

# Hull's Housing Strategy 2023 – 2030



Hull  
City Council

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## Foreword

Good quality, appropriate, affordable housing is essential for a healthy life and is something that every resident of our city deserves. Good housing contributes to educational attainment and allows older people to live safely and independently within the community.

Quality housing is a basic right and can be a real catalyst for change - both for individual households and in terms of neighbourhood impact – but in recent years, housing is becoming more and more unaffordable and challenging to deliver. Nationally and locally, rents have risen dramatically over the last two years and benefits have not kept up with this or other basic housing costs. This has put significant pressure on social and affordable housing and responding to this is something which is a key priority under this strategy.

The strategy is supported by a robust evidence base and sets out key aims for housing in Hull until 2030. These aims are not something the council can deliver on its own and work with key partners will continue and grow to ensure the best possible solutions to the challenges that residents in Hull face. Furthermore, the Strategy provides the foundations for action that needs to be taken over the period to 2050 to make homes across all sectors net zero and adapt to climate risk.

Working together we will deliver positive change for communities in Hull.

Cllr Drake-Davis,  
**Portfolio Holder for  
Regeneration and Housing**



## Introduction

The strategy outlines the city's key housing aims and objectives including how the council intends to manage its own housing stock as well as how the council works with partners to deliver new housing growth and improvement to existing stock. It provides a framework for how the council acts in its strategic housing role to develop different policies and plans to ensure that good quality housing continues to be developed for the residents of Hull. The Housing Strategy sits within a wider range of city-wide strategies

developed by Hull City Council including Hull's: Community Strategy, Preventing Homelessness and Rough Sleeping strategy, Health and Wellbeing Strategy, Affordable Warmth Strategy, Housing Growth Plan, Carbon Neutral Strategy and Hull's Local Flood Risk Management Strategy.

The housing strategy is underpinned by a live action plan that seeks to respond to local and national challenges.

## Context

The national housing market has seen significant fluctuations over the past 5 years with rapid mortgage rate and rent rises as well as multiple policy changes and housing targets set nationally. National policy changes have an impact on the priorities of any housing strategy and Hull's Strategy aims to provide a local response.

All local authorities are facing an increase in demand for affordable housing and increasing homelessness presentations whilst simultaneously facing challenges arising from retrofitting costs, the loss of stock through right to buy and high build costs. In this respect, Hull is no different.

### **Key national targets and policy changes since previous housing strategy**

## Building safety

Following the Grenfell Tower fire tragedy in 2017 there have been some key changes in the approach to fire safety and regulation of the housing sector including:

- Social Housing Green Paper 'A new deal for social housing' (2018)
- Social housing White Paper 'A new charter for social housing tenants' (2020)
- The Building Safety Act (2022).

The above set out planned changes to strengthen building safety, improve the quality of homes and neighbourhoods and strengthen regulation of the social rented sector, ensuring that complaints are dealt with promptly and fairly, that the resident's voice is heard and that residents are treated with respect. The Building Safety Act places increased responsibility on building developers, managers, and owners with regards to the safe design, build, and occupation of high risk, high rise, apartment buildings.

## Regulator

The Social Housing Regulation Act 2023 is now in place and includes consumer standards which are in place from 1st April 2024. The Act represents the biggest change to social housing in decades, with stronger regulation and closer scrutiny.

The new regulatory framework contains new consumer standards which are covered by four themes:

- Safety and Quality Standard
- Transparency, Influence and Accountability Standard
- Neighbourhood and Community Standard
- Tenancy Standard.

Registered Providers of Social Housing must deliver their services in compliance with each of those consumer standards and satisfy the Regulator of Social Housing of this. Under the new standards landlords must:

- ensure tenants are safe in their homes
- listen to tenants' complaints and respond promptly to put things right
- be accountable to tenants and treat them with fairness and respect
- know more about the condition of every home and the needs of the people who live in them
- collect and use data effectively across a range of areas, including repairs

## Homelessness

In 2017 the introduction of the Homelessness Reduction Act included new responsibilities for local authorities to take a more preventative approach to homelessness. Hull focuses on a collaborative approach to prevent homelessness, as set out in the Preventing Homelessness and Rough Sleeping Strategy.

Hull City Council and its partners have received funding through various programmes aimed at reducing rough sleeping and increasing support for individuals facing severe and multiple disadvantage.

Government has committed to “ending rough sleeping” by 2027 – as set out in the national Rough Sleeping Strategy, and there is a broad range of funding regimes which underpin activity in an effort to do so.

