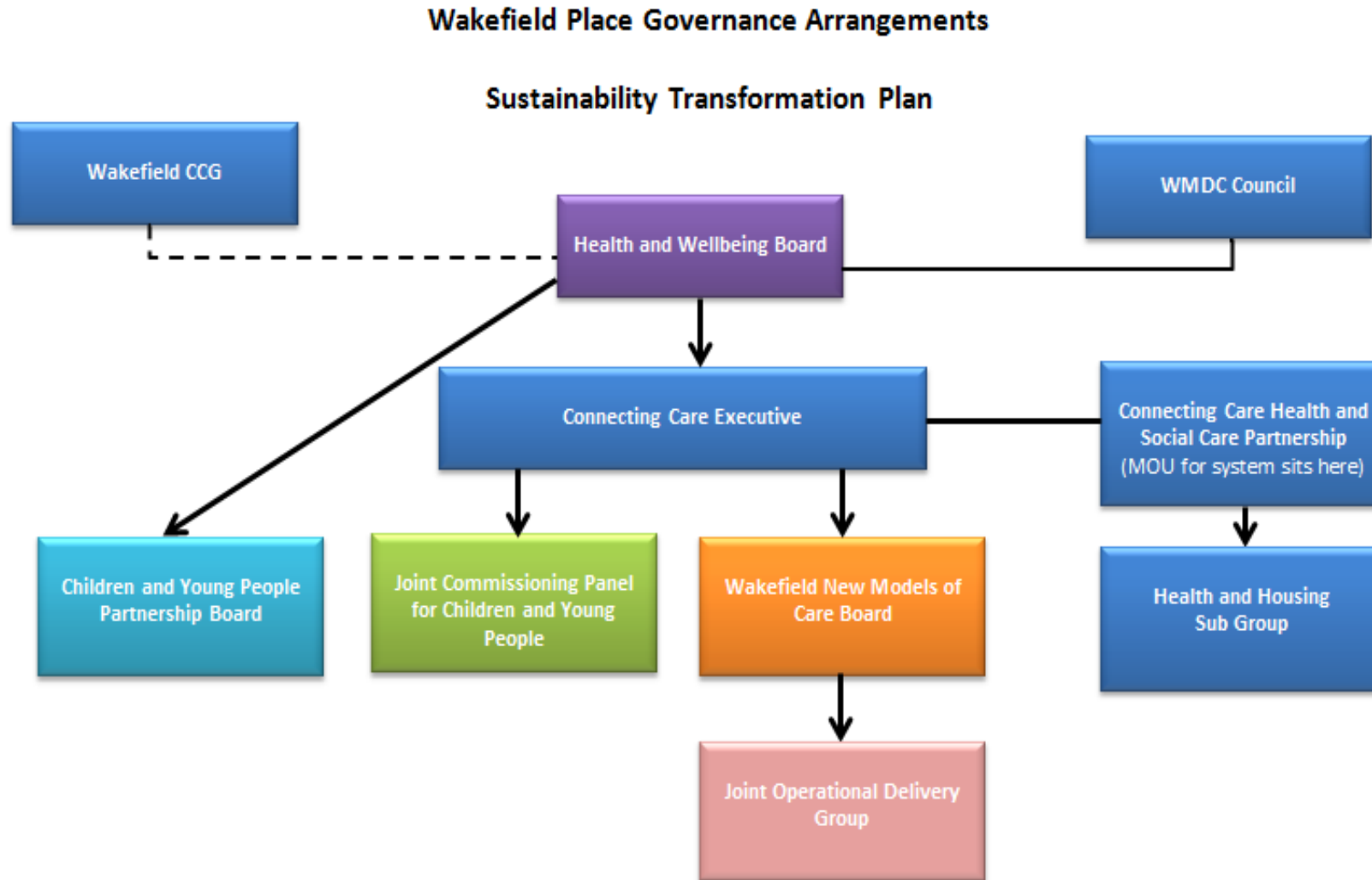
Contains Ordnance Survey Data © Crown copyright and database rights 2016  
Contains Royal Mail Data © Crown copyright and database rights 2016



# Wakefield Health and Wellbeing Plan 2018 to 2021



# Including housing as a partner



# Future plans and challenges

Wakefield District  
**Local Plan 2036**  
Planning Growth and Protecting Places

**Early Engagement**  
October 2017

Wakefield Council is starting to think about a new local plan to guide the future growth of Wakefield District. The Council is ambitious for the future and wants to see prosperous, healthy, resilient and inclusive communities, with opportunities for all to fulfil their potential and lead fulfilling, active lifestyles. This document considers the scope of the new plan, highlights key issues for us to consider and offers some options for deciding where new development should take place.

