Elections and influencing

OneCIH14
This session:

• Sets the scene for the 2015 Westminster election, considers the wider political environment and housing’s position in this

• Explores how CIH is communicating and influencing ahead of the General Election and also engaging with our members

• Considers the current political context in Northern Ireland, Wales and Scotland and how CIH is responding and engaging
CIH and Election 2015

Gavin Smart, Director of Policy & Practice
The political context

- Latest polling results are very close – gap narrowing
- Fighting an election in a post coalition environment
- Different parties have different approach to policy formulation and consultation
- Housing is higher up the agenda
  - Consistently in the top 10 issues for the last year
  - Opportunities and risks
- Some agreement on the challenges facing housing
- Much less agreement about solutions
Aim of our election work

• Influence the pre-election debate
• Influence the post-election programme for government
  ▪ CIH is a strong influence over the briefing book for incoming secretary of state
  ▪ CIH as a key contact for incoming Minister and their officials
• Secure widespread understanding of our positions
  ▪ Members know what we think
• Deliver true member engagement in developing and promoting our positions
Policy positions – key tests

• Our policy positions should:
  ▪ Apply across the whole market
  ▪ Be original, constructive and radical/not safe
  ▪ Be practical, deliverable and evidence based
  ▪ Involve members and be clearly understood by our membership & beyond
  ▪ Align with our wider objectives
    • Be in the public interest
    • Deliver member value
    • Promote & help to grow membership & diversity
Housing supply
We want there to be enough good quality homes to meet the needs of our growing population and to support economic growth.

Enough new homes are built to meet need
All homes are of a good physical standard and are environmentally sustainable
The supply of homes takes account of our changing population and of local circumstances

Welfare and affordability
Everyone should be able to afford a home which meets their needs.

There are a range of housing options available at different prices, to cater for people with a range of incomes
Everyone is able to afford to live in their home and maintain a decent standard of living
The welfare system enables everyone to afford to live in a home which is right for their needs

More than bricks and mortar
Good housing helps people live well, enjoy better health and achieve their full potential.

People are given the help that they need to find and sustain a suitable home
People are supported to live independent and healthy lives at home
People live in strong, cohesive communities which enable them to achieve their full potential

A housing system that works for everyone
Addressing the supply crisis

**Enough new homes are built to meet need**

Established positions:
- Return to building grant funded homes for social rent
- Larger Affordable Housing Programme
- Remove or raise LA borrowing caps
- Change RTB receipt rules to better enable 1 for 1 replacement
- Introduce measures to support SME developers and new entrants to the market
- Introduce measures to unlock more land for housing development (right to grow, penalties for non-development, review of new homes bonus with possible higher rate for receiving LAs, restoring s106 agreements etc)
- Issue guidance for LEPs to ensure their engagement with housing

Potential pieces of work:
- Something on densification
- Something on the use of public sector land

Potential positions:
- Require LAs to over-identify land for development
- Bring back LA HAG

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**All homes are of a good physical standard and are environmentally sustainable**

Established positions:
- Introduce a minimum space standard for all new homes, similar to the GLA standard
- Work towards zero carbon homes
- Remove or raise LA borrowing caps
- Better targeting of tax allowances in PRS

Work underway:
- Project with the Resolution Foundation on the use of incentives to improve PRS standards

Potential positions:
- Reduce VAT on repairs and improvements, to help address the remaining non-decent homes in the social sector

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**The supply of homes takes account of our changing population and of local circumstances**

Established positions:
- Adopt the Lifetime Homes standard for all new homes
- Wheelchair standard to apply to a proportion of properties as identified by LA

Work underway:
- Project on housing for older people
  - Measures to diversify older peoples’ provision
  - Promote whole area multi partner approaches through hub & spoke models

Potential positions:
- Explore measures to make it easier to secure finance for specialist housing
Balancing affordability & welfare

<table>
<thead>
<tr>
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Potential positions:
- Call for a review of housing taxation, with the aim of simplifying the system and removing distortions in the market
- Use Stamp Duty changes to help poorer pensioners downsize

Established positions:
- Government should recognise the role of housing, housing costs and housing condition in child poverty and childhood disadvantage
- Including neighbourhood effects from clustering of housing disadvantage and condition problems.

Potential projects:
- How to expand and improve shared ownership

Established positions:
- Repeal bedroom tax
- Detailed asks around introduction of Universal Credit
  - Data sharing
  - Alternative payments
  - Switch back trigger

Work in progress:
- Project on the future of welfare

Gap
- Review/amend – benefit cap, LHA rates, shared room rates
More than bricks & mortar

People are given the help that they need to find and sustain a suitable home

Potential pieces of work:
- Research on the causes of PRS tenancy breakdown and measures which could help prevent it

People are supported to live independent and healthy lives at home

Work underway:
- Project on housing for older people
  - Hub and spoke model
  - Wider range of ownership options
  - Need for greater innovation
- Promoting supported housing group – esp work to increase movement of funding from acute to community based services

