



BOLTON
HEY



Housing Strategy 2022 - 2027

BUILDING ON SUCCESS AND STRENGTHENING OUR OFFER



Knowsley Council



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FOREWORD

I am delighted to introduce Knowsley's Housing Strategy for 2022-27, which sets out our priorities for housing over the next five years. Over the past five years we have worked hard to increase the availability and choice of housing to meet the aspirations of both existing residents and those that are new to the borough, and we are delighted that many have chosen to take advantage of the wonderful offer across Knowsley.

Over the past five years we have seen an unprecedented number of new homes built right across the borough with over 4,000 new homes delivered, including 1,000 affordable homes, as we widened the choice of housing available. With a further 4,000 homes to be delivered before 2030 this new Housing Strategy sets out our priorities as we look to build on this success.

We have developed this new strategy informed by a comprehensive evidence base and undertaken extensive consultation with residents, housing providers, developers, and representative groups. The Housing Needs Assessment has ensured that we have a good understanding of future housing needs and aspirations of our current and future communities.

Of course as we publish this new Housing Strategy, we do so still in the midst of the COVID Pandemic and we are seeing the economic impacts of this on individual

households. Whilst great progress has been made over the past five years, we need to ensure that we provide for all our communities and that is why the Housing Strategy sets out five priorities and commitments for delivery over the next five years:

1. Locally distinctive, making places the best that they can be;
2. Maintaining delivery, promoting choice and affordability
3. Extending opportunities for local people
4. Improving the quality of our current homes to promote good health and wellbeing
5. Homes for all, promoting independent living

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 and we will focus on the needs of our communities across the borough.

We are committed to the priorities set out in this strategy and we will continue to work with our partners and residents to improve the quantity, quality and access to housing to ensure that Knowsley is the 'Borough of Choice'.

Councillor Tony Brennan, Cabinet Member for Regeneration and Economic Development



1. INTRODUCTION AND BACKGROUND

This Housing Strategy – Building on Success and Strengthening our Offer- has been developed in line with the Knowsley Better Together principles. We have developed our new Housing Strategy through updating our evidence base and engaging with residents and key stakeholders. A major piece of work as part of the development of the new Housing Strategy was undertaking a Housing Needs Assessment for the borough. This involved housing market analysis at a ward level and included a household survey being sent out to 36,000 homes across the borough. The household survey enabled us to understand the housing needs and aspirations of our residents and future generations. We have consulted extensively with a range of key partners and stakeholders to identify and understand the housing challenges and opportunities for the borough. With the review of the previous Housing Strategy, updating our evidence base and our stakeholder engagement the new Housing Strategy sets out our journey over the next five years. Knowsley's growth agenda continues to be a key cornerstone for the Housing Strategy, but at the same time the Housing Strategy seeks to ensure that our housing offer is strengthened and to meet Knowsley's local needs.



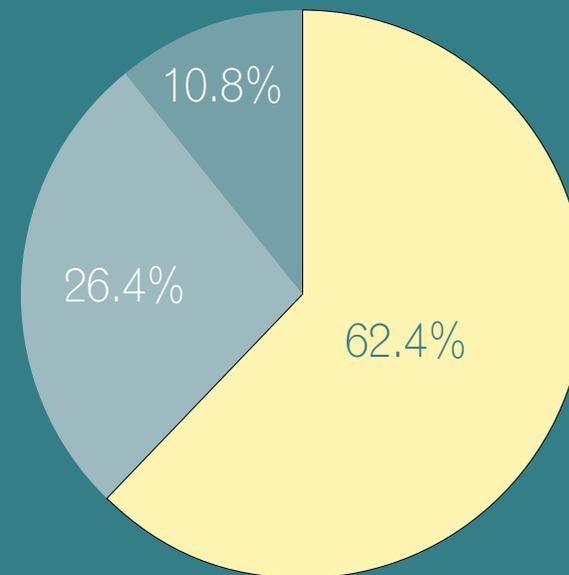
2. KNOWSLEY BOROUGH



Total No. of Households 2020

67,889

Detached House	10.2%
Semi Detached	34.8%
Terraced House	39.5%
Bungalow	3.9%
Flat	11.6%



Tenure

Owners occupiers 62.4%
Affordable housing 26.8%
Private rent 10.8%



Median House Price

£179,950



Median Household Income

£29,493



Increase in population
forecast 2020 to 2036

7.1%

34.3%

Increase in Population aged 65+

No. of new build homes
completed 2016/17 - 2020/21

4005



No. and % of empty homes

966

1.3%

No. of affordable homes
completed 2016/17 - 2020/21

934

No. of affordable homes
required each year

243

No. on housing
register at Sept 2021

2,680

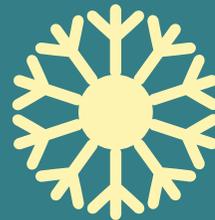


No. presenting
as homeless
2020/21

1,092



15.5% Households in fuel
poverty 2019



39%

Estimated %
homes which
are Energy
Performance
Certificate D
rated or lower

Estimated homes
rated non-decent 15.7%

1,022 Older people's
specialist accomodation
units required to 2036

3. BUILDING ON OUR SUCCESS AND STRENGTHENING OUR OFFER— OUR VISION, PRIORITIES AND CROSS CUTTING THEMES

When Knowsley Metropolitan Borough Council took a decision to increase the supply of new homes, we developed an ambitious growth agenda that would widen our housing offer, attract new people to live and work in Knowsley and firmly establish ourselves as a destination of choice within the Liverpool City Region. In the past 6 years 4,931 new homes have been built, outperforming on the commitments within our Local Plan and transforming our neighbourhoods. We are now home to 67,000 households and have secured further growth and investment by maximising private and government funding. We have ambitious growth plans that will see a further 4,000 new homes developed between 2020 and 2030.

Our priority is not just to create new homes but create high quality homes to meet the needs of existing residents and attract more economically active households. Developing and rebalancing our housing offer so that it underpins our economic growth plans will include the delivery of more affordable homes as well as higher value executive homes, apartments and smaller properties to meet the needs of households seeking to right size, which in the process creates an additional supply of larger homes to the market. We recognise that tenure choice is also important to people and so we want to further strengthen the quality of the private rented sector, whilst at the same time increase

the number of homeowners across the borough. Our plans are truly cross-tenure that will deliver choice and quality, regardless of income and age.

Building new homes is only one element of improving our housing offer. The homes that people are living in now, will make up about 95% of the housing in the borough by 2030 and so investing in existing homes is a priority for us. We want our towns and neighbourhoods to be 'locally distinctive', with plans for investment established through a local evidence base, where our focus is to make places, 'the best that they can be'. We will identify local challenges and deliver local solutions that ensure markets offer a choice of property, tenures and prices in places that promote wellbeing and add value to the quality of people's lives. We have plans to promote and diversify our town centres, carefully balance investment with new infrastructure growth and supporting services and meet ambitious decarbonisation targets.

The outcome of our Housing Strategy is to provide a better housing offer across Knowsley, but the focus is very much about people and our [evidence base](#) confirms that there are many groups that require specialist housing and support and we know we need to support the needs of people in mid and later life.

Our vision 'to deliver a housing offer that meets the needs of existing residents and attract economically active people to the Borough' continues to focus our thinking and investment and our Housing Strategy sets out our plans for the next 5 years. We recognise that challenges remain, the pressure of austerity is likely to continue as the UK faces a Covid Recovery period, local people are likely to need more support and the need for us to do 'more with less' has never been greater. The Council is well prepared to rise to these challenges, to think and do things differently and make our own investments in the housing market. The continued collaboration and a coordinated approach across a broad range of partners and stakeholders, will support us in meeting the demand for quality housing, secure investment into Knowsley and manage our ambition for growth. We have strong partnerships with public and private organisations and through Knowsley Better Together we will work more closely with residents, businesses, partners and the voluntary sector to achieve better outcomes.

Our Housing Strategy sets out five priorities and commitments over the next five years:

1. Locally distinctive, making places the best that they can be-how we plan to improve our towns and neighbourhoods.
2. Maintaining delivery, promoting choice and affordability - As our population grows and changes, we need to provide additional homes that are affordable, in the right place, and of the right quality to meet future demand.
3. Extending opportunities for local people - creating more person-centred solutions
4. Improving the quality of our current homes to promote good health and wellbeing- promoting all households to live in good-quality homes
5. Homes for all, promoting independent living - safeguard and protect our most vulnerable residents, prevent homelessness and increase tenancy sustainability.



In addition to the five priorities, we are also committing to three cross-cutting themes which reflect our commitments and values.

- Sustainable development - the Council has declared a Climate Change emergency. Minimising the impact of housing and the way services are provided will underpin the Strategy.
- Equality and diversity - the role housing has in promoting E&D and reducing inequality
- Covid Recovery - this strategy will be delivered through the Covid Recovery plan period and the Housing Strategy will enable the Council to deliver on its Strategic Recovery Priorities.

Priority 1- Locally distinctive, making places the best that they can be

Knowsley Council has set out strategic outcomes for the borough by 2030 in terms of education, employment, environment, infrastructure, economy and health and wellbeing¹. It specifically set out this vision for housing.

In 2030, Knowsley will be a place with a diverse housing offer that is attractive to current and future residents. Across the borough, there will be an increase in high quality housing of different types and tenure. Our neighbourhoods will be attractive with first class amenities, including good public transport links and green spaces for people to enjoy.

Improving our housing offer, rebalancing housing markets and increasing quality is at the very core of our Housing Strategy; different locations, need different solutions and so our Housing Strategy sets out our plans for Knowsley's main urban areas – Halewood, Huyton, Kirkby and Prescot- utilising our evidence base and the Housing Better Together Insight Feedback on housing issues, to focus our resources on what investment needs to happen. This spatial focus allows the Council to promote locally distinctive, build on local assets, do what works for local areas and enable places to be the best that they can be. Its place-shaping at its best!

