KNOWSLEY
Housing Strategy 2016 - 2021
‘BUILDING ON SUCCESS’
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INTRODUCTION

I am delighted to introduce Knowsley’s Housing Strategy for 2016 - 2021, which sets out our priorities for housing over the next five years. Knowsley has a lot to offer and is a wonderful place to live with its abundance of parks, great transport networks, wide cultural offer and mix of traditional and contemporary properties across a range of housing tenures. We have worked hard to improve our housing offer over recent years but we know we have more to do by increasing the availability and choice of housing to meet the aspirations of existing and future residents.

Our vision is that “by 2021 Knowsley will have a housing offer that meets the needs of existing residents and attracts economically active people to the borough”.

We developed this strategy in partnership with housing providers, developers and community representative groups to ensure a well-informed, inclusive approach to developing our offer. We are clear that having the right mix of affordable, executive, private and social rented homes is integral to attracting people to the borough, retaining residents who already live here and meeting the housing needs of our elderly and vulnerable residents. Having the right housing offer is integral to the development of sustainable communities and crucial for the long term economic growth of the borough. Housing impacts health, community safety and contributes to the growth of vibrant and prosperous neighbourhoods. It also provides employment opportunities in the construction industry for residents to capitalise on.

Despite making recent progress, we know that Knowsley’s housing market remains ‘unbalanced’ in that it is skewed towards small family sized accommodation. Our housing strategy is one of a suite of documents closely associated with our wider Economic Growth Plan and it sets out how over the next five years we will take action to:

• Increase the number of homes in the borough;
• Improve the quality of the existing housing stock; and
• Improve access to housing for our residents.

We are committed to the priorities set out in this strategy and will continue to work with our partners and residents to improve the quantity, quality and access to housing to ensure that Knowsley truly is the ‘Borough of Choice’.
## HOUSING VISION AND PRIORITIES 2016–2021

### Vision

By 2021 Knowsley will have a housing offer that meets the needs of existing residents and attracts economically active people to the borough.

### We Will

<table>
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<tr>
<th>Increase the number of homes</th>
<th>Improve the quality of homes</th>
<th>Improve access to housing</th>
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### Priorities

<table>
<thead>
<tr>
<th>Urban residential development</th>
<th>Development in Sustainable Urban Extensions</th>
<th>Self and custom build housing</th>
<th>Supported housing</th>
</tr>
</thead>
<tbody>
<tr>
<td>New build affordable housing</td>
<td>Purpose built private rented housing</td>
<td>Housing and health</td>
<td>Access to housing</td>
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### Complementary Housing Strategies and Policies:

- Knowsley Homelessness Strategy
- Discharge Homelessness Duty into Private Rented Sector Policy
- Property Pool Plus Sub Regional Allocation Policy
- Extra Care Allocation Policy
- Knowsley Tenancy Strategy
- Knowsley Empty Homes Strategy
- Knowsley Private Sector Housing Strategy
- Knowsley Affordable Warmth Strategy
- Knowsley Housing Assistance Policy
ABOUT KNOWSLEY

Knowsley is located at the heart of the Liverpool City Region. People living here benefit from good quality local amenities, national award winning parks and leisure facilities and welcoming neighbourhoods. Alongside this, residents also have easy access to the attractions and opportunities provided by the cities of Liverpool to the west and Manchester to the east. Knowsley’s superb motorway and rail connections mean residents are only 15 minutes from Liverpool City Centre and 30 minutes from Manchester.

The borough’s most recognisable physical asset is Knowsley Safari Park, while historic Knowsley Hall is home to the Earl and Countess of Derby. Knowsley has a proud industrial and manufacturing heritage and is a well-established home for internationally successful business and big brand names, such as Jaguar Land Rover, Glen Dimplex, Matalan and QVC. Knowsley is at the geographical core of the Liverpool City Region, with its growing economy worth £20bn delivering a wide range of opportunities on Knowsley’s doorstep.

Population and households

Knowsley’s population of 146,407 is expected to rise by 6% by 2028. In addition, the number of people per household in Knowsley is expected to reduce by approximately 0.05 people per household every five years up to 2037. Smaller household sizes leads to a need for a greater number of households. Given this expected growth in both population and households, it is essential that the supply and demand for housing is addressed.

One of the ongoing challenges for Knowsley (and nationally) is meeting the needs of an ageing population. There is projected to be a significant increase in the number of people aged over 65 in the borough up to 2037, significantly this includes an increase of nearly 2,000 residents aged over 90 years old, which equates to a 350% increase in people of this age.

With the successful delivery of 8,100 new homes, the population of

146,407 is likely to increase by 6% by 2028.

The proportion of residents aged 65+ is projected to increase from 17% in 2014 to 23% in 2033.

This is in line with change across England.
Local economy

Knowsley is a great place to do business. There are approximately 3,700 businesses employing 62,400 people, many in key growth sectors such as Freight and Logistics, Advanced Manufacturing and Financial and Professional Services. Knowsley has seen the biggest increase in private sector jobs in the Liverpool City Region with a 16.5% growth between 2009-14. Output growth in Knowsley has kept pace with the national average at 5.6% and as part of the wider Liverpool City Region Gross Value Added (GVA) a general wealth index has grown faster than the national rate over the last decade.

The borough’s new Economic Growth Plan 2016-21 sets out how we will maximise the conditions for growth, accelerate the pace of growth whilst highlighting why Knowsley is a great place to do business and in particular capitalising on Knowsley’s location and connectivity. Housing is a fundamental part of this economic offer.

