

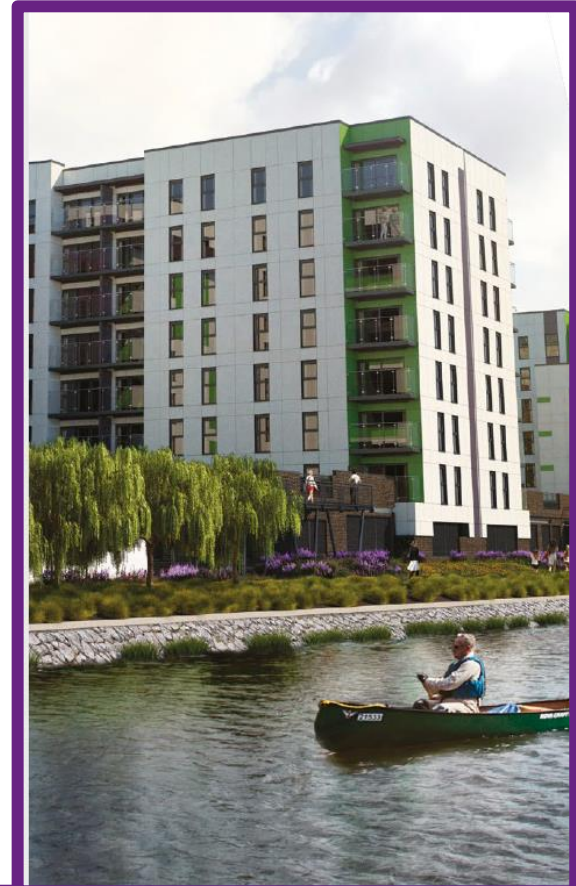


“Daring housing solutions” or common sense?

Michael Newey

CEO, **Broadland Housing** : Board Member, **Homes for Cathy** : Past President, **RICS**

- Chief Executive
 - **Broadland Housing Association,**
Norfolk, UK
- Board Member
 - **Homes for Cathy**
- Past Global President
 - **Royal Institution of Chartered Surveyors**



- Established in 1963
- Top of East Anglia
- 5,241 homes today
 - Family & individuals :
 - Older People :
 - Homeless schemes
- Active developer

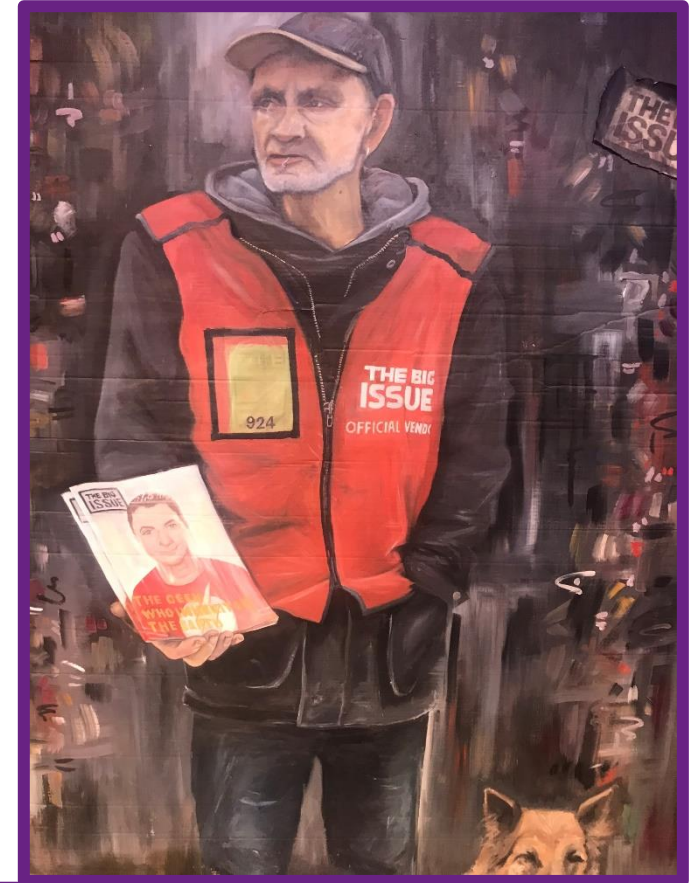


Cathy Come Home

- November 1966
 - BBC Docudrama
- Raised public awareness
- The spirit of the '60s



