



Local Heroes

Is it possible for local authorities to increase their supply of housing, improve standards, promote sustainability while at the same time dramatically reduce costs?

Settled Housing Solutions Consultancy Service© has proven it is.



Settled Housing Solutions
Consultancy Service©

www.settledhousingsolutions.com

With the current economic crisis seeing new housing development reducing and council housing waiting lists rising while permanent council stocks continue to decrease, most local authorities are looking to their local Private Rented Sector (PRS) to make up the shortfall.

An increasing number of local authorities and sub regional groups have commissioned us over the past two years to help them increase their knowledge of the local PRS market and establish new commercial arrangements with private rented providers. This has successfully stimulated an increase in good quality, well managed accommodation.

Introduced by the British Property Federation at their Annual Residential Conference earlier this year as 'Local Heroes', we provide innovative solutions to common problems such as Local Housing Allowance performance issues, poor management standards and incentive inflation, for the benefit of all stakeholders.

The Rugg Review

We welcomed the recent 'Rugg Review' of the PRS, as well as the Department of Communities & Local Government's subsequent response. The review's recommendations vindicated our company's core values of encouraging improved

management standards, promoting tenancy sustainment, improving local PRS market intelligence while providing real value for money.

Central to the CLG response to the Rugg Review was the proposal that local authorities should look to develop unique 'Local Lettings Agency' (LLA) models.

LLA models enable a local authority to professionalise their housing services by focusing on delivering enhanced housing options, temporary accommodation subsidy levels, reducing re-housing costs, floating support plans, employment and training initiatives, promoting housing management and equalising PRS rental choices.

“**The review's recommendations vindicated our company's core values of encouraging improved management standards, promoting local tenancy sustainment, improving local PRS market intelligence while providing real value for money.**”

Jim McLaughlin Co-Director of Settled Housing Solutions Consultancy Service.

We have been developing this type of model in local authority housing services for several years. When Central Bedfordshire Council engaged our services to develop a LLA on their behalf we hit the ground running to enable them to be one of the few local authorities in the

country to launch their unique LLA Model.

Our expertise in this specific area of PRS partnership working has also allowed us to engage with and influence a wide range of key decision makers within housing, homelessness and the PRS regulatory bodies and associations including the British Property Federation, the National Approved Letting Scheme (NALS) the Association of Residential Letting Agents (ARLA) and the National Landlords Association.

A Volatile Market

As recent events have shown the housing market can be subject to dramatic changes.

Many local authorities are finding that landlords are actively offering their properties for use in housing options. This is generally due to the very generous Local Housing Allowance rates on offer in some areas. However, should LHA rates be reduced in the future these landlords may pull out of this market leaving local authorities back where they started.

We believe an effective LLA model with an emphasis on meaningful partnership working between public and private sectors can engender loyalty to the local authority by the PRS.

If all stakeholders directly involved in PRS engagement pull together to

reduce the perceived risks, renting privately can be a sustainable tenure of choice.

When developing LLA models we ensure they are flexible enough to anticipate, influence and adapt to market changes to allow a housing service to continue to meet the housing needs of their clients while continuing to offer a financially viable option for landlords.

We can provide this at much reduced costs through our innovative LLA Business Model© which is designed to steer any government funded incentives towards tenancy frameworks and specialist's rental protection insurance policies.

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Alan Elborough Co-Director of Settled Housing Solutions Consultancy Service

So now the spotlight is shining brightly on private renting, through facilitating effective public/private partnerships we are going to do our part to ensure it stays that way for a long time to come.

For more information about us, our projects and our clients visit our website:

www.settledhousingsolutions.com