

Homelessness

Broadland Housing and Homes for Cathy

MEMBERS' WORKSHOP – AUGUST 2020



Ground Rules

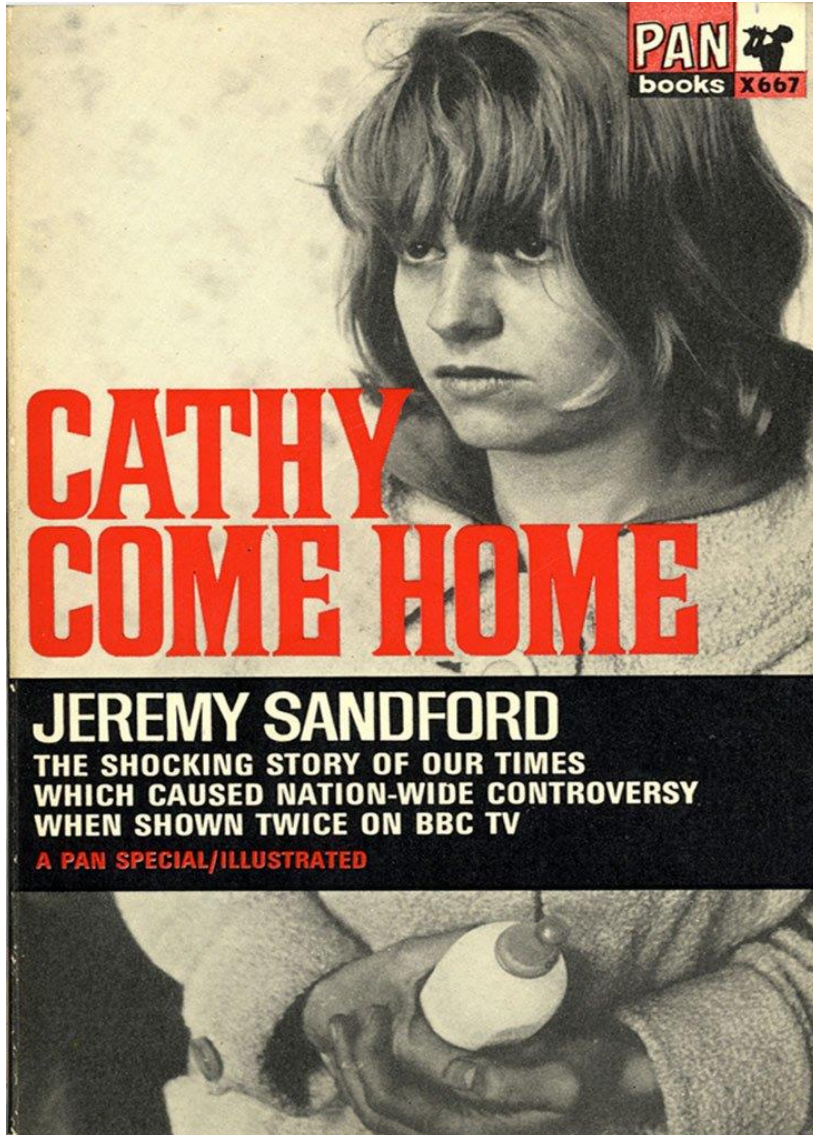
- Interruptions welcome!
- Conversation better than monologues!

Tried to simplify slides for mobile phones

- Will read where necessary
- Sorry about tables!

To explore ...

- A bit of context
- Are housing associations losing their focus?
- What motivated us to commit to homelessness?
- What were our risks?
- Examples of what we do today, that we didn't automatically do in the past