**Background**

Wakefield Council has maintained statutory development plan coverage across the district over the last thirty years. The current development plan generally provides a policy framework to 2026, with housing and employment site specific policies to 2022. The planning framework promotes and makes provision for sustainable development and provides Wakefield with a competitive advantage.

To ensure continuing success it is time to discuss and prepare a new development plan. The next plan needs to be set in the context of current and evolving national planning policy and guidance; social, economic and demographic trends; Leeds City Region and West Yorkshire Combined Authority priorities; national and local transport infrastructure projects, as well as the Council's Inclusive Growth ambitions.

Wakefield has a proud industrial heritage built on large scale employers such as coal mining, chemicals, textile and clothing manufacturing, engineering, glass making and confectionery which have provided long term, high skilled and well paid employment. However, many of these traditional industries have declined in recent decades. Wakefield has done well in planning for and delivering new employment opportunities. However, much still needs to be done in providing opportunities for everybody and all communities. Too many people and some communities feel excluded and left behind.

**Plans**

**Previous Plans**

- Northern, South East & Western Local Plans March 1987
- Unitary Development Plan December 1994
- Unitary Development Plan First Alteration January 2003

**Current Local Development Framework Plans**

- Core Strategy April 2009
- Development Policies Document April 2009
- Central Wakefield Area Action Plan June 2009
- Waste Document December 2009
- Site Specific Policies Local Plan September 2012
- Retail and Town Centre Local Plan January 2017
- Leisure, Recreation & Open Space Local Plan January 2017

West Yorkshire and Harrogate  
Health and Care Partnership




[www.wakefield.gov.uk](http://www.wakefield.gov.uk)



Homelessness  
Reduction Act 2017

# Who are we?

## Every day at WDH...




**8** people helped  
to get online

OneCALL take **815** calls

Care Link attend **4** fall incidents

Our Cash Wise Team make  
**8** one to one visits



**172** same day repairs completed  
(**11%** increase on previous year)

We **improve 6** properties

Community Employment  
Advisors help **1** tenant  
back into work

**1 property** is acquired or built




We install adaptations  
in **7 properties**

We deal with over **1,000** calls relating  
to support and mental health issues

**2** wellbeing referrals  
received for support

**16** tenants supported  
following antisocial behaviour



Care Link receive  
**912** alarm calls

# My bed is the best bed



# Wellbeing support

---



# Just another institution...

---



# Independent living and extra care



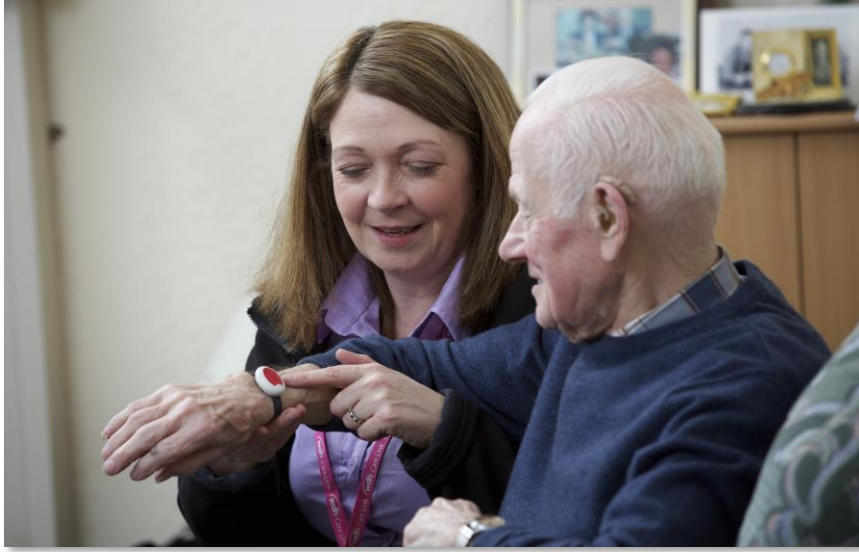
# Vanguard: Tackling social isolation

---



# Care Link

---



# Wellbeing support

## Get the App

We are making it easier to access:

- mental health / wellbeing caseworkers;
- occupational therapists / adaptations;
- independent living / extra care; and
- Care Link



# A strategic health asset

---

- Provides safety and security.
- Supports people to stay at home.
- Provides prevention and early intervention.
- Provides 24 hour control centre and response.
- Supports hospital discharge.