However, homelessness continues to rise both in Hull and across the nation. In Hull between 2019 and 2023, the number of households in temporary accommodation tripled, the number of people sleeping rough doubled and the number of households in HomeSearch bands A and B (i.e. those in acute housing need) increased by 250%. All of this underlines the current shortage of available and affordable housing in England.

## Affordable home ownership

National housing policy and intervention from Government continues to focus activity on supporting home ownership, via grants for housebuilding or support for individual households. Future need for affordable home ownership is calculated by estimating the number of households that can afford lower quartile rents but are unable to afford lower quartile property prices, a number of adjustments are then made to determine an appropriate figure. The latest Housing Needs Assessment shows a need of 87 new affordable homeownership homes per year until 2039.

New affordable ownership products continue to be developed and as part of this around 50 ‘First Homes’ have been delivered in Hull as part of Home England’s Early Delivery Programme. First Homes are discounted sale homes for first time buyers and the National Planning Policy Framework stated that 25% of all affordable homes delivered via developer contributions should be First Homes.

## Climate change

The Climate Change Act set a 2050 net zero target for the country across all sectors. The Act has resulted in significant changes impacting housing including the Future Homes Standard, targets for the phase out of gas heating, heat network zones and Ofgem regulation of communal heating. Through intelligent design, it is important that the most appropriate homes are built in the most suitable locations. Housing and residents are at increased risk from the impacts of climate change, as identified in the Climate Change Risk Assessment. Good placemaking will respond positively to the Biodiversity Net Gain requirements for developments. These challenges have also highlighted opportunities to address significant skills shortage within the housing sector, in particular retrofit, which will impact our Strategic objectives.

In March 2019, Hull City Council declared a climate emergency and established a target for Hull to become a carbon neutral economy for both production and consumption of emissions by 2030, joining a global movement of local authorities as one of over 230 within the UK.



## Where we are now

Hull's Housing Market mirrors the national picture with high levels of rent increases and low levels of affordability. Hull faces unique challenges with high levels of fuel poverty due, in part, to a large proportion of older housing stock. Hull has a solid track record of delivering affordable housing but due to low wage growth and high levels of inflation affordability remains a huge challenge for residents in the city.

### Deprivation

The Index of Multiple Deprivation is generally used to define and articulate levels of deprivation.

Based on the Index of Multiple Deprivation 2019, Hull is the fourth most deprived local authority in England (out of 317).

Half of Hull's geographical areas are in the most deprived fifth nationally. For 2021/22, it is estimated that 11,420 children representing 21.6% of all under 16s live in absolute low-income families in Hull, and that 14,925 children in Hull (representing 28.2% of all under 16s in Hull) live in relatively low income families, much higher than England at 15.3% and 19.9% respectively.

In 2020 it was estimated that 20.8% of households were in fuel poverty in Hull compared to 13.2% for England. This equated to 25,209 households in Hull.

The 2021 Census asked questions which helped identify dimensions of deprivation which allow classification of households based on education, employment, health and housing characteristics. By this measure, Hull would have the 14th worst levels of deprivation in England, with 58.8% of households being deprived in one or more of the four dimensions. In all four dimensions Hull has worse levels of deprivation than both the regional and national averages (Hull Joint Strategic Needs Assessment)

### Changing picture

The number of properties that are socially rented through the council has reduced, largely due to external factors such as Right to Buy. There has been a slight increase in other social renting, delivered by other housing providers. Properties rented from a private landlord or letting agency has more than doubled between 2001 and 2021, and now accounts for two in ten properties in the city rather than one in ten as it was in 2001 (ONS Census 2021).

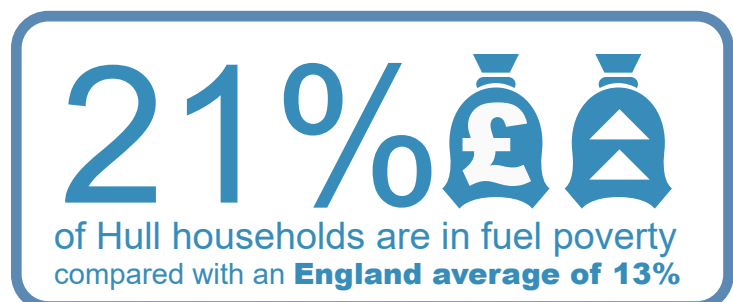
Hull continues to face challenges with fuel poverty and deprivation exacerbated by the cost-of-living crisis, rising fuel bills, and poor quality housing in some pockets of the city.

Rent affordability is particularly stark in Hull where the average private rent is well above local housing allowance (means tested benefit paid to those who live in private rented housing who are claiming housing benefit) meaning that often there are very few, or no private rented options for those relying on benefits and high mortgage rates continue to make homeownership unfordable for many.