Potential positions:
- Explore further mechanisms to encourage joint working between housing and health
- Formalised link between housing and health & wellbeing and safeguarding adult boards
- Requirement to take account of housing need in joint strategic needs basements
- Requirement for Better Care Fund & health & wellbeing strategies to recognise

People live in strong, cohesive communities which enable them to achieve their full potential

Established positions:
- Regeneration policy – post-election government will need a proper social & physical regeneration policy

Potential positions
- Estate regeneration announcement a start, but insufficient
- Establish ‘policy laboratory’ to distribute funding to LEPs for locally driven, evidence based regeneration projects
Election 2015: Influencing and communicating

Melanie Rees, Policy Services Manager
Election 2015

• Key focus for CIH policy work programme

• Places true member engagement and involvement at the heart
  ▪ Testing and developing policy positions

• Only 51 weeks away...
Our audience

- Our members
- Public opinion
- Political parties
- Key opinion formers
- Senior decision makers
Our methods (1)

- “Ticking the box” campaign & brand
- Website – polls, blogs & essays
- #tickforhousing
- Roundtable events
- Member election panel – 400 members (and rising!)
- UK Housing panel
Our methods (2)

- Regional Boards
- Briefings, webinars and podcasts
- Opinion polling
- Manchester + other conferences & events
- Press releases
- Regular liaison – top 50 stakeholders
- Collaboration e.g. Homes for Britain
• Preferred measures to increase supply:
  – AH programme with higher levels of government investment
  – Better use of RTB receipts
  – Removal of LA borrowing caps

• New supply should focus on:
  – Rent: social, affordable, intermediate
  – Low cost home ownership
  – Home ownership
  – Market renting
Keep in touch

- Ticking the Box for Housing webpage
- Election up-dates
- Twitter - #tickforhousing
- Join our member election panel
- Attend (and host) roundtables
- Join our webinars
Political context and influencing in Northern Ireland

Josie Twinning, Interim Director Northern Ireland
Political context and influencing in Wales

Keith Edwards, Director, CIH in Wales
1. One Housing System

- Government as *System Steward*
- Social Housing = a good thing: #CouncilHomesChat #HousingPact
- Innovation in Finance
- Empty properties: *Houses into Homes*
- Co-ops and Mutuals
- PRS: ‘growth and standards go hand in hand’
Growth in the PRS

Dwelling stock estimates % by year & tenure in Wales

- Local Authority (%)
- Registered Social Landlord (%)
- Owner occupied (%)
- Privately rented (%)

Year:
- 2000-01
- 2001-02
- 2002-03
- 2003-04
- 2004-05
- 2005-06
- 2006-07
- 2007-08
- 2008-09
- 2009-10
- 2010-11
- 2011-12
2. Housing & Regeneration (& Planning)

HOUSING
Regeneration
Planning
% of population reporting good health

Source: Office for National Statistics
Contains National Statistics data © Crown copyright and database right 2013
Contains Ordnance Survey data © Crown copyright and database right 2013
Location of long term illness
Pupils failing to reach level 4 at Key Stage 2 (average for English and maths)
Deprivation in Wales

Most deprived areas in red
Least deprived areas in blue

Data Source: Welsh Index of Multiple Deprivation, 2008
Demand for debt advice services

The following map highlights where demand for the charity's services, by area, are relative to the national average (based on demand per 10,000 population).

Key
Areas where demand for debt advice is higher than average
Areas where demand for debt advice is lower than average
South Wales coalfield
Transfers and mutuals

The North Wales Transfer arc:
A. Conwy – Cartrefi Conwy
B. Gwynedd – Cartrefi Cymunedol Gwynedd
C. Ceredigion – Tai Ceredigion

The South Wales Transfer arc:
1. Bridgend – V2C
2. RCT – RCT Homes
3. Merthyr – Merthyr Valleys Homes
4. Blaenau Gwent – Tai Calon
5. Torfaen – Bron Afon Community Housing
6. Monmouthshire – Monmouthshire Housing
7. Newport – Newport City Homes
8. Neath Port-Talbot – NPT Homes
Resources: www.cih.org/i2i

TR&T - targeted recruitment and training
• core requirement
• adaptable for CSR
• always get ADVICE
• it’s legal
• it works
• it’s free
5 years on:

- **5130** job and training opportunities across Wales
- Conditions of Welsh Government Grants
- Social Housing Grant – expectation of grant
- Not just construction!
3. Devolution: a process not an event

- Housing Bill: *PRS & Homelessness*
- Renting Homes Bill: *Tenure Reform*
- New Powers? *Taxation* (limited)
- Local government reorganisation
- Social Justice: *Domestic Violence and Gender*
- Partnership: *working with the grain of Govt*
- Housing *led* Regeneration
- **SUPPLY!**
‘Our part of the world is famous as a crucible of economic, social and environmental transformation ... the Industrial Revolution ... the Chartist Movement ... the National Health Service’

GENuS consortium
Elections & influencing

Alan Ferguson
Director, CIH Scotland
Cuts, cuts and more cuts
Welfare reform
Poverty
Ageing population
Supply
Existing homes
Westminster election
24 March 2016
Independence Day

Further powers devolved
2016 Scottish Parliament election
Thank you for listening