Rough sleeping

Sleeping in
tents, cars &
public transport

Squatting

Beds in sheds

Living in hostels

Sleeping in
night shelters

DV victims in
refuges

Temporary
Accom e.g. B&B

Sofa Surfing

Staying with
friends & relatives
as no other
options

Under notice to
quit & unable to
find a deposit

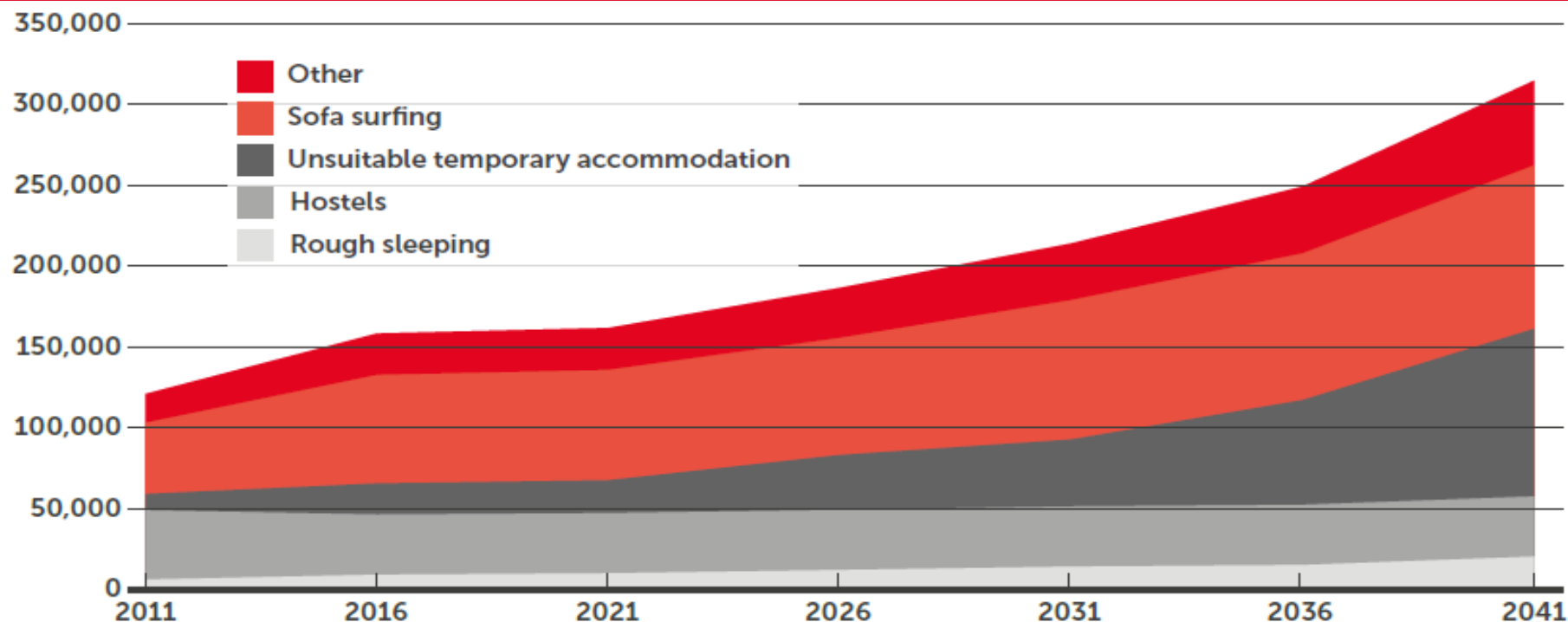
Asked to leave by
parents

Living in
intermediate
accom with
support

Discharge from
prison without
permanent
housing

	England		Wales		Scotland		Great Britain	
Core homelessness	2011	2016	2011	2016	2011	2016	2011	2016
Rough sleepers	5,000	8,000	200	300	900	800	6,100	9,100
Tents, cars, and public transport	5,000	8,000	200	300	700	800	5,900	9,100
Squatting and non-residential accommodation	6,800	11,500	300	300	800	400	7,900	12,200
Hostels, refuges and night/winter shelters	44,200	38,500	900	900	2,000	2,300	47,100	41,700
Unsuitable temporary accommodation	7,000	17,000	400	200	2,700	2,100	10,100	19,300
Sofa surfers	35,000	59,000	2,900	3,400	6,000	4,600	43,900	67,000
Total	103,000	142,000	4,900	5,400	13,100	11,000	121,000	158,400

