



# Opportunities for housing: Responding to change

Hart District Council's Annual Housing Forum 7<sup>th</sup> July 2010

**Welcome**



## **Clr Chris Butler**

Portfolio Holder for Housing and Health

Hart District Council



edenbrook  
Showhomes  
coming Soon

**Nigel Preston**

Head of Housing  
Hart District Council



The screenshot shows the HCA Single Conversation webpage. At the top, there is a navigation bar with links for 'High contrast', 'Larger text', 'Smaller text', 'Home', 'Site map', and 'FAQs'. Below this is a search bar with the text 'Enter search term here' and a 'Search' button. The main navigation menu includes 'What we do', 'In your area', 'How we work' (which is highlighted), 'About us', 'Careers', 'News & events', and 'Contact us'. The main content area features a large image of two women talking. Below the image, there is a breadcrumb trail: 'You are here: Home > How we work > Single conversation'. The page title is 'Single conversation'. The main text describes the Single Conversation as the HCA's most important business process, aimed at connecting local ambition with national targets. A sidebar on the right contains a 'See also' section with links to 'Conversation', 'HCA announces innovative partnership deal with Norwich City Council!', 'Single Conversation picks up pace with solid progress across the country', and 'Greater Manchester's Single Conversation'. At the bottom right, there is an 'Email newsletter' sign-up box.

## Developing a Local Investment Plan (LIP) for North Hampshire and the M3 Corridor

**Julian Lomas**

Director

Almond Tree Consulting

## Effect of the change in Government on the planning system

**Daryl Philips**

Head of Planning  
Hart District Council

# Opportunities for housing: Responding to change

Hart District Council's Annual Housing Forum 7<sup>th</sup> July 2010

**Questions**



Improvement and Efficiency  
South East



## **Ivor Bundell**

Business Transformation Manager  
Improvement & Efficiency South East

# Hart Housing Service & IESE

## Rapid Improvement Review

v.2  
(06/07/2010)

# About I.E.S.E.

- **Who are IESE?**

Improvement and Efficiency South East (IESE) is one of nine Regional Improvement and Efficiency Partnerships (RIEPs)

- Established to work with the south east's 74 Local Authorities and 9 Fire Authorities
- **Aim of IESE:**
- To facilitate and fund projects that will drive efficiencies and service improvements across the region.
- Every £1 of IESE spend enables Local Authorities to save £5