Halewood

Halewood is a popular area with families and those who have grown up locally. Home to some 9,000 households, satisfaction levels are high with the current housing offer, although lower in South Halewood and the township has the lowest percentage of properties in council tax A and B (68%). Education is one of the main drivers for demand in the area with a number of respected schools situated locally and it has excellent transport links.

Halewood has the lowest percentage of affordable housing (21.8%) compared to other townships and the highest percentage of owner occupation (69.8%). Less than 10% of the housing offer is in the private rented sector, primarily providing homes to older households and lone parents.

61.2% of owner-occupiers currently live in 3 bed homes and there is a demand for smaller and larger family accommodation. Our evidence has shown that there is a shortage of 4 bed homes in Halewood and first-time buyers would be attracted here if the appropriate accommodation was provided.

The lower quartile income in Halewood is £14,300 and although higher than the Knowsley lower quartile income, would still limit access to the housing market where lower

quartile property values are around £120k; the highest across all townships. The private rented sector's lower quartile rent is £550pcm, higher than the lower quartile figure for Knowsley at £498pcm. This is driving demand for affordable housing where the only affordable product would be social rented housing. Social need is focused in the north with adequate provision in the south.

With average incomes at £34,833, there is potential for local households to buy new build homes. The average income would enable households to access the market with an intermediate discount product such as Shared Ownership or First Homes.

To date, Halewood has not delivered a significant new build offer and consequently only 12.9% of new households moving to Knowsley move to Halewood. However, the East of Halewood development will see up to 1,500 new high-quality homes being built on a site that supports a sustainable development and living environment and will support the Borough to extend its housing offer, creating a better choice of homes.

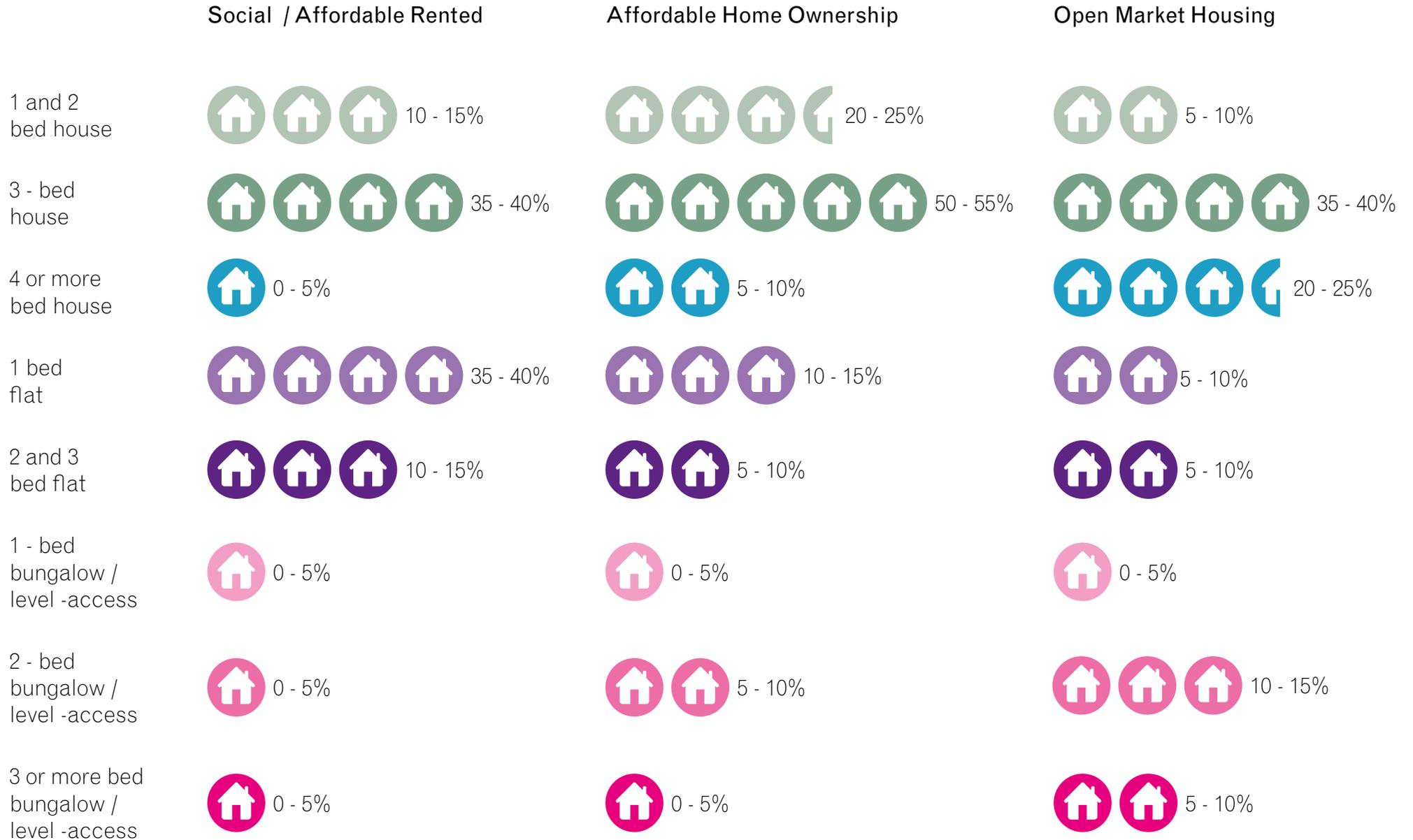
The East of Halewood Site will create an aspirational residential offer, acting as a natural extension to the south Liverpool residential market as well as the gateway to Halewood. The development will also provide an opportunity to those who cannot necessarily afford to purchase in the high value areas of South Liverpool. Homes will include 2, 3, 4 and 5 bedroom properties facilitating the supply of much needed larger family homes in the area and enhancing the local housing offer. They will allow growing families to stay in the borough, and new families to move in. Almost a quarter of the new homes will be “affordable” (being either available for affordable purchase or rent). The development includes up to 304 affordable homes, which represents almost a quarter of all properties being built (23%). This will comprise of a mixture of 1, 2, 3, and 4-bedroom houses and apartments.

Whilst housing is the focus here, developer contributions of over £13m will transform public spaces, including Finch Woods, support access to new primary school places, improved outdoor sports provision, subsidised public transport to the development and improvements in local health care facilities; all of which support Knowsley’ priorities to deliver quality places and underpin positive health and wellbeing.

Improving the housing offer in Halewood will focus on:

- Delivering on site truly affordable housing for rent to support households with lower quartile incomes.
- Creating a balanced offer of affordable housing
- Developing a range of intermediate housing products such as shared ownership with lower buy in levels to support locally newly forming households
- Intermediate products to support median income households.
- An emphasis on 4-bedroom homes and smaller family housing
- Affordable housing that offers more smaller (1 and 2) bed homes and larger (4 bed) homes.

The housing mix required is set out below: Halewood





Huyton (including Stockbridge Village)

Huyton is a popular residential area, with excellent connectivity, a vibrant local population and a secure future. It has been a focus for new build delivery since 2007 which has introduced different tenures and improved the housing offer and there are further opportunities to create new high-quality housing that diversify choice and create both suburban and town centre living. A large programme of housebuilding in the immediate area is driving demand for additional retail and leisure opportunities in the town centre as well as a requirement for more new homes close to local transport and retail facilities. As a township it has recorded the second highest growth in property values since 2007, driven by the new build offer.

Huyton has a diverse market, characterised by lower value social housing to the north, where values for a lower quartile property are around £80k and in the South £165k. Although there are higher values in the south of the township, these remain lower than borough averages and promoting a higher value offer will be a focus for new delivery.

A 10-year Investment Plan for Huyton Village will strengthen its already excellent connectivity, strong growing catchment, and status as the civic heart of Knowsley

setting it apart as a commercial, social and service centre that puts the Village Centre at the heart of the communities which it serves. The focus will be:

- the creation of a commercial district through the redevelopment of the Civic Campus site to create a new mixed-use commercial district, anchored by a civic office and set around a new “Village Green” incorporating the relocated Cenotaph;
- Derby Road “High Street” Anchor - to create a leisure-led mixed-use anchor to Derby Road.
- the redevelopment of the rail gateway to create an improved sense of arrival into Huyton, incorporating a new public space and station presence on the Village side of the railway line.
- a high quality and distinctive streetscape scheme to reinforce Derby Road’s role as the spine of the Village Centre and the focus of activity and footfall.

The Plan recognises that Huyton Village Centre has the potential to deliver new homes within a highly sustainable and accessible location. These sites have the potential to help to grow and diversify the residential offer within Huyton Village by introducing new types (such as apartments and town housing) and tenures (such as the build to rent market) of residential accommodation. Where

this has been delivered, rent levels reflect the demand for a better-quality offer. This will improve the quality of the private rented sector which at present is generally lower value and has the highest levels of dissatisfaction of any tenure across all townships. It's a small sector at 9.7% of the total market but likely to grow as 12.2% of those planning to move into Huyton will choose this tenure. 98.2% of the current private rented offer is 2 and 3 bed properties and so developing smaller and larger properties will increase choice. Overall the township comprises 69.9% 3 bed properties, the highest across the townships and the priority will be delivering smaller 1 and 2 bed properties and larger 4 bed plus properties.

The outline proposals for Huyton Village include 70 homes within the commercial district and 50 homes within the Derby Road anchor development, although there is scope to increase the residential element within the development mix in response to market demand and developer interest. The work of the Masterplan is built upon by identifying and setting out proposals for ten wider development opportunity sites. Together, these sites have the potential to deliver a further 200-250 units.

Further north of Huyton, the Revive Regeneration programme is a long-term investment strategy designed to transform the housing market to create more choice in the housing market, where social housing can account for over 50% of the total market in some locations. The Partnership between the Council, Livv Housing and North Huyton Community Futures has already delivered significant positive outcomes for the area with over 1,200 new homes being delivered. 300 new homes are still planned. Here the priority is to increase home ownership opportunities, improving housing quality and the overall environment. With challenging affordability, and some of the lowest income levels the focus will need to be on providing intermediate products that offer lower level buy in opportunities and attract new households with higher income levels. Where new affordable housing is supported, it should offer affordable rented homes and offer more smaller and larger properties with less emphasis on 3 bed properties. The Private Rented Sector in the north supports lower income households and ensuring this sector provides quality homes and management will be a priority.

