

Oldham

Housing Strategy Consultation Summary Report 2019



Oldham
Council



Executive Summary

The Oldham Housing Strategy consultation was launched on the 25 September 2018 with a listening event with key stakeholders aligned to the development of the Greater Manchester Combined Authorities Housing Strategy.

The Consultation was split into three stages, with the first stage taking place between September 2018 and November 2018 and the second stage taking place between November 2018 and January 2019 to establish themes and priorities. A third stage then moved into the drafting, production and consultation of the final strategic document.

The first stage of the Oldham Housing Strategy consultation included a housing study postal survey sent to 15,000 residents of the Borough which was completed by 2,080 households representing a 12% response rate from the sample surveyed.

The study helped inform the production of the council's Local Plan and Housing Strategy. It considered the affordable housing needs of households, the aspirations/expectations of those households moving in the market, and the need for particular types of dwelling by virtue of age or disability. This research provided an up-to-date analysis of the social, economic, housing and demographic situation across the area. The findings from the study provide an up-to-date, robust and defensible evidence base in accordance with government policy and guidance. It also provided a good insight into the key housing issues concerning people in the Borough which were valuable for informing the development of the housing strategy.

This stage also included a review of existing (secondary) data an online survey of stakeholders, interviews with estate and letting agents; and a comprehensive review study of the Private Rented Sector.

The second stage consultation included consultation with a wide range of stakeholders including Council Members and Officers – across disciplines, District Executives and Parish Councils, community and voluntary organisations, health and social care representatives from Oldham Cares, Public Health, Housing Associations. This stage also included a public consultation event on the 12 December 2018 at Gallery Oldham which provided valuable feedback on a wide range of housing issues.

The third stage consultation took account in the drafting of the housing strategy the consultation from previous stages and included a number an online survey to statutory consultees, focus groups to key stakeholders including Developers, private landlord forum and Housing Associations and two public consultation events in Tommy field indoor market and Spindles Shopping centre with members of the public posing a series of questions on the draft housing strategy. The draft strategy was also published online along with the delivery plan which the public were asked to comment on.

Methodology

The Council commissioned external consultants Campbell Tickell and Arc4 to support the refreshment of the local housing needs assessment and in completing a broad number of consultation events.

This included a postal housing needs study to over 15,000 residents of the borough.

Events and Consultations

As part of the consultation, Council officers held over a dozen events across the Borough. Officers carried out face to face surveys with residents in Oldham Gallery, Tommyfield Market and Spindles Shopping Centre. As well as briefing colleagues, management teams and partners in a range of internal and external focus groups, telephone interviews and workshop events. Specific engagement included holding an All Elected Member briefing and consultation event, issuing of briefing notes to all District Executives, attendance and presentations at Saddleworth and Shaw and Crompton Parish Councils, Liberal Democrat and Labour Group, Oldham Youth Council, Oldham's Public Health Team, Children's Services Workshop, Oldham Housing Association Partnership, Health and Adult Social Care listening event, Landlord Forum and feedback to Greater Manchester Combined Authority.

Notes were taken at each meeting and feedback was recorded. While the majority of feedback was in line with what the Council's proposals are in the publications, some issues were raised which were not. These issues were considered and taken into account in the updated version of the Housing Strategy.

Many other issues raised related to service delivery, operational, planning and partnership matters. These have been captured and will be used to inform further policy development and the delivery plan.



Housing Study –respondent profiles

HRP		Table	Sub Area						GenTenure			
Base: All respondents		TOTAL	Chadderton	Oldham East	Failsforth and Hollinwood	Royton	Saddleworth and Lees	Shaw and Crompton	Oldham West	Owner occupied	Private	Affordable
Total	Weighted	92891	13833	19528	13998	9421	13656	9528	12929	60329	12607	919955
	Actual Base	2080	292	214	267	355	455	338	159	91624	127	329
	Col %	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Under 65	Count	69809	10080	15907	10169	6645	9707	6819	10482	92891	92891	92891
	Col %	75%	73%	81%	73%	71%	71%	72%	81%	73%	89%	71%
65 and over	Count	23082	3753	3621	3829	2776	3949	2707	2447	16000	1344	5738
	Col %	25%	27%	19%	27%	29%	29%	28%	19%	27%	11%	29%

The above table indicates the total number of respondents to the Housing Study which was based on a series of 59 questions and from which areas of the Borough the respondents were from.