## The Social Housing Green Paper

*Jane Everton CBE,  
Deputy Director – Social Housing  
Ministry of Housing, Communities, and Local Government*

**Chaired by Tom Miskell OBE, Chair, Northern Housing Consortium**



Ministry of Housing,  
Communities &  
Local Government

# A new deal for social housing



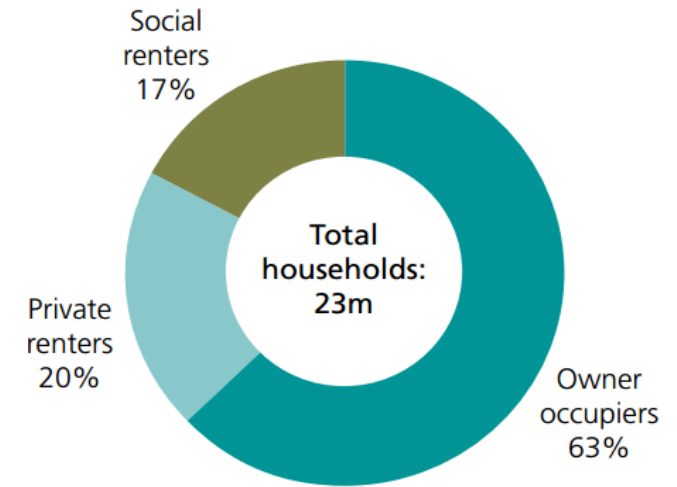


Ministry of Housing,  
Communities &  
Local Government

- Around 3.9 million households, approximately 9 million people, live in the social rented sector in England, just under a fifth of all households.
- Tragic Fire at Grenfell shone a spotlight on social housing and its residents.
- Clear in the aftermath that the voices of social housing residents across the country have too often gone unheard.



## Why the Green Paper?



*“It is a reaffirmation of that idea of housing as our first social service. It outlines our desire to rebalance the relationship between residents and landlords, to tackle stigma and ensure social housing can be both a safety net and a springboard to home ownership.”*



Ministry of Housing,  
Communities &  
Local Government

# Changing our approach to policy making

**14** events

nearly **1,000** residents from **190** organisations

**10** roundtable events

**7,000** responses to our online survey



## We visited:

- York
- Birmingham
- Newmarket
- Sittingbourne
- Bridgwater
- London
- Preston
- Nottingham
- Oxford
- Basingstoke
- Two Grenfell events
- Two BAME events





Ministry of Housing,  
Communities &  
Local Government

# The Social Housing Green Paper

## *A new deal for social housing*

**Chapter one: Ensuring homes are safe and decent**

A safe and decent home which is fundamental to a sense of security and our ability to get on in life

**Chapter two: Effective resolution of complaints**

Swift and effective resolution so that when residents have concerns about the safety or standard of their home, they get swift and effective action

**Chapter three: Empowering residents and strengthening the Regulator**

Empowering residents and ensuring their voices are heard so that landlords are held to account

**Chapter four: Tackling stigma and celebrating thriving communities**

Tackling stigma and celebrating thriving communities, challenging the stereotypes that exist about residents and their communities

**Chapter five: Expanding supply and supporting homeownership**

Building the social homes that we need and ensuring that those homes can act as a springboard to home ownership



# Chapter one – Ensuring homes are safe and decent

## Ensuring resident safety

- Linked to Hackitt Review
- Residents should be proactively given information about building safety – what their rights and responsibilities are

*“Fire safety concerns me most because a lot of young families reside in these blocks. This can be improved by educating residents.”*

## Reviewing the Decent Homes Standard

- Decent homes standard requires social homes to be free of hazards that pose a risk to residents, to be in a reasonable state of repair and to have reasonably modern facilities and services.
- Are there any changes we need to include in the Decent Homes Standard?

Non-decent homes made up 13% of all social housing in 2016, down from 20% in 2010

Decent Homes Standard has not been revised since 2006



## Chapter two – Effective resolution of complaints

### Removing barriers to redress

- Dispute resolution and strengthening mediation
- Reform democratic filter

### Supporting residents to raise complaints

- Awareness of options for escalation
- Advice and support when making a complaint

### Speeding up the complaints process

- Ensuring process is fast and effective
- Handling safety concerns swiftly and effectively

*“In general the building is in good upkeep. However when things go wrong e.g. there is a leak, the housing association does not act appropriately.”*

*“Organisations expect to wear you down. I wish it was easier for me.”*

*“No one is the right person and residents are passed along, frequently, it takes a long time, causes a lot of stress and issues remain unresolved.”*



# Chapter three – Empowering residents and strengthening the Regulator

## Arming residents with information on landlord performance

- KPIs
- Complaint handling

## Rewarding good performance

- Incentivising best practice and deterring the worst

## Ensuring residents' voices are heard

- Resident engagement and representation

## Strengthening choice over services

- Choice, quality and value for money

## Value for money for leaseholders

- Service charges and transparency

## A stronger Regulator

- What does good service look like?