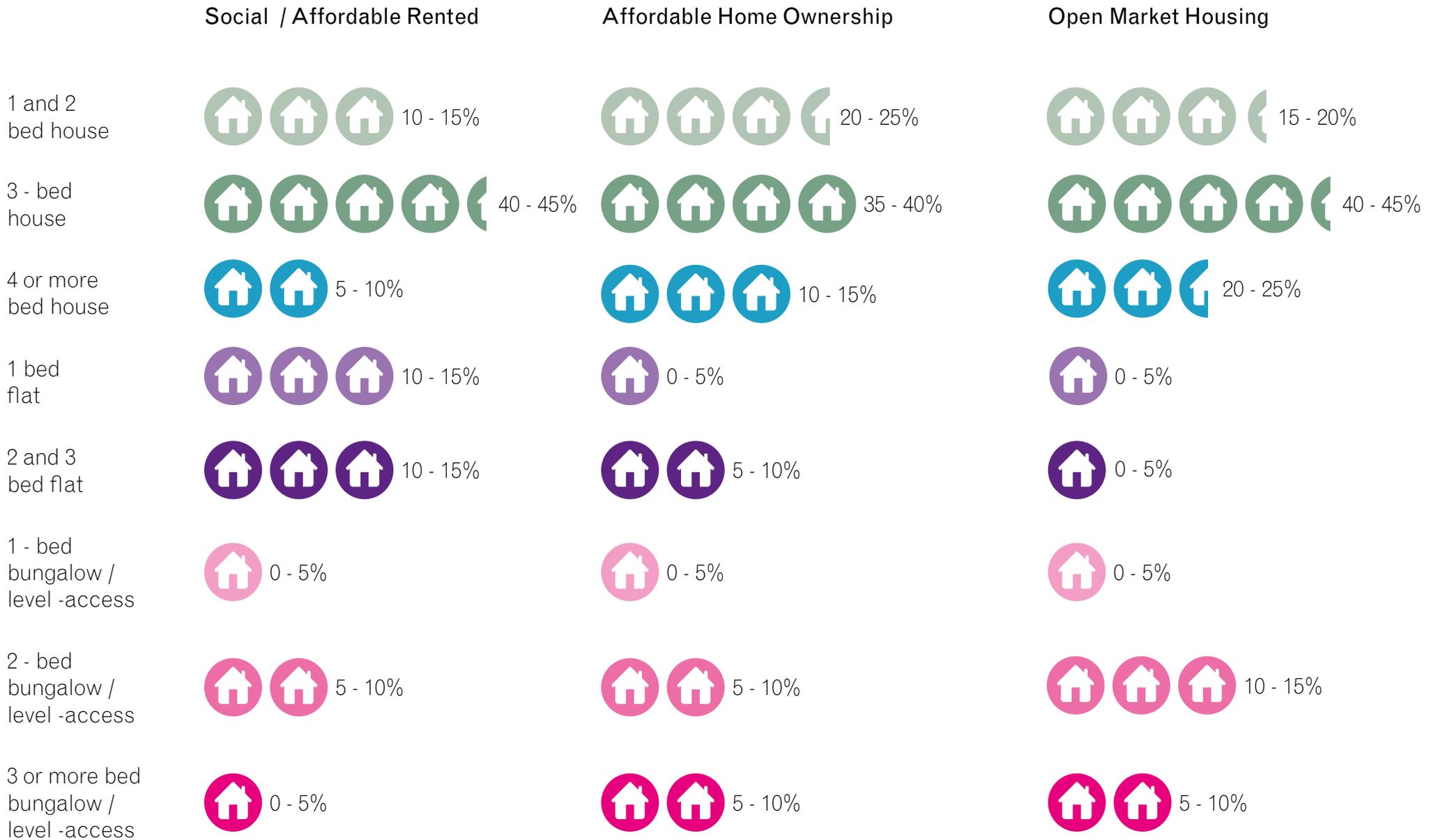
The development at Earlsfield Park will create a prestigious employment and housing location with high-quality housing broadening the appeal of the area as a place to live. The 22-hectare site in North Huyton is close to junction 2 of

the M57 and will include around 154 new homes. Torus are currently developing a £24m scheme delivering 131 houses at Astley Road through their Home England Strategic Partnership status as a rent to buy product. This will further diversify the tenure mix in North Huyton providing households an opportunity to enter the housing market with the intention of them becoming homeowners. The site was part of Knowsley Council's Housing Development Land Programme releasing Council land to deliver new housing, meeting housing need and diversifying the local housing tenure.

Improving the housing offer in Huyton will focus on:

- Delivering on site truly affordable social housing for rent to support households with lower quartile incomes.
- A greater emphasis on affordable housing that offers smaller (1 and 2) bed homes and larger (4 bed) homes.
- Creating a balanced offer of affordable housing.
- Developing a range of intermediate housing products that support newly forming households and households on median incomes trying to get onto the housing ladder.
- Promoting the growth of town centre living and a build to rent private rented sector offer.

The housing mix required is set out below: Huyton



Kirkby

The regeneration of Kirkby town centre is progressing at pace. Investment has strengthened the retail offer delivering a wide range of independent and national stores complemented by a successful permanent market. Phase two will see the delivery of a multi-screen cinema with food and drink outlets that will promote the leisure offer. The provision of high quality public open space within the town centre will also offer residents and visitors a unique shopping destination.

Whilst Kirkby is already a well-established residential area, a number of residential, mixed use and employment sites within and around the town will play a vital role in allowing Kirkby to bolster its role across the Borough. During the lifetime of our previous housing strategy almost 1,200 new homes were completed and there are further opportunities for new homes over the next 5 years. This will provide the opportunity for us to continue to strengthen the housing offer.

New build homes have brought a new improved offer to Kirkby and we have seen increasing property values across Median Quartile homes but our current evidence base tells us that more needs to be done. The existing housing offer remains low value with almost 9 in 10 homes in council tax A and B. Over 60% of the current housing stock are 3 beds with very few smaller or larger homes which is limiting choice for smaller and growing households. Income levels are generally low and many households are unable to afford owner occupation or the private rented sector. 46.2% of households have incomes less than £20,800 but £22,986 is required to afford a lower quartile rent and £20,571 to buy a lower quartile property. This will impact on the ability for local people to move into their own home.

Social housing accounts for almost 30% of the market, increasing to 40% in some locations. As a result, owner occupation is low at 58.1% and rebalancing the tenure choice in Kirkby will be a



priority. This will require us to ensure that there is an intermediate housing offer focused on lower buy in values such as shared ownership. First Homes are likely to require larger discount levels to enable local households to buy. We do see potential for local households to access homeownership. 37.2% of those living in the private rented sector in Kirkby earn between £20,801 and £39k and so potentially could afford home ownership and a product such as Rent to Buy could support this.

Kirkby also needs a better offer for those in mid and later life. Older households are the largest household group in Kirkby accounting for 32% of all households. Our evidence base tells us that many will need support to remain living independently and Kirkby has the highest annual need across Knowsley for wheelchair accessible housing.

Our priority for Kirkby is to continue to deliver high-quality homes, offering a greater choice for residents in terms of size, style and budget.

Through the lifetime of this strategy, around 57 acres of land in the town centre at Cherryfield Drive will deliver up to 700 new homes. The site's proximity to the town centre makes it an excellent location to deliver a mix of housing to meet all needs including first time buyers, family homes and those moving up the housing ladder or rightsizing in mid and later life. Given its close proximity to the town centre, the site is ideal to meet the needs of older people through a variety of housing options including apartments and bungalows. This will help to create more choice as the site is able to deliver both higher density houses to the north and larger suburban homes to the central and southern areas of the site.

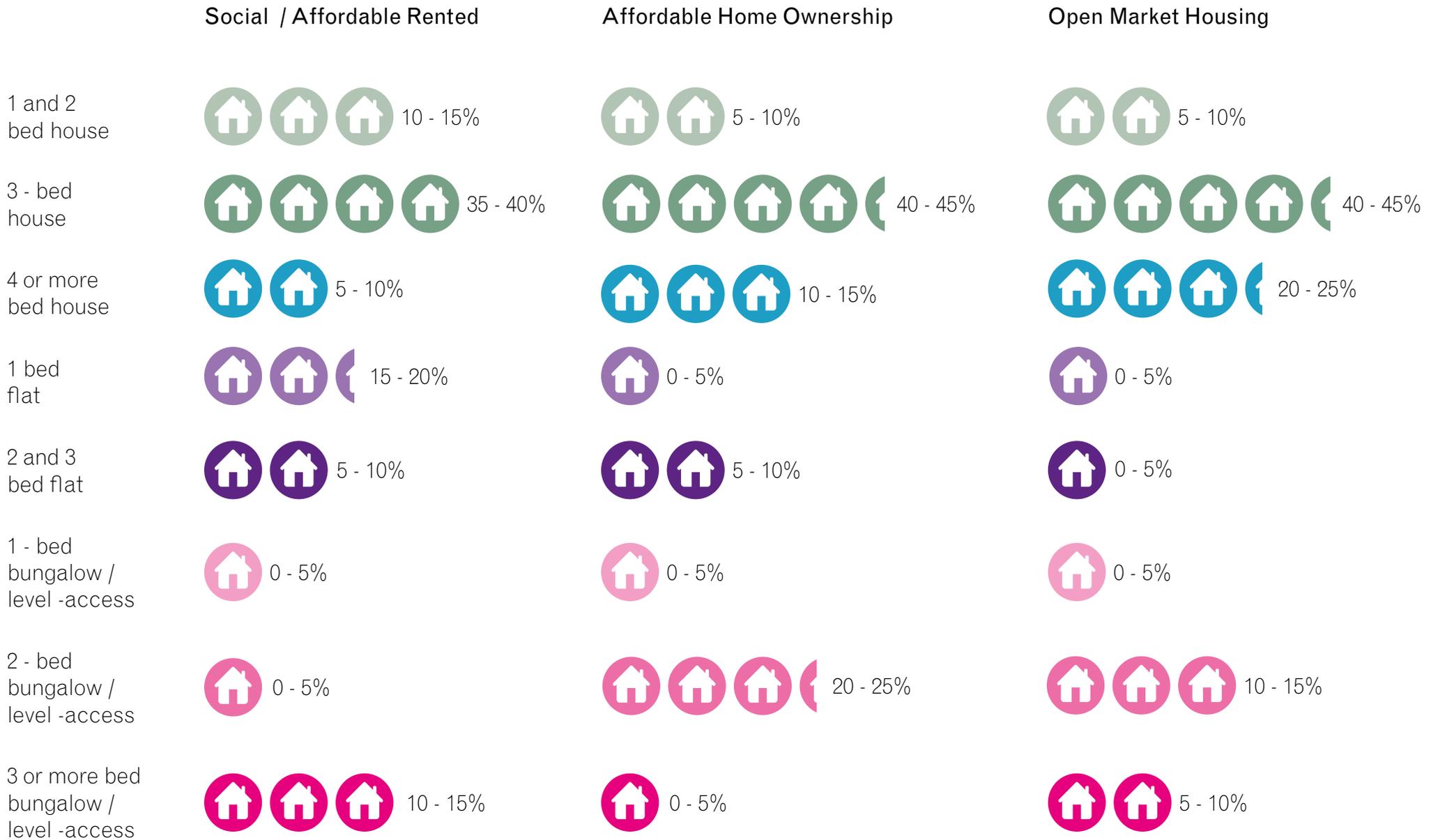
The Council's Housing Development Programme has brought the former Kirkby Sports track site forward for development of 266 homes by Your Housing Group through their Homes England Strategic Partnership status. Whitefield Brook is a multi-tenure approach providing homes for