The table below provides a breakdown of age and ethnicity for the respondents

Q.17 Ethnic origin		Table	Sub Area						GenTenure			
Base: All respondents		TOTAL	Chadderton	Oldham East	Failsforth and Hollinwood	Royton	Saddleworth and Lees	Shaw and Crompton	Oldham West	Owner occupied	Private	Affordable
Total	Weighted	90552	13573	18817	13730	9119	13435	9237	12641	59222	12882	19048
	Actual Base	2021	286	204	259	344	447	327	154	1588	120	313
	Col %	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
White British	Count	80698	12364	16245	12645	8559	13186	8862	8833	53837	10407	16418
	Col %	89%	91%	86%	92%	94%	98%	96%	70%	91%	85%	86%
White Irish	Count	269	71		55	98	15		31	192	33	44
	Col %	0%	1%		0%	1%	0%		0%	0%	0%	0%
White – Central and Eastern European	Count	1328	129	734	207	95			164	469	600	260
	Col %	1%	1%	4%	2%	1%			1%	1%	5%	1%
White – other	Count	677		99	162	95	36	155	131	485	71	121
	Col %	1%		1%	1%	1%	0%	2%	1%	1%	1%	1%
Mixed or multiple ethnicity	Count	470		134		95	99	42	100	126		344
	Col %	1%		1%		1%	1%	0%	1%	0%		2%
Asian or British Asian	Count	5624	1010	1239	345	163		54	2814	3610	1028	986
	Col %	6%	7%	7%	3%	2%		1%	22%	6%	8%	5%
Black British/African Afro Carribean	Count	1164		233	314	12	100	125	400	336	142	706
	Col %	1%		1%	2%	0%	1%	1%	3%	1%	1%	4%
North African/Arabic Middle Eastern	Count	301		134					167	132		168
	Col %	0%		1%					1%	0%		1%

Q.16 Person 1 - Age		Table	Sub Area						GenTenure			
Base: All respondents		TOTAL	Chadderton	Oldham East	Failsforth and Hollinwood	Royton	Saddleworth and Lees	Shaw and Crompton	Oldham West	Owner occupied	Private	Affordable
Total	Weighted	92891	13833	19528	13998	9421	13656	9528	12929	60329	12607	919955
	Actual Base	2080	292	214	267	355	455	338	159	91624	127	329
	Col %	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Non response	Count	7238	983	2171	794	573	1177	605	936	3488	1437	2313
	Col %	8%	7%	11%	6%	6%	9%	6%	7%	6%	11%	12%
16–24	Count	1407	258	296	162	95	115	125	357	752	401	254
	Col %	2%	2%	2%	1%	1%	1%	1%	3%	1%	3%	1%
25–34	Count	6892	644	2694	1107	478	886	337	746	2634	3048	1124
	Col %	7%	5%	14%	8%	5%	6%	4%	6%	4%	24%	6%
35–44	Count	11104	1461	2318	1617	703	1442	1076	2487	6902	1475	2727
	Col %	12%	11%	12%	12%	7%	11%	11%	19%	11%	12%	14%
45–64	Count	45240	7029	8746	6803	4988	6395	4979	6302	3177	5155	8307
	Col %	49%	51%	45%	49%	53%	47%	52%	49%	53%	41%	42%
65 +	Count	2101	3458	3304	3516	2585	3641	2405	2101	14776	1090	5144
	Col %	23%	25%	17%	25%	27%	27%	25%	16%	24%	9%	26%

Stakeholder feedback

The Council collated a range of views and responses from internal stakeholders, attendance at team meetings with district partnerships and public health. This first phase consultation also included one to one telephone interviews with senior officers, workshops, listening events and consultation these were captured in the summary tables below:-