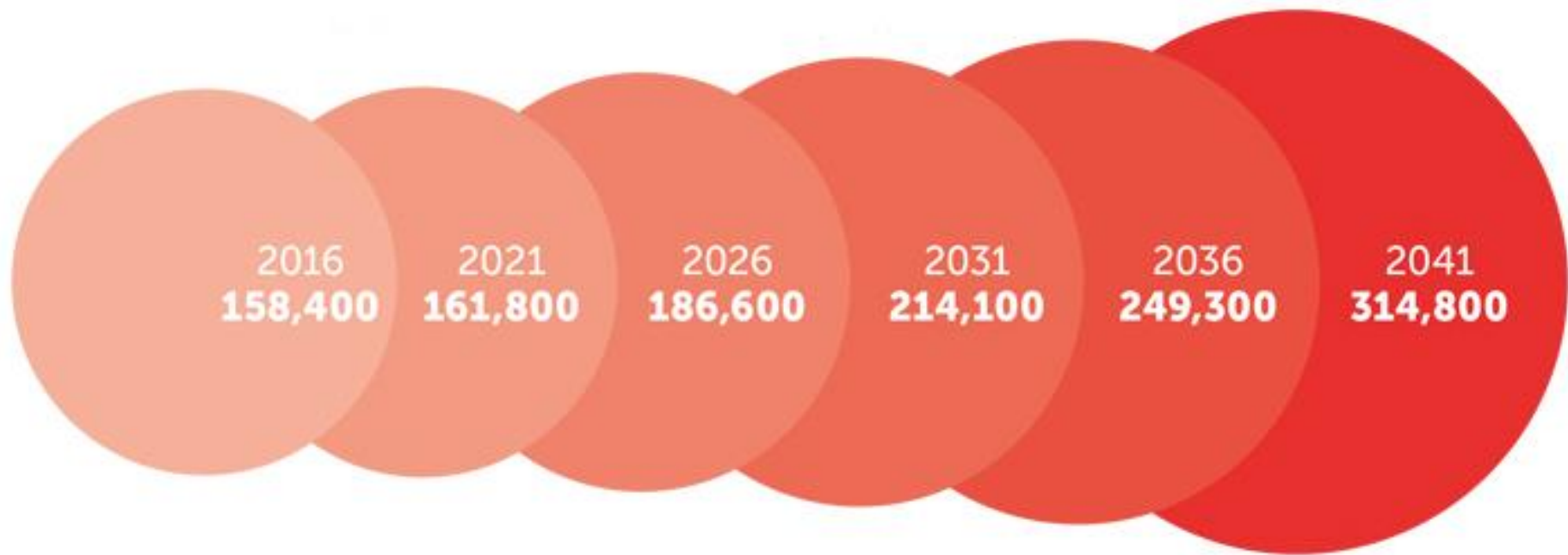
(figures are rounded to nearest thousand)



Source: Bramley 2017

Category	2011	2016	2021	2026	2031	2036	2041
Rough sleeping	6,100	9,100	10,000	12,000	14,100	15,100	20,300
Hostels	42,900	37,200	37,200	37,200	37,200	37,200	37,200
Unsuitable temporary accommodation	10,100	19,300	20,400	34,000	41,500	64,900	103,800
Sofa surfing	43,900	67,000	68,100	72,300	86,100	90,600	100,900
Other ¹²	18,000	25,800	26,100	31,100	35,200	41,500	52,600
Total	121,000	158,400	161,800	186,600	214,100	249,300	314,800

Or look at it like this!