- 25 Housing Associations brought together by ...
 - Shared heritage
 - Shared concern
- Raising the profile of ongoing homelessness



- Campaigning through:
 - Drama
 - Debate
- Locally and nationally



- Evolved to a wider group
 - 115 members
- Stronger focus on solutions & good practice
- Not just lobbying



- Crisis
 - National homelessness charity
 - Campaigning
 - Practice
 - Support



- “Everybody in -How to end homelessness in Great Britain”



Note – CV19

Rough Sleeping Response



BBC Michael N News Sport Weather iPlayer Sounds

NEWS

Home Coronavirus US Election UK World Business Politics Tech Science H

Politics Parliaments Brexit

Coronavirus: All rough sleepers in England 'to be housed'

27 March 2020

Coronavirus pandemic



The Economist Today Weekly edition Menu



Rough sleeping

Britain

Apr 4th 2020 edition >

How the pandemic has helped Britain's rough sleepers

Councils have found homes for thousands

Councils told to house all rough sleepers in England by weekend

Government's urgent request welcomed but concerns raised over how task will be funded

- [Coronavirus - latest updates](#)
- [See all our coronavirus coverage](#)



THIS IS NOT JUST FOOD THIS IS... M&S FOOD

Exclusively blended for us =

- Included ...
 - “A housing association commitment to end homelessness”



- H4C and Crisis together
- Developing challenging, but deliverable “actions”
- Not easy, but not impossible
- Culture and enduring purpose key to delivery



- **Four** broad areas:
 - Sustaining tenancies
 - Letting properties
 - Working with stakeholders
 - Lobbying for change



- Unanimous Board support for every commitment
 - “It’s what we were set up to do”
- Directors and Staff
 - “Its what I came in to housing for”



We've signed up
to the Homes for
Cathy
commitments

The 9th Commitment

- To lobby, challenge and inspire others to support ending homelessness



- In the wider community
- With housing professionals in our region



- Not making any tenant, seeking to prevent their homelessness, homeless (3rd)



What that means for Broadland

- Policy catching up with culture
- Freezing arrears to prevent evictions
- But also saving Broadland money



Our evictions record

	2017-18	2018-19	2019-20
Evictions for rent arrears	18	11	3
Gross current tenant arrears	3.82%	3.75%	3.49%

Letting Properties

- Operating flexible letting policies that allow people's **unique circumstances** and housing history to be considered (2nd)



What that means for Broadland

- No blanket refusals for past arrears
- Understand the person
- Support the individual



Letting homes

- Ensuring that properties offered to homeless people are ready to move in to (7th)
- Helping end migrant homelessness in our local areas (8th)



What that means for Broadland

- Local Charity helps ensure:
 - Basic furniture and white goods available when needed
- Letting homes to Norfolk County Council's "People from abroad" team at a peppercorn



- Contributing to the development and executive of municipal homelessness strategies (1st)