affordable rent, rent to buy and shared ownership, which supplements the new build housing offer that Kirkby has seen delivered over the last few years. Whitefield Brook is progressing well, has generated plenty of local interest and the development is expected to be completed by the autumn 2024.

In terms of housing requirements, the offer in Kirkby needs to deliver:

- A focus on smaller 1 and 2 bed properties of which apartments would be popular
- A continued provision of 3 bed houses and a greater provision of 4+ bed houses
- Provision of 1 and 2 bed bungalows or other level access housing
- Affordable new homes are required across Kirkby focused in Cherryfield, Northwood and Shevington.
- In terms of size of affordable housing, overall the focus is on 1 and 2 bed properties with a continuing required for 3 bed but a proportion of 4+ bed.
- There is a need for a proportion of affordable housing to be bungalows.
- There are some local distinctions; There is limited requirements for 3 or 4 bed properties in Cherryfield and Northwood, smaller properties are required here.
- In terms of supporting homeownership, 27.7% of new delivery in Kirkby should support intermediate homeownership. The need is highest in Cherryfield and lowest in Shevington.

The housing mix required is set out below: Kirkby



Prescot, Whiston and Cronton

The regeneration of Prescot Town Centre will build on the existing heritage, culture and leisure offer of Knowsley. Prescot has seen substantial investment in recent years including a new Centre for Learning with community and leisure facilities; the multi-million-pound Whiston Hospital and two business parks – Prescot Business Park and Kings Business Park. The wider Prescot area is currently the subject of major investment, including a £3.1 million heritage-led scheme set to breathe new life into the town centre to secure its future while preserving its history. In addition, the town will soon be home to the new Shakespeare North Playhouse, which is under construction and due to open in 2022. There are a number of prime residential and employment sites in and around the periphery of the town centre that will transform the town centre into a thriving attractive destination. Prescot Park is coming to completion and has improved choice in the town, delivering 700 new

homes. Prescot Park has also seen the delivery of a dedicated private rental new build offer. Countryside Properties developed 140 new build homes providing a mix of 3 and 4 bedroom houses and 1 and 2 bedroom apartments for Sigma Capital. The properties are managed under Sigma's Simple Life brand.

The largest new opportunity is Halsnead Garden Village in Whiston, a unique and exciting opportunity and a key part of ambitious growth plans for Knowsley. At 174 hectares it is the largest combined housing and employment site in the Liverpool City Region and one of only 14 sites in England awarded Garden Village status by the Government. Halsnead Garden Village will be a new, vibrant community that is integrated with Whiston offering a very high-quality residential environment. It will create significant areas of high-quality greenspace for use by new and existing local residents providing 1589 high quality homes.



The Prescot housing market has benefited from new build delivery, which has been very much focused in the south of the township. This has improved the current housing offer and provided new opportunities to buy. Property price growth has been very positive in the north of the township, increasing by 49.8% for median quartile property since 2007. The imbalance between north and south is reflected in values, a median quartile price in the north is £135k compared to £185k in the south of the township. The Halsnead Garden village will promote opportunities to close this gap.

Owner occupation accounts for 63.6% of tenures, with the highest level of private rented homes of any township accounting for 13.6% of all homes and the lowest level of affordable housing at 22.8%. New delivery has successfully attracted higher income households to the area and future households require larger detached homes, bungalows and smaller flats; there is still a healthy demand for 3 bed properties. Of those looking to buy here

(Just over 50% of households looking to move into Prescot want owner occupation) 20.4% can afford £250k and 9% £300k. With median quartile prices at £135k in North Prescot, there is opportunity of providing a higher value offer.

The private rented sector has higher rent levels than the borough average but there is a limited new build offer but it's likely that demand would be forthcoming; 41.1% of households looking to move into Prescot want the private rented sector. Only 2% of the sector was built post 1985 with 16.9% built pre-1919. There will be a correlation here between the offer and the high rates of properties failing the decent homes standard. Ensuring this offer provides good quality property and management is a priority.

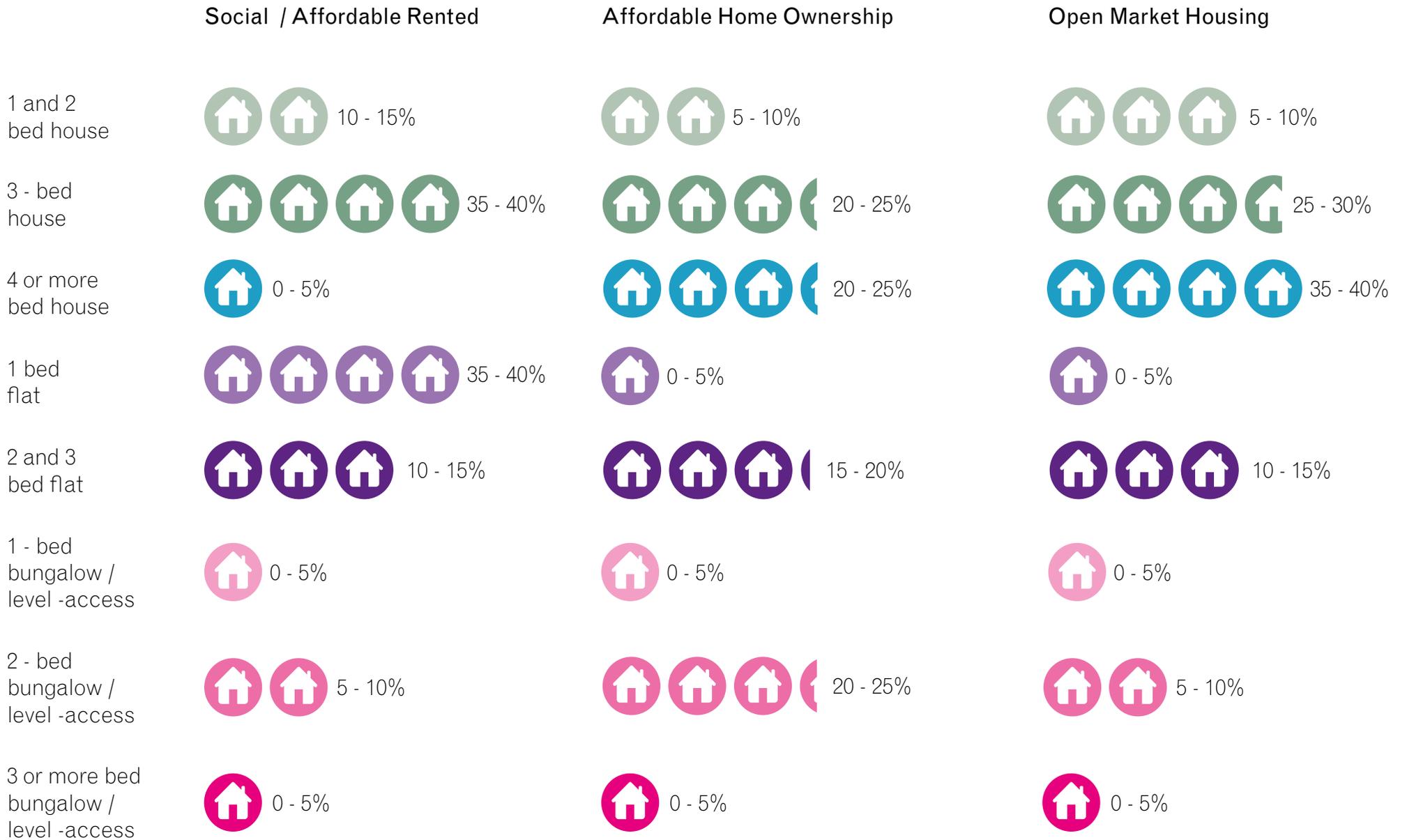
There are high rates of dissatisfaction of those living in the affordable housing sector (15.8%), again the highest of all townships. There is a lack of larger (4 bed) and smaller (1 and 2 bed)



accommodation. Whilst the sector is small, the need for more affordable homes is concentrated in the north, where prices and rent levels are higher. Fewer households moving into Prescot are considering affordable housing and need here may be lower than in other townships. Income levels in Prescot are higher than other townships, median incomes are £32,500 which would support access into intermediate home ownership and there is a real opportunity to promote local households to buy. In terms of housing requirements, the offer in Prescot needs to deliver:

- A higher value larger property offer
- Bungalows and smaller apartments
- Purpose build high quality private rented sector
- A greater emphasis on 1, 2 and 4 bed affordable homes
- An intermediate homeownership offer to support local people to buy

The housing mix required is set out below: Prescot





OUR PRINCIPLES TO INVEST IN OUR TOWNSHIPS

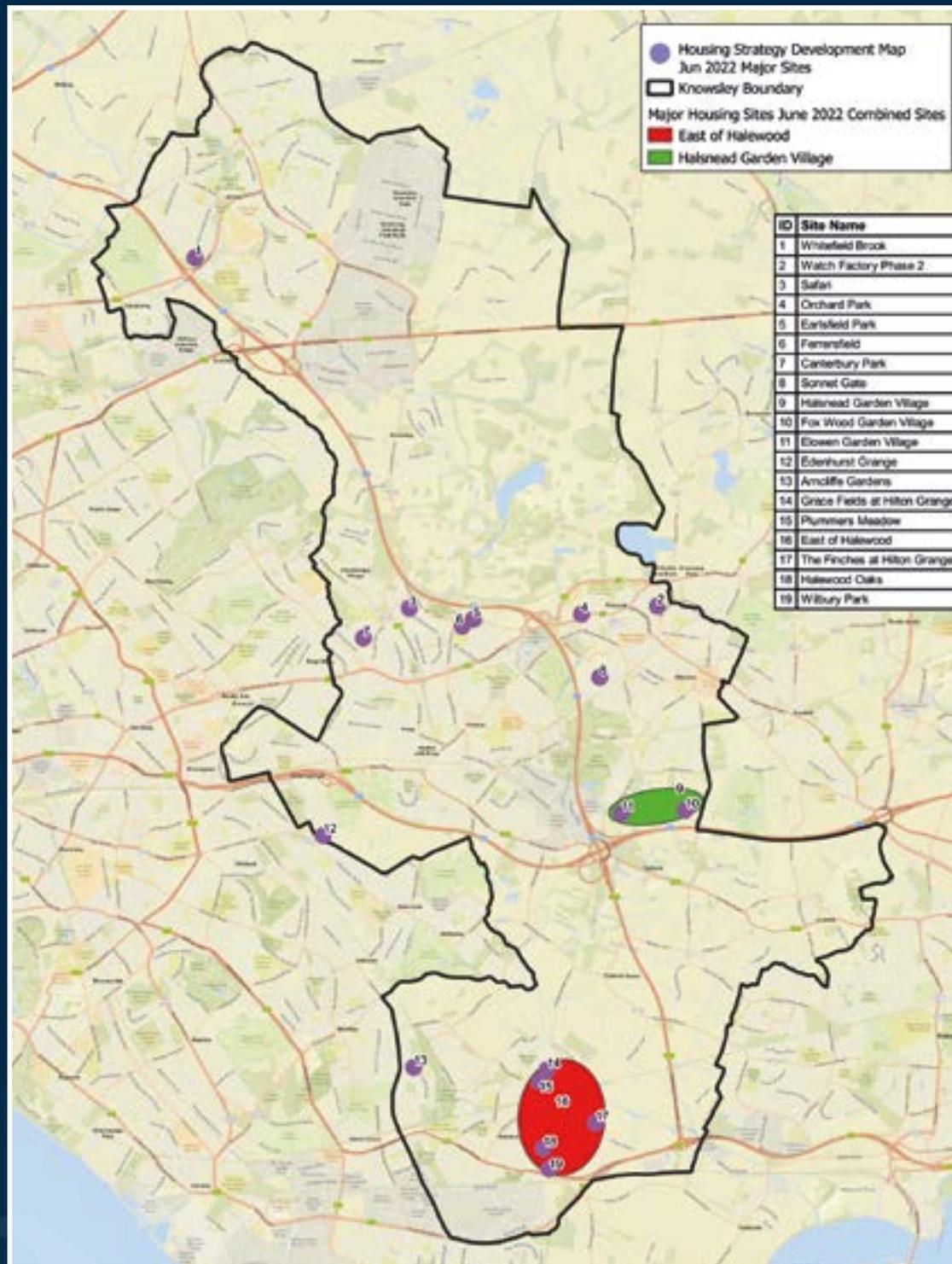
In each of our neighbourhoods, we are committed to key principles:

- new developments will not be developed in isolation. Growth and investment will be balanced by high quality hard and soft infrastructure. infrastructure and supporting services to meet the needs of local people.
- developing sustainable communities that thrive, attract investment and employment opportunities.
- offer pathways into different tenures so that people have choice and options.
- new homes and investment promote good design and quality that delivers a positive long-term environment.
- there is a strong sense of place that is well-designed and managed, using design and accessibility to promote walking and cycling, safe streets and open spaces and promoting good health and wellbeing to create environments where people can thrive.
- we make best use of all our homes by bringing empty homes back into use, improving existing stock and promoting a professional private rented sector.
- green homes and green neighbourhoods support energy-efficiency that is a priority for the borough and can save households money and make people healthier.
- a supply of homes that have minimum accessibility standards or meet the Lifetime Homes Standard to meet the needs of our ageing population and those with disabilities including those requiring wheelchair accessible homes.
- where investment is made, we maximise our Knowsley pound and create economic opportunity supporting training and employment for local people and support local businesses.

Priority 2 - Maintaining delivery, promoting choice and affordability

Our vision to increase the supply of housing and welcome more economically active residents into the borough has had a positive role in rebalancing the market and providing greater choice for residents moving up and down the housing ladder. New homes have been delivered to buy and rent increasing the quality of the offer in all tenures.

This Housing Strategy continues to promote housing growth and we will ensure that the current evidence base drives planning decisions to deliver the right type, size and tenure across the borough to deliver a range of accommodation, from affordable homes to the higher-value housing. The strategic sites to be delivered over the lifetime of this plan are:



The Housing Needs Assessment demonstrated the challenges for households to access the housing market and the need for affordable housing in Knowsley. However, households ability to access the housing market are increased where affordable housing options such as social rent, affordable rent, discounted homes ownership and shared ownership are available. Knowsley's Housing Strategy will seek to deliver affordable housing options that enable households to access the tenures of housing, both affordable and market, that meet their needs.

Despite having a large social housing sector, the choice-based lettings housing register for Knowsley is continually growing. The numbers of people waiting for social housing demonstrates the need for truly affordable, secure, good quality, adaptable housing. Our evidence base confirms a net shortfall of 178 affordable homes each year with a split for 70% affordable rented and 30% affordable home ownership, although there are locally defined requirements in our townships to consider

Key to the delivery of new affordable homes in the borough is through Homes England Affordable Homes Programme 2021-26. Registered Providers can access funding through two routes- Continuous Market Engagement and through Strategic Partnerships with Homes England. Continuous Market Engagement allows RPs to access grant funding for individual schemes. The Strategic Partnership Programme seeks to work with a limited number of registered providers and to provide greater flexibility over how and when grant funding can be drawn down through the Homes England Affordable Homes Programme. Onward Homes, Torus and Your Housing are RPs who are Homes England Strategic Partners who are currently developing in the borough, and we have two sites currently being developed through this funding stream – Astley Road Huyton (Torus) and Whitefield Brook Kirkby (Your Housing). In addition, we will maximise delivery through the planning system and we will seek affordable housing on new developments in line with our planning policies to meet the borough's needs.

This Housing Strategy is being developed at a time when First Homes is in its infancy. The Council will undertake further research and publish guidance on its First Homes policy setting out local discount requirements to ensure affordability for local people.

We want to maximise the delivery of affordable housing, but our solution will not be to provide more affordable housing in all locations. The 2020 household survey tells us that 26.8% of homes in Knowsley are affordable and of these, nearly all for rent but in some local markets this figure is much higher. In some areas we need more affordable housing (for both rent and ownership offer); in other areas what is lacking is diversity in the housing market.

We will be developing an updated Supplementary Planning Guidance setting out affordable housing requirements that maximise on site delivery where need can be demonstrated but balances this with

offsite provision, where the retained commuted sum can be utilised to support investment in truly affordable rented housing elsewhere in the borough or promote access and sustainability of affordable housing.

A revised commuted sum policy will be developed that will establish the future opportunity and mechanism to secure off site financial contributions. It will take into account the current commuted sum monies and establish a 'Knowsley Housing Investment Fund'. The Knowsley Housing Investment Fund will be used as a grant or investment in new build rented accommodation across the borough. Our evidence base confirms the need for affordable housing that is more affordable for lower incomes. The Council is also planning to establish alternative uses for the commuted sum monies, which will help meet other evidenced priorities and include funding products that support local people to access the tenure of their choice such as equity loan products, funding

temporary accommodation from the private sector and funding projects and staff that help to sustain tenancies for vulnerable households, again an evidenced need.

The Knowsley Housing Investment Fund will be developed to facilitate:

- the delivery truly affordable housing
- enabling local people to access the tenure of their choice
- sustainable tenancies for vulnerable households.

Detailed bidding criteria will be established for Registered Providers to meet when seeking to utilise the fund.

Ensuring growth continues

Whilst our current land supply enables us to meet our housing growth ambitions, we also know that we will need to find new sustainable locations to build homes.

Whilst continuing to promote a brownfield first approach, we will support sustainable development and we will test how the Covid-19 pandemic may have influenced where people want to see new homes built. There may be potential to reuse buildings and assets for housing, particularly in our town centres.

We will look to create new sites, using our legal powers and redesignate land use from employment to housing in town centres; through Council upfront investment, we can drive out value through development opportunities.

Town centre regeneration

We are witnessing unparalleled change in consumer habits. Our town centres must evolve and the Covid-19 pandemic legacy is likely to accelerate that evolution. We are very much ahead of the game in Knowsley with specific masterplans aligning investment and growth of our town centre's and are taking a proactive and positive role in considering their future roles, particularly around the opportunity for residential.

