

East of England LGA

Getting Housing Business Ready

The role of @TheHFI in unlocking housebuilding and housing investment

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What is Housing Business Ready?

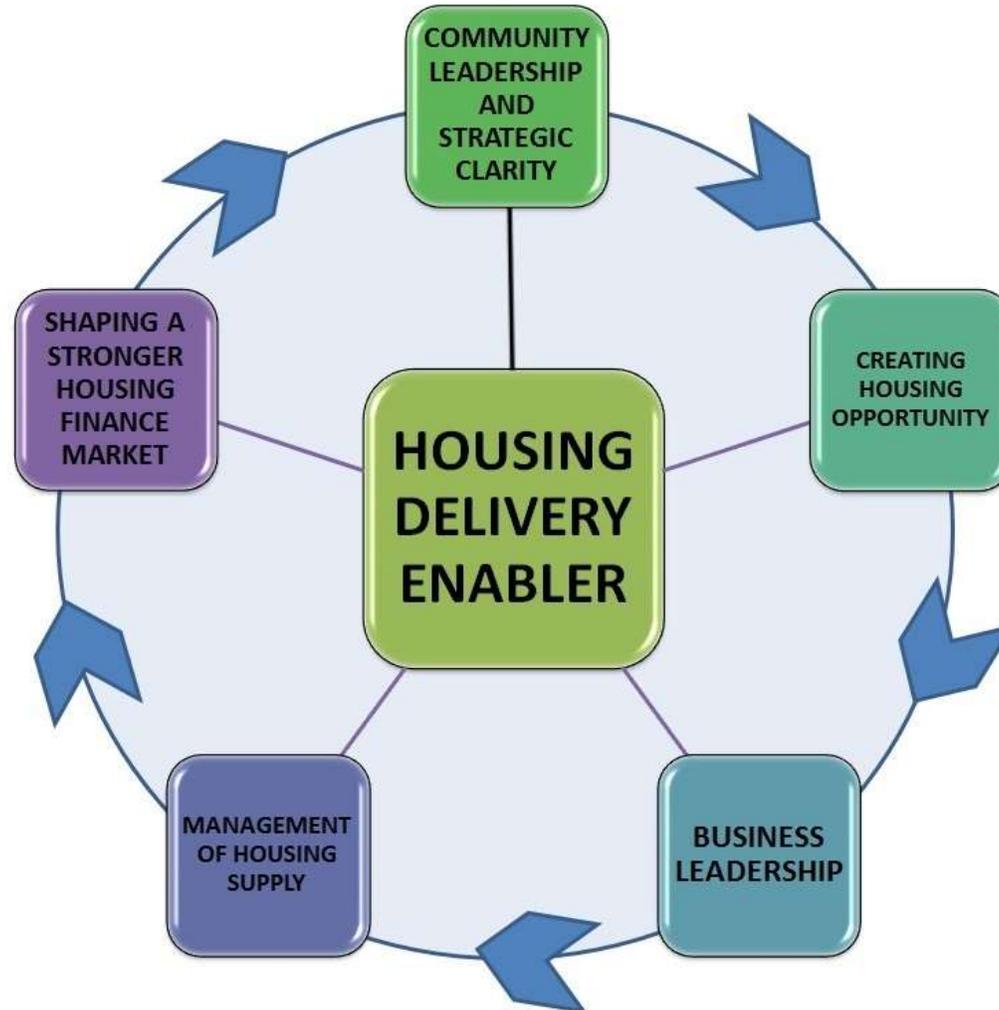


What is Housing Business Ready?



	HBR	Non HBR
CULTURE	Housing at the heart of the culture of the council. There is an understanding of why housing is important to the community sustainability, resilience and growth.	Housing delivery is a burden. Housing renewal and housing growth is not wanted.
RESPONSIBILITY	Housing is led by and reported on at the most senior levels of the organisation: including leader and chief executive. For housing strategy and housing delivery.	Housing is siloed. It is managed at a mid level within the council and it is not a prized portfolio by members.
ACTION	The HBR council takes control: it assesses and takes active steps within the private sector, third sector and the public sector to go that extra mile. The HBR Council is a Housing Delivery Enabler.	The council is passive in the housing market. It is reliant on other people doing things and at their own pace.

What is the role of the council: The Housing Delivery Enabler



*Elphicke-House Report 2015,
UK Government*

Why be a Housing Delivery Enabler?