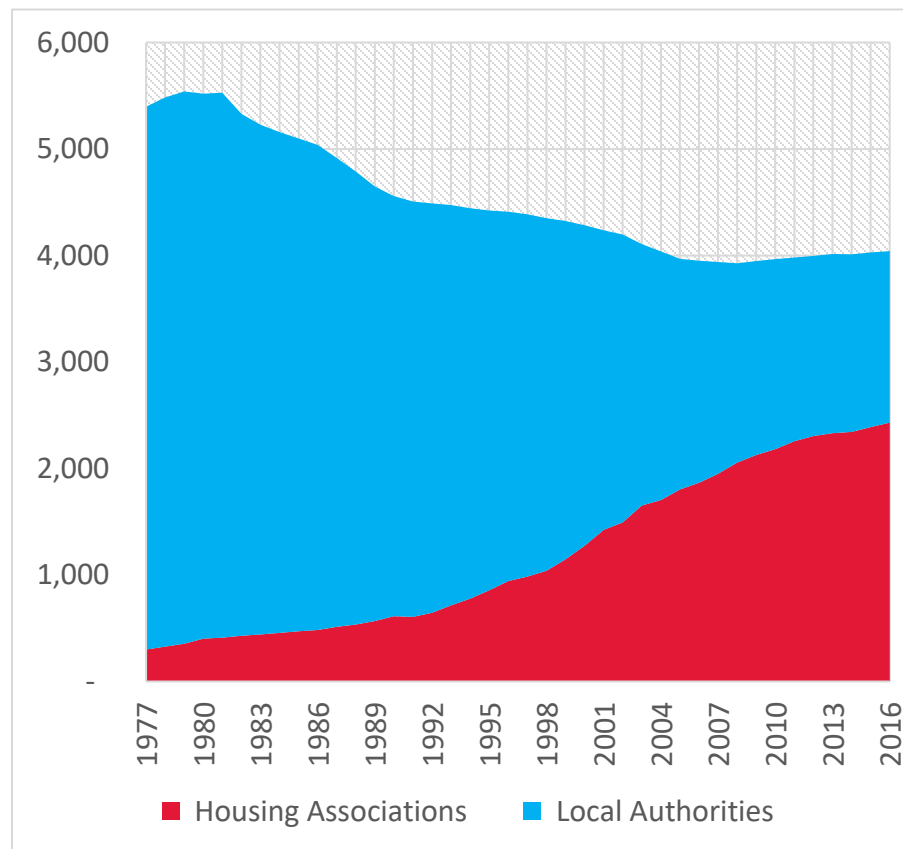
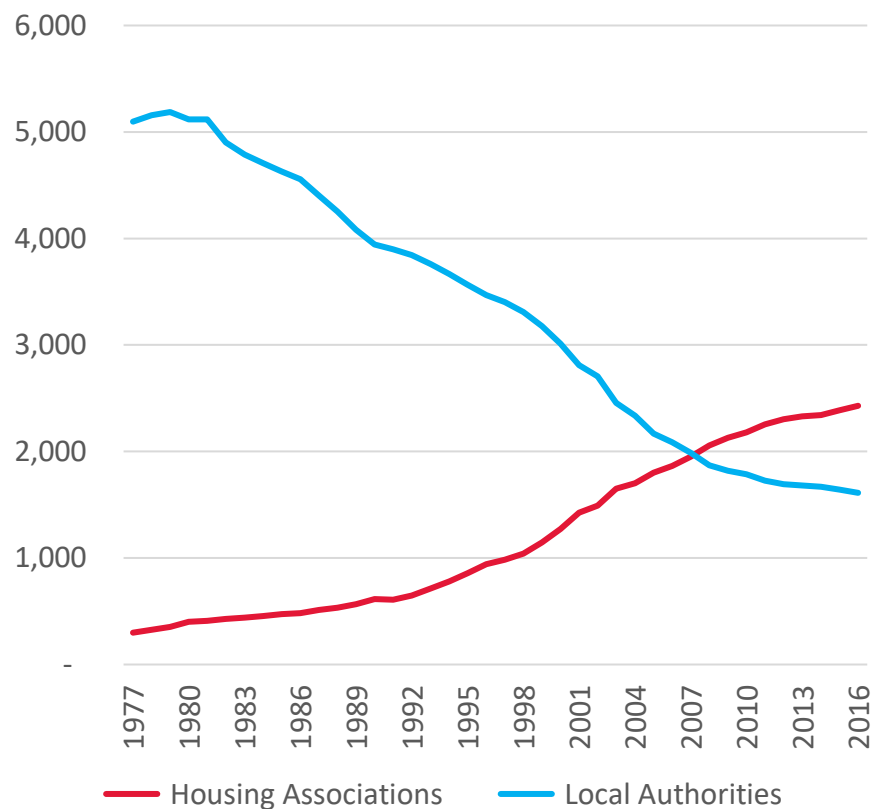
theguardian

Homeless people in UK 'denied social housing as risky tenants'

Housing associations under fire for focus on commercial goals instead of social mission