The economic agenda is driven by the Knowsley Place Board; a partnership between the public and private sectors working together, collaborating and sharing resources to ensure that Knowsley realises its growth ambition. Working together to deliver the key message that Knowsley is a great place to invest, live and visit.

The current housing offer

The development of this strategy has involved consultation on a broad range of housing issues, including a thorough review of evidence through the recent Joint Strategic Needs Assessment as well as examining housing need and demand, housing land supply and development viability. This strategy is closely linked to the Knowsley Local Plan. This has resulted in a comprehensive understanding of Knowsley’s current housing offer, the projected housing needs of the borough and the development of affordable housing, executive housing, the private rented sector and older and vulnerable people’s housing.

The construction of 1000 new homes could create 2,400 jobs (in construction or supply chain roles)

Knowsley is home to 3,700 businesses

99.2% of which are small to medium.

The borough has 61,323 households
Housing in Knowsley

Knowsley currently has 61,323 households. The majority of Knowsley residents live in the suburban settlements of Huyton, Kirkby, Prescot, Whiston and Halewood. These urban centres are complemented by the rural villages of Knowsley, Cronton and Tarbock.

The Knowsley Local Plan sets the target for new housing development in the borough, with an aim to build 8,100 new homes by 2028; with a target of completing 450 new homes each year (1,500 have been delivered since 2010).

Average house prices

Knowsley has experienced a steady increase in average house prices in recent years and at the beginning of 2016 they now stand at £107,000 (this is in comparison to the national figure of £192,000).

A Land Registry report published in February 2016 showed that Knowsley has some of the fastest growing house prices in England and Wales with prices up 8.8% over the last twelve months.

Housing stock

Knowsley has a high proportion of homes in the lowest Council Tax bands compared to the national average, and a small number of properties in higher council tax bands. However, the position varies significantly within Knowsley, with some parts of the borough having over 90% of properties in band A and band B, while other areas have less than 60%.
A balanced housing market

In comparison to national averages, Knowsley’s housing market is ‘unbalanced’ as it is skewed towards three bedroom dwellings. The borough also has a smaller proportion of detached houses and apartments than the North West average. Knowsley’s housing market contains a higher proportion of social rented properties than the national average, and a correspondingly smaller proportion of owner occupied properties. The private rented sector has grown in recent years, but still lags behind the North West average for this sector.

A more “balanced” housing market in Knowsley would include a greater proportion of four plus bedroom detached houses, occupying the higher council tax bands. More apartments and smaller homes would help match the North West average and meet the needs of households seeking to downsize. In addition, the borough’s housing market needs to increase the number of homeowners, as well as a stronger private rented sector.

![Pie charts and percentages showing ownership and housing types in Knowsley.]

<table>
<thead>
<tr>
<th>Housing Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owner occupier</td>
<td>62%</td>
</tr>
<tr>
<td>Social rented</td>
<td>27%</td>
</tr>
<tr>
<td>Semi Detached House</td>
<td>41.4%</td>
</tr>
<tr>
<td>Terraced House</td>
<td>35.2%</td>
</tr>
<tr>
<td>Detached Homes</td>
<td>13%</td>
</tr>
<tr>
<td>Flat/Apartment</td>
<td>10.4%</td>
</tr>
</tbody>
</table>
In order to achieve a more ‘balanced’ housing market the Housing Strategy will need to deliver the following:

**Tenure**

<table>
<thead>
<tr>
<th>Tenure</th>
<th>Knowsley (homes)</th>
<th>Knowsley %</th>
<th>North West (%)</th>
<th>England %</th>
<th>Knowsley Position in comparison</th>
</tr>
</thead>
<tbody>
<tr>
<td>All categories: Tenure</td>
<td>61,323</td>
<td>100</td>
<td>100</td>
<td>100</td>
<td></td>
</tr>
<tr>
<td>Owned: Owned outright</td>
<td>16,032</td>
<td>26</td>
<td>31</td>
<td>31</td>
<td>↓ LOWER</td>
</tr>
<tr>
<td>Owned: Owned with a mortgage or loan or shared ownership</td>
<td>22,178</td>
<td>36</td>
<td>34</td>
<td>34</td>
<td>↑ HIGHER</td>
</tr>
<tr>
<td>Rented: Social rented</td>
<td>16,333</td>
<td>27</td>
<td>18</td>
<td>18</td>
<td>↑ HIGHER</td>
</tr>
<tr>
<td>Rented: Private rented or living rent free</td>
<td>6,780</td>
<td>11</td>
<td>17</td>
<td>18</td>
<td>↓ LOWER</td>
</tr>
</tbody>
</table>

To meet the North West average across all tenures Knowsley would need to have:
- 65% owned homes, which would require a 3% increase or 1,839 homes
- 17% private rented sector homes, which would require a 6% increase or 3,679 homes

If the additional 8,100 new homes were to represent the North West average, Knowsley would need:
- 65% to be market housing
- 18% to be affordable housing
- 17% to be private rented sector housing

For the period of this strategy (2016-2021) Knowsley would need:
- 1,462 market homes
- 405 affordable homes
- 382 private rented sector homes (159 private rented sector homes will be delivered through the three pilot schemes with Countryside)
To meet the North West average across 8,100 new homes, Knowsley would need to deliver:

- 10% 1 bedroom homes, which would require a 3% increase - 2,101 homes
- 28% 2 bedroom homes, which would require a 7% increase - 4,293 homes
- 4% 5 bedroom + homes, which would require a 2% increase - 1,226 homes

If the additional 8100 new homes were to represent the North West average, we would need:

- 10% to be 1 bed homes – 810 homes
- 28% to be 2 bed homes – 2,268 homes
- 4% to be 5 bed + homes – 324 homes

For the period of this strategy Knowsley would need:

- 224 x 1 bed homes
- 630 x 2 bed homes
- 90 x 5 bed homes
Successes

As we set out the priorities for the next five years through the delivery of the borough’s new housing strategy, it is important to acknowledge the successes through the delivery of our last housing strategy (2011 – 2015) which has provided a great foundation upon which to build. The previous housing strategy had the following priorities:

- Achieving the right quantity and quality of housing
- Continuing to raise the quality of existing housing stock, services and neighbourhoods; and
- Connecting people to the improved housing offer

Notable successes include:

- The quality of Knowsley’s housing stock has significantly improved. In 2015, Knowsley had a lower proportion of non-Decent Homes (18%) compared to the regional (26%) and national (24%) figures
- The Affordable Homes Programme saw local Registered Providers deliver 679 affordable homes levering in over £60m worth of investment including the delivery of significant Extra Care schemes, Bluebell Park, a 121 unit scheme in Huyton, and Derby Court, a 40 unit scheme in Halewood. A further Extra Care scheme which will deliver an additional 70 units is currently in development at the Watch Factory site in Prescot
- In 2014/15, 616 new homes were completed in Knowsley (gross), exceeding the target of 450 homes per year for the first time in eight years. A number of the major housebuilders are currently developing in the borough including Redrow, Taylor Wimpey, Barratt Homes, Morris Homes, Bellway, Gleeson, Keepmoat and Countryside, among others
- There has been an overall reduction in the number of empty homes between 2011 and 2015 and a reduction by 30% of homes empty for five years or more. The Council’s strategy was so successful that targets were achieved by the second year of the strategy

**Recent Success: Housing Strategy 2011-15**

- Affordable Homes Programme worth over £100m
- 12,377 properties visited through the Healthy Homes programme
- 616 new homes completed in 2014/15
- 440 properties empty for over two years brought back into use
- 700,000 tonnes of CO2 saved through energy saving programmes
• Establishment of the Landlord Accreditation Programme which now has 130 different landlords participating, covering 267 properties

• Delivery of the Community Energy Saving Programme (CESP) and Energy Company Obligation (ECO) enabled over 4,500 properties in Kirkby and Stockbridge Village to benefit from energy efficiency measures including external wall insulation. Overall this levered in over £35m of inward investment into the borough and resulted in a saving of over 700,000 tonnes of CO₂

• Since 2011, over 300 vulnerable residents have been assisted to deal with the colder months, by providing them with boiler and heating installations and repairs, and in some instances first time central heating installations.

Knowsley Local Plan

The Knowsley Local Plan provides the statutory policy framework to guide development in the borough. The Plan sets the ambitious housing delivery target for Knowsley between 2010 and 2028, of 8,100 new homes. It also sets policies relating to affordable housing, housing design, specialist and supported housing, and accommodation for gypsies and travellers.

The Plan allocates former Green Belt sites as “Sustainable Urban Extensions” for residential development. This represents a significant opportunity for the delivery of over 3,200 new homes in a number of locations across the borough.

Housing Land Disposal Programme

A new approach to developing Council land for housing development has been established which aims to identify housing development partners who will deliver new homes in the borough based upon a set of pre-agreed outcomes and within agreed timescales. The first phase of this programme will deliver in the region of 589 new homes across five sites in different locations throughout the borough. Further phases of the programme could see up to a further 1,000 homes delivered by 2028. Affordable Homes Programme worth over £100m.
Housing pipeline

The Council has recognised the need to be prepared for a new era of competitive funding and established a £1.1m budget to develop a Strategic Regeneration Framework to drive forward a Knowsley Growth Plan. This plan will be accompanied by a pipeline of “shovel ready” housing, transport and economic development projects developed in order to bid for forthcoming external funding opportunities. In preparing the pipeline the Council’s own priorities and the borough’s housing targets have been applied. The housing pipeline provides significant development opportunities that will have a positive impact on the delivery of the ambitious housing numbers in the Knowsley Local Plan.

The housing pipeline was developed from the underpinning baseline data held in the “Strategic Housing Land Availability Assessment” (SHLAA) which was compiled as evidence to support the development of the Knowsley Local Plan. This set out the land identified as being available for residential development from April 2013 which will be reviewed again in 2016/17 when the Council undertakes a further ‘call for sites’ and the pipeline will be updated accordingly.

The pipeline consists of 108 sites with the potential to deliver the 8,100 units across the borough. This is a snapshot in time as the pipeline is constantly evolving, for example, during 2016 the baseline data will be updated and reviewed once again due to the call for new sites. An assessment model was developed to assist in classifying identified sites. The categorisation of sites for development has informed the estimated number of units in each category, the impact and the level of intervention that will be required in order for development sites to progress to delivery. The categories are as follows:

- Low Impact – Requires Nurturing
- Under construction – Quick Wins
- High Impact – Require Intervention

The pipeline is further categorised to those sites which are of such a scale that they will have an economic benefit to the Liverpool City Region. The development of the pipeline has put the borough in a good position to take advantage of Government funding to bring forward housing development and the impact will be monitored through the lifetime of this strategy and beyond up to 2028.
A RAPIDLY CHANGING POLICY ENVIRONMENT

National policy

Housing remains a priority at the national level and the current Government has a very clear policy to bring about increase in home ownership and an increasing role for the private rented sector. In the national strategy, “Laying the Foundations: A Housing Strategy for England (2011)” the Government recognised that good quality housing is the foundation for individuals to live the life they want to live, and that finding the right home in the right place provide a platform for people seeking to support their families and find work. However, the strategy also acknowledged that the national shortage of housing is resulting in individuals living in overcrowded conditions or forced into the private sector which doesn’t meet their needs.