The difference that Housing Delivery Enabling can make

Making it
happen

At the right
time

Creating an
income
stream

Supporting
jobs and
growth

Creating
the
conditions
for growth

Clearing
block and
barriers

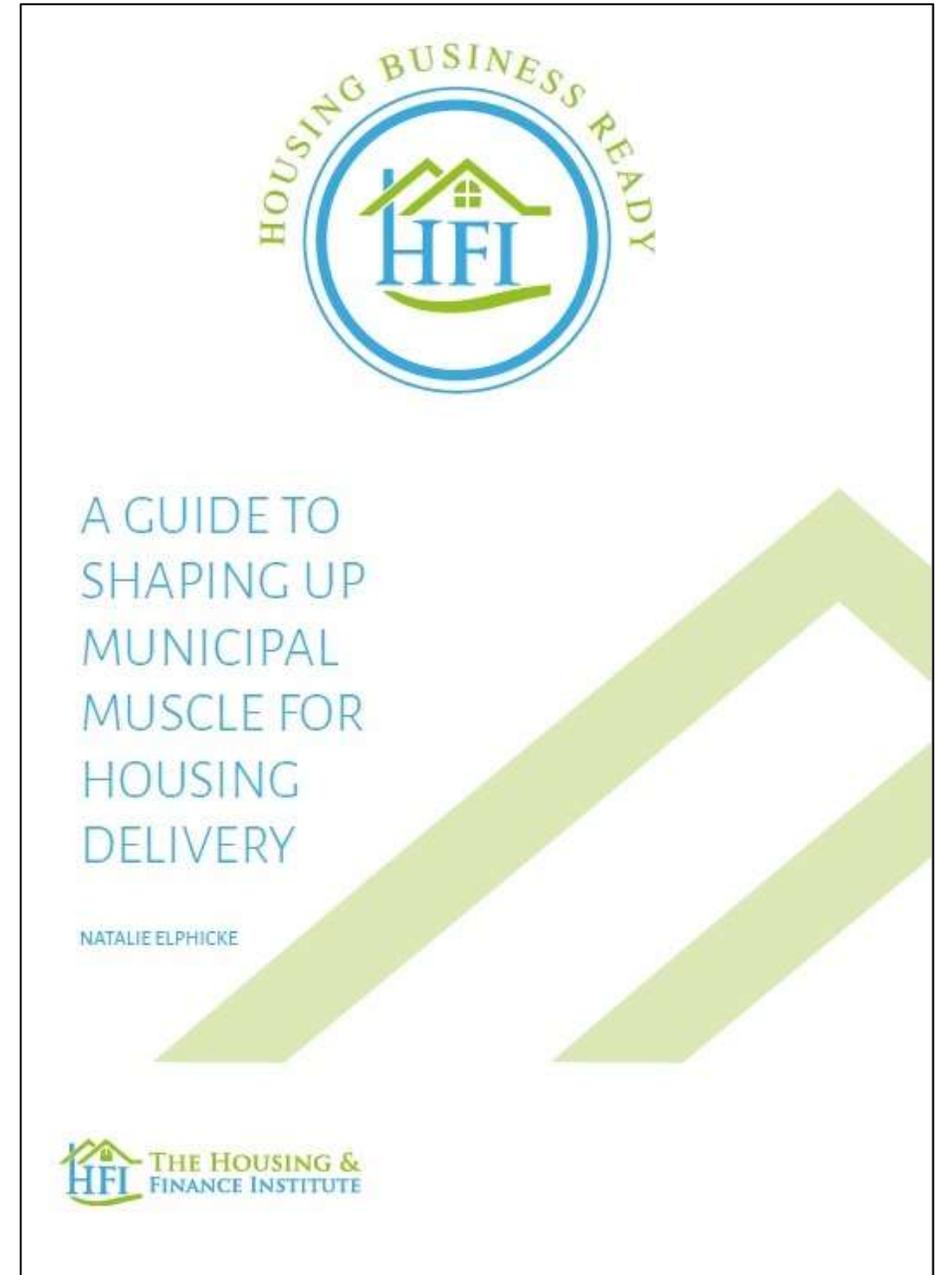
Creating
skills and
stronger
local
business