We will introduce more opportunities to live in town centres, above shops and promote mixed use development. New homes in town centres will serve to address a number of key objectives such as addressing the acute shortage of homes; diversify the housing offer, increasing expenditure in local retailing and adding life in the evenings/ weekends. Where investors in our town centres need our support to maintain thriving centres, we will work to achieve this.

New models of delivery

Community led housing is very much supported by the Council and can offer a wide range of benefits in terms of affordability, quality and density, community engagement and training opportunities. There are a number of Housing Community Cooperatives operating in the borough which meet local housing needs and enable alternative means to delivering new affordable housing. This included accessing Homes England funding, such as the Huyton Community Cooperative who are delivering a 6 unit 2 bedroom bungalow scheme.

There is an interest in self build in the borough, however often this is restricted due to the supply of suitable sites and the locations self-builders are looking for. Self-build however can provide opportunity to deliver new housing and the as part of the new Housing Strategy we will look at options on how this interest could be converted into actual delivery

Priority 3- Extending opportunities for local people

Some people want to buy their home, others choose to rent and people make different choices throughout their life. Our plans to deliver more homes, to improve the private rented sector and improve the quality of existing homes focuses as much on people who are already living in Knowsley as it does on trying to attract new households to live in Knowsley.

However, we know from our evidence base that we need to do more to support local households to access new build homes. Not as many local people are buying new homes as we would like, and many young people are unable to form new households because of a lack of affordable housing options. We also want to strengthen the offer for 55-64 year olds as they consider their housing options for later life.

We want to ensure that there is a choice of homes across Knowsley in terms of size and type of housing and at different prices and rents.

Through Council investment and in partnership with Registered Providers and developers we will develop local solutions for local people. This supports our social value commitments; when people live in a good quality affordable home, accessing education, employment and maintaining good health tends to be easier.



What is affordable housing in Knowsley?

The Knowsley Housing Needs Assessment 2021 assessed housing affordability in the borough. For renting, 25% of gross household income towards paying rent was used as the “tipping point” for affordability. There is no official guidance of what this figure should be, but previous Government guidance when undertaking housing needs assessments recommended 25% of gross income as the proportion of income spent on rent and Shelter suggested it should be 35% of net income. For buying a home, affordability was based on a household borrowing 3.5 times its gross household income. Previous Government housing needs assessment guidance recommended a 3.5 times borrowing multiple for single earners and 2.9 times for dual earning households.

As an example- a nurse on NHS Band 5 Pay Scale annual salary of £25,655 would need to spend 29% of their gross monthly income to rent a home with a median rent. To buy a house at the median price level they would need to borrow 5.3 times their annual income if they made a 10% deposit

Tenure Options

Market Sale-a property sold on the open market at market price

Market rent- a property offered for rent in the private rented sector at market rent.

Affordable rent-a property offered for rent at 80% of the market rent

Social rent- a low cost rent that is set by a government formula. This means it is significantly lower than the rent a tenant would pay in the normal market

Shared ownership- a system by which the occupier of a property buys a proportion of the property and pays rent on the remainder, typically to a local authority or housing association

Rent to Buy allows a purchaser an opportunity to rent their property for a time period at a subsidised rent before purchasing the property or agreeing to a shared ownership deal.

Equity Loan allows purchasers to purchase a property at a lower price and take the remaining share as an equity charge secured on the property and repay it in the future or when the property is sold.

Discounted Housing offers purchasers a discounted price for a property. The discount must be passed onto future purchasers of the property.

Supporting local people to buy new homes

We know that only 36% of households that buy new homes are from Knowsley. We want to increase this figure. We will be promoting intermediate home ownership solutions and supporting new homes through First Homes, the Affordable Homes Programme and through planning obligations. We will explore the potential of offering a local product, that reduces the cost of new homes for local people, offering truly affordable options. We will explore the opportunity for equity loans to deliver this. We will explore the potential demand for offering a specific product to graduates who choose to return to Knowsley to help establish themselves in the housing market.

Meeting Housing Need through Property Pool Plus

Property Pool Plus manages the allocation of Registered Provider social rent and affordable rent homes in Knowsley. Property Pool Plus is the Liverpool City Region choice based lettings scheme with the local authorities of Halton, Knowsley, Liverpool, Sefton and Wirral all being members. In line with nominations agreements Registered Housing Providers provide a proportion of their homes that become available for letting to be allocated through Property Pool Plus in accordance with the Sub Regional Choice Based Lettings Allocation Scheme. In Knowsley the Council has contracted out the administration of the allocations scheme to Livv Housing Group. The scheme seeks to ensure social housing is allocated fairly and objectively to those most in need. At the same time the scheme aims to support the development of balanced communities, promote choice for customers and to contribute to strategic

objectives outlined in the Council's Housing Strategy, Homelessness Strategy and Tenancy Strategy. Alongside our local authority Property Pool Plus partners we are currently developing a new Housing Allocations Policy.

Helping younger people to find housing solutions

We want to retain our young people and find appropriate housing solutions for them. And this includes young people leaving care and establishing new households. Improving the private rented sector is in part directed to enabling this group to establish new households and we will also explore the potential to deliver an increasing number of 'rent to buy' options. We will research the potential for younger households to be supported to buy discounted empty homes and use 'sweat equity' to improve them and we will explore different models such as co-living.

Delivering for people in mid and later life

This is a market with its own demands and aspirations; 43.1% of households tell us they want to downsize and 28.3% want to move to a larger property. The need to explore diverse housing options for our ageing population requires us to move beyond limited discussions about 'downsizing', and towards a model of 'rightsizing' in which improving older people's quality of life is the critical focus. We will explore new delivery models and how best to support age friendly neighbourhoods and stimulate the market to deliver for this cohort.

Priority 4 - Improving the quality of our current homes to promote good health and well being

The impact of good quality, safe, warm and secure homes is remarkable to health and wellbeing. Good quality housing leads to better health outcomes through direct and indirect impacts on early years development, educational attainment, employment prospects, social capital and overall wellbeing. It improves general health outcomes and enables people to maintain independence; it is the platform on which people can build their future. It can prevent physical and mental ill health and reduce hospital admissions; it can support us to get better more quickly and enable timely discharge from hospital. Good health is an asset that the Council supports and good quality homes and neighbourhoods will help to achieve it.

Unfortunately, not everyone has the same opportunities for good health. Those who are elderly or young, isolated, without a support network, and adults with disabilities are more likely to be affected. Investing in housing and related services, particularly for vulnerable people, can support better health and reduce costs of other public services.

Promoting investment in the private sector

Generally, the housing stock in Knowsley is in good condition compared to national figures. The 2020 household survey found that 76.6% of owner occupiers were either satisfied or very satisfied with the state of repair of their accommodation. The highest level of dissatisfaction was in older homes built pre-1919.



Our stock condition survey suggests that the quality of the private rented is below that of the social stock with more classed as non-decent and having Category 1 hazards (as defined by the HHSRS)². Decarbonising and improving the energy efficiency of our housing stock is going to be one of the biggest challenges that we face in achieving net zero. Whilst Knowsley's stock condition is good and there is a focus on decarbonising and improving the energy efficiency of our housing we also understand that the existing stock will also need investment to ensure homes are at a decent standard and safe for residents. We will need to look at options and how we can partner with other agencies to support how homes can remain decent and safe.

Our focus will be targeting and support low-income households living in the private sector. 3 in 10 households living in the owner-occupied sector and almost 6 in 10 living in the private rented sector have household incomes of less than £20,000 pa. Low incomes limit a household's ability to maintain and improve their property and to heat their home; 14.6% of households in Knowsley are living in fuel poverty, as this is an average it is likely to be much higher in the areas with most deprivation and will be particularly true where homes require investment. While new homes are more energy-efficient, more needs to be done to improve some of our older existing private stock to minimise the impact of fuel poverty and disrepair on health.



Through collaboration with the Liverpool City Region, Knowsley have been able to take advantage of the government's Local Authority Delivery Scheme (LADS). Through LADS 1B external wall insulation is expected to be added to circa 22 owner-occupied homes which are typically known as 'hard to heat' and a further 8 properties will benefit from additional insulation such as loft or cavity wall, totalling £300,000. In LAD Phase 2 further grants will be spent improving energy efficiency to approximately 110 homes. As part of a consortium bid with the Liverpool City Region Combined Authority around 140 properties will also have energy efficiency improvements through the Government's Sustainable Warmth Fund. This will include homes being improved under a further LAD scheme and also the new Home Upgrade Grant which is specifically for homes which are not connected to the gas network.

The Council has successfully enabled residents to access the Energy Company Obligation scheme to make their homes warmer and more energy efficient. Under ECO3 we have enabled over 100 households to access the scheme with investment totalling approximately £250,000. Works undertaken have included new more energy efficient boilers, first time central heating systems and insulation measures. The Government is currently putting together the new ECO4 scheme which is due to be in place from Spring 2022, and we will look to utilise the scheme to assist our residents to access funding to make their homes warmer and more energy efficient. The Council has its own Warm Homes Scheme which caters for older owner-occupiers and families with children under 16 with qualifying health conditions. As part of the Council's Covid response during the winter of 2020/21 we delivered a Winter Warmth Scheme that resolved emergency heating issues assisting 36 households across the borough.

We will also offer an advice service on low-cost measures to improve energy efficiency and we will be exploring the opportunities to develop a local joint funding from the Council and health partners to allow a year-round, wider reach for the existing Warm Homes Scheme and a loans service for other low and high-cost energy efficiency improvements. This would target those most at need to improve their home's energy efficiency.

Meeting Net Zero carbon targets and the decarbonisation of social housing

In January 2020 Knowsley Council declared a climate change emergency. The Council itself has an aim to reduce emissions itself to net zero by 2040, a full ten years before the Government's own target. One of the key themes from the Council's action plan as part of the climate change emergency declaration is to work with partners to address climate change. The Council's strategic

housing function has a significant role to play in how the borough's current and future housing stock can support reduced carbon emissions.