The Government has since introduced a range of initiatives including ‘Help to Buy’, the Builders Finance Fund, Housing Zones and the Local Growth Fund, all of which contribute to the promotion of housing growth. During the lifetime of the current parliament up to 2020 the Government has set a target of 200,000 new starts for its flagship Starter Homes Programme. The Government is also encouraging Councils and developers to work with local communities to plan and build better places to live for everyone. This includes building affordable housing, improving the quality of rented housing, helping more people to buy a home, and providing housing support for vulnerable people.

Neighbourhood Regeneration

Right to Buy

The Right to Buy scheme was originally introduced in the 1980’s and allowed local authority tenants to buy their properties at a discount. The Government announced in the summer of 2015 to extend the scheme to Housing Association (HA’s) tenants and it is widely expected to adversely affect their long-term rental income.

Although the impact of the introduction of Right to Buy into the HA sector is not fully known at this stage they fund investment in developing new homes through a blend of rental income, market funding and government grants. HA’s borrow on the strength of their balance sheets which is dependent largely on the value of the housing stock. Right to Buy impacts directly on the current balance sheet but also on assessments of future values as stock potentially reduces.

This has had the effect of slowing down HA investment in new build properties as they understand the long term implications of Right to Buy. There is a concern that unless there is a guarantee of funding for one for one replacement there will be a significant increase in residents waiting for suitable properties and the length of time individual tenants have to wait. Even if one for one replacement is achieved there will be a lag in replacement
of housing stock. There is no guarantee that new stock will be in the same area as original stock as this will be impacted on by external factors including availability of funding and suitable building land.

As the Right to Buy scheme is introduced it will be imperative to monitor the impact of how many tenants take up the opportunity and that any replacement properties are replaced within the borough, particularly where need exists to ensure statutory obligations can still be met.

**Housing Association Disinvestment**

As well as the extension to the Right to Buy scheme HA budgets were further affected by announcements in the summer budget which combined the requirement for all social housing rents to be reduced by 1% for four years from April 2016, with further welfare reform measures including a reduction in the benefit cap to £20,000.

While a number of HA’s have made the decision to protect budgets that will deliver investment in new homes development there are reductions in other areas that will have an impact. Some examples include, reducing repairs and maintenance of properties to just meet tenancy agreement levels and therefore potentially impact on the improvements to the existing stock seen in Knowsley during the period of the previous strategy. Reducing the amount of empty properties and letting them to tenants based on affordability checks to reduce tenancy turnover and potentially excluding the most vulnerable residents.

All of these issues will need to be monitored to understand the impact on the local housing market and local residents as well as the effect across the wider Liverpool City Region as we move towards an LCR Housing Strategy.
Local policy

This housing strategy is one of the key components of Knowsley’s broader Economic Growth Plan and is intrinsically linked to ongoing work both at local and City Region level. The diagram (opposite) highlights the strategic fit with wider plans and strategies.
KNOWSLEY’S PRIORITIES FOR HOUSING (2016–2021)

Based on evidence highlighted in the development of this strategy, activity going forward will focus on the following eight priorities:

1. Urban residential development

Urban residential development refers to the development of new homes within existing communities. It will focus on areas where there is vacant or underused “brownfield” land, or where interventions will address poor quality housing stock, or issues of low housing demand. We want to ensure that more homes (of different ranges and sizes) are developed in urban areas and are delivered on Council owned land and privately owned sites. Development will be informed by the Housing Pipeline, and to improve the rate of urban residential development:

- Support will be given to landowners and developers seeking to deliver or contribute to urban residential development including support with funding bids where appropriate; and
- Priority will be given to development which seeks to maximise local economic benefits, including the generation of employment opportunities for local people.

The initial focus for this type of development will be:

- North Huyton Revive Regeneration area
- Prescot Park (formerly known as the Prysmian site)
- Tower Hill, Kirkby
- Larch Road, Huyton
- Summerhill Park (formerly known as Thingwall Hall), Huyton
- Roughwood Drive, Kirkby
- Rockford Avenue Kirkby
- Western Avenue, Huyton
- Scotchbarn Lane, Prescot
- Waterpark Drive, Stockbridge Village
- Whiston Lane, Huyton
- Pool Hey, Stockbridge Village
- Hollow Court, Stockbridge Village
- York Road, Huyton
- Astley Road, Huyton

2. Sustainable urban extensions

Sustainable Urban Extensions (SUEs) are former Green Belt sites (identified in the Knowsley Local Plan) that present significant development opportunities in key locations throughout the borough. Their development will make a major contribution to transforming the borough’s
residential offer and rebalancing the Knowsley housing market. The SUEs identified for residential development include land:

- At Bank Lane, Kirkby; (193 homes)
- At Knowsley Lane, Huyton; (c. 94 homes)
- Bounded by A58 at Carr Lane, Prescot; (c. 133 homes)
- At Edenhurst Avenue, Huyton; (c. 86 homes)
- South of Whiston; and (c. 1532 homes)
- East of Halewood. (c. 1124 homes)

The development of the three largest SUEs will be guided by Spatial Development Frameworks and comprehensive masterplans which will be developed by the various landowners and agreed by the Council. These sites include land:

- South of Whiston (and Land south of the M62)
- At Knowsley Lane, Huyton; and
- East of Halewood

The development of the SUEs will deliver:

- High quality new residential development, including executive homes;
- New affordable homes through developer contributions; and
- Supporting infrastructure and community facilities which maximise positive impacts on the local area.

