

Housing Strategy 2025-2030 Action Plan

Priority 1: Building high quality, sustainable and affordable new homes.	
Our aims: <ul style="list-style-type: none">• We will work with partners to enable the delivery of new homes to meet local need.• We will lead by example by building and acquiring hundreds of new council homes.• We will ensure new homes are high quality and sustainable.	Key performance indicators: <ul style="list-style-type: none">• Increase the number of new homes built in the Borough.• Ensure a minimum 25% of new homes are affordable housing.• Increase the number of council homes available, including through new build and acquisitions.• Ensure all council new build and acquisitions are a minimum EPC C when let.
Over the next five years, we will:	
<ul style="list-style-type: none">- Provide a high quality, efficient planning service to help accelerate delivery, including pre-application advice for housing developments and working with housing developers and builders to enable key strategic housing sites identified in the Local Plan to meet housing targets.- Continue to diversify the housing offer in the Borough, including affordable home ownership options such as shared ownership, more joint working with SMEs and housing associations, supported by partnership working with SYMCA and Homes England to maximise funding opportunities for housing schemes.- Adopt the Bassingthorpe Farm Supplementary Planning Document and work with partners to shape delivery of this and other key strategic housing sites.- Deliver more council and affordable homes through our Council build, acquisitions and small sites homebuilding initiative programmes on sites across the Borough, and through our work to enable affordable housing with partners. We will achieve our 1,000 Council homes target by Summer 2027 and build a pipeline of future affordable housing projects.- Meet and where possible, exceed minimum nationally described space standards when building new council homes, and build new homes with renewable energy systems to ensure that they are zero carbon ready to meet the Future Homes Standard. We will also ensure all Council acquisitions are a minimum of EPC rating C.- Use our Place and Quality Panel to ensure schemes are delivered with input from cross-council services and that we learn from outcomes of recent delivery.	
Indicators <ul style="list-style-type: none">- No. of new homes built, including council and partner delivery- Planning applications- % of housing target achieved- Customer feedback	<ul style="list-style-type: none">- No. of developments meeting the Affordable Housing policy- Adoption of the Bassingthorpe SPD- New build EPC ratings- Case studies

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Priority 2: Improving the safety, quality and energy efficiency of our homes	
Our aims: <ul style="list-style-type: none">• We will work towards ensuring that no household is living in fuel poverty.• We will ensure that our residents live in safe, decent, high-quality homes.• We will work towards ensuring that all landlords, including the Council, operate to the highest standard.	Key performance indicators: <ul style="list-style-type: none">• Increasing the percentage of satisfied tenants in all of the Regulator of Social Housing's Tenant Satisfaction Measures• Increasing the proportion of our council homes that meet the Decent Homes Standard and continue to improve our repairs and health and safety compliance performance• Increasing the number of private sector landlord actions addressing Category 1 and 2 hazards following Council intervention.• Reducing the percentage of households living in (Low Income Low Energy Efficiency) fuel poverty in Rotherham• Increasing energy efficiency in existing homes, including ensuring all council homes achieve an EPC certificate minimum rating C by 2030.
Over the next five years, we will: <ul style="list-style-type: none">- Meet or exceed minimum council housing standards to ensure our tenants are safe in their homes. We will focus on improving our performance against the Decent Homes Standard; ensuring all repairs, risk assessments, inspections and safety checks are carried out to target timescales; and improving how we manage our homes and work with our tenants to meet the consumer standards. This will be underpinned by our stock condition survey and a £37m expansion in our housing improvements capital programme.- Continue to provide a range of support to address fuel poverty and improve energy efficiency. Our energy crisis support scheme will support qualifying residents in fuel poverty, and our Healthy Homes Plan will provide help and advice to residents to increase energy efficiency in their homes, supported by ECO4 and ECO5 grants for our most vulnerable residents and/or homes with the lowest energy efficiency.- Develop our council housing decarbonisation plan, aiming to meet legal requirements to achieve EPC C by 2030, and then a roadmap to net zero emissions. We will maximise opportunities to invest in the Borough by bidding for funding that becomes available through Department for Energy Security and Net Zero.- Hold landlords in Selective Licensing areas responsible for the condition and management of their properties and, subject to review of recent consultation, continue to review the case to expand Selective Licensing to other areas of the borough. We will also implement new powers granted by the Renters Rights Act.	
Indicators <ul style="list-style-type: none">- Tenant satisfaction measures (various)- No. of homes meeting decent homes standards (or other)- £ of capital investment- No. of Cat1 and Cat2 hazards- % households in fuel poverty- Homes with EPC rating C or above- No. of ECO grants accessed- Case studies	