Attracting
new
investment

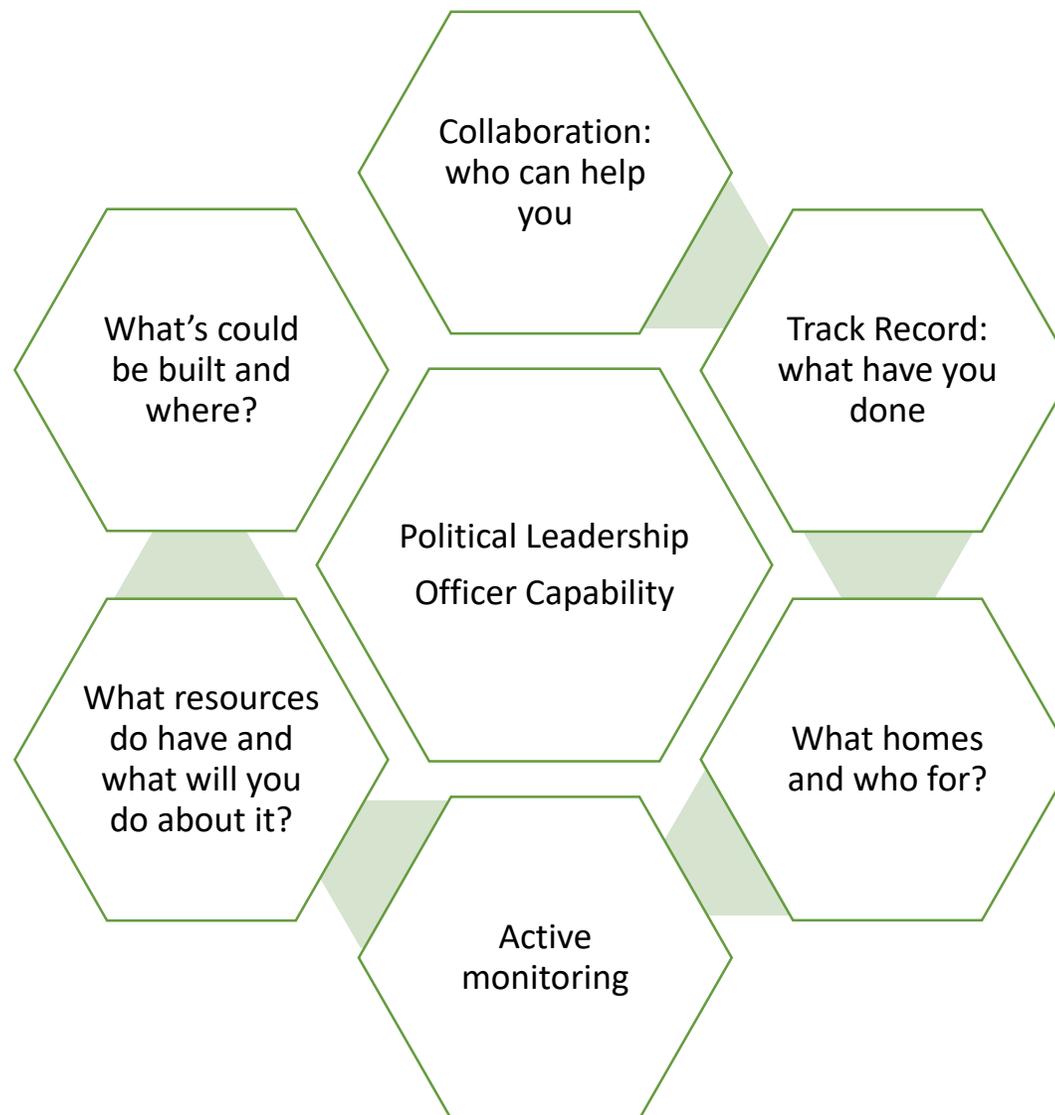
It works

What makes a council effective?

Housing Business Ready Councils



What makes a council effective?



A case study -illustration

A site is moving forward less quickly than the council wants to see.

It is owned by a local medium sized developer (Build & Co) who is usually very good to work with.

The council's housing enabling team are looking into the issue, following an internal request that the HCA are approached to fund a CPO of the site from the developer.

What does the housing delivery enabling team find out?

Build & Co are cross. They have had a great relationship with the council in the past and a strong track record. But there is a tricky site with retail permission that they have been trying to introduce housing onto – so it is a mixed use scheme instead of only a retail scheme. The council has just agreed to a rival firm build to allow a huge (3000+) housing development opposite and surrounding the tricky site – with no obligation on the other site to provide retail. Following tense discussions Build & Co have stopped working in this council area and prioritised its building to three other local council areas.

What did the council do?