3. Self and custom build housing

Building your own home can be a more affordable route to home ownership and an opportunity to own a bespoke and sustainably designed, high quality home. It can offer opportunities for smaller builders and contractors to create local jobs, social value and contribute to the local economy. The Government is keen to encourage self and custom build housing and has incentives to encourage this. While demand for this type of development is not currently very high in Knowsley, in order to improve the rates for this type of development the Council will:

- Set up and maintain a register for self and custom build, and will assess the suitability of plots for development (including those owned by the Council);
- Provide support and advice to individuals and small builders on the self and custom build processes and the availability of funding and mortgages; and
- Ensure registered demands are matched with potential sites and plots.

4. Supported housing

Caring for and housing our older and vulnerable residents has positive implications on adult social care services and health services. Housing solutions for older and vulnerable people will include a range of different models, such as: opportunities to downsize, support and adaptations to allow people to remain in their existing homes, alongside
a range of different supported housing products, including extra care accommodation. The Council will outline its priorities for the provision of extra care accommodation in an Extra Care Sufficiency Strategy. This will include the following principles:

- Residents will be supported to remain living independently in their own homes;
- The delivery of new extra care accommodation will be supported within each of Knowsley’s communities, within different tenures including affordable rent, shared ownership and owner-occupied and which has the function of providing respite accommodation;
- Developers will be supported in identifying potential sites for extra care accommodation and accessing appropriate funding opportunities;
- The development of well designed, flexible supported homes will be encouraged, to ensure that the requirements of future generations can be met; and
- A register of adapted accommodation will be maintained.

5. New build affordable housing

There is an established need for new affordable housing in Knowsley. Affordable housing as defined through national planning policy includes social rented, affordable rented and intermediate (shared ownership) homes. Several routes to the delivery of affordable homes will be supported including:

- The development activity of Registered Providers including New Build programmes; replacement of Right to Buy homes and renewal of existing homes;
- Participation in Government programmes (including the HCA Affordable Homes Programme or replacement). The current 2015-18 Affordable Homes Programme has the potential to deliver a further 400 homes which would see a further £40m invested in the borough;
- Developer contributions secured through the planning process will also be used to deliver new affordable homes. A new affordable housing policy for sites delivering over 15 units requires 10% affordable homes in urban areas and 25% on the Sustainable Urban Extensions subject to negotiation on viability; and
- Intermediate homes will be prioritised, recognising their role in helping households achieve home ownership.

6. Purpose built private rented sector housing

The Private Rented Sector plays an important role in delivering flexible living options for a mobile workforce. Purpose Built Private Rented Sector housing delivered in perpetuity by a professional landlord represents an alternative model of delivery of homes in this tenure, being substantially different from the non-professional or “accidental” landlord model. As part of phase 1 of the Housing Land Disposal Programme, Countryside Properties have been given permission to build 159 units
across 3 sites in Halewood, Prescot and Kirkby. Support will be given to such schemes where developers are able to demonstrate:

- Adequate scheme management provisions;
- Affordability checks for new residents; and
- Mixed as part of a wider market housing development.

Given that this is a new model of Private Rented Sector housing in Knowsley, the success of the pilots of this type of housing will be carefully monitored.

7. Housing and health

Housing and health are intrinsically linked. Nationally, hazards in the home are implicated in up to 50,000 deaths a year and 500,000 injuries and illnesses requiring medical attention. In addition, issues relating to fuel poverty can contribute to excess winter deaths and can exacerbate existing health problems. Positively, surveys of overall housing stock show that the proportion of homes in Knowsley containing a category 1 hazard (9%) is significantly less than both the North West (17%) and England overall (15%). This is a trend which is also seen in the private sector as the proportion of Knowsley's private sector housing stock containing a category 1 hazard (11%) is significantly lower than the North West (19%) and England overall (17%).

To build on past excellent delivery, support will continue to be provided to:

- Programmes aimed at delivering housing quality improvements particularly where they address hazards, deliver improvements in the private rented sector, and bring wider health benefits;
- Returning long term empty properties back into use including the potential use of enforcement action through the Empty Homes Strategy;
- Promotion of good practice amongst private landlords and letting agents operating in Knowsley through the operations of the Landlord Accreditation Scheme; and
- Continuing to pursue the recovery of Housing Assistance funding in order to maximise the potential to recycle this funding in order to support those residents most in need.

8. Access to housing

Advice and support services are critical to ensuring that existing and future Knowsley residents can access the right housing solutions that best meet their individual circumstances. This includes access to affordable housing solutions, whether this is social rented or shared ownership accommodation as well as access to services for those at risk of becoming homeless. Provision of housing advice and support in Knowsley will:
• Enable households to make positive housing choices and access housing which meets their needs;
• Support access to home ownership for eligible households;
• Seek to reduce the number of households becoming homeless or at risk of becoming homeless;
• Seek to remove barriers caused by digital exclusion; and
• Seek to support resident independence.

Appendix A provides a visual representation of how the activity undertaken through the eight priority areas contributes to the achievement of the Housing Strategy’s strategic objectives and addresses some of the key challenge areas.

Appendix B sets out the key challenges and opportunities for each of the eight priority areas, and identifies which partners the Council will need to work with to deliver on the priorities.
HOW WILL WE KNOW IF THE STRATEGY HAS BEEN SUCCESSFUL?

What will success look like?