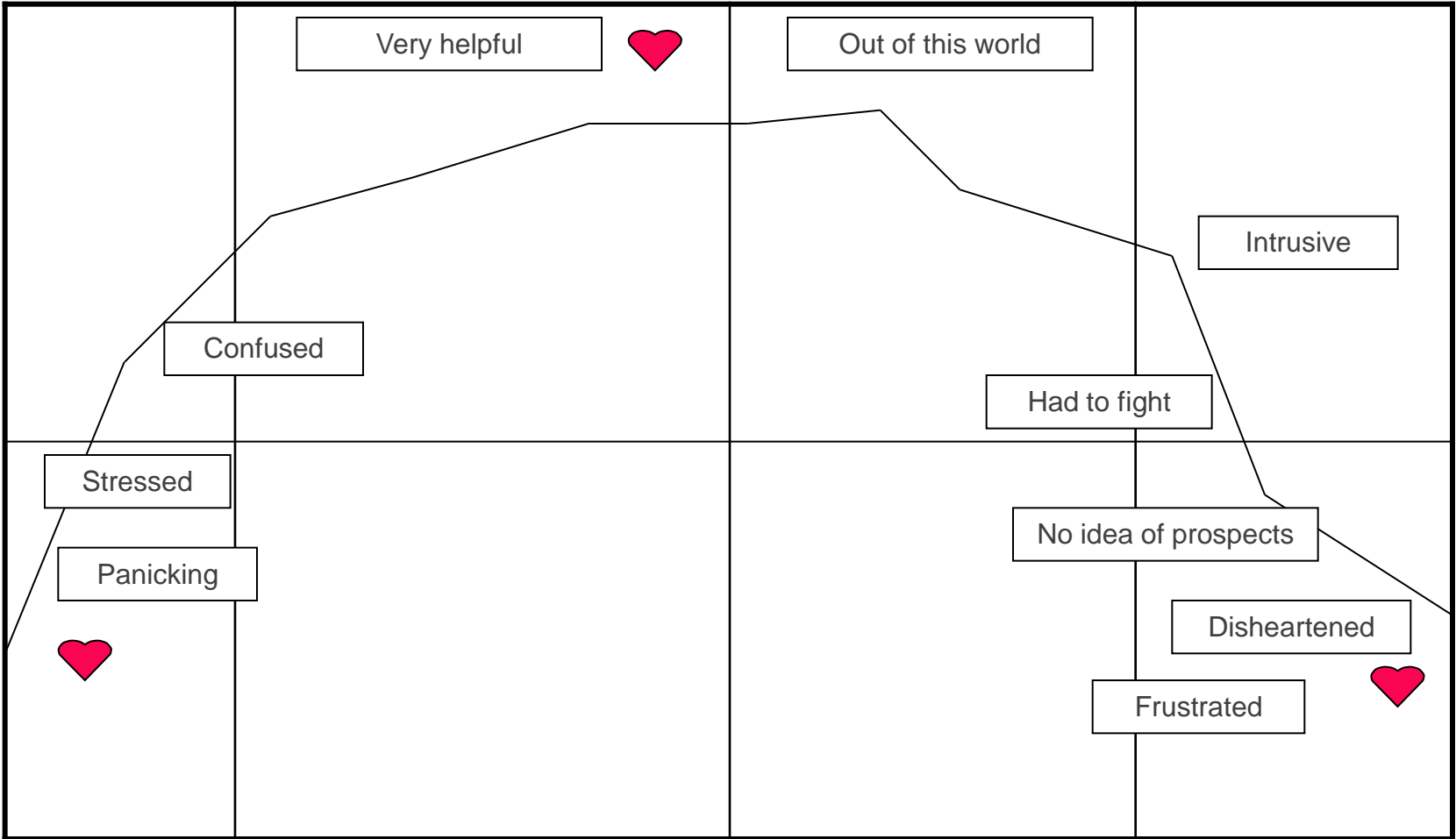
- **IESE Savings Record:**
  - Year 1 : IESE enabled councils make £18.5million cashable savings
  - Year 2 : over £40m cashable savings (eof June 2010)
  - Year 3 : target is £200M
- **IESE Governance & Funding:**
  - IESE is governed democratically by Members across the south east and managed by a south east Chief Executives' board
  - Funded by Department for Communities & Local Government (DCLG) through the Local Government Association (LGA)



- What is the Customer experience of the Housing service?
- How do Customers feel about the advice they receive from Housing?
- What are the major issues for Housing?
- Can Housing improve the service it gives?
- Could Housing work in smarter ways?

- 4 key areas identified:
  - Housing Register
  - Choice-Based Lettings
  - Homelessness
  - Rent Deposit Scheme
- *AS IS* mappings, then *TO BE* mappings
- Overlay of Customer Journey (survey)

# The Customer Journey - Feedback



# All Stakeholders



High

I  
N  
T  
E  
R  
E  
S  
T

<p><b>Keep Informed</b></p> <p><b>CUSTOMERS</b></p> <p>GP's CAB H.A.s</p>	<p><b>Key Players</b></p> <p><b>MEMBERS</b></p> <p>SENIOR MANAGERS</p>
<p><b>Keep to minimum</b></p>	<p>HOUSING BENEFIT, ENV. HEALTH, SOCIAL WORKERS/ CMLT/ HLT</p> <p><b>Keep Satisfied</b></p>

Low

INFLUENCE

High

# Keep Customers Informed



- Expectation management –  
*from the very start*
- Keep informed at each & every stage
- Use SMS, e-mail whenever possible
- Repeat clear messages, use handouts
- Keep message & information simple
- Move to Banding from Points-Based system



# Managing Expectations

## - some clear messages

**Adur** Certain people who are homeless or threatened with homelessness have a right to help from the council. **Not everyone is entitled to be housed.**

For all applicants, we will give advice and assistance to help you with your housing problem.

The law says that the council does **not** have to arrange even short-term temporary accommodation ...

**Lewisham** We have many more people registered on our housing list than properties available. Unfortunately this means that most people on the housing list face no prospect of being housed by this council.

