

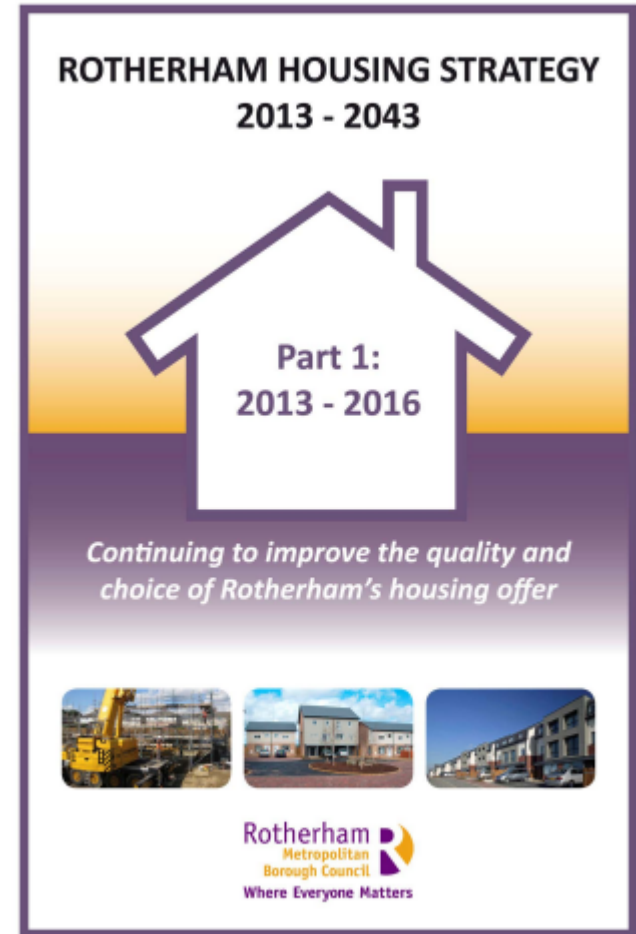
# HOUSING STRATEGY 2025-2028



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

# Background

- Housing Strategy 2012-2042
- This refresh is the fifth chapter
- Aim to be published in Summer 2025
- Consultation 19<sup>th</sup> August – 11<sup>th</sup> November



# 30-year vision

- People living in high quality homes, whether in the social rented, private rented or home ownership sector
- Rotherham Council playing its part by being the best housing provider in the country, delivering high quality services and support, and peaceful and well-managed neighbourhoods
- A smaller gap between the most and least disadvantaged neighbourhoods, so that all of Rotherham's people can live in safe, healthy and vibrant communities
- No households living in homes that are poor in terms of energy efficiency

A fifth aim was introduced in 2015 following consultation:

- Create a revitalised town centre with a new urban community.