It is anticipated that the successful implementation of our new strategy will deliver by 2021:

• More homes delivered in a range of types and sizes in urban areas, on the Sustainable Urban Extensions, on previously developed land and on Council owned land;
• A well established and utilised self and customer build register supporting the delivery of new self and customer build homes;
• More people will be able to stay in their own homes for longer, and for those that want it, there will be sufficient extra care accommodation in each part of the borough;
• There will be overall housing stock improvements, including a reduction in the number of hazards and fewer long term empty homes;
• The private rented sector in Knowsley will have matured, with new purpose built private rented sector homes being professionally managed;
• Knowsley’s housing offer will more closely resemble the North West and national average, with a greater proportion of properties in higher Council tax bands, including larger, detached homes; and
• Housing advice services will meet the needs of users, supporting residents to make positive housing choices.

Monitoring and evaluation

The successful delivery of this strategy will be dependent upon the actions and cooperation of a range of partners, including; house builders, developers, small and medium-sized construction companies and Registered Providers. A series of action plans will be developed to underpin each of the priority themes each with key performance indicators and targets so that we can be clear which actions are having positive impacts and crucially which are not. In line with Council’s wider performance management framework, the success of the strategy will be based on our ability to answer the following questions:

• What did we say we would do? (including delivering our priorities, achieving targets and meeting standards)
• Did we deliver what we said we would?
• How well did we do it?
• Was anyone better off as a result?

Key performance indicators will be reported on an annual basis and will set the agenda for rebalancing the Knowsley housing market, and the improvement of access to housing for residents.

Appendix C sets out the performance indicators that the Council intends to use to monitor the success of the Housing Strategy.
### Appendix A: Priorities, strategic objectives and strategic themes

<table>
<thead>
<tr>
<th>Priorities</th>
<th>Strategic Objectives</th>
<th>Strategic Themes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Increase the number of homes</td>
<td>Improve the quality of homes</td>
</tr>
<tr>
<td>1. Urban Residential Development</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>2. Sustainable Urban Extensions</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>3. Self and Custom Build Housing</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>4. Supported housing</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>5. New build affordable housing</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>6. Purpose built private rented sector housing</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>7. Housing and health</td>
<td>●</td>
<td>●</td>
</tr>
<tr>
<td>8. Access to housing</td>
<td>●</td>
<td>●</td>
</tr>
</tbody>
</table>
### Appendix B: Challenges, opportunities and delivery partners

<table>
<thead>
<tr>
<th>Priorities</th>
<th>Challenges for delivery</th>
<th>Opportunities for delivery</th>
<th>Delivery partners</th>
</tr>
</thead>
</table>
| 1. Urban Residential Development | • Viability of new residential development in parts of Knowsley, including as a result of local housing market and the need for land remediation works  
• Limited availability of external funding to support regeneration schemes  
• Potential limitations on the development activities of Registered Providers | • Delivery of the Council’s Housing Land Disposal Programme  
• Support for market developers and Registered Providers  
• Identifying sites that would most benefit from public sector intervention  
• Matching sites with developers or funding mechanisms | • Market housebuilders and landowners  
• Registered Providers  
• Homes and Communities Agency  
• Council teams including:  
  - Strategic Regeneration  
  - Planning  
  - Property and Development  
  - Strategic Housing |
| 2. Sustainable Urban Extensions | • Ensuring delivery of high quality development which rebalances the housing market and delivers wider benefits to the local area  
• Delivering comprehensive development on the largest sites supported by appropriate infrastructure | • Implementation of Local Plan policies through the planning application process  
• Production of Supplementary Planning Documents containing Spatial Development Frameworks  
• Joint working between the Council, landowners and other stakeholders on masterplans and future site delivery | • Market house builders and landowners  
• Statutory agencies, infrastructure providers and stakeholders  
• Council teams including:  
  - Planning service  
  - Strategic Regeneration  
  - Property and Development |
| 3. Self and Custom Build Housing | • Establishing the local and sub-regional demand for self and custom build homes  
• Identifying sufficient appropriate plots to meet demand | • Maintenance a register of people interested in self and custom build  
• Maintenance of a register of available sites and plots of land which may be suitable for self and custom build housing, including a review of the Council’s land holdings  
• Learning from the experience of vanguard authorities | • Individuals and small builders  
• Market housebuilders and landowners  
• Homes and Communities Agency  
• Council teams including:  
  - Strategic Housing  
  - Property and Development |
<table>
<thead>
<tr>
<th>Priorities</th>
<th>Challenges for delivery</th>
<th>Opportunities for delivery</th>
<th>Delivery partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>4. Supported housing</td>
<td>• Increasing demand for accommodation from the ageing population</td>
<td>• Developing a Market Position Statement for Adult Social Care</td>
<td>• Specialist Extra Care developers and Registered Providers</td>
</tr>
<tr>
<td></td>
<td>• Changing the nature of provision of supported accommodation</td>
<td>• Developing an Extra Care Sufficiency Strategy</td>
<td>• Representatives of residents and users groups</td>
</tr>
<tr>
<td></td>
<td>• Funding availability to support housing developments and adult social care packages</td>
<td>• Developing a register of adapted properties</td>
<td>• Health and Social Care partners</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Support for market developers and Registered Providers</td>
<td>• Homes and Communities Agency</td>
</tr>
<tr>
<td>5. New build affordable housing</td>
<td>• Issues for Registered Provider business models including reduction in social rent revenues and the extended Right to Buy</td>
<td>• Identification of opportunity sites for development of new affordable homes</td>
<td>• Council teams including:</td>
</tr>
<tr>
<td></td>
<td>• Funding availability to support new affordable homes</td>
<td>• Maximise contributions to delivery from external funding sources, including the Affordable Homes Programme</td>
<td>- Strategic Housing</td>
</tr>
<tr>
<td></td>
<td>• The ability of developers to challenge the requirement to provide developer contributions through the planning process</td>
<td>• Securing developer contributions within the planning process</td>
<td>- Adult Social Care commissioning</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- Planning</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- Property and Development</td>
</tr>
<tr>
<td>6. Purpose built private rented sector housing</td>
<td>• Matching demand and supply for private rented sector homes</td>
<td>• Identification of opportunity sites and potential funding opportunities for new purpose built private rented sector homes, including consideration of public sector land</td>
<td>• Market housing developers and landowners</td>
</tr>
<tr>
<td></td>
<td>• Ensuring that the private rented sector market remains buoyant and does not become overcrowded</td>
<td>• Joint working with market housing developers</td>
<td>• Council teams including:</td>
</tr>
<tr>
<td></td>
<td>• Delivering checks to ensure those in new accommodation can afford rents and that schemes are managed well</td>
<td></td>
<td>- Strategic Housing</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- Planning</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>- Property and Development</td>
</tr>
<tr>
<td>Priorities</td>
<td>Challenges for delivery</td>
<td>Opportunities for delivery</td>
<td>Delivery partners</td>
</tr>
<tr>
<td>---------------------</td>
<td>------------------------------------------------------------------------------------------</td>
<td>---------------------------------------------------------------------------------------------</td>
<td>-----------------------------------------------------------------------------------</td>
</tr>
</tbody>
</table>
| 7. Housing and health | • Securing engagement from private sector landlords  
|                     |   • Lack of resources to deliver improvement programmes                                    | • Environmental health and planning enforcement activities  
|                     |                                                                                         |   • Programme management  
|                     |                                                                                         |   • Landlord accreditation scheme  
|                     |                                                                                         |   • Empty homes programme  
|                     |                                                                                         |   • Investigate the establishment of a local lettings agency.  
|                     |                                                                                         |                                                                                     | • Registered Providers  
|                     |                                                                                         |                                                                                     | • Private Landlords and the Landlord Forum  
|                     |                                                                                         |                                                                                     | • Council teams including:  
|                     |                                                                                         |                                                                                     |   - Planning  
|                     |                                                                                         |                                                                                     |   - Environmental Health  
|                     |                                                                                         |                                                                                     |   - Strategic Housing  
| 8. Access to housing | • High level of dependency on advice services from residents                              | • Implementation of the Homelessness Strategy  
|                     |                                                                                         |   • Use of the Housing Options Service  
|                     |                                                                                         |   • Use of the Choice Based Lettings system  
|                     |                                                                                         |   • Use of the Local Authority Mortgage scheme  
|                     |                                                                                         |                                                                                     | • Registered Providers  
|                     |                                                                                         |                                                                                     | • Market housing developers and landowners  
|                     |                                                                                         |                                                                                     | • Other agencies including Citizens Advice Bureau  
|                     |                                                                                         |                                                                                     | • Council teams including:  
|                     |                                                                                         |                                                                                     |   - Strategic Housing (including commissioned services such as Choice Based Lettings and Housing Options Service)  
|
## Appendix C: Housing strategy performance indicators

