

Decision Maker Leader of the Council	DATE 5 May 2021
TITLE Start the Public Consultation for the Draft Housing and Homelessness Strategy and the Draft Homelessness and Rough Sleeping Strategy	WARD (S) All
CHIEF OFFICER Director of Housing and Safer Communities	CABINET MEMBER Cabinet Member for Housing
DECISION CLASSIFICATION Non-key	IS THE FINAL DECISION ON THE RECOMMENDATIONS IN THIS REPORT TO BE MADE AT THIS MEETING? Yes

1. **Decision required**

- 1.1 To agree to start of the consultation process for the Draft Housing and Homelessness Strategy and the Draft Homelessness and Rough Sleeping Strategy.

[Signed.....]

Councillor Danny Thorpe, Leader of the Council

2. **Links to the Royal Greenwich high level objectives**

- 2.1 This report relates to the Council's agreed high level objectives as follows:
- A Healthier Greenwich
 - A Safer Greenwich
 - A Great Place to Grow Up
 - Delivering Homes Through Economic Growth

- A Cleaner, Greener Greenwich
- Economic Prosperity for All
- A Great Place to Be
- A Strong Vibrant and Well-run Borough

2.2 This report mainly links to the objective Delivering Homes Through Economic Growth but we are committed to delivering a strategy that considers and contributes to achieving the Council's cross-cutting, high-level objectives. We will accomplish this through strong partnership working and a shared understanding of the challenges facing the Royal Borough of Greenwich.

3. **Purpose of Report and Executive Summary**

3.1 The report is necessary to ensure the consultation process is completed in line with our constitution and legal duties.

4. **Introduction and Background**

4.1 The Housing and Homelessness Strategy sets out the main challenges facing the Royal Borough of Greenwich and how we propose to address them over the next five years through a strategic framework that will deliver against five key housing priorities:

- Ensuring the supply of high-quality homes;
- Tackling homelessness and ending rough sleeping;
- Support for specific housing needs;
- Safe and sustainable homes for all; and
- Building resilient and vibrant communities and neighbourhoods.

4.2 The Homelessness and Rough Sleeping Strategy and consultation is a statutory requirement as established in The Homelessness Act 2002 so this section has been drafted in full with key actions and will be an appendix to the overarching Housing and Homelessness Strategy.

4.3 A decision is now required to authorise Officers to meaningfully consult with residents, stakeholders, partners and service users. The aim is to gather comments and proposals that will support the development of a

strategy that effectively addresses the five priorities that have been identified by Officers and partners.

5. **Available Options**

5.1 Commence the consultation process in after purdah has ended May 2021, to maximise feedback from residents, stakeholders, partners and service users. Officers can then incorporate these views and lived experiences into the final strategy and action plan.

5.2 There is no legal alternative option, as the Council could not adopt the strategy without undertaking a consultation exercise. This would mean our residents and partners would be unable to input or comment on our proposals, the strategy could then be challenged as statutory consultation is a requirement of adopting the new strategy.

6. **Preferred Option**

6.1 The preferred option is to start the consultation in May 2021

7. **Reasons for Recommendations**

7.1 This is the recommended option because it allows us to swiftly start gathering the views of residents and partners to build into our plans. This will help us to draft a strategy and action plans that are tailored to the needs of individuals within the Borough with achievable aims and objectives.

8. **Consultation Results**

8.1 Officers have consulted internally with other departments to ensure that the consultation documents are robust and contain realistic aspirations in a post-COVID policy landscape.

8.2 The purpose of this report is to seek agreement to consult externally with residents and partners. These discussions will help us better

understand users' stories and incorporate these into our plans and the final strategy document.