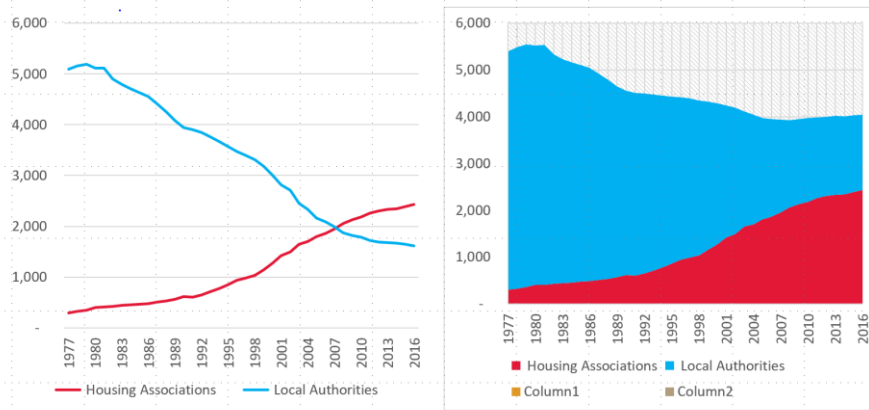


The rise of housing associations as mainstream providers



Government agendas versus original purpose

The rise of housing associations as mainstream providers



Pre 1979

- HAs primarily independent charities with clear core social purpose

Post 1988

- HAs primary vehicle for new social housing – not local authorities

Post 2000

- Increasingly seen as a vehicle for Government agendas

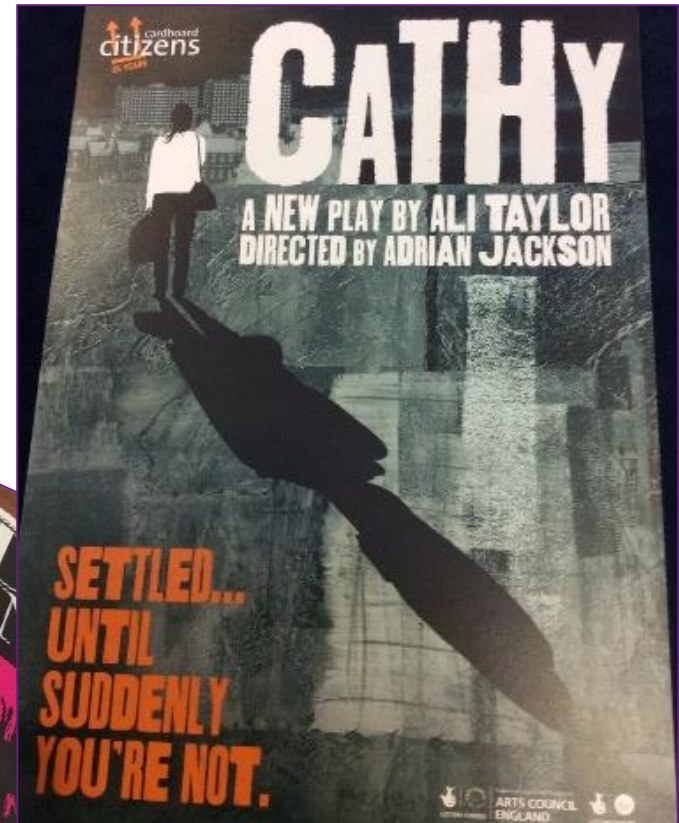
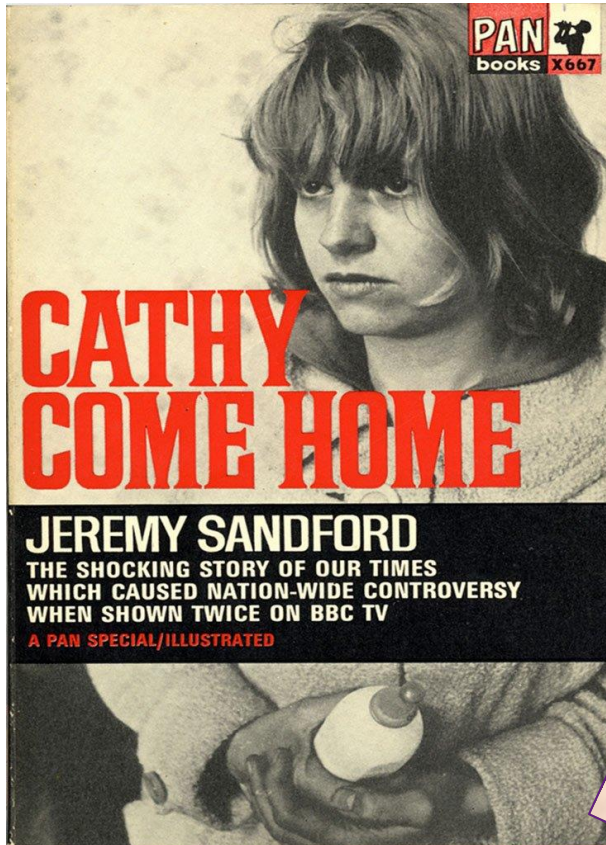
Housing associations have different heritages