<table>
<thead>
<tr>
<th>Performance indicator(s)</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross completions of new build dwellings by house type and number of bedrooms</td>
<td>450 homes per annum (Local Plan target)</td>
</tr>
<tr>
<td>Gross completions of new build dwellings by house type and number of bedrooms in Urban Regeneration Areas</td>
<td>1,000 units</td>
</tr>
<tr>
<td>% of housing development on previously developed land</td>
<td>55% brownfield</td>
</tr>
<tr>
<td>Number of new homes facilitated through the disposal of surplus Council land and buildings</td>
<td>Housing Land Disposal Programme – Phase 1: 589 units; Phase 2: 835 units</td>
</tr>
<tr>
<td>Gross completions of new build dwellings by house type and number of bedrooms on Sustainable Urban Extensions</td>
<td>833 up to 2021</td>
</tr>
<tr>
<td>Proportion of properties in each Council Tax band</td>
<td>To be monitored</td>
</tr>
<tr>
<td>Number of parties registered on the self and custom build register; number of sites available on the self and custom build register</td>
<td>Register established; participation to be monitored</td>
</tr>
<tr>
<td>Gross completions of self and custom build homes</td>
<td>Up to 25 units</td>
</tr>
<tr>
<td>The number of all extra care units</td>
<td>230 units</td>
</tr>
<tr>
<td>Additional affordable homes delivered (gross) Gross number of affordable homes delivered through market housing schemes; on site / in kind; financial contribution</td>
<td>405 units</td>
</tr>
<tr>
<td>Choice based letting demands in Knowsley (Property Pool Plus)</td>
<td>5% reduction</td>
</tr>
<tr>
<td>Tenure of existing housing stock</td>
<td>4% increase in owner occupation; 5% increase in Private Rented Sector</td>
</tr>
<tr>
<td>Decent homes – stock condition</td>
<td>1% improvement</td>
</tr>
<tr>
<td>Number of properties accredited through the Landlord Accreditation Scheme</td>
<td>10% of all private landlords to be accredited</td>
</tr>
<tr>
<td>Number of empty homes in the borough brought back into use (by the Council or partners)</td>
<td>140 homes</td>
</tr>
<tr>
<td>Persons registered as statutory homeless</td>
<td>10% decrease in number of homeless households</td>
</tr>
</tbody>
</table>
Appendix D: Glossary

Affordable Housing
Social rented, affordable rented and intermediate housing, provided to eligible households whose needs are not met by the market. Eligibility is determined with regard to local incomes and local house prices. Affordable housing should include provisions to remain at an affordable price for future eligible households or for the subsidy to be recycled for alternative affordable housing provision.