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Priority 3: Preventing homelessness and supporting our residents to live independently	
Our aims: <ul style="list-style-type: none">• We will end rough sleeping in Rotherham and work to prevent our residents from becoming homeless.• We will work with partners to help our most vulnerable residents live independently.• We will provide a range of housing to suit the needs of individual households.	Key performance indicators: <ul style="list-style-type: none">• An increase in the proportion of households approaching us for help who are prevented or relieved from homelessness, rather than requiring longer term support.• Further reductions in the use of hotels as emergency accommodation.• An increase in the number of affordable homes built in Rotherham that meet a specialist need.• More residents able to benefit from adaptations to their homes, within smaller waiting times.
Over the next five years, we will: <ul style="list-style-type: none">- Further strengthen our focus on homelessness prevention through an updated Homelessness Prevention and Rough Sleeper Strategy. We will step up support for those facing homelessness; we will ensure financial support is made available including issuing discretionary housing payments; and we will work more closely with families and landlords to keep people in their homes for longer.- Increase the provision of suitable temporary and move-on accommodation. We will improve the quality and service standards of temporary accommodation and deliver further reductions in the usage of emergency hotel accommodation. And we will work with private landlords and housing associations to improve the range of permanent accommodation available.- Improve our understanding of the diverse needs of our tenants, including vulnerabilities, so we can get better at early intervention and tailoring our services.- Continue to build and acquire a range of house types, to meet the needs of older residents, residents with disabilities, vulnerable adults and families, looked after children and care leavers to rent from the council or housing associations. This will be informed by developing our understanding of different housing needs e.g. armed forces, learning disability and autism, physical disability, mental health, and gypsies and travellers.- Fully implement our new approach to aids and adaptations, including stepping up the use of discretionary grants, with an aim to reduce the average length of time waiting for major adaptations.- Change how our social housing allocations policy works, so we are making better use of our limited council housing stock, meeting housing need, and supporting successful and balanced communities.	
Indicators <ul style="list-style-type: none">- Updated Homelessness and Rough Sleeper Strategy- No. of homelessness cases received, prevented or relieved- Discretionary housing payments issued- No. of hotels / temporary accommodation properties accessed- No. of homes built or acquired which meet specific needs- No. of adaptations / types of adaptations- Customer feedback- Case studies	

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Priority 4 – Ensuring that our neighbourhoods are safe, happy, and thriving.	
Our Aims: <ul style="list-style-type: none">• We will bring empty homes back into use.• We will invest in our communities to ensure they are inclusive and safe.• We will ensure that new and improved homes support regeneration.	Key performance indicators: <ul style="list-style-type: none">• Reduce the number of long-term empty homes.• Increase the percentage of council tenants satisfied we make a positive contribution to neighbourhoods.• Increase the percentage of tenants satisfied with our approach to handling anti-social behaviour.
Over the next five years, we will: <ul style="list-style-type: none">- Deliver our Empty Homes Plan. We will provide advice to owners and landlords of empty homes to help bring homes back into use, use enforcement powers to tackle empty homes where necessary, and ensure that empty council homes (voids) are brought back into use as soon as possible.- Continue to invest in and improve our tenant and resident engagement, including through creating a new Tenant Engagement Framework with our council tenants; working to retain our TPAS exemplar status for demonstrating long-term commitment to community engagement; and working with Rother Fed and our tenants to strengthen tenant voice and influence.- Deliver improvements to our council estate communal and shared areas, through introducing new estate caretaking teams and increasing our investment in environmental schemes around our housing blocks.- Improve our approach to tackling anti-social behaviour in our communities, including by making more use of enforcement powers such as civil penalty notices, finding new purposes for areas of land currently attracting anti-social behaviour and fly-tipping, and strengthening the approach our housing officers take when dealing with incidents.- Make £216,000 in funding available annually to be allocated to projects and environmental improvements that directly benefit council tenants via our Ward Housing Budget.- Implement the Council's Banning Order Policy to tackle landlords who are in breach of one or more of the sections of the Housing Act 2004.	
Indicators <ul style="list-style-type: none">- No. of long-term empty properties- No. of empty properties brought back into use- Average relet time for council homes- £ invested in communities via ward budgets- Community protection notices issued- Banning orders issued- Customer feedback- Case studies	

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Cross Cutting Objectives

In delivering the four priorities outlined above, we will also pursue three cross-cutting objectives:

Keeping our residents healthy and warm	Playing our part to reduce carbon emissions	Reduce inequalities in and between our communities
<p>There is a clear and direct link between our health and our homes.</p> <p>Implementing energy efficiencies including insulation to our homes will mean we are warmer and less likely to develop respiratory problems, as well as reducing the mental stress of high energy bills. Reducing hazards in the home will reduce the risk of ill health.</p> <p>Building homes that are zero-carbon ready, with high energy performance means that new homes will be warmer and cheaper to run.</p> <p>Adapting properties for residents who are growing older or have disabilities will enable them to live in their homes independently.</p> <p>By building homes that are accessible, a greater range of homes will be available to meet the diverse needs of our residents.</p> <p>Well-designed neighbourhoods support active travel, which has a range of health benefits.</p>	<p>It is estimated that around 20% of all carbon emissions are from our homes.</p> <p>New homes have higher energy performance, and a new Future Homes Standard will see renewable or electric energy sources replace non-renewable energy in new build homes. Building homes has a significant carbon footprint, but this must be considered alongside the urgent need to house residents. Modern methods of construction can reduce the carbon footprint of housing development.</p> <p>Decarbonising existing homes by improving insulation and retrofitting low-carbon heating technologies will also reduce carbon emissions.</p> <p>Designing new estates and neighbourhoods that are well connected to services can help to promote active travel and therefore reduce dependence on cars.</p>	<p>The housing crisis does not impact everyone equally.</p> <p>For example, some areas have higher numbers of privately rented homes that are smaller, older and more likely to be in disrepair. This can lead to overcrowding and health issues, and make areas feel less safe. It can also disproportionately impact certain groups who are more likely to live in these areas, for example those on lower incomes.</p> <p>Increasing the range, quality and energy efficiency of homes can address inequalities faced by older and disabled residents.</p> <p>The cost-of-living crisis disproportionately affects residents on lower incomes, who spend more of their disposable income on housing. By reducing energy bills and housing costs, we can reduce financial pressure on residents.</p>

Delivery of the priorities and aims of the Housing Strategy will contribute towards addressing each of the cross-cutting objectives.