With regards to housing stock in the private sector works have already begun on making homes more energy efficient through schemes such as the Government's Green Homes Grant Local Authority Delivery Scheme. Alongside the Liverpool City Region Combined Authority where necessary we will seek to attract further investment into the borough to assist in the retrofitting of homes in order to make them more energy efficient, reducing heating costs and improving damp and cold issues that will create a healthier population with more financial and social capital to invest into the local area.

We will work closely with our Registered Provider partners to ensure new build and asset management plans are supporting the Council's aims on climate change. Through the Government's

Social Housing Decarbonisation Fund there will be bidding opportunities for Registered Providers to fund works to retrofit homes to make them more energy efficient and to decarbonise their housing stock. In Wave 1 of the Social Housing Decarbonisation Fund bidding the Liverpool City Region has been awarded £11.1m to retrofit homes. Knowsley's largest social landlord Livv Housing are part of the bidding consortium and are looking to retrofit over 300 homes through the fund.

Our two main Registered Providers Livv and ForHousing provide affordable housing that meets the current decent homes standard. Livv Housing has developed a programme of works to improve energy efficiency making every property reach Energy Performance Certificate (EPC) rating C or above by 2025. This is predominantly being done through boiler replacement but also includes insulation where needed. Currently, 2.17% of the stock falls below EPC rating D. Livv are able to use their data to prioritise those most in need of energy efficiency improvements either through

property condition or personal circumstances such as fuel poverty or specific vulnerabilities. By doing this method rather than street by street health inequalities can be reduced. ForHousing own and manage 1,745 homes in Knowsley, with most of their stock predominantly located in Stockbridge Village. 84% of ForHousing's stock have a Band C EPC rating, 16% of the stock is at a Band D EPC rating. ForHousing have an approach to bring all their homes up to a minimum Band C by 2030 and Net Zero Carbon by 2050. Given the current rating of their band D rated properties ForHousing expect to achieve 100% of their home reaching a minimum band C well in advance of 2030 subject to accessing relevant grant funding.

Improving the private rented sector

The Council understands that the private rented sector has an important role to play in meeting the housing needs and underpin economic growth of the borough. In the last three years as part of the

Council's Housing Development Land Programme three sites have been developed to enhance Knowsley's private rented sector offer. These were at Prescott Park and two sites in Kirkby-Highfield Grange and Highfield Place as part of the Tower Hill regeneration programme. These were completed through Countryside Homes and Sigma Capital taking advantage of sites in good locations and also stimulating wider social and economic regeneration through housing led development.

At the same time we are also aware of the role and issues of the private rented sector within our existing stock and we are focussing efforts of how Knowsley's private rented sector offer can be improved by working closely with private landlords, letting agents and private tenants. The sector generally provides a low value offer, dominated by older property and housing older people and lone parents. Despite the relatively small size of the sector, it is home to some 7,000 households and ensuring the supply of a well-regulated, fair and good quality private rented sector will be our focus.

In the last two years a dedicated Private Rented Sector Engagement role has been created aiming to provide upstream intervention work to prevent evictions and improve the quality the private rented sector. We have a Landlord Accreditation Scheme that supports landlords and we will be exploring possible ideas and good practice to increase engagement through this forum. Within the private rented sector we are able to broker relationships with tenants and landlords and if necessary, carry out low-level enforcement in order to improve property condition. This approach facilitates property improvement without the need to end tenancies and engages tenants and landlords with the Council's Landlord Accreditation Scheme. Further work to improve the scheme needs to take place to encourage and empower both parties to meet their responsibilities and to create a healthy private rented offer within Knowsley.

Being able to successfully intervene in this sector, is dependent on having a good knowledge of the sector and the Council is working to better understand where private rented stock is located, its ownership and condition. Research tells us that 18% of the private rented stock is classed as non-decent and 11% has at least one Category 1 hazard (HHSRS). We are introducing an updated and comprehensive new housing enforcement policy that maximise our powers and tools to deal with poor quality property and landlords.

We will explore the benefits of undertaking a bespoke stock condition survey, which could allow officers to locate and work with tenants and landlords to ensure properties are of good quality and that both tenant and landlord has support and understands their rights and responsibilities.

Bringing empty homes back into use

We are currently developing a new Empty Homes Strategy and aiming for this to be approved in Spring 2022. The Strategy will focus on a blended approach of support, advice and guidance backed up by use of enforcement where appropriate to resolve immediate issues and ultimately to either change ownership (CPO/Enforced Sales) or take over the management through Empty Dwelling Management Orders (EDMOs). Activity will be prioritised towards tackling problematic properties which are detrimental to the amenity of our neighbourhoods and towards returning properties to use which are in the highest demand

Adapting homes

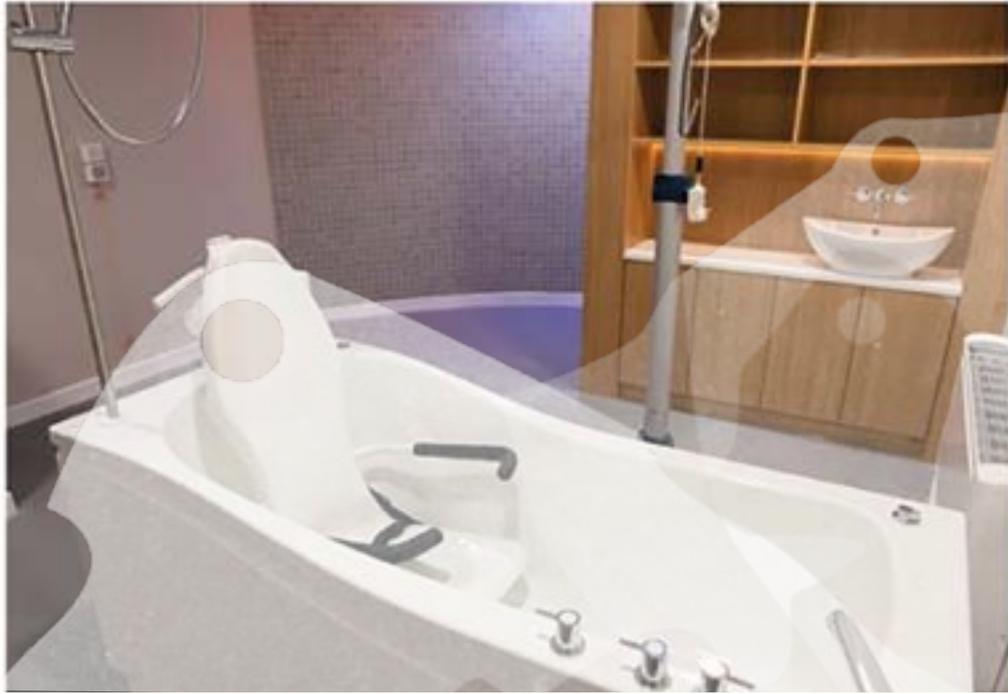
Many of our homes cannot be adapted to meet their needs and we know we need to find alternative accommodation. We are working on an individual basis to support these families into new homes and we will develop a pre-nomination's agreement for affordable homes so that adaptations are built into new homes bespoke to individual household needs. We will also be promoting products that support households to find a more appropriate home so that people can continue being cared for at home and living as independently as they can.

The Housing Needs Assessment household survey showed that most households would like to remain in their own homes and as a Council we have been proactive in providing a range of support to do this. Over 2019/20 and 2020/21 we have invested almost £7m to provide around 9000 minor adaptations and 1100 major adaptations to resident's homes to enable them to live independently. We will continue to assist our residents to support them to live independently through the Centre for Independent Living and other services such as the Care and Repair service.

Promoting good health and wellbeing

Registered Providers are in a unique position to provide housing and support to residents as they have insight and intelligence about local communities and services, the way people live and are automatically connected into neighbourhoods. They can, if done right, play an enabling role in prevention and intervention of ill health through good quality housing provision, targeted support and cross-sector partnership working.

We will work with our Registered Providers to ensure there is a consistent approach to supporting the physical and mental health of residents. Building on their current offer, we will establish **a consistent roadmap to inform how to target services, complete risk assessments and feed into a multi-agency approach. Our work will align with health care priorities and we will collaborate and share resources where the outcome can lead to more positive and healthier outcomes for residents.**



Priority 5 - Homes for all, promoting independent living

Whether we are building extra care schemes that support people in older life, creating housing pathways for young people leaving care or adapting a property to meet the needs of an individual, we are always looking to provide people centred solutions that improve people's lives

Everyone should have a choice of good quality and affordable housing in order to meet their needs and aspirations and we work closely with Registered Providers, developers and other organisations to ensure that there are good quality homes available for all people, including the most vulnerable. We face a growing and complex challenge.

Our evidence base confirms that:

- over the period 2020 to 2036, the number of people aged 65 and over is expected to increase by 34.4%; by 2036 there will be an additional 6,100 households headed by someone aged 65 or over.
- the need for specialist older person accommodation is expected to increase. By 2036, there is an additional need for 1,022 additional units of specialist older persons' accommodation, 432 of these are for residential care.
- there are 42 people (estimates) with early onset dementia and 1,797 people aged 65 and over. By 2035, the number of people aged 65 and over with dementia is projected to increase by 25.7%, with an increase of 38.3% amongst the 75-84 age group. The number with early onset dementia is expected to decrease slightly.
- the 2020 household survey data estimated a total of 33,800 people or 22.4% in Knowsley had an illness/disability.

- in 2020, there were an estimated 10,166 people with mobility issues across all age groups which is projected to increase to 10,899 by 2035 mainly due to an increase in the number of people aged 65 and over with mobility issues.
- the number of people across all age groups with moderate or severe learning disabilities is estimated to be around 574 in 2020 rising to 609 by 2035, with a notable growth in the number of people aged 65 and over with learning disabilities.
- Depression amongst people aged 65 or over is expected to increase dramatically.

We want to ensure that everyone has a place to call home and that vulnerable residents in our communities are supported to live independently.