# Priorities in the current Strategy

**PRIORITY 1 - HIGH QUALITY NEW HOMES**

**PRIORITY 2 - AFFORDABLE HOUSING TO MEET LOCAL NEED**

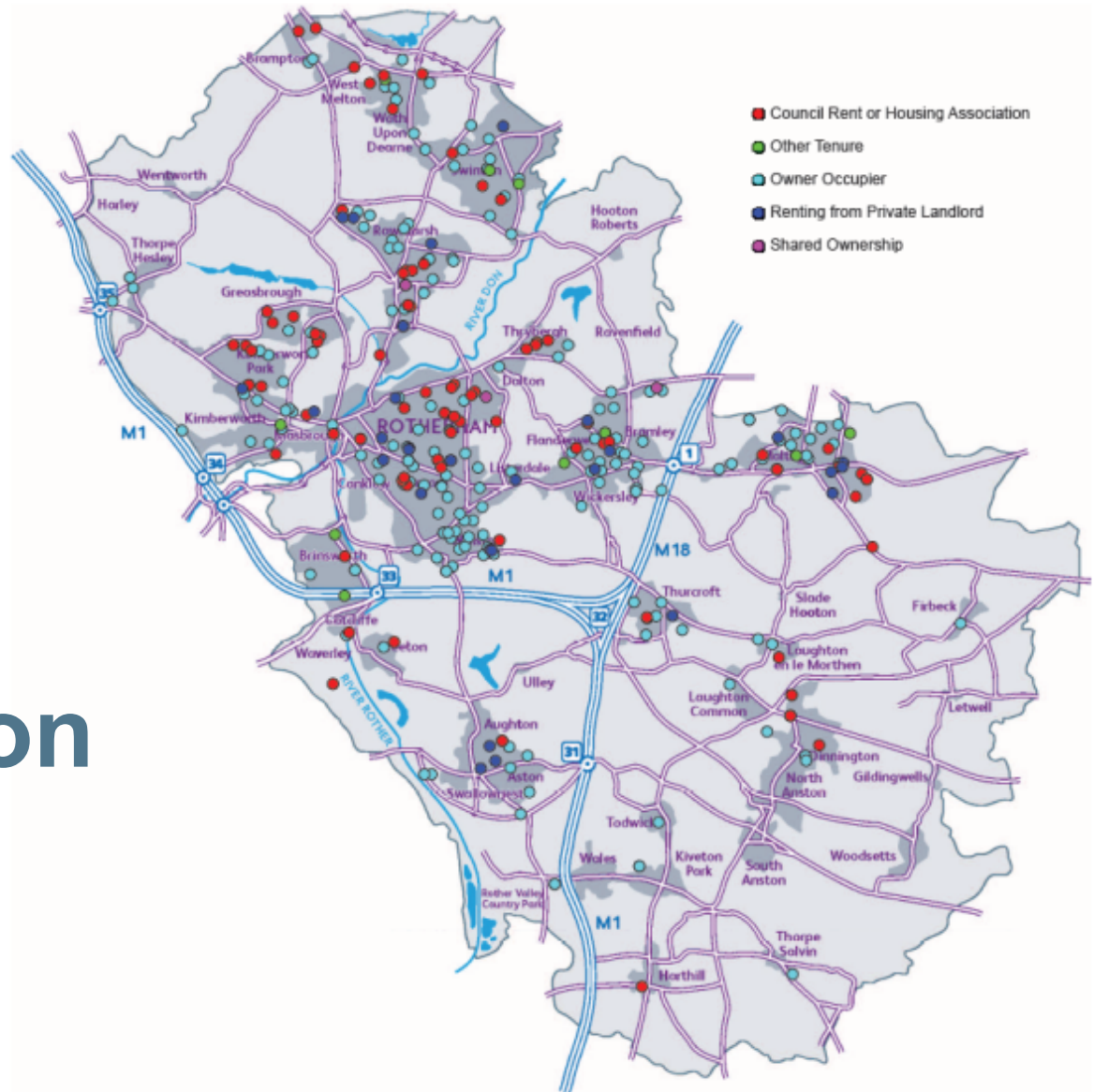