The population of older people in Hull is growing with an increase of 14.2% in people aged 65 years and over since 2011. Large increases in those aged 65 to 74 years mean the population aged 65 years and over is currently at its highest level demonstrating the need for adaptations, adaptable and age-appropriate housing. As well as this, a significant number of households on the housing register with Hull City Council are those with a need for larger family homes.

The Housing and Economic Needs Assessment highlights the level of affordability of different tenures in Hull. The document, which will form a large part of the Local Plan gives guidance as to the suggested tenure split of any new housing within the city based on a number of factors including projected levels of new household formation and household incomes.

In Hull a household income of £23,071 is required to purchase entry-level (lower quartile) housing (assuming a property price of £95,000, a 15% deposit and a loan to income ratio of 3.5), as opposed to £18,231 to afford rental properties and it is the 'gap' between these that expresses which households are likely to be targeted for affordable home ownership products. The Needs Assessment shows that due to the low household incomes even affordable housing products are out of reach for many of Hull's households and the need for social rented homes is higher than all other tenures.



## Strategy on a page



### People: housing choice and support

- improve housing pathways so that how to access good quality housing from a range of providers is easier to understand
- support vulnerable residents across different housing and non-housing services including through supported accommodation, tenancy sustainment and a best-in-class adaptations service
- work in partnership with our tenants and communities to understand how best we can work together to maintain community cohesion.



### Housing: existing homes and retrofitting

- provide good quality, safe homes and continue to improve our housing stock, including delivering a retrofit and maintenance programme in line with Net Zero targets
- ensure best use of existing stock taking full option appraisals of poorly performing assets
- engage with private landlords to ensure the offer of Private Housing is safe, of good quality, efficient to heat and meets the required standards and intervene where necessary to address inadequate provision
- support private householders to undertake measures to enhance the energy efficiency of their homes.



### Communities and new housing

- deliver 540 homes per year until 2039 of which 242 will be affordable. Ensure the correct mix of tenure and house size on site in line with Hull's Local Plan and Housing Growth Plan
- work with a range of partners including local SMEs to deliver exceptional new homes to above industry standard
- work with local communities and partner organisations to support the development of safe, attractive and inclusive neighbourhoods through ward and area plans

## Housing strategy: aims and actions

The aims and key actions within this strategy are organised into three overarching themes: People, Housing, Place. Each of these themes underpin the overarching vision set by Hull City Council in Hull's Community Plan 2024 – 2034:

1. safe and welcoming neighbourhoods
2. a healthier and fairer Hull
3. reaching our potential
4. responding to the climate and nature emergency
5. Our culture, our heritage, our city

The Housing Strategy is written to complement existing aims set out in Neighbourhood and Ward Plans and is an overarching document to cover the three area committee structures: North, East, and West.

### People

The people element is about the 'people' issues which surround housing choice i.e. financial inclusion, health and wellbeing and housing need of vulnerable households. In order for people to be happy and healthy everyone needs access to good quality, sustainable housing which supports them to lead fulfilling lives.

The housing needs of residents change and are likely to continue to change throughout the life of this strategy. Although not at the levels seen nationally, Hull has seen an increase in the number of older people, whilst the number of families with children under the age of 15 has also grown. Individuals with multiple and complex needs require housing which is fit for purpose, and understanding the needs of this cohort within the population of Hull is key to being able to provide suitable homes.

Housing services provided by landlords, supported accommodation providers and other organisations involved in delivering some element of the housing market have a key role to play in people's lives, beyond the provision of good quality housing. For most residents, housing workers are the paid professionals most likely to be visit their homes. These are most likely to be repair operatives, housing officers, lettings agents or landlords and these people are in the privileged position to be able to help and support residents. For example they can report safeguarding concerns, provide advice about welfare benefits or signpost to health or voluntary services. In this way, the sector has the most potential to improve lives outside of our primary function.

There is a strong link between housing and health and appropriate housing should always form an integral part of an individual's life. For those with additional vulnerabilities the need for suitable housing and housing related support and care solutions is even more important to the goal of remaining in the community or to overcome particular challenges.

The council's Warm Homes Team provides an impartial fuel poverty advice service aimed at supporting all households to reduce the cost of keeping warm at home. The Warm Homes Team are supported by Parity Projects. The work with Parity will help to deliver energy efficiency projects effectively.

The council and its partners work with families to access support/funding for them to feel safe in their home and be able to sustain their tenancy. All of this work aims to improve not only people's homes and ability to maintain a tenancy, but also to improve the areas in which people live and work.