Our approach

Knowsley has a strong, sustainable and vibrant adult social care market. Supported housing exists to ensure those with support needs can lead a healthy and fulfilling life within their own home and community and we want to ensure that the accommodation that people live in adds to the quality of their life. Our priorities focus our solutions:

- support independent living and develop housing options that offer people their 'own front door'
- offer help to residents with a range of needs to improve their access to suitable housing.
- increase the supply of accessible housing which is able to meet people's need throughout their lives.
- support the provision of specialist accommodation.
- creating choices about where people want to live, how they live and whether they rent or own their property.

- developing pre planning nomination schemes to develop purpose-built accommodation to support hospital discharge.

The Council is developing a robust evidence base to inform future requirements for specialist and supported housing in the short, medium and long term. We are undertaking a full asset review, identifying challenges within our current stock, particularly around our ability to support our priority groups. We are involving service providers and service users to identify the gaps in our market and inform an updated Market Position Statements to better engage with the market. The evidence collected will be developed into a database that enables better knowledge of the stock and better ability to place applicants.

Young people and looked after children

There are growing pressures and increasing numbers of children who present with complex, emotional and mental health needs, along with challenging behaviours and this continues to place pressure on sufficiency in Knowsley. This could potentially create greater pressure on foster care and residential placements as these children grow older. Our priorities will be to support foster carers to live in accommodation that enables them to support more young people, this may be through equity loans to move to larger homes.

We are exploring the role of a funded Care Champion as we develop our Care leavers charter as young people transition to adulthood and obtain their first tenancy. A Care Champion would ensure that officers have the right skills and knowledge to better manage this transitional period.

If successful, a pilot scheme with ForHousing to offer 'trainer flats' for young people will be extended across the borough in partnership with our Registered Provider partners.

Older households

We recognise and celebrate the positive impact and contribution that people in mid and later life have in Knowsley. With more people living longer, we need to ensure that older households have enough information about housing, care and finance options to make choices at the right time that can help them to stay independent.

The majority of older people (74.6%) want to remain in their current home with help and support when needed but there is also interest in a range of options including sheltered housing, Extra Care, co-housing and open market accommodation. As most people will continue to live in their own homes, with only a relatively small number of people moving

into specialist accommodation, it is vital that the Council considers how both new and existing housing can best meet local needs.

Our Registered Provider partners provide extra care buildings in Knowsley for people with care needs aged over 55, or younger but with significant physical disabilities. The extra care offer has increased significantly in Knowsley and is now present in each township. Whilst the majority of units are social housing there is some provision for shared ownership and a mixture of flats and bungalows. This offer has been popular across the borough and has reduced the need for domiciliary care, boosted the mental and physical health of new occupants and freed up housing in the wider community.

During the lifetime of this strategy we will be focusing on different models and options. Priorities include:

- supporting older households to remain in their own homes for as long as possible ensuring they are safe and warm and suitable for their needs.
- promote our current planning requirements on all schemes to support flexible housing in later life and create homes specifically designed to support older people to 'right size'.
- developing core and cluster models for extra care
- define co-housing and exploring its delivery with Registered Providers
- support Registered Providers to modernise and invest in sheltered schemes
- support and Registered Providers who are developing options appraisals for their stock.
- incorporate digital technology to improve services so older people can live independent lives for longer.

People with physical disabilities, learning difficulties and mental health problems

Our evidence base tells us there is a lack of provision in the borough for residents with complex mental health needs and those with dual diagnosis of mental health alongside drug or alcohol addiction. The lack of provision in Knowsley, and in the wider Liverpool City Region, often results in out of borough placements being made.

When the evidence base identifying gaps in our supply is developed, we will work with Registered Providers and market providers set out delivery models for move on accommodation and to develop better supported housing schemes including:

- clusters of units in individual locations for people with physical disabilities, learning difficulties and mental health problems.

- high quality, professionally managed Co-living schemes with individual kitchens and bathrooms but some communal space to manage private and shared living.
- purpose-based flats with support and training for individuals with substance and alcohol misuse.
- individual 1 bed move on accommodation pepper potted across the borough.
- opportunities for home ownership for people with long term disabilities.
- expansion of the Key Ring Scheme and shared lives.
- exploring increased access to the PRS.
- ensure that all new build homes should be adaptable and accessible which would help to meet the needs of some of those on the housing register.

People who are homeless and or rough sleeping

We are committed preventing homeless and rough sleeping and have developed a proactive strategy focusing on preventing homelessness at an earlier stage and work cohesively with partners so that strategically, tackling homelessness becomes “Everybody’s Business”.

We are a partner in the Liverpool City Region Housing First scheme to reduce rough sleeping and provide secure housing and intensive support to more complex cases. This offers a bespoke package to prevent recurring homelessness.



4. HOW WE WILL MEASURE SUCCESS – MONITORING AND EVALUATION

For each of the strategic objectives within this strategy, we have defined the scope of monitoring data we will use as an ongoing 'health check' of housing market and housing conditions in each of our identified localities. Monitoring data will be utilised to assess direction of travel towards those identified objectives within the strategy where the Council and its partners can contribute towards achieving the desired outcomes but where wider market conditions will also determine direction of travel.

A supplementary set of 'performance' data will be regularly collated, aligned to those strategic objectives and priorities that are more within the gift of the Council to directly influence, through either commissioning of services or delivery of programmes that directly impact on specific housing themes and priorities.

The third element of the framework consists of a set of high-level actions and associated milestones for delivery of specific interventions that the Council and partners will undertake in the first year of delivery. Further actions and milestones for implementation of each of the subsequent year's delivery will be identified on an annual basis via the Council's annual strategic planning process to ensure the monitoring framework remains an accurate and up to date reflection of priorities as they evolve over the duration of the strategy.



Monitoring and Performance Indicators

Theme	Indicator	Geography	Data Source	Monitoring Frequency	Strategic Priority				
					Locally Distinctive	Maintaining Delivery, Promoting Choice and Affordability	Extending opportunities for local people	Improving quality of our current homes	Homes for all, promoting independent living
Housing Delivery	Housing Completions	Borough / Locality	Planning Dept Data	Half Yearly	•	•			
	Completions by tenure and size	Borough / Locality	Planning Dept Data	Half Yearly	•	•			
	Completions – affordable housing (including by tenure i.e. affordable rent, shared ownership, First Homes)	Borough / Locality	Strategic Housing / Registered Providers	Quarterly	•	•	•		
	Completions – Open market housing	Borough / Locality	Strategic Housing / Registered Providers	Half Yearly	•	•			
	Supported housing – total units delivered	Borough / Locality	Strategic Housing / Whole Life Commissioning	Quarterly	•	•			•

Theme	Indicator	Geography	Data Source	Monitoring Frequency	Strategic Priority				
					Locally Distinctive	Maintaining Delivery, Promoting Choice and Affordability	Extending opportunities for local people	Improving quality of our current homes	Homes for all, promoting independent living
	Empty homes returned into occupation	Borough / Locality	Env Health / Council Tax	Annual	•	•		•	
Accessibility and Choice	% Knowsley residents accessing new housing	Borough	Strategic Housing / developer intel	Annual		•	•		
	Housing register – proportion of households on waiting list at each band	Borough	Housing Register	Quarterly		•			
	Housing register – total number of social housing lets (rolling 12 month)	Borough	Housing Register	Quarterly		•			
	Numbers presenting as homeless	Borough	Knowsley Housing Solutions	Quarterly		•			

Theme	Indicator	Geography	Data Source	Monitoring Frequency	Strategic Priority				
					Locally Distinctive	Maintaining Delivery, Promoting Choice and Affordability	Extending opportunities for local people	Improving quality of our current homes	Homes for all, promoting independent living
Accessibility and Choice	Numbers of households in temporary accommodation	Borough	Knowsley Housing Solutions	Quarterly		•			
	Homelessness - % relief cases not relieved within 56 days (service performance)	Borough	Knowsley Housing Solutions	Quarterly		•			
Housing Quality	Homelessness - % households moved on from B&B within 7 days (Service Performance)	Borough	Knowsley Housing Solutions	Quarterly		•			
	% non-decent homes as a proportion of overall stock	Borough / Locality	RP data / UNO Database / English Housing Survey	Annual	•			•	
	Energy efficiency rating improvements	Borough	RP data / UNO Database	Annual				•	

Theme	Indicator	Geography	Data Source	Monitoring Frequency	Strategic Priority				
					Locally Distinctive	Maintaining Delivery, Promoting Choice and Affordability	Extending opportunities for local people	Improving quality of our current homes	Homes for all, promoting independent living
Housing Quality	Numbers and value of grants provided (Sustainable Warmth Fund, Warm Homes Scheme)	Borough	Strategic Housing	Annual				•	
	% Warm Homes Grants completed within 3 weeks of approval (service performance)	Borough	Strategic Housing	Quarterly				•	
	Number of accredited landlords through KLAS	Borough	Strategic Housing	Annual		•		•	

Actions and Milestones 2022/23

Theme	Action / Milestone				Strategic Priority				
					Locally Distinctive	Maintaining Delivery, Promoting Choice and Affordability	Extending opportunities for local people	Improving quality of our current homes	Homes for all, promoting independent living
Housing Delivery	Affordable Housing SPD				•	•	•		
	Revised Affordable Housing Commuted Sum Policy				•	•			
	Establish Knowsley Housing Investment Fund					•		•	
	Knowsley First Homes Policy					•	•		
	Housing Market and Development Update				•	•		•	
Housing Accessibility	Updated Extra Care Sufficiency Strategy					•			•
	Supported and Specialist Accommodation – asset review / data development					•			•

Theme	Action / Milestone				Strategic Priority				
					Locally Distinctive	Maintaining Delivery, Promoting Choice and Affordability	Extending opportunities for local people	Improving quality of our current homes	Homes for all, promoting independent living
Housing Accessibility	Updated Adult Social Care Market Position Statement				•	•	•	•	•
	Housing Allocations Policy					•	•		•
	Liverpool City Region Tenancy Strategy						•		•
Housing Quality	Homes in Multiple Occupation Policy							•	
	Empty Homes Strategy					•		•	
	Housing Enforcement Policy							•	
	Energy Efficiency Programmes Update						•	•	

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