

Draft Housing Strategy 2025 – 2030

Summary

A home for the future



**Housing
Needs**



THE ROYAL BOROUGH OF
KENSINGTON
AND CHELSEA

We will embed the learning from Grenfell to provide safe, modern homes and promote the supply of different types of housing for local communities

Foreword

To provide a safe, decent home where life can spring from, and ambitions achieved is at the very heart of this Housing Strategy.

People rely on us to house them. Often when they are at their most vulnerable, we provide a roof over their head and a route to a better life.

As a caring and competent landlord, we are committed to resetting the dynamic between us and our tenants and to listen to a more diverse range of residents in our decision making – something highlighted as a failing by the Grenfell Inquiry.

The learnings from the tragedy form the backbone of this Housing Strategy – so we can look forward, while always remembering and learning from the past.

The national housing and homelessness picture is changing; people are struggling with rising housing costs and coming to councils for help. This has led to a long wait for a settled home. Therefore, fairness is crucial, and we acknowledge waiting times and place value on local connections and communities.

While social housing remains an important housing option, it is no longer the case that we can provide a social home to all that apply. We must champion choice and provide our residents with a wider, diverse supply of homes. This Strategy commits us to looking

at options, from co-living to specialised housing for people most in need.

Part of this work will focus on unlocking new funding for temporary accommodation, including our pension fund, so we can better meet those needs. We are committed to continuing to reduce the use of commercial hotels, they are not a good long-term option for anyone.

Many of our existing Council homes are old and need improvement. We have a plan to bring these all up to date, spending over £400 million over the next five years, with a real focus on safety.

In our housing services good customer service is essential, somewhere we continue to improve. We also endeavour to become leaner and more efficient, embracing technology to make residents' interaction with the Council excellent.

A fitting legacy of the Grenfell tragedy would be to create an exemplary housing authority, which treats all residents with respect and courtesy; and provides safe, decent, warm homes for our tenants.

This forward-thinking Housing Strategy sets out our plan to achieve that ambition.



Sof McVeigh

Lead Member for Housing Management, Housing Safety and Building New Homes

Priority 1

Provide a diverse supply of housing to help residents achieve their aspirations for a settled home

There will never be enough social housing in the borough to meet demand and households wait many years in temporary accommodation to be rehoused. We must therefore promote alternative types of settled homes to reduce reliance on temporary accommodation and social housing, and enable residents to achieve their housing aspirations in a settled home

Deliver more new homes

Work with housing developers through the planning process to deliver more new homes and support the ambition of the London Plan and Local Plan

Outside investment

Maximise institutional investment in affordable housing

Older and vulnerable residents

Deliver the homes and support that our older people and most vulnerable residents need in the future

Different types of rented homes

Improve the options available to residents for accessing different types of rented homes as an alternative to temporary accommodation and social housing

Different rental models

Explore the options for different types of rental models to meet the housing needs of residents

New Council homes

Continue to deliver the first new Council homes in a generation

Home ownership

Support residents to fulfil aspirations of home ownership

Supported accommodation

Improve supported accommodation options in the borough

Preventing homelessness

Prioritise early intervention to prevent homelessness and reduce rough sleeping

Prioritising local residents

Aim to prioritise the housing needs of local residents where possible

Priority 2

Ensure our homes are safe and meet the Decent Homes Standard

Residents must be safe in their homes and this is one of the most important issues they want the Council to prioritise following Grenfell. We are committed to ensuring that our Council homes and temporary accommodation are safe, and residents feel safe living in our communities

Safety standards and Grenfell

Drive-up and maintain safety standards for our residents and lead the way on the response to the Grenfell Inquiry

Banning contractors, products and combustible materials

We have banned contractors and products implicated in the Grenfell Tower fire from use by the Council and we will maintain a ban on the use of combustible materials in external walls for all Council projects

Decent Homes Standard

Invest in our business plan to achieve and maintain 100 per cent decency in our housing stock

Vulnerable residents

Support vulnerable residents to feel safe in their Council homes

Antisocial behaviour

Tackle antisocial behaviour in our communities and on our estates

Temporary accommodation

Drive-up safety and standards in our temporary accommodation

Priority 3

Deliver exemplary housing and landlord services

Residents will receive the exemplary services they expect in the future and their experience of accessing our services will change for the better: we will lead on continuously improving our landlord and repairs service and the culture within housing services, providing good quality homes, listening to and involving residents, and making the borough a fairer place to live

Landlord and repairs services

Drive continuous improvement in our landlord and repairs services for tenants and leaseholders

Damp and mould

Support residents with damp and mould problems in their homes

Good quality Council homes

Improve the quality and condition of our Council homes through our £750+ million programme of investment

Suitability of housing stock

Continue to review the long-term suitability of all our stock

Resident experience

Improve the resident experience of accessing our services

Resident involvement

Listen to residents and involve them in co-design, co-production and decision making

Localised services

Deliver bespoke, localised services close to where people live

Fairness

Promote and embed fairness within all aspects of our housing services

Housing association and private rented tenants

Drive-up standards for housing association and private sector tenants

Thriving communities

Support our communities to succeed and thrive

Glossary of terms

Antisocial behaviour	Any action that causes alarm, harassment or distress to others – it can include criminal and non-criminal behaviour
Co-design	A collaborative approach involving different people in the design of services, policies and other work
Co-production	A way of working where people and services work together to reach a collective outcome
Contractors	A person or company that undertakes a contract to provide a service or do a job
Decent Homes Standard	A set of minimum requirements for the condition of housing to ensure that homes are safe, warm and in a good state of repair
Grenfell Inquiry	Created to examine the circumstances leading up to and surrounding the fire at Grenfell Tower on the night of 14 June 2017 – the Inquiry has produced reports of its findings and recommendations
Home ownership	A person owns the home that they live in
Housing developers	Companies that buy land, design and build homes, and sell the developed homes
Institutional investment	Where organisations invest money on behalf of others, such as pension funds
Local Plan	A document that sets out the opportunities for development in the area, including in relation to housing
Localised services	Services provided in specific areas so they can be accessed by local people
London Plan	The spatial development plan for London, which outlines the opportunities for developing housing across the city
Private rented tenants	A person who rents a home from a private landlord
Supported accommodation	Accommodation with on-site or visiting housing-related support for residents with specific support needs, including vulnerable residents
Temporary accommodation	Housing provided by councils to certain individuals/households who make a homelessness application. Temporary accommodation could be a self-contained property, hostel, hotel or bed and breakfast. People can live in temporary accommodation for many years while they wait to be rehoused to a settled home