### Access to housing

The council once owned almost 50,000 council homes; this has now shrunk to almost 23,000. Meanwhile the number of Registered Provider of Social Housing (Housing Association) properties has grown to around 10,000 in the city, some providers have ambitious growth plans to increase their stock in Hull. Furthermore, over the same timeframe, the private rented sector in the UK has grown significantly and in Hull this part of the market has doubled in size since the 1990s. meaning that the number of properties in the Private Rented Sector (PRS) is now similar in size to that held by the council.

Despite these trends, most people in Hull, who have some form of housing need, expect the council housing offer. However, the changing housing market and trends summarised above, with more people than ever approaching the council for homelessness assistance, this expectation of securing a council property, is no longer one which can be accommodated, compared to levels of the past.



Over the course of the life of this strategy the council will work towards assisting people into housing which is affordable and appropriate for the needs of each household, regardless of tenure type or landlord, and discharging of homelessness duties will be more proportionate to the tenure split in the Hull housing market. This has already started to happen with the PRS already playing a much bigger role in housing such households.

## Aims and actions

Through the actions captured in the table below we aim to reduce the number of households 'waiting' for council housing, reduce the amount of time homeless households spend in temporary accommodation, and ensure those in most acute housing need, access the housing tenure which best meets their needs.

People: Key Aims	Actions
Better understand our tenants' needs and maintain our stock.	<p>Review Hull City Council's sheltered housing provision and service offer, which will ensure that a future-proofed housing offer to meet the needs of all residents.</p> <p>Develop a comprehensive understanding of the council's tenant profile. All routine tenancy visits completed on time.</p>
Improve housing pathways so that how to access good quality housing from a range of providers is easier to understand	<p>Develop clear cross tenure housing pathways and facilitate movement to residents' preferred tenure of choice, where supply allows. Increase awareness of these pathways through improving information that is available to make housing options clear for Hull residents.</p> <p>Establish and publish clear pathways to shared ownership, First Homes and other affordable home ownership options in Hull.</p> <p>Continually review and refresh the council's Allocations Policy to ensure that it prioritises those in most acute housing need and therefore those who would most benefit from the most secure form of tenure.</p> <p>Establish, and re-establish, referral mechanisms and nomination agreements with all Registered Providers of social housing in Hull.</p> <p>Increase the number of PRS landlords with whom we work proactively work to house more households via this route.</p> <p>Make information about the supply of housing, tenure types and affordability publicly available and easy to understand so that people who do not require council assistance are able to deal with their own housing issues.</p> <p>Support tenants to 'right size' through new schemes, mutual exchange, and amendments to allocations policies.</p>
Support vulnerable residents across different housing and non-housing services.	<p>Implement a shared case management solution (ECINs) that holds a primary source of information / golden record for vulnerable people in supported accommodation accessible by relevant partners city-wide.</p> <p>Continue to deliver Hull's sector leading approach to review of supported accommodation.</p> <p>Promote the Housing Assistance Policy, to assist residents to live safely and independently in their homes for longer.</p> <p>Support tenants to 'right size' through new schemes, mutual exchange, and amendments to allocations policies.</p> <p>Increase financial inclusion by supporting residents to ensure they are receiving full entitlements and to support them into employment through our tenancy sustainment offer.</p> <p>Understand the impacts of climate change (in particular flooding and heatwaves) on vulnerable residents by creating a climate risk impact assessment and adaptation plan.</p> <p>Produce a Housing Needs Assessment and Market Position Statement every five years.</p> <p>Ensure that building safety measures and requirements of the Building Safety Act are embedded into the tenancy management service.</p>
Deliver a best-in-class adaptations service.	<p>Adopt Foundation's Disabled Facilities Grant key performance indicators and deliver the agreed service improvement plan, working in partnership with our Registered Provider partners.</p>
Deliver efficient services and high levels of customer satisfaction.	<p>Increase in overall tenant satisfaction measures (Housemark)</p> <p>Review customer engagement strategy.</p>

## Key performance measures

- no families (including pregnant households) in bed and breakfast (B&B) accommodation for longer than six weeks
- length of time households spend in B&Bs reduced
- increase in the number of homelessness approaches happening in the “Prevention” stage so earlier intervention can happen
- reduction in the number of Direct Lets
- increase the number of homeless households housed via nomination to a Registered Provider of Social Housing other than the council
- increase in the number of homeless households housed via the PRS
- Number of routine tenancy visits completed as a percentage of overall stock
- Adaptation Service - Adoption of the Foundation's Key Performance Indicators (KPIs) working to deliver top quartile performance
- Anti-Social Behaviour (ASB) performance: Move from Lower Quartile performance to Median Quartile performance as per Housemark KPI for number of ASB cases per 1,000 properties.