9. **Next Steps: Communication and Implementation of the Decision**

- 9.1 The consultation will take place over six weeks and, due to the restrictions on in-person meetings, will be conducted primarily online. Officers will schedule in-person events but they will go ahead in line with the government's lockdown roadmap, consider any existing restrictions and only if deemed safe.
- 9.2 There will be an online portal to gather feedback throughout the six-week consultation period. We aim to gather feedback on the documents via this method and aim for this to be a place where residents can share their experiences and thoughts on our proposals.
- 9.3 Officers will arrange virtual panel discussions with members, stakeholders and residents to discuss the topics contained within the draft strategy documents.
- 9.4 Officers will facilitate sessions with partners to discuss our strategic and service-level objectives for the period of the strategy.
- 9.5 We aim to maximise resident feedback by publicising the consultation through adverts on social media and in local news outlets. Officers will also use virtual engagement targeting hard-to-reach or specialist groups, depending on what format works best for which group.
- 9.6 Officers are budgeting £20,250 for the consultation, which breaks down as follows:
 - Events (including posters, banners and video/photo production): £14,000
 - Design costs: £2,000
 - Social media promotion: £2,000
 - Greenwich Info – three half page ads: £2,250 (plus one free)

10. **Cross-Cutting Issues and Implications**

Issue	Implications	Sign-off
<p>Legal including Human Rights Act</p>	<p>The publication of the Homelessness Strategy is a statutory requirement. The Homelessness Act 2002 requires the council to carry out a homelessness review and formulate and publish a Homelessness Strategy based on the results of the review. The strategy must be consistent with other local plans and strategies and take into account relevant regional and sub-regional plans as well as relevant good practice guides published by the Secretary of State. Details of the arrangements for consultation are set out in paragraph 7 of the report.</p> <p>I. Effective consultation requires the Council to ensure that :</p> <p>I.1 Consultation must take place when a decision is still at a formative stage.</p> <p>I.2 The persons being consulted must be given sufficient information about the proposal and sufficient time to respond to allow them to make an intelligent response to the consultation.</p> <p>The decision maker must conscientiously take the consultation into account when taking the decision.</p>	<p>Azuka Onuorah</p> <p>Head of Legal Services</p> <p>14th April 2021</p>

	Part 3 of the Council's Constitution provides that the Leader has delegated authority to initiate consultation on new draft corporate policies and strategies and amendments to existing ones.	
Finance and other resources	<p>The decision maker is asked to agree to the start of the statutory consultation process for the draft of the Housing and Homelessness Strategy.</p> <p>The consultation will cost £20,250 and this will be funded from the Strategy and Partnerships Budget (K505020/39300). There is currently adequate provision in the budget for this cost.</p> <p>This is a non- key decision.</p>	<p>Akosua Boachie</p> <p>Accountancy Business Change Manager</p> <p>13th April 2021</p>
Equalities	<p>Under the Public Sector Equality Duty (s149 of the Equality Act 2010) we have due regard to (i) eliminate unlawful discrimination, harassment, victimisation and other conduct prohibited by the Act, (ii) advance equality of opportunity between people from different groups, and (iii) foster good relations between people from different groups.</p> <p>To ensure our duties are correctly fulfilled this consultation is consulting with all residents, so all responses can be analysed.</p> <p>We have previously identified some groups we believe are disadvantaged</p>	<p>Louise Morris</p> <p>Policy and Performance Manager</p> <p>9th April 2021</p>

	<p>and the strategy hopes to rectify this, however the consultation may also bring other groups to light, that may reshape our strategy.</p> <p>A full EIA will be completed post consultation.</p>	
Climate change	<p>Strand 4 of the Strategy specifically addresses our contributions to the Council's Carbon Neutral Plan adopted in November 2020.</p>	<p>Louise Morris</p> <p>Policy and Performance Manager</p> <p>9th April 2021</p>

11. **Report Appendices**

11.1 The following documents are to be published with and form part of the report:

- Appendix A: Draft Housing and Homelessness Strategy
- Appendix B: Strand 1: Ensuring the Supply of High-quality Homes
- Appendix C: Strand 2: Draft Tackling Homelessness and Ending Rough Sleeping Strategy
- Appendix D: Summary of Proposed Commitments

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