If you are on the housing list you will not receive an offer quickly and those who do will have been registered for a long time. You will probably need to request properties many times before you are successful, if at all.



# Managing Expectations

## - some clear messages

**Milton Keynes** As you might expect with more people moving in every day, demand for Housing in Milton Keynes is always high. However, there are a number of ways that Milton Keynes Council's [Housing Options Service](#) may be able to help you find somewhere to live.

**Guildford** There is a high demand for council and housing association properties in the borough, therefore, most of our customers will wait some considerable time before being offered a council or housing association home. You may, therefore, need to explore other housing solutions, which may be faster and meet your needs in the short or long term. Our staff can help you do this.



# Clear and simple messages – Points based decisions

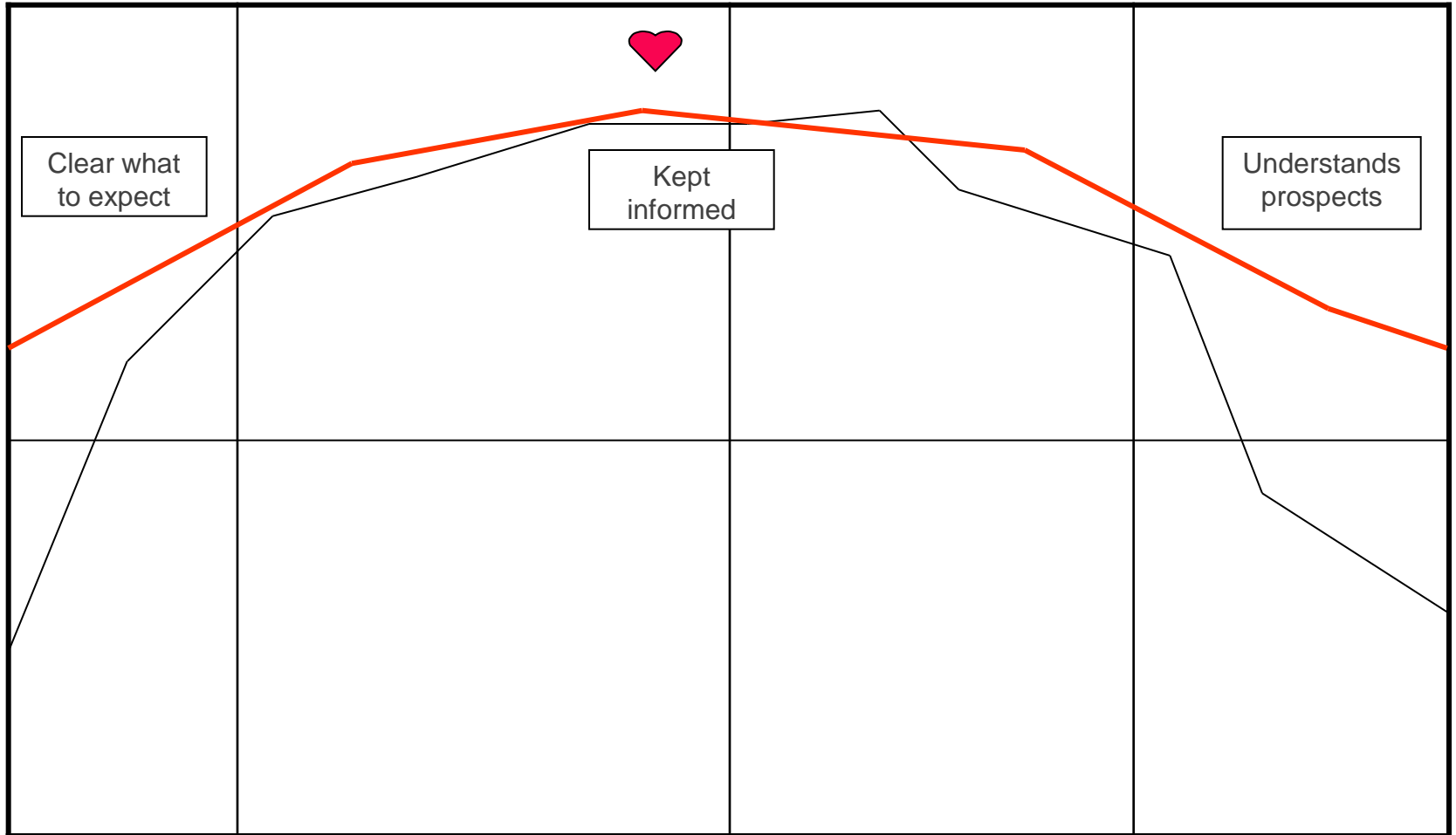
“Points-systems can be complex and consequently lacking in transparency and difficult for applicants to understand.”  
(DCLG)



