

**CYNGOR SIR POWYS COUNTY COUNCIL.**

**HEALTH, CARE AND HOUSING SCRUTINY COMMITTEE**  
**October 2018**

**REPORT AUTHOR:** County Councillor James Evans  
Portfolio Holder for Corporate Governance, Housing and  
Public Protection

**SUBJECT:** 'Love Where You Live' – a Tenancy Sustainability  
Strategy for Powys

---

**REPORT FOR:** Discussion and Information

---

**1. Summary**

- 1.1 This report sets out a proposal and outline Action Plan to introduce to Powys a comprehensive Tenancy Sustainability Strategy: 'Love Where You Live'. The Scrutiny Committee is asked to consider 'Love Where You Live' as a Statement of Intent for the Council's Tenancy Sustainability Strategy.

**2. Proposal**

- 2.1 The Council provides homes for one in ten of all households living in Powys as well as supporting mixed tenure estates that were initially developed by the Council. How the Council manages these estates and its tenancies will impact upon how people feel about their homes and their neighbourhoods and how they can take advantage of social and economic opportunities to improve their quality of life.
- 2.2 A comprehensive Tenancy Sustainability Strategy which brings together in a single coherent plan all that we need to know and do to help people make the most of their homes, neighbourhoods and lives offers an effective way of the Council improving life in Powys. 'Love Where You Live' is the proposed strategy for the county. 'Love Where You Live' – an Executive Summary of which is attached to this report as Appendix 1 - is currently a 'Statement of Intent' which will, as it develops, impact not only on services provided directly by Housing Services but also those provided by other services. A fuller version of the draft strategy is attached at appendix 2.
- 2.3 'Love Where You Live' focuses on how tenancy and estate management can help people enjoy their homes and neighbourhoods. It is designed to recognise the importance of understanding how people experience and feel about their homes and neighbourhoods and the services offered by the Council. 'Love Where You Live' has three themes:

- **Understanding.** This theme focuses on how we better capture the way people feel about our services and their neighbourhoods and how that intelligence can then be used to shape policy and practice.
  - **People.** This theme has been inspired by the work being undertaken to help people manage and make the most of the transition to Full Service Universal Credit. It will include a greater focus on supporting people to find and keep decent paid employment. A smarter approach will be taken to offering practical support people for people to enjoy their homes, especially those making their own home for the first time. This theme will be developed alongside the Council's work to develop the Powys economy and create more and better employment opportunities in the county.
  - **Place.** This theme recognises that clean and tidy places encourage pride by individuals and communities in where they live and have been proven to reduce anti-social behaviour, crime, encourage community interaction and support self-help and reliance by individual households. It proposes a new locality based approach to grounds and estate maintenance to address major concerns about local landscapes, highlighted by tenants and residents.
- 2.4 A draft Action Plan has been drawn up for 'Love Where You Live' with a full launch planned for April 2019. A copy of the draft is attached at Appendix 3. This is to allow the strategy and Action Plan to be further developed over the winter period. This time table allows for sufficient resources to remain dedicated to the introduction of Full Service Universal Credit in October 2018 and the Council to respond to the recommendations and actions arising from the review, undertaken in summer 2018, of the Common Housing Register.
- 2.5 Delivery of 'Love Where You Live' will be overseen operationally by a Project Group, with members drawn from all relevant services. This approach is currently being used successfully for the preparations for Universal Credit Project and the review of the Common Housing Register.

### 3. **Finance**

- 3.1 'Love Where You Live' because of the intention to focus activity on communities where the Council provides affordable and secure housing will be led by Housing Services. This is because in the majority of these areas the Council remains the major landlord and property owner and is therefore able to deploy the resources of the Housing Revenue Account (HRA) in pursuit of improving the lives and neighbourhoods of its tenants. While the Council will be clear about not transgressing the regulatory boundaries between HRA and General Fund (GF) activity, the transition over the years via such policies as 'Right to Buy' to mixed tenure estates, means that it is possible that non HRA tenants and owners, will also be able to gain benefit from the implementation of 'Love Where You Live'.

- 3.2 Proposals for investment in 2019-2020 arising from Love Where You Live will be presented as part of the annual budget setting process for the Council, reported to Cabinet later in 2018.

#### **4 Views of the Scrutiny Committee**

- 4.1 The views of the Heath, Social Care and Housing Scrutiny Committee are sought on the proposed Love where you live Strategy.

Contact Officer: Andy Thompson (Service Manager – Tenancy Services)  
Tel: 01597 826464  
Email: [andy.thompson@powys.gov.uk](mailto:andy.thompson@powys.gov.uk)

#### **Appendix 1 – Love where you live executive summary**



Love Where You  
Live Executive Summ

#### **Appendix 2 – Love where you live draft strategy**



Love Where You  
Live v3.docx

#### **Appendix 3 – Love where you live draft action plan**



Love Where You  
Live Action Plan v2.d