Borough Council of
King's Lynn &
West Norfolk



GREAT YARMOUTH
BOROUGH COUNCIL



NORWICH
City Council



HM Prison &
Probation Service

What that means for Broadland

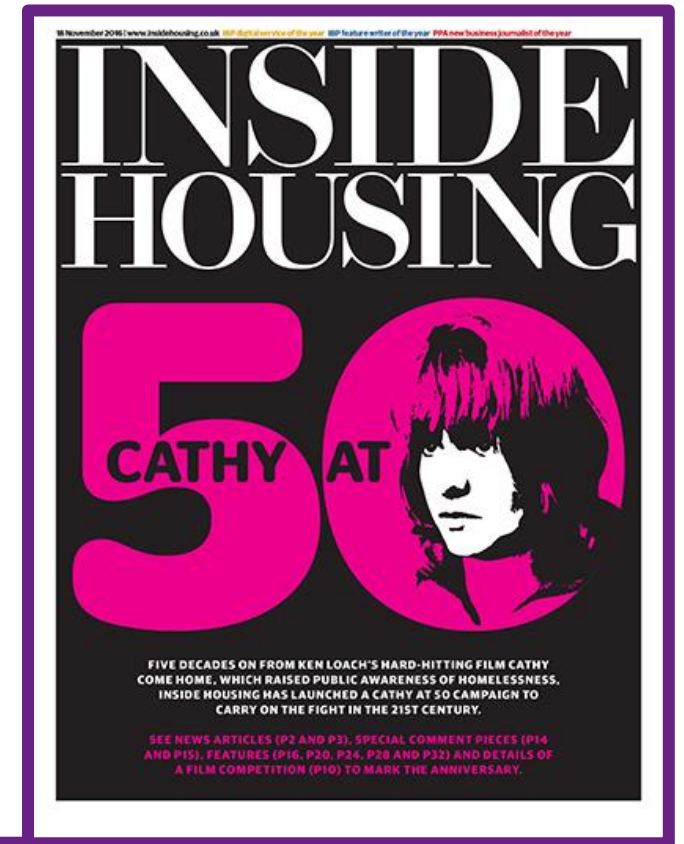
- Examples:
 - Bids for Government “Next Steps” funding for Housing First schemes in 3 municipalities in August
 - Norfolk Strategic Housing Partnership



Borough Council of
King's Lynn &
West Norfolk

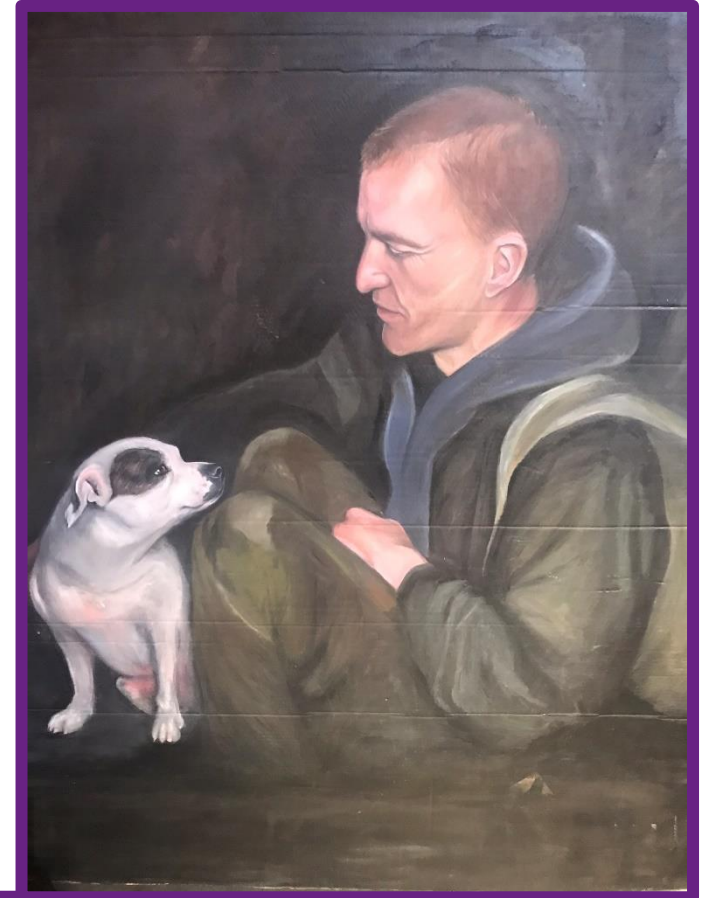


- Housing and homelessness are **TOTALLY** connected
- Many English housing associations were a response to homelessness in the 1960s
- “Cathy come home” in 1966 changed public opinion



Key points 2

- Homes for Cathy was an admission of **national failure**
- The 9 commitments are **tough but deliverable**
- **Vital to share** experience and good ideas to deliver progress





Thank you

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