## Case study

### Supported accommodation review team - Improved support outcomes

**Helen\*** had been subjected to domestic abuse over a long period of time and was known to various organisations including public health and the police. Helen and the perpetrator of violence both had needs relating to substance misuse, which had affected their engagement with the support services. Helen had not been seen by the provider for eight months.

Care and support reviews conducted revealed that the provider of supported housing to Helen was unable to give concrete answers as to the support provided to her over the time which they had been absent. As a result, efforts were made to find more information and measure precisely how much support Helen had received in the last eight months.

“We asked for notes, and recorded exactly where, when, what was said, who did what, who the support worker was. I simplified it into the days of the month and devised an 8-point scale where not seeing someone was 0, mid-range was making contact and something had taken place, 8 was escalation into other services and interactions with other agencies. Once all of that was done, we got a really clear picture of what happened to this person...they were really not supported over an eight-month period of time.” - Local authority staff, pilot team member

This exercise revealed that the individual had essentially been receiving no support in this time, even where support provision had been recorded in writing. For example, there was an occasion where a support service staff member had knocked on this individual's door, this individual had not answered, but it was recorded to make out that support had been provided when it hadn't.

The provider was given ‘make every adult matter or ‘MEAM’ training to instil best practices and asked for regular support updates. As a result, the staff assigned to this individual was changed which enabled the individual to access domestic abuse services, food banks, benefits, and therapists. The perpetrator was also moved away. Helen's outcomes were significantly improved as a result.

Hull City Council was pleased with the outcome of this activity and saw the benefit of scrutinising provider support activities (or lack thereof) to have good grounds on which to challenge them, obligate them to improve support and thereby improve resident outcomes. This led to the creation and development of the ‘scores on the doors’ tracker, mentioned above, with the aim of consistently tracking provider actions over time.

\*Name has been changed to protect anonymity of the resident

## Housing

**“33% of respondents said that “To live in a nice home that suits my needs” was one of the top five most important things to them, and 36% of respondents said it was amongst the top five things they most wanted to improve over the next ten years.” (Hull City Council Community Strategy survey, 2023)**

Part of the housing theme focuses on the council's own housing stock, We need to make the best use of our existing housing stock and look to purchase or develop stock where there is a specific need. The other part of this theme includes making physical improvements to homes to ensure we are providing the best quality possible.

The housing element also recognises the important role of our partnerships with other housing providers and the importance of good quality housing across all tenures.

Key challenges in this area continue to be viability of development sites in the city, labour and skills shortages and meeting climate change targets, including funding for large scale decarbonisation programmes. Our Hull City Council new build homes are flood resilient which is hugely important but also makes the viability of sites more challenging.



## Aims and actions

Housing: Key Aims	Actions
Use housing as catalyst/mechanism for delivery of Hull's Carbon Neutrality by 2030..	<p>Delivery of retrofit programme in line with the streets identified by the Priority Streets methodology to ensure that investment is targeted to areas most in need.</p> <p>Complete a high-level survey of a sample of our properties by a qualified Retrofit Assessor and to develop a retrofit plan for individual archetypes homes.</p> <p>Consistently meet fuel poverty intervention targets as set out in Hull's Affordable Warmth Strategy for 2024 – 2027.</p> <p>Support the city's housing market to reach Net Zero targets through providing a coordinated response to the delivery of any emerging national schemes working closely with University of Hull and/or other professional bodies.</p> <p>Actively encourage PRS landlords to contribute to Net Zero targets through improvement in Energy Performance Certificate ratings.</p>
To provide good quality safe homes and continue to improve our housing stock	<p>Deliver appropriate stock condition surveys, including high rise block surveys and agree delivery programmes and procurement, meeting required housing and legislative standards.</p> <p>Stock reviews and remodelling – ensure that our housing is fit for purpose and meets projected future demands</p> <p>Deliver a retrofit and maintenance programme across existing homes in line with the local and national Net Zero targets as well as planning for potential future KPI changes</p>
Implement a data and information strategy for Neighbourhoods and Housing to support service initiatives, improvements, and revised legislation.	Full implementation of Data and Information Strategy used to inform how we plan work, support, and communicate with our tenants. We will use customer data and insights in-line with the regulatory guidance tailored to the needs of customers to ensure the best possible customer service for individuals.
Ensure best use of adapted stock.	Launch of redesigned, improved, Adaptations service including implementation of shared case management system.
Sustainable investment of housing stock.	Undertake full option appraisals of poorly performing assets prior to investment taking place
Delivering Quality Homes.	<p>Increase the number of stock condition surveys completed annually in line with regulatory and tenant requirements, to assure compliance with the Decent Homes Standard, to reduce repairs and disrepair claims.</p> <p>Community-led housing: explore opportunities to support housing growth through community-led housing provision.</p> <p>Explore and obtain alternative funding streams, including to make increased accessibility standards more viable.</p> <p>Deliver an Empty Homes Policy which actively seeks to bring appropriate empty properties back to use. This involve a range of methods, including direct purchasing and attracting and supporting external investment.</p> <p>Ensure that homes (both new and existing) through are flood resistant through retrofit and adaptable to a changing climate, which would help communities have a higher level of resilience.</p> <p>Promote Housing Standards and enforcement across the city.</p> <p>Review of environmental health/enforcement activity to ensure that private housing meets expected standards, and residents in Hull are protected from poor quality housing. This will include a re-launch of Hull's accredited landlord scheme whereby accredited landlords receive benefits such as free advice, training and provision of reclaimed refuse bins.</p> <p>Respond to increasing demand for accessible/adaptable homes by building homes to higher accessibility standards and, where there is a clear case to do so, include adaptations at the design stage so that adaptations are in place from new.</p>
Provide safe homes for our residents.	<p>Implement the requirements of Building Safety and other compliance legislation including tackling damp and mould.</p> <p>Develop one version of the truth regarding asset data and information to support strategic decision making and effective management of budgets.</p>