Whilst customer complaints about the housing service are very low – around **2%** compared to those on the housing register last year, **more than half** were complaining about the points system.

In addition, there are many other lower level queries and challenges to the points.

# The New Customer Journey





- Do Now
- Do Soon
- Implementation Planning
- On a roll !



# Partner Authorities' systems

(as at October, 2009)

Rushmoor – Point Based system

Guildford – 5 Band system introduced Dec 06



Hart – Point Based system

Waverley – 5 Band system introduced Dec 07 – aligned with Guildford



# Thank you

Improvement and Efficiency  
South East



For further information about I.E.S.E. see:

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

or contact:

[Ivor.Bundell@southeastiep.gov.uk](mailto:Ivor.Bundell@southeastiep.gov.uk)

## Developing the Hart Housing Strategy for 2011 and beyond

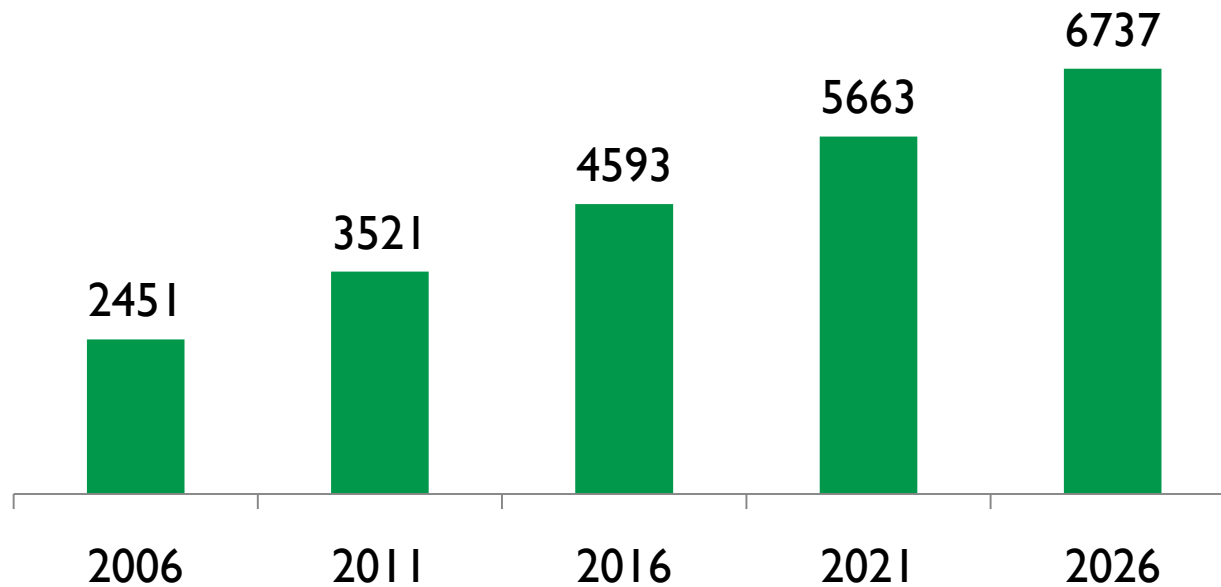
**Jane Abraham**

Housing Strategy & Development Manager  
Hart District Council