Affordable rented housing
Housing let by local authorities or private registered providers of social housing to households who are eligible for social rented housing. Affordable Rent is subject to rent controls that require a rent of no more than 80% of the local market rent (including service charges, where applicable).

Brownfield Land/Previously Developed Land (PDL)
Land which is or was occupied by a permanent structure, including the curtilage of the developed land (although it should not be assumed that the whole of the curtilage should be developed) and any associated fixed surface infrastructure. This excludes: land that is or has been occupied by agricultural or forestry buildings; land that has been developed for minerals extraction or waste disposal by landfill purposes where provision for restoration has been made through development control procedures; land in built-up areas such as private residential gardens, parks, recreation grounds and allotments; and land that was previously-developed but where the remains of the permanent structure or fixed surface structure have blended into the landscape in the process of time.

Communities and Local Government (DCLG or CLG)
Is a Governmental department which sets policy on local government, housing, urban regeneration, planning and fire and rescue. DCLG have responsibility for all race equality and community cohesion related issues in England and for building regulations, fire safety and some housing issues in England and Wales.

Executive Homes
Executive housing is most commonly used as a marketing term for moderately large and well-appointed homes, suitable for “executives”. Executive homes will typically have high household incomes, with one or more members of the household occupying senior or managerial positions. Such homes will usually occupy higher Council Tax bands (i.e. band E or higher).

Extra Care Accommodation
Housing which offers self-contained accommodation together with communal facilities and where care and support services are provided from a team based on site.
Health and Wellbeing Board
Is a statutory forum in which leaders from the health and care sectors in Knowsley work together to improve the health and wellbeing of the population to reduce health inequalities.

Help to Buy
Is a Government scheme offering mortgage guarantees or equity loans for people who want to buy a home.

Homes and Communities Agency (HCA)
A national housing and regeneration agency, the HCA has enabling and investment roles, including the provision of funding for affordable housing, bringing land back into productive use and enabling local authorities to achieve housing and regeneration ambitions for their own areas.

Intermediate housing
Homes for sale and rent provided at a cost above social rent, but below market levels subject to the criteria in the Affordable Housing definition above. These can include shared equity (shared ownership and equity loans), other low cost homes for sale and intermediate rent, but not affordable rented housing.

Homes that do not meet the above definition of affordable housing, may not, for planning purposes be considered as affordable housing.

Local Plan (LP)
This is the plan for the future development of the local area, drawn up by the local planning authority in consultation with the community. The Local Plan includes “Development Plan Documents” adopted under the Planning and Compulsory Purchase Act 2004.

Local Plan: Core Strategy
A document which forms the central part of the Knowsley Local Plan and sets out the long term spatial vision, objectives and strategic policies for the borough. The Local Plan Core Strategy has the formal status of a Development Plan Document, and will be joined by further Local Plan documents. Further information about the role and status of the Core Strategy is available in Chapter 1 ‘Introduction’.

Registered Provider
A term used to refer to any Registered Provider of Social Housing, also known as Registered Social Landlords (RSLs). The local authority, associations and charities are all examples of Registered Providers.

Social rented housing
Housing owned by local authorities and private registered providers (as defined in section 80 of the Housing and Regeneration Act 2008), for which guideline target rents are determined through the national rent regime. It may also be owned by other persons and
Specialist and Supported Accommodation

Accommodation designed or designated specifically to meet the needs of older and/or vulnerable people, as follows:

Older people are defined as people over retirement age, including the active, newly-retired through to the very frail elderly, whose housing needs can encompass accessible, adaptable general needs housing for those looking to downsize from family housing and the full range of retirement and specialised housing for those with support or care needs. Accommodation for older people includes all housing which is specially designed or designated for older people; for example, sheltered housing, extra care housing, registered care homes, retirement housing or clusters of bungalows solely let to older people.

Vulnerable people are defined as homeless families with support needs; offenders and people at risk of offending; people with alcohol problems; people with a drug problem; people with HIV or AIDS; people with learning disabilities; people with physical or sensory disabilities; people with mental health problems; refugees; rough sleepers; single homeless people with support needs; teenage parents; people at risk of domestic violence; young people at risk; and young people leaving care. This vulnerability covers a wide range and levels of need and not all vulnerable people need supported housing - for many, remaining in their own or their family home with support may be the best solution. Some people may require on-going support and care in permanent supported housing accommodation, whereas for others the need for support may be for a limited period requiring tailored services that may be only for a few months or perhaps up to two years in order to support residents into more independent living, a settled lifestyle, education, training and employment. Accommodation for vulnerable people includes all housing which is specially designed or designated to meet the particular requirements of these groups.

Strategic Housing Land Availability Assessment (SHLAA)

Is a systematic assessment of the availability of land which is developable and deliverable for new housing within an area. The assessment includes a ‘Call for Sites’ where the public can promote sites as being suitable for housing development and an appraisal of deliverability by a panel of developers and Registered Social Landlords active in the local market.

Strategic Housing Market Assessment (SHMA)

Is a study across an identified largely ‘self-contained’ housing market to assess how the market operates and is likely to operate in the future. A SHMA assesses past, current and future trends in housing type and tenure, household size, and housing need, and of the housing needs of specific groups with particular requirements. It is important to engage sub-regional partners and other key stakeholders involved in the local housing market when preparing a SHMA.