## Key performance measures

- number of homes improved through Priority Streets Programme
- number of council homes surveyed by qualified retrofit assessor enable an effectively planned retrofit programme
- number of stock appraisals/remodelling schemes to make best use of stock in to provide homes that are fit for purpose and meet current and future need
- number of schemes delivered or housing solutions found through community led housing groups so that the most appropriate homes are identified in the shortest time possible for people in the most acute housing need and are within existing communities
- percentage of households in fuel poverty
- number of non-council owned homes that have been empty for two years or more
- number of council void turnaround days
- number of stock condition surveys completed
- decent Homes performance

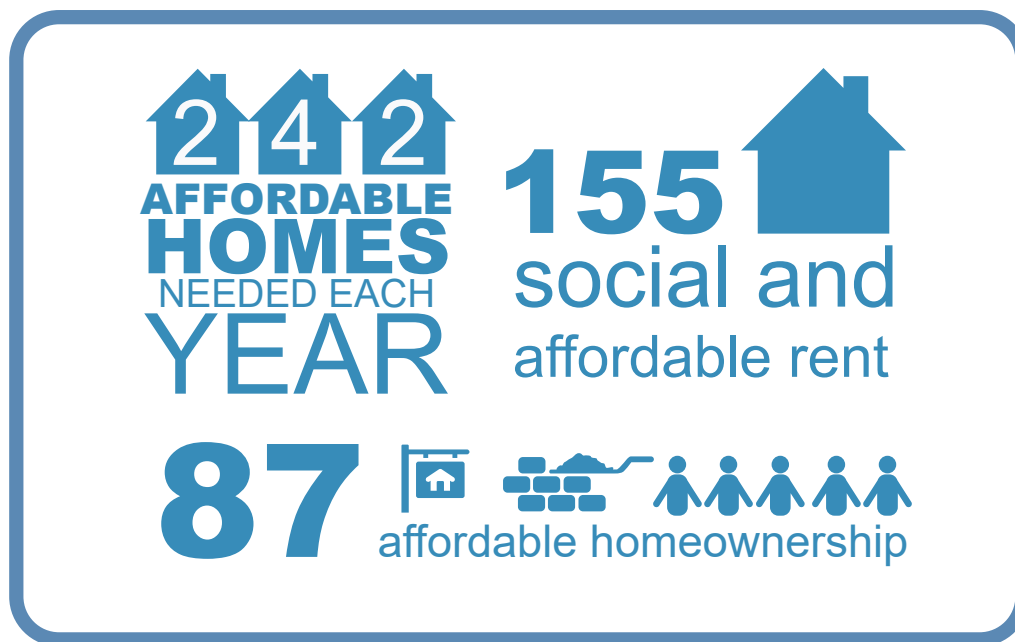
## Place

**“62% of respondents said that “Homes that local people can afford” was one of the top five most important things to them, and 55% of respondents said it was amongst the top five things they most wanted to see improved over the next ten years.” (Hull City Council Community Strategy Survey, 2023)**

More good quality homes, of the right type and in the right locations are needed in the city. This requirement will feature in housing strategies for the foreseeable future. The city's Local Plan, adopted in 2017, sets out Hull's long term development goals to 2032.

There is an increased need for affordable housing in the city with needs assessment analysis demonstrating that although delivery targets remain roughly the same as the current Local Plan we need more homes that are affordable.