Traditional and niche

- Usually established as a response to local housing need

Stock transfers

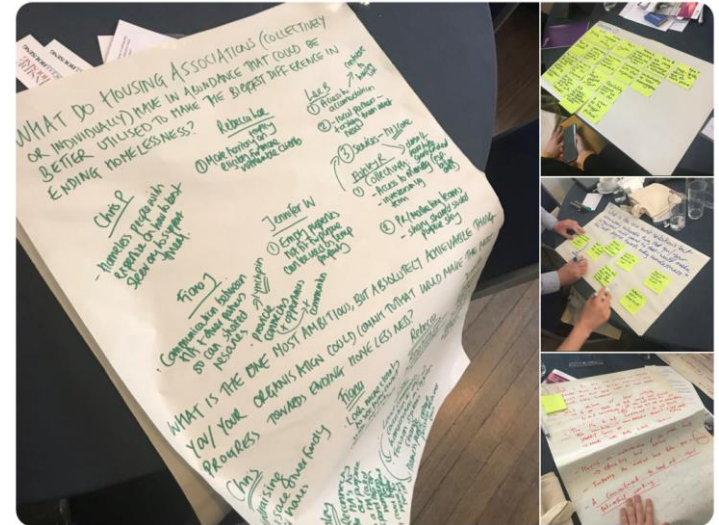
- Major driver was a lack of maintenance and inability to borrow
- But the Council’s original purpose should be in the DNA