*“Their performance needs to be monitored by an independent authority so there is help when they don’t do these things.”*

*“They do not issue their performance data, so nobody knows if they are or are not meeting KPI’s.”*

*“We informed the housing association that we didn’t want the services of the present cleaners, which we pay for in the service charge, but we were told we had no choice in the matter.”*



# Chapter four – Tackling stigma and celebrating thriving communities

**Tenant engagement was critical to our understanding of stigma**

**Celebrating thriving communities**

**Embedding good customer and neighbourhood management**

**Promoting good design in the social sector**

*“[My main concern is] the perception of council tenants as benefit scroungers when there are many tenants who are hardworking, honest people.”*

72% of the public over-estimate the number of people in social housing who are unemployed

*“They encourage and support community involvement. They take into account the ‘all round’ wellbeing of all tenants and their properties.”*





# Chapter five – Expanding supply and supporting home ownership

## **Support local authorities to build more**

- Balance between grant and HRA
- Reforming Right to Buy receipts
- Not implementing Higher Value Assets

*“I feel privileged and lucky to be a housing association tenant, having an affordable, secure and quality home means everything.”*

## **Community-led housing**

- Overcoming barriers

## **Helping housing associations and others develop homes**

- Long term certainty
- Guarantees
- Strong regulatory environment

## **Using existing social housing efficiently for those who need it most**

- Evidence collection on allocation of social housing
- Not proceeding with mandatory fixed term tenancy provisions for local authorities at this time

## **Ensuring social housing is a springboard to homeownership**

- Voluntary Right to Buy
- Shared Ownership



# Government action already being taken to deliver more homes

- **The Prime Minister announced on 3 October that the Housing Revenue Account borrowing cap will be lifted entirely. This will give councils the tools they need to deliver a new generation of council housing. The caps will be lifted as soon as possible, with further details confirmed in the Budget.**
- **The Prime Minister has announced a £2 billion long term funding pilot, starting in 2022. This extra funding will deliver more affordable homes and stimulate the sector's wider building ambitions, through strategic partnerships**
- **The Government has made £9bn available through the Affordable Homes Programme to March 2022 to deliver 250,000 new affordable homes of a wide range of tenures, including social rent**
- **Since 2010 we have delivered over 378,000 affordable homes including over 273,000 affordable homes for rent**

*"This Green Paper will provide a further boost to the number of council houses. But it goes further still, renewing and deepening our commitment not just to the fabric of social homes, but also to the people who live in them"*





# Right To Buy Consultation – Closed 9 October 2018

- **Government wants to support local authorities to build more affordable homes**
- **Consultation invited views on options to change the rules governing the money raised from Right to Buy sales to make it easier for councils to build more homes.**
- **Also sought views on whether the commitment that every additional home sold is replaced on a one-for-one basis nationally should be retained, or reformed to focus on the wider supply of social and affordable housing.**



# Call for Evidence – Closes 6 November 2018

## *Ensuring regulation remains fit-for purpose*

**It is eight years since the last review of social housing regulation – significant changes to the sector since then.**

### Objectives

- 1) Rebalance the relationship between social landlords and tenants.
- 2) Ensure private registered providers are well governed and financially viable.
- 3) Make sure that the Regulator has powers to deliver the first two objectives and has clear lines of accountability to Parliament.

**Do we have the right overarching approach to regulation?**

**How effective is the current approach to economic regulation?**

**How do we retain a coherent regime going forward?**

**What are the risks and opportunities of the Hackitt review on the regulation of social housing?**



# Next steps for the Social Housing Green Paper

- **Consultation is open until 6 November 2018.**
- **8 Landlord and Tenant Engagement Events – Manchester, London, Norwich, Newcastle, Hastings, Birmingham, Bristol.**
- **These events will inform the consultation and take forward the proposals outlined in the Social Housing Green Paper.**
- **Once the consultation closes we will consider all the information we have heard and received and set out our response and how we will take action.**



Ministry of Housing,  
Communities &  
Local Government

# Tenant Engagement Event in Manchester

**On Thursday 20 September we held the first of our Tenant Engagement events at the Etihad Stadium in Manchester, hosted by NHC and attended by 88 tenants.**





Ministry of Housing,  
Communities &  
Local Government

# Contact Us

## Email us at:

**[socialhousinggreenpaper@communities.gsi.gov.uk](mailto:socialhousinggreenpaper@communities.gsi.gov.uk)**

## Consultation:

**Google 'A new deal for social housing' and follow the links on the gov.uk site**

## Closing Remarks from the Chair

*Tom Miskell OBE,  
Chair,  
Northern Housing Consortium*

# THANK YOU FOR ATTENDING



@NHC



Northern Housing Consortium

[www.northern-consortium.org.uk](http://www.northern-consortium.org.uk)