Hull City Council with its long-term developer partners, have a strong track record of housing delivery. We will continue to build on this success by continuing to work with developers to bring forward more sites, at pace, and secure external funding as it becomes available. We will maximise the delivery of affordable housing where viable opportunities arise and make best use of any targeted funding streams that become available.

The environment and climate change will be considered within all new developments, and we will continue to work within the green space guidelines set out in the Local Plan and aim to exceed the current national Biodiversity Net Gain requirements for development. Changes in recent legislation, including the Environment Act, will help to boost placemaking with the requirements for Biodiversity Net Gain on new developments, which can also be used to address the climate and nature crisis.

We will continue to work sustainable and green transport options into well designed neighbourhoods.

Key challenges in this area include the viability of sites and lack of stable long-term funding.

Hull City Council has homes across all areas of the city with some areas having a higher volume of council housing than others. Similarly, there are around 40 registered social housing providers in Hull with some operating predominantly in specific areas. Housing providers can have a huge impact on the neighbourhood in which they are situated and, as a large landlord, Hull City Council recognises the role that it, and other social housing providers, have to play within communities.

We will work in partnership with affordable housing providers across the city through our established Affordable Housing Group and through the appropriate Area Committees. Some examples of housing providers operating in different areas of our city are below:

- West Area Committee – stakeholders in city: Pickering and Ferens, Goodwin; Giroscope;
- North Area Committee – stakeholders in city: Together Housing; Mind;
- East Area Committee – stakeholders in city: Thirteen Group; Probe; Purple House;

## Delivering new homes

Owing to the city's tight administrative boundary and urban nature, the supply of readily available and developable land in Hull is small and shrinking whilst the need to develop new housing persists. It is therefore a priority within this strategy to do all we can to ensure that the supply of housing land matches the rate at which new homes should be built (540 per annum until 209) To do this, the council will prioritise activity in two key areas:

**Work to ensure that land in our ownership or otherwise, and where housing is a viable prospect is allocated for housing.** We will do this through the Local Plan review, a call for sites exercise and outside this process commit to working in collaboration with landowners and developers to bring housing sites forward where this can be supported by Planning Policy.

**We will remediate, de-risk, and otherwise prepare brownfield land, in order to bring forward housing development on those sites.** This includes directly accessing brownfield grant/housing enabler funding programmes and working with landowners and developers to do the same.

New council housing is an important contributor, meeting housing need as set out in the Local Housing Needs Assessment and ultimately the city's Local Plan housing targets. The council will deliver over 850 new council homes by 2031, using a range of delivery routes. These homes will be excellent quality and we will deliver standards that exceed minimum regulatory requirements.

The majority of the council's new build delivery will come in the form of building on land in the council's ownership, from regeneration sites to brownfield land. Over 600 homes will be built with the preferred routes for the foreseeable future being direct delivery or developer agreement. However, land in the council's ownership is in short supply, and in some instances dependent on demolition of housing which is no longer fit for purpose. The remainder will come from acquiring Section 106 affordable homes delivered via the planning system and through buying new homes from developers as turnkey opportunities. These homes will be acquired on a case by case basis where the council is not competing with other Registered Providers of social housing, where doing so helps to meet housing need, and where it makes financial sense for the council's Housing Revenue Account (HRA) This investment also supports the local construction industry, through inward investment by supporting local employment, skills, and supply chains.

The council will prioritise activity in the following key areas to deliver our new build ambitions:

## Aims and actions

### Key performance measures

- number of homes delivered (council and non-council) meeting Locally Assessed Housing Need numbers (540) and the required proportion of affordable housing.
- Neighbourhood and Area Action Plans developed with residents ensuring the local voice is captured and associated actions completed.
- number of approved planning applications that are yet to commence.
- Review the option of establishing a Housing and Developer's Forum, where all housing and property practitioners can meet with the council and review issues within the national and local sector, promoting improved communication and productivity.