Reality check

Not about
marking 50
years

All about
making a
difference today



Not about
our past, but
what can we
DO NOW

Reconfirmed
– Tackling
homelessness
is in our **DNA**

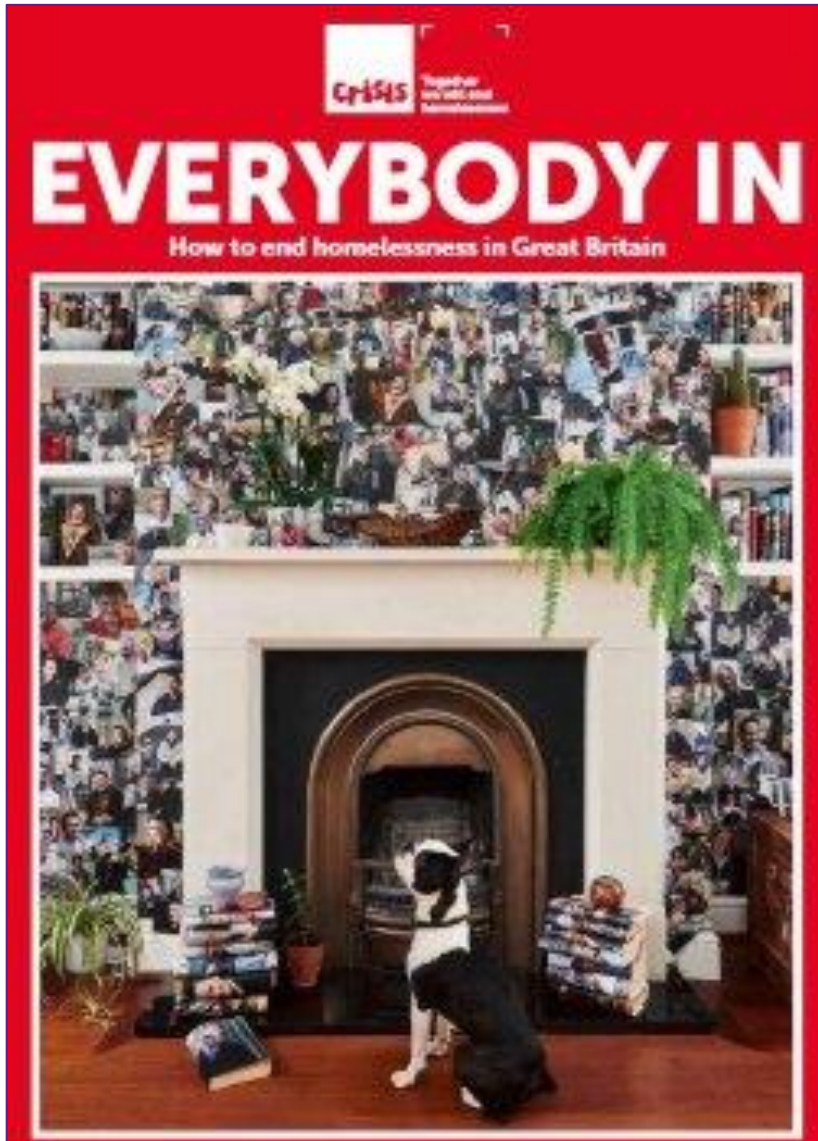
Started
working with
Crisis

A CIH video about Homes for Cathy

Applications
from
Scotland,
Wales and
Northern
Ireland

Over 110
members





- 1 To contribute to the development and execution of local authority homelessness strategies.
- 2 To operate flexible allocations and eligibility policies which allow individual applicants' unique set of circumstances and housing history to be considered.
- 3 To offer constructive solutions to applicants who aren't deemed eligible for an offer of a home.
- 4 To not make any tenant seeking to prevent their homelessness, homeless (as defined by the Crisis plan definition).
- 5 To commit to meeting the needs of vulnerable tenant groups.
- 6 To work in partnership to provide a range of affordable housing options which meet the needs of all homeless people in their local communities.
- 7 To ensure that properties offered to homeless people should be ready to move into.
- 8 To contribute to ending migrant homelessness in the areas Housing Associations operate.
- 9 To lobby, challenge and inspire others to support ending homelessness.

Quick video listing the Commitments

September 2018

- Unanimous Board commitment that we should be doing “something” on each of the 9 commitments.



We've signed up
to the Homes for
Cathy
commitments



Broadland Housing Association board meeting
Date: 21 September 2018
Report originator: Michael Newey and Catherine Little
E-mail: michael.newey@broadlandgroup.org and
Catherine.little@broadlandgroup.org
Direct Dial: 01603 750292 & 01603 750293

Homes for Cathy Commitments

1. Purpose of report

- 1.1 The purpose of this report is to share with the Board how the Association proposes to respond to the nine housing association commitments proposed by the homeless charity Crisis and supported by the Homes for Cathy Group, of which Broadland was a founding member.

2. Recommendation

- 2.1 The Board is invited to agree that Broadland Housing Association commit to working on the nine pledges proposed by Crisis and the Homes for Cathy Group and support the initiatives outlined within this paper to deliver progress on each of the nine commitments.

Corporate strategy reference:	Our organisational purpose is to help families and individuals in housing need access high quality homes in Norfolk and North Suffolk
Operational implications:	<p>Primarily housing management implications</p> <ul style="list-style-type: none"> • Potential loss of rental income on homes made available for migrant housing • Potential secondary waiting list for intermediate rented homes • Freezing of arrears for households positively engaging with the Association for agreed periods of time • Staff time developing the Housing First pilot • Identification of a partner in respect of basic furnishings

Risk Map reference number:	There are currently no directly relevant risks on the Group Strategic, Group Operational or Housing Directorate Risk Maps. If the Board support this paper, appropriate risks would be identified and added to the risk maps at the next monthly review
Impact on Customers:	Reducing the likelihood of being made homeless due to arrears if engaging with BHA.
Equality and diversity implications:	Increased access to housing for vulnerable groups
Privacy Impact Assessment:	None arising directly
Financial implications:	Loss of rental income on homes made available for migrant housing. Potential for increased costs of tenancy support
Value for Money Economy – spending less Efficiency – spending well Effectiveness – spending wisely Equity – spending fairly	This project, which supports the delivery of our enduring purpose, involves spending well, wisely and fairly. It does not involve spending less directly for the Association, but potential does mean reduced spending from the Government's health and welfare budgets.