## **Our statutory duties as set out in national guidance:**

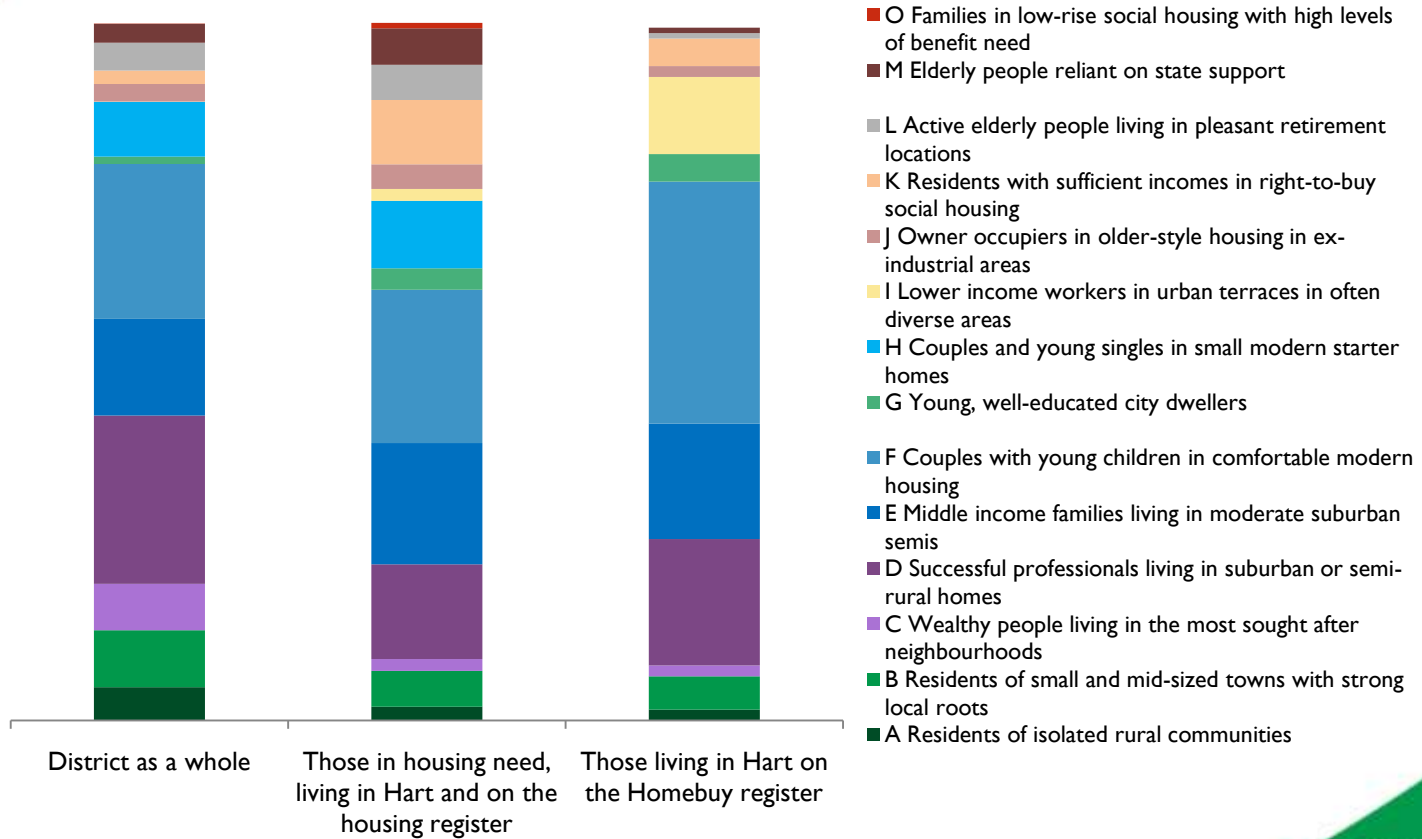
- Assess and plan for the current and future housing needs of the population across all tenures
- Provide housing advice to all households in housing need
- Make best use of the existing housing stock
- Plan and facilitate new supply
- Plan and commission housing support services which link homes and support services
- Work in partnership to secure effective housing and neighbourhood management on an ongoing basis

**Projected cumulative increase in the number  
of households in Hart from 2001 to 2026**  
(+269 households a year on average)



Source: HCC population statistics

## Percentage of Experian classification groups on the social rented and homebuy registers compared to the population of Hart as a whole



- How can we assess the level of housing need in the district?
- What are our key service priorities?
- What outcomes should we focus on?

# Opportunities for housing: Responding to change

Hart District Council's Annual Housing Forum 7<sup>th</sup> July 2010

**Feedback  
& Close**