



Cheshire West & Chester Council

# Housing Strategy

Rural Housing Strategy  
Action Plan 2016



Building futures, opening doors

<b>Priority 1: Revitalise communities by enabling growth</b>				
<b>Action Ref.</b>	<b>Project / Initiative</b>	<b>Timeline / Milestones</b>	<b>Target Outputs / Outcomes</b>	<b>Lead</b>
SHO1: 1	Supporting communities in the implementation of their neighbourhood plans through the planning system and using other tools such as community land trusts	Ongoing monitoring of neighbourhood planning on a regular basis and review of support measures	All key service centres and a majority of local service centres to have made neighbourhood plans made by 2020	Planning policy, Rural Regeneration
SHO1: 2	Publicity around the delivery of housing targeted to local councillors – enabling them to become ‘local champions’	Monthly briefing to Housing portfolio Holder and members briefing on significant policy issues and awareness training sessions as necessary	To ensure councillors promote housing growth in rural areas and help shape provision to meet need.	Housing Strategy Planning policy
SHO1: 3	Where a need for local affordable housing has been identified which cannot otherwise be met, support local communities to identify and allocate sites in their neighbourhood plans	Early engagement with spatial planning	Work alongside key partners to identify areas of acute need. Complete an audit of suitable development sites in HESA. To identify sites in neighbourhood plans to meet locally identified	Planning policy
SHO1: 4	Examine the current pipeline of planning applications across the rural area to identify potential blockages to delivery and take steps to enable priority sites	Develop a site scoring system, prioritise sites and determine delivery mechanism. Commence engagement with landowners, developers and Registered Providers - complete by December 2016.	To produce a review of rural sites by December 2016.	Housing RHSG
SHO1: 5	Work with employers in rural communities to identify any affordable housing need, assess opportunities including neighbourhood planning options	Establish/update contact database of key rural employers - establish a relationship where none exists-ongoing	Identify specific locations and type of affordable housing need and suitable delivery mechanisms	RRB / Rural Regeneration

**Priority 2: Delivering housing to meet specific needs**

Action Ref	Project / Initiative	Timeline / Milestones	Target Outputs / Outcomes	Lead Department / Section
SHO2: 1	Analysis of housing needs data at parish level to identify sustainable locations for housing growth	Assess need surveys for Neighbourhood Planning. Identify and analyse secondary sources of data at lowest level data will allow	A broad analysis of rural need at a level at which the data sample will allow	RSHG, Research & Intelligence
SHO2: 2	Consideration of rural housing factors in development of Vulnerable & Older Person Accommodation Strategy.	Evidence base completed January 2016. Adoption of new strategy late summer 2016	To identify key issues and interventions to improve provision of older/vulnerable persons housing in rural area	Strategic Housing
SHO2: 3	Encourage rural households in need to register on West Cheshire Homes Housing Register.	Communication Plan rolled out by May 2016.	Update Website, develop and implement communication plan on housing options in CWAC	Strategic Housing
SHO2: 4	Enable Local Plan Part 2 Policies to encourage well designed homes that meets local needs	Develop Local Plan Part 2 policies for adoption Jan 2018	Produce policies on Affordable Housing, Rural exception Sites, Design standards and any others relevant to rural housing growth.	Planning Policy

<b>Priority 3: Realising the potential of existing stock</b>				
<b>Action Ref.</b>	<b>Project / Initiative</b>	<b>Timeline / Milestones</b>	<b>Target Outputs / Outcomes</b>	<b>Lead Department / Section</b>
SHO3: 1	Introduce a new Housing Register policy to increase households access to a range of properties in rural areas	Review to be commenced March 2016 with adoption scheduled for Autumn 2016	New Housing Register policy to be developed.	Housing Strategy
SHO3: 2	Engage private sector landlords in rural areas to improve property standards and increase offer to households in housing need.	Launch of new Landlords Accreditation Scheme and offer to landlords who take residents in housing need from the Housing register May/June 2016	Publicity campaign, new Accreditation Scheme and Landlords Forum and proactive inspections of poor properties	Strategic Housing / Regulatory Services / PS Landlords
SHO3: 3	Implementation of the Empty Homes Strategy in the rural area	New Strategy to be adopted April 2016	Development of toolkit to bring empty homes back into use and prioritization programme	Strategic Housing
SHO3: 4	Target rural fuel poor households with a property SAP rating of below Band C for energy efficiency measures.	Mapped data available on location of fuel poor households in rural areas – March 2017	Integration of Affordable Warmth Strategy recommendations into rural housing policy/delivery approaches	Strategic Housing / Energy & Carbon Reduction Team
SHO3: 5	Provide rural communities with support to establish networks to develop energy schemes and resilience planning to climate change.	Rural Community groups with a focus on energy and resilience related activity established – March 2017  Rural Communities have Climate Change resilience plans in place – March 2017	An increased amount of energy generated by renewable / low carbon sources in rural communities.  Rural communities are resilient to the impacts of climate change.	Energy & Carbon Reduction Team

<b>Priority 4: Enabling innovative approaches to delivery</b>				
<b>Action Ref.</b>	<b>Project / Initiative</b>	<b>Timeline / Milestones</b>	<b>Target Outputs / Outcomes</b>	<b>Lead Department / Section</b>
SHO4: 1	Development of a toolkit of new housing delivery mechanisms, including options to deliver affordable rented accommodation.	Reports to cabinet on viable options 2017	Development of at least 5 new mechanisms to deliver mixed tenure housing schemes	Strategic Housing RSHG
SHO4: 2	Guide communities on using their CIL payment to enable new housing	Dependant on Council CIL decision	Development of policy alongside Neighbourhood planning process	Planning Housing strategy Finance
SHO4: 3	Rural schemes to be put forward in bids for funding from the HCA/Regional Growth fund.	Site prioritisation exercise-first cut Spring/Summer 2016, or in line with HCA/RGF timetables	Full updated audit of all potential rural sites to be maintained over the long term	CCA / RSLs / HCA
SHO4: 4	Review of the land holdings of major landowners/estates in rural parishes and their potential contribution to housing delivery	Work alongside landowners to establish potential housing land and associated timescales for development-Summer/Autumn 2017	Maintain strong communications with major landowners to inform database of rural sites	RRB/Strategic Housing/Strategic Planning