**PRIORITY 3 - INVESTING IN EXISTING HOMES**

**PRIORITY 4 - BRINGING EMPTY HOMES BACK INTO USE**

**PRIORITY 5 - SUPPORTING PEOPLE TO LIVE INDEPENDENTLY**

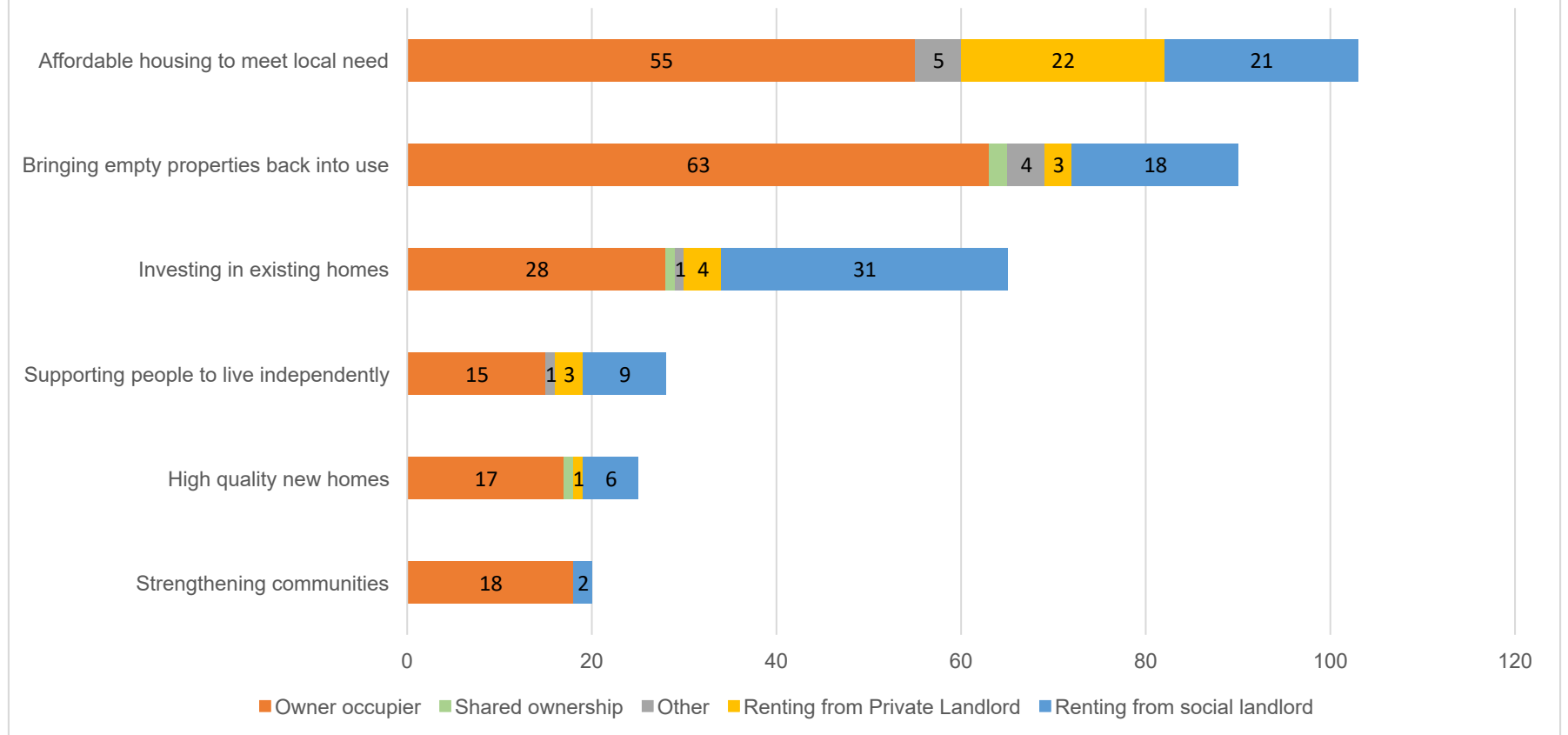