3. Background

- 3.1 In 2016, Broadland joined a small group of housing associations, all established in the 1960s or early 1970s, to mark the 50th anniversary of the BBC's screening of the film, "Cathy come home". The Group, which ended up being called "Homes for Cathy", was assembled by David Bogle, CEO of Hightown Housing.

The 22 housing associations from across the country did not wish to celebrate the anniversary, but instead use the opportunity to reflect on the sad reality that homelessness continues to blight our country five decades on. Local events were organised by individual associations, as well as events in London to influence Parliamentarians. In Norwich we organised a screening of Cathy come home" at Stage Two, which was followed by a panel discussion chaired by the Bishop of Norwich, involving Shelter and the Salvation Army.

- 3.2 After the anniversary passed, the group decided that, rather than winding up, we would open our membership to any housing association that is committed to being part of the solution to homelessness. The initial, rather simplistic, "ask" was to sign up to the following statements:

To Board Members

- It's what we were set up to do

To Executive Team

- It's the purpose we are working towards

- 1 To contribute to the development and execution of local authority homelessness strategies.
- 2 To operate flexible allocations and eligibility policies which allow individual applicants' unique set of circumstances and housing history to be considered.
- 3 To offer constructive solutions to applicants who aren't deemed eligible for an offer of a home.
- 4 To not make any tenant seeking to prevent their homelessness, homeless (as defined by the Crisis plan definition).
- 5 To commit to meeting the needs of vulnerable tenant groups.
- 6 To work in partnership to provide a range of affordable housing options which meet the needs of all homeless people in their local communities.
- 7 To ensure that properties offered to homeless people should be ready to move into.
- 8 To contribute to ending migrant homelessness in the areas Housing Associations operate.
- 9 To lobby, challenge and inspire others to support ending homelessness.

To our staff

- It's what many came in to housing to do

Commitment 2

- To operate flexible allocations and eligibility policies which allow individual applicants' unique set of circumstances and housing history to be considered.

Commitment 4

- To not make any tenant seeking to prevent their homelessness, homeless

Commitment 7

- To ensure that properties offered to homeless people should be ready to move into

Commitment 8

- To contribute to ending migrant homelessness in the areas Housing Associations operate

To operate flexible allocations and eligibility policies which allow individual applicants' unique set of circumstances and housing history to be considered.

No blanket exclusion policies

- e.g. Past Arrears, historic ASB

Focus on the Second chance?

- Target support from the start

Our Reality

- In past two years we haven't refused a nomination for a home on affordability grounds

To not make any tenant
seeking to prevent their
homelessness, homeless

Culture change – different tools

Freezing arrears before eviction

- £3,600 arrears
- £800 Legal Costs
- £1800 Works
- 2 weeks void period
- Cost of staff time

Conditional on the tenants working with us and paying rent during the freeze period

	2017-18	2018-19	2019-20 (to LOCKDOWN)
Evictions for rent arrears	18	11	2
Gross current tenant arrears	3.82%	3.75%	3.49%

To ensure that properties
offered to homeless people
should be ready to move
into

Working with local
charities to ensure that
homeless families have
basic furniture and
white goods

Can we keep the
carpet?

What
makes a
property
a home?

To contribute to ending migrant
homelessness in the areas Housing
Associations operate

No one
deserves
to be on
the street

Working with the
“People from abroad”
Team

Giving people a chance
to sort themselves

BHA leasing homes to
the County at a
peppercorn

Organisational
governance

Regional
facilitation

HOMES FOR CATHY LTD

Company number **12487796**

[Follow this company](#)

[File for this company](#)

[Overview](#)

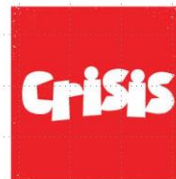
[Filing history](#)

[People](#)

[More](#)

Registered office address

**C/O Broadland Housing Association Ltd Norwich City Football
Club, Carrow Road, Norwich, Norfolk, NR1 1HU**



Last Video!

We were established to respond to housing need

- Not for profit and Charitable

For those excluded from the open market through cost and needs

Sometimes we need reminding why we are here

Sometimes we need reminding that we aren't a development tool of government

But there is also a clear financial business case for most of the commitments