Place: Key Aims	Actions
Explore alternative funding streams to enable maximum delivery of affordable housing ensuring the correct mix of tenure and house size on sites whilst taking account of any land conditions.	<p>Target brownfield and industrial locations for housing.</p> <p>Achieve funding through available Homes England housing and regeneration programmes.</p>
Maintain and improve current housing neighbourhoods	<p>Commission the Neighbourhood Nuisance Team to divert, prevent and tackle Anti -Social Behaviour, enforcing conditions of the Tenancy Agreements in line with relevant legislation on behalf of the N&amp;H service, working with partners through Place Based Tasking to improve and create safer communities.</p> <p>Commission the Streetscene Service to carry out works and maintain HRA land in line with legislation regarding grounds maintenance, and street cleansing works.</p> <p>Review and expedite asset management and appraisals processes to ensure the timely redevelopment and regeneration of existing housing stock.</p>
Increase the supply of excellent quality affordable housing.	<p>Utilising a range of development sites across the city to deliver over 850 new Hull City Council Homes during the duration of the strategy.</p> <p>Publish a Hull City Council Housing Growth Plan setting out planned housing sites and the means to having them developed.</p> <p>Provide the council with an anticipated pipeline of market-led housing delivery through which to engage in negotiations for s.106 and turnkey acquisition opportunities.</p> <p>Deliver homes through a Fabric First approach (exceed current industry U Values and meet Future Homes Standards requirements.) requirements)</p> <p>Deliver homes with PV (solar) Panels / Air source heat pump as standard.</p> <p>Increase the number of accessible homes the Council deliver to M4 (2) standard (Accessible and adaptable – Lifetime Homes Standard) and above ensuring that homes are suitable for people as they age or their needs change. This standard includes step free access to the property.</p> <p>Deliver homes to 'Secure by Design principles'</p> <p>Establish a land acquisition vehicle for the purposes of developing council housing, which will include a range of tools and processes including compulsory purchase order where necessary.</p>
Regeneration of priority areas.	<p>To complete approved demolition and new build programmes in existing Renewal/Priority Areas resulting in an uplift of house prices in the surrounding area, which act as a proxy for welfare gain.</p> <p>Inform key actions and visions for areas of the city via Neighbourhood and Area Action plans.</p> <p>Publish Hull's Housing Growth plan – continue bringing forward new sites in well-designed neighbourhoods.</p> <p>Explore innovative methods of construction to more efficiently deliver affordable, quality homes.</p> <p>Review existing literature on housing and health, such as that produced by NHS England, Public Health England, and Building Research Trust (BRE) with health and social care partners.</p>
Enable and support partnerships to deliver innovations in housing	<p>Work collaboratively across areas outside of housing and ensure we are ready for legislative changes.</p> <p>For residents to have access to a network of welcoming, accessible, fit for purpose community centres which provide a range of activities and services that reflect the needs of their community.</p> <p>To engage with communities across the city to ensure residents have a voice in terms of the delivery of local services within their neighbourhoods, through the development of ward plans and area plans.</p> <p>To work with partners to develop face to face access to wider council services in neighbourhoods where there is a need, ensuring they are accessible to all.</p> <p>To work with housing and community groups to access external funding to deliver what is set out in neighbourhood and area plans.</p> <p>To work with partners through Place Based Tasking to improve and create safer communities.</p> <p>Establish a registered providers affordable housing group with community led housing providers to make best use of existing stock and share best practice.</p> <p>Ensure local and small and medium sized enterprises (SME) developers understand the council's housing growth plans and how these will be offered to the market through either direct delivery or developer agreement arrangements. To work with SME developers to deliver a Golden Brick Agreement to give more options to deliver affordable housing.</p>



## Case study

In 2021 the council's Housing Growth Programme achieved another successful milestone, completing the first phase of the Small Sites Programme and all the homes occupied by new tenants.

This phase comprised 39 new modern dormer bungalows, across nine small sites, supported by the Humber Local Enterprise Partnership Local Growth Funding and delivered by local contractors Houlton's, Hobson & Porter, S Voase and Esh Construction.

Each bungalow offers a bedroom, bathroom, open plan kitchen and living room on the ground floor, with a second bedroom and WC upstairs. Each home has a rear garden with parking. The high-quality design of these homes exceeds the current space standards.

The bungalows were designed with accessibility and adaptability in mind. The council utilised a local lettings policy for the first lets of the new bungalows, giving priority to existing council tenants living in the same ward, aged 60+ or with a medical condition requiring ground floor accommodation. Adopting this policy ensured the bungalows were allocated appropriately and in turn, has freed up much needed larger family homes.

The homes were designed with a 'fabric first' approach, meaning the thermal performance is above current Building Regulations. Efficient gas boilers have been installed and the energy efficient building design will help reduce carbon emissions and should also lower tenant's energy bills.





## Governance and measuring of impact

The responsibility for coordinating delivery and reporting on progress of the Housing Strategy lies with the council, specifically the Neighbourhoods and Housing Service. We welcome further oversight of the strategy from internal partners including through existing governance structures. The challenges outlined in this document cannot be tackled by the council alone and we will continue to work with both internal and external partners to deliver the needed actions.

The impact of the strategy will be measured through the action plan, and it is recognised that some of the impact of our interventions will be harder to measure than others. Our individual programmes of work will be governed on a programme level and these will feed into the overall action plan of this strategy.





**Hull**  
City Council



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