**PRIORITY 6 - STRENGTHENING COMMUNITIES**

# Consultation analysis - survey



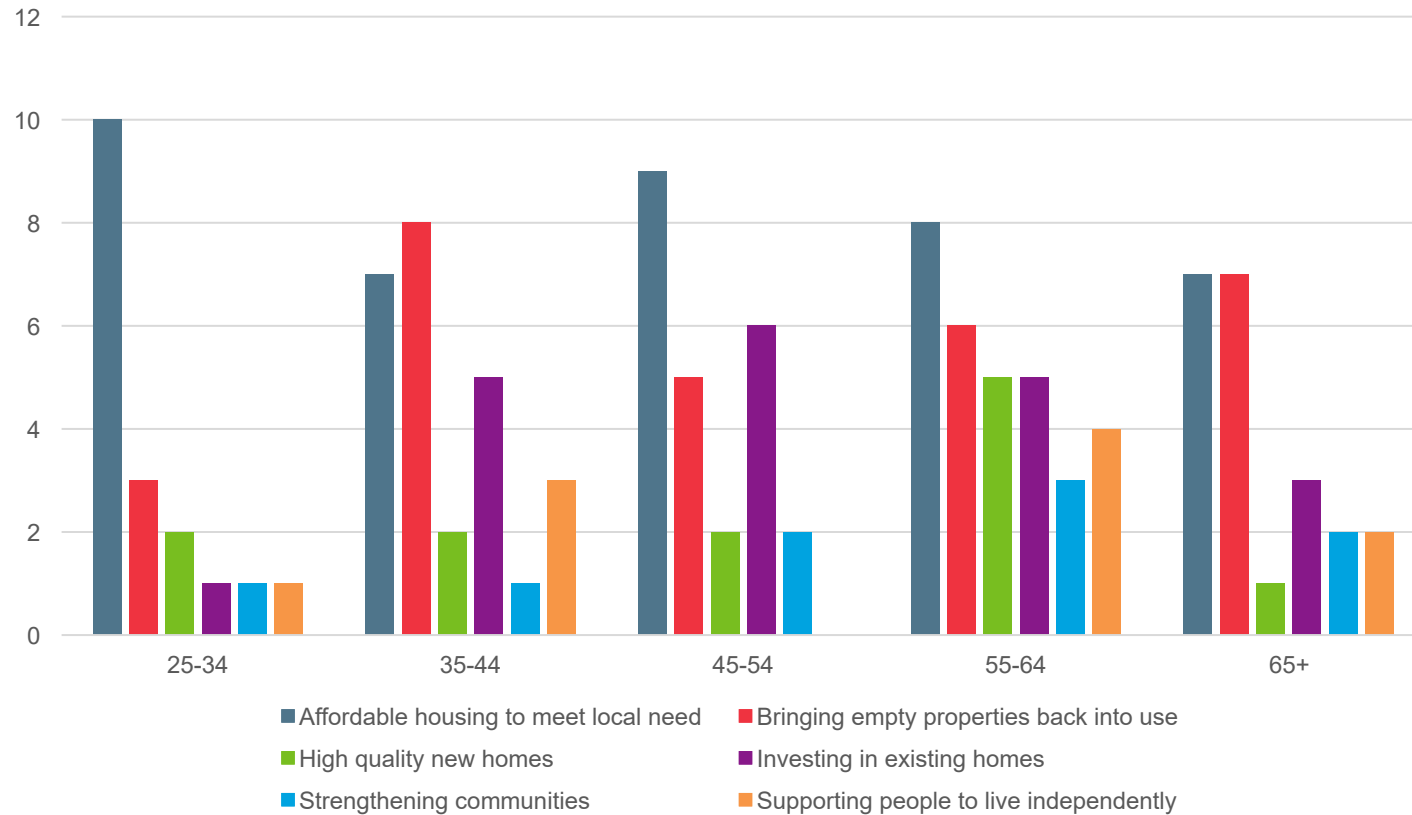
# Consultation analysis - survey

Which priority is most important to you?