	Saddleworth and Lees	East and West Oldham	Chadderton	Failsworth and Hollinwood	Royton, Shaw and Crompton	Thriving Communities	Youth Council	Labour Reference Group
Main issues	<p>Rural Affordability</p> <p>Developers want higher yield executive accommodation, which do not meet the needs of the population.</p>	<p>Not enough housing.</p> <p>Overcrowding.</p> <p>Extensions and retrospective planning permission.</p> <p>Cheaper and poor quality housing – increasing private rented sector, some areas with no sale market due to low values.</p>	<p>Transient communities.</p> <p>Overcrowding.</p>	<p>Selective licensing is starting to make a difference in Hollinwood.</p> <p>Disrepair issues.</p> <p>Private renting, lack of responsibility from tenants and landlords – not taking bins in, fly tipping, not enforcing ASB, not locking alley-gates.</p>	<p>Private renting leading to transient communities.</p> <p>Older settled community in private rented, living next to transient renters.</p> <p>Tier of people becoming un-accommodateable – evicted from social housing and then get shunted around the private rented sector.</p>	<p>Social Housing is no longer where the most vulnerable people are living due to access to it. There is a need to improve the state of behaviour of private landlords, including provision of support and key worker functions.</p> <p>The places which are in the worst state have significant levels of poor quality private rented housing.</p> <p>Creating space for innovation in the strategy to encourage and stimulate ideas,</p>	<p>No access to affordable Housing and broad housing choice of affordable housing products such as rent to buy, affordable rent etc.</p> <p>Felt any town centre residential offer must include an affordable housing option.</p>	<p>The OHAS contract and service delivery partner FCHO is too FCHO centric and needs to broaden out to a wider Oldham Housing Offer than just statutory minimum.</p> <p>Not enough affordable homes being constructed across the Borough.</p> <p>Need to look at our policy response to Empty Homes. Could we do more to bring Empty Homes back into use?</p> <p>There are areas of increasingly run down poor quality housing in particular in the Private Rented Sector and this is becoming an increasing political priority to try and look at ways the Council can work with partners, landlords and tenants to address and lift up standards.</p>
Young people	<p>Priced out of the market except in Lees.</p> <p>No private rented options.</p>	<p>Can't afford to buy.</p> <p>More likely to move away if they get qualifications.</p> <p>Overcrowding</p>	<p>Overcrowding lack of access to public open space in North Wards</p>					
Social Housing	<p>Only really FCHO.</p>	<p>No issues raised.</p>	<p>No issues raised.</p>	<p>No issues raised.</p>	<p>Increasingly have to work like businesses, less tolerance for arrears / chaotic lifestyles / vulnerable tenants.</p>	<p>Linkages between building council housing and jobs.</p>	<p>No issues raised other than the lack of supply</p>	<p>There is a need to set out design standards expected from our developing Housing Associations.</p> <p>Political will to look at how the Council can support the development of social housing directly and provide an alternative/complimentary new development offer to existing Registered Providers development pipeline. Any Council led/supported offer must increase quality and design standards in this sector.</p>

Greater Manchester Combined Authority Housing Strategy Listening Event

On the 25 September a special housing conference was held at First Choice Homes Oldham, Boardroom, Union Street, Oldham. The purpose of the conference was to brief the invited audience of registered housing providers, developers, Homes England, voluntary sector and Homes England on the development of the Greater Manchester and Oldham Housing strategy and let have their say on the emerging themes and priorities. See link below:

www.oldham.gov.uk/housingstrategysupportingdocs

Health and Social Care Listening Event

On the 18 October a special health and social care workshop style event was held at Oldham College. The purpose of the event was to engage and consult with health and social care professionals on the emerging themes and priorities captured from the Housing Study, the local housing needs assessment and the private rented sector study. See link below:

www.oldham.gov.uk/housingstrategysupportingdocs

Private Landlord Forum

On the 29 November the Council and Arc4 presented the findings of the Private rented study and the emerging themes and priorities to the forum to listen and collect views from private landlords who are participating in the selective licencing areas of the Borough. See link below:

www.oldham.gov.uk/housingstrategysupportingdocs

Public consultation events

On the 12 December 2018, a drop in event was widely publicised on the Councils website as an opportunity for members of the public to drop into Oldham's central library at Oldham Gallery and provide feedback and have their say on housing issues. In addition on 3 May a formal four week public consultation on the draft housing strategy was undertaken. This too was widely publicised through the councils media channels and included drop in events. See link below:

www.oldham.gov.uk/housingstrategysupportingdocs





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