The housing delivery enabling team facilitated discussions about the sites between the parties. This re-opened discussions on land use so that it was in line with the business needs but also brought forward additional housing and the rival site was also required to bring forward extra retail and employment space. They negotiated a fast start on 3 other sites within the council area that Build & Co owned.

Outcome: Build & Co are happy and increase build rates in the area. No public money is required for the CPO. The issue is resolved without appeals and further conflict with the planning team. The negotiated position works for the larger site also.

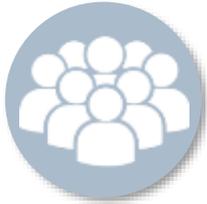
Councils that do – delivering differently



Working together – new housing strategy and money committed to support strategy – the West Dorset, North Dorset, Weymouth & Portland



Removing blocks and barriers in infrastructure:
Ashford, Advance funding by committed CIL deal with the HCA for motorway junction



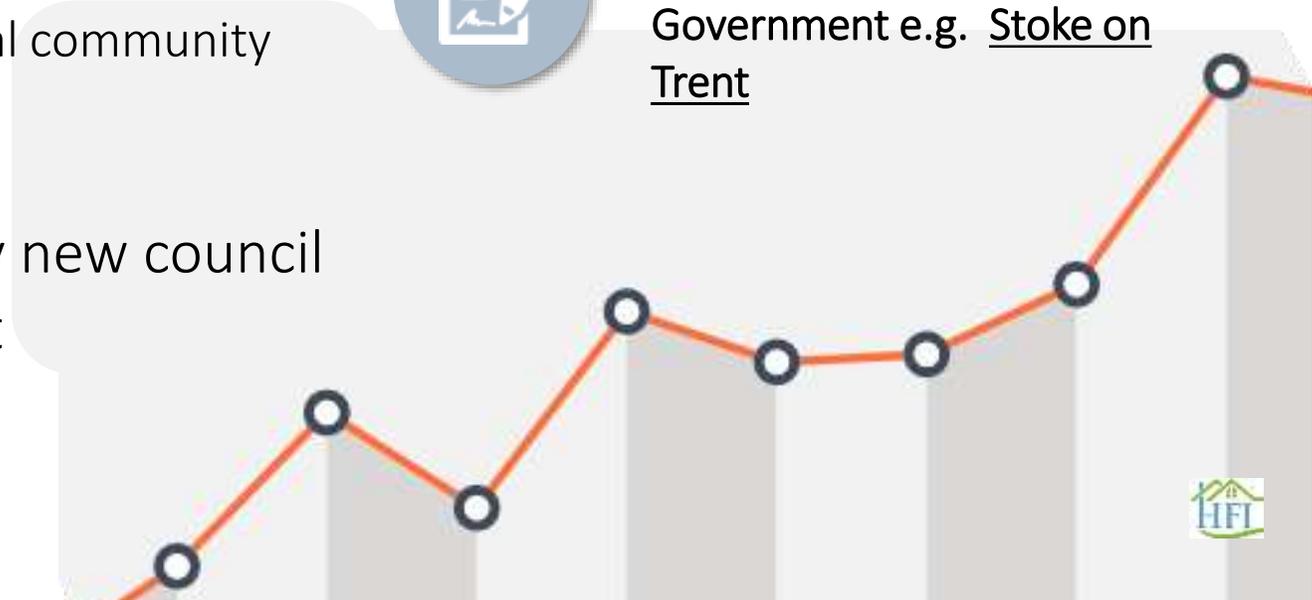
Bringing local people and national resources together – Tendring – Jaywick new coastal village & coastal community team



Negotiations for bespoke local housing zone deals with Government e.g. Stoke on Trent



High quality new council homes built
Southend



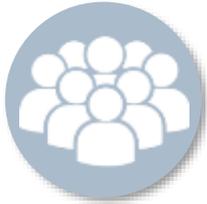
Councils that do – delivering differently



Flexible and approachable, attracted ranges of external investors and partners: Bournemouth



Using public sector powers and money eg renewal work eg Hastings & Thanet (with KCC) including funding landlord improvements



Repairing market failure: Blackpool – buying poor quality rented, repairing and directly managing to high quality homes



Active monitoring build out of planning of Planning Permissions and driving positive interventions and excellence: Braintree & Chelmsford



Direct land assembly & delivery: North Essex garden settlements (Tendring, Braintree, Colchester and Essex County)

Want to find out more?

- Housing Business Ready Masterclasses
- Housing Business Ready Assess & Award

Let's work together to build the homes our country needs



events@thehfi.com