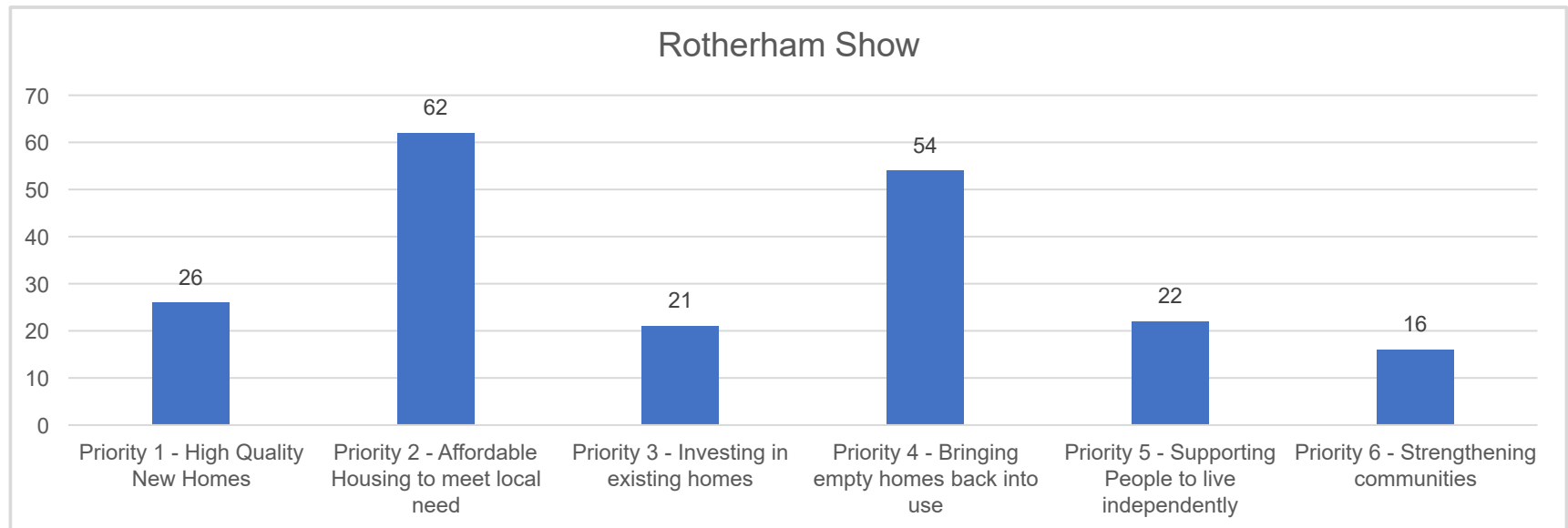


# Consultation analysis - survey

Most important priority by age group

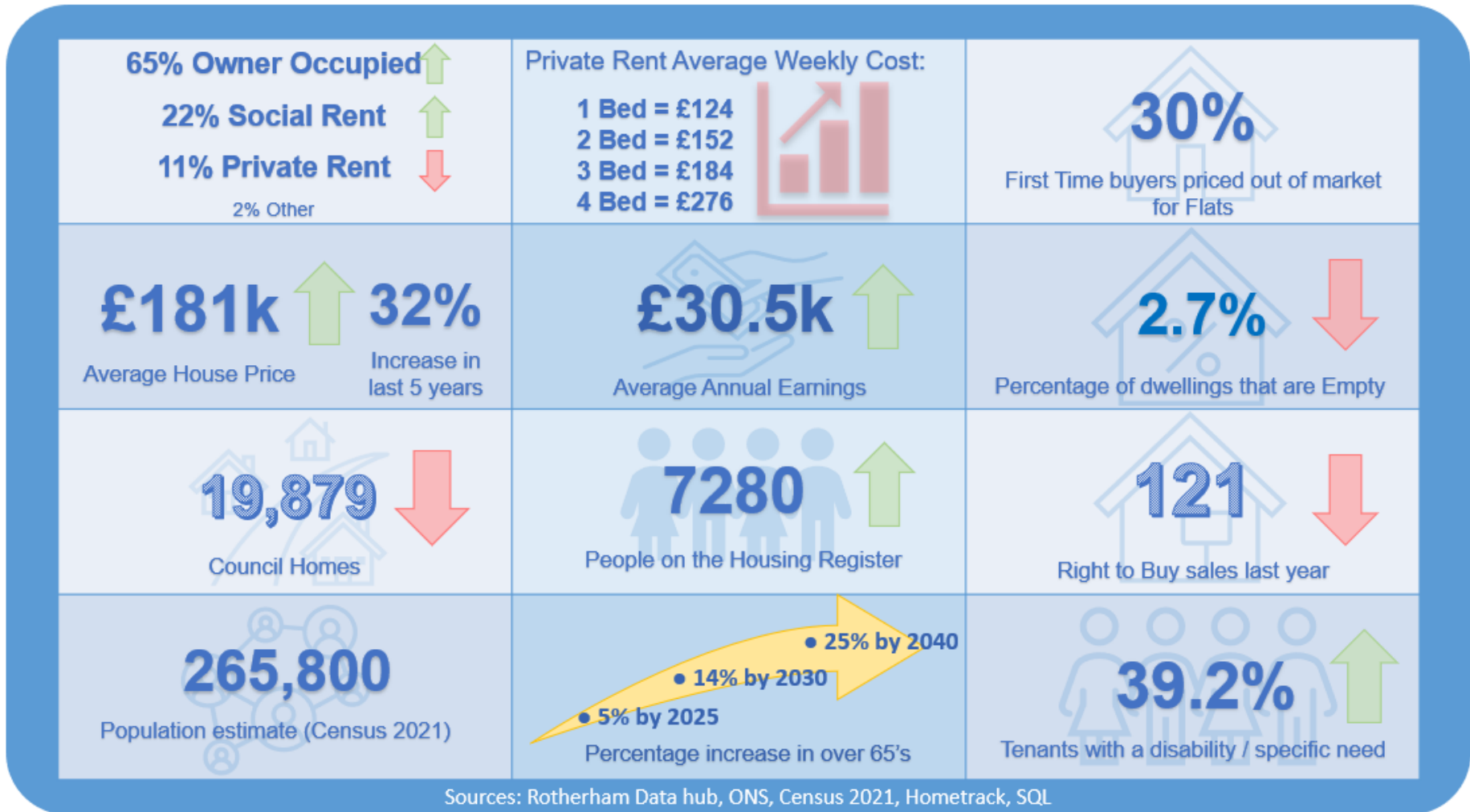


# Consultation analysis – Rotherham Show



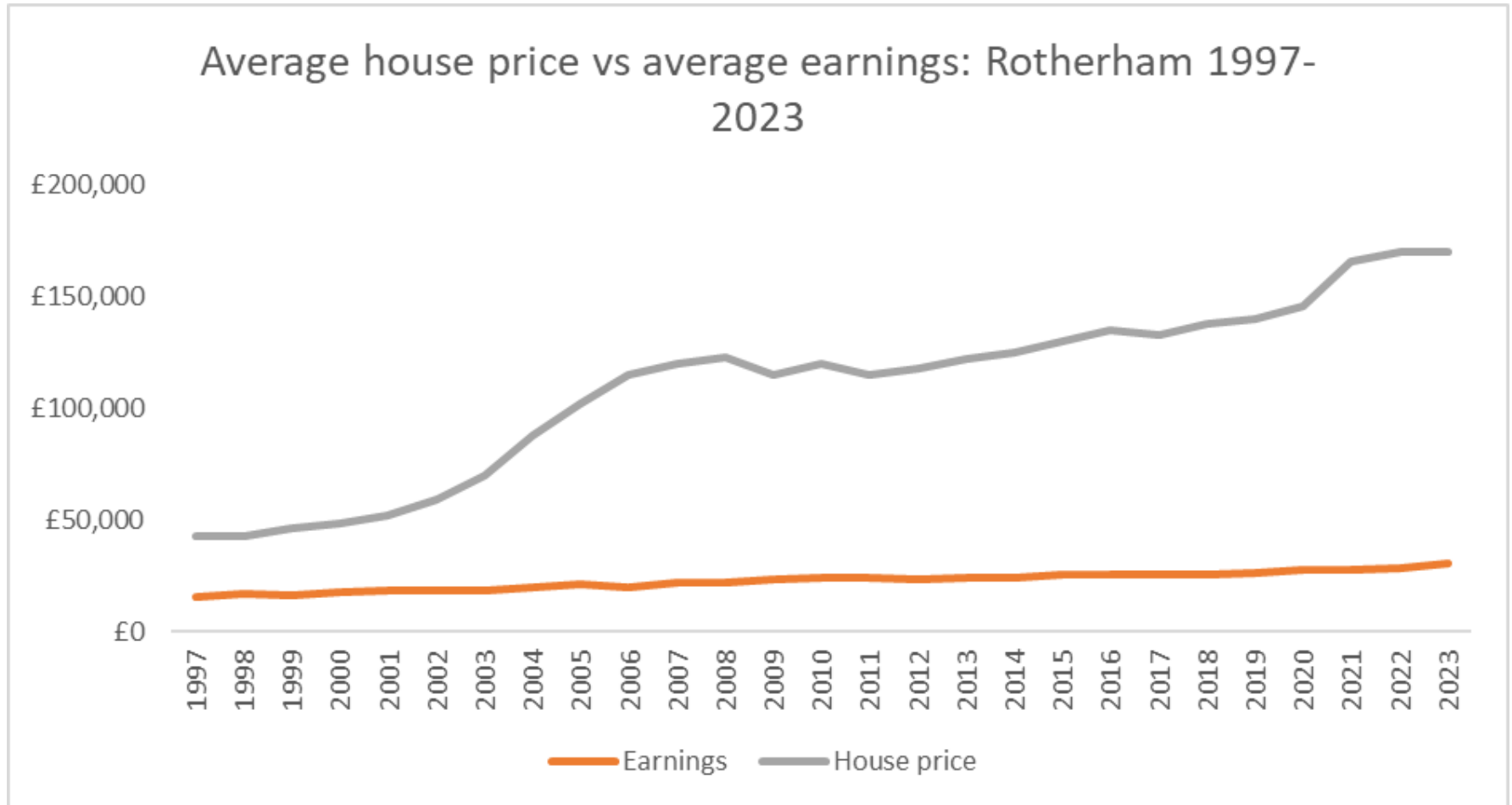


# Housing intelligence



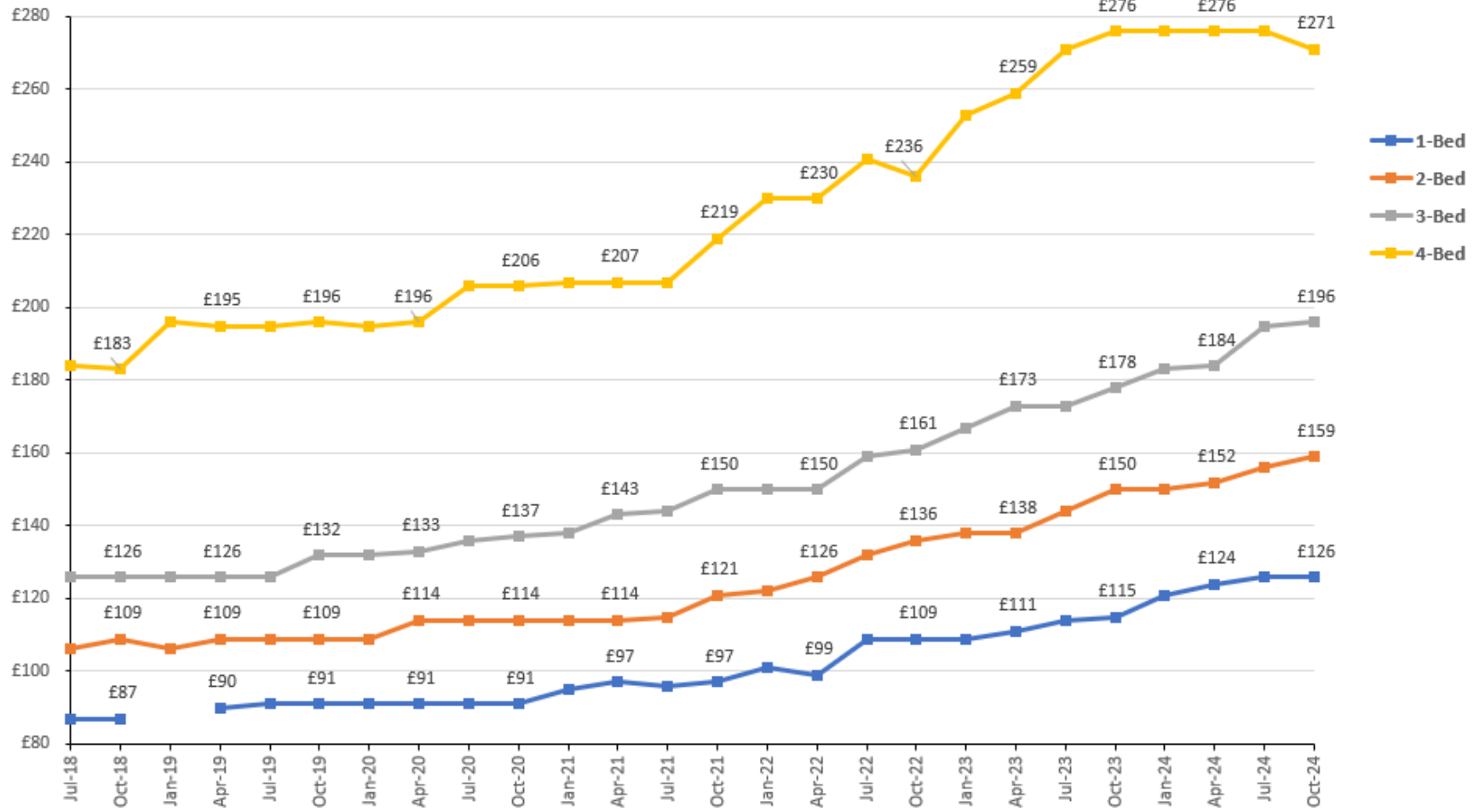
Sources: Rotherham Data hub, ONS, Census 2021, Hometrack, SQL

# Housing intelligence



# Housing intelligence

Weekly Market Rental Values in Rotherham



# First draft

- Will combine the current 6 priorities to form 4 new priorities:

Investing in existing homes



Improving the safety, quality and energy efficiency of existing homes

High quality new homes & Affordable housing to meet local need



Building more high quality, sustainable and affordable new homes

Supporting people to live independently



Supporting our residents to live independently

Strengthening communities & Bringing empty homes back into use



Ensuring that our neighbourhoods are safe, happy and thriving

# First draft: themes

Reducing fuel poverty

Decarbonisation

- Improving health
- Reducing carbon emissions
- Reducing inequalities

Greater choice of housing

Energy efficiency

More affordable housing

Warmer homes

# Next steps...

- Complete consultation of first draft
- Draft to be finalised in February and passed for approval in March-April