

APPENDIX C

Housing Strategy Consultation Summary Report

CONTENTS

Introduction	1
Method of Consultation	1
Consultation Objectives	4
Consultation Findings.....	5
Outcome	6
CitizenSpace Summary Reports	6

INTRODUCTION

1. This report sets out the research methodology and findings of the Housing Strategy consultation. The Council invited residents, third sector partners, and registered providers with stock in Hammersmith & Fulham, to contribute to the development of the new Housing Strategy by sharing their views on housing.
2. The Consultation was delivered by the Senior Housing Strategy and Growth Officer, and supported by the Resident Involvement Team. The Co-production Lead was consulted regarding the process.

METHOD OF CONSULTATION

3. Views were gathered using two methods: online questionnaires, and resident focus groups.
4. All tenants and leaseholders were invited by letter to take part in an online consultation, 'Housing Strategy Questions for Residents', between 15 April and 12 May 2019. The consultation was hosted using CitizenSpace. Two resident focus groups were held on the 4th and 6th of June 2019.
5. Residents were given the option to respond via paper questionnaire if preferred.
6. The resident consultation was publicised on the H&F website, and shared with involved residents via the Resident Involvement email list.
7. The consultation was publicised at the Housing Representatives Forum on 21 May 2019.

8. The following 3rd Sector partners were invited to answer a Housing Strategy questionnaire, 'Housing Strategy Questions for 3rd Sector Organisations', between the 1 and 12 May 2019.

These organizations were also asked to publicize a link to the Residents Questionnaire to their service users:

- Action on Disability
- Age UK H&F
- Alheimers
- Barnardos
- Barons Court Project
- Creighton House
- The Brunswick Club
- Deaf plus
- Doorstep library
- Fulham good neighbours
- Groundwork
- Citizens Advice H&F
- H&f Law
- Mencap
- Works-4u
- Lido Foundation
- Turtle Key Arts
- Chelsea FC
- Family Friends
- Flat feet dance
- Fulham fc
- Harrow Club
- Honeypot
- Imperial College London
- Iraqi Association
- Let Me Play
- London Sports Trust
- Music House For Children
- Old Oak Centre
- Play Association
- Queens Park Rangers
- Resurgo
- Standing Together
- The Sulgrave Club
- Tendis
- HFUSC
- WLAC
- YHFF
- Lyric Theatre
- OClondon
- Open Age
- Rays Playhouse

- SBFP
- Sobus
- St giles trust
- Urban Partnership
- WLAC
- Westway CT
- White City Enterprise
- William Morris Society
- Young H&F

9. The following Registered Providers were invited to answer a Housing Strategy questionnaire, 'Housing Strategy Questions for Housing Associations', between the 1 and 12 May 2019.

These organisations were also asked to publicise a link to the Residents Questionnaire to their tenants;

- Notting Hill Housing Group
- Shepherds Bush Housing Group
- Peabody
- Southern Housing Group
- L&Q
- Octavia
- A2 Dominion
- Metropolitan
- Catalyst Housing Group
- Women's Pioneer
- Guinness
- Optivo
- Network Homes
- Du Cane HA
- Westway HA
- Arhag
- Places for People
- Innisfree
- PA Housing
- Habinteg
- Orbit Group
- Affinity Sutton.com
- Coop Homes.coop
- Central & Cecil
- Stoll
- Centrepoint
- Golden Lane Housing
- Hanover
- Harrison Housing
- Home Group
- Sanctuary housing
- St Christophers

- Abbeyfield.com
- YMCA
- Lygon Arms Houses
- Hammersmith United Charities
- Look Ahead
- One Housing
- Salvation Army

10. An email was sent to involved residents by the Residents Involvement Team inviting resident to take part in focus groups on housing as research for the new Housing Strategy. Topics proposed for guided discussion were:

- Discussion Topic: Priorities For Housing
 - What are the most important issues for H&F to include in the housing strategy?
 - What kind of housing-related services should H&F offer more of?
 - About housing, what are we doing well, and what needs improvement?
- Discussion Topic: Serving Residents
 - In your experience, how easy to use are H&F housing services?
 - How can H&F provide better services to older people and disabled people?
 - How can H&F be a better landlord?
- Discussion Topic: H&F As A Place To Live
 - What can we do to make residents feel proud to live in H&F?
 - What would help build a sense of community in H&F?
 - What should H&F do to help prevent homelessness?
- Discussion Topic: Providing More Homes
 - What kind of homes would you like to see more of?
 - What would the ideal housing development be like?
 - What should the council bear in mind when building more homes?

CONSULTATION OBJECTIVES

11. The Council is committed to doing things with residents, not to them. This means involving residents in decisions that affect them. That's why we wanted to gather the views of residents, as well as third sector partners and local registered providers, to help shape the strategy from the outset.

12. The objective in delivering the online questionnaires was to ensure that the strategy reflects the priorities and needs of residents and other stakeholders. The answers to the questionnaire served to identify what is important to residents and stakeholders about housing. Ultimately, the views, experiences

and ideas would inform and shape the H&F housing strategy, and help improve our housing services.

13. The objective of the focus groups was to have in-depth discussions with residents regarding housing. The following discussion topics were proposed:

CONSULTATION FINDINGS

14. 385 residents responded to the consultation, 15 of whom responded by paper questionnaire. 13 residents attended focus groups.

15. Consultation summary reports were produced using CitizenSpace when the consultations closed. These reports provided quantitative data which described trends in priorities and views.

16. Full consultation responses and comments were extracted from CitizenSpace, and were read and considered. Additional analyses was performed, particularly in regards to gathering qualitative data such as written comments and suggestions. Responses received on paper were incorporated into this analysis.

17. Notes taken during focus groups were analysed in line with the questionnaire responses.

18. The following key messages were identified:

- Residents really value being involved in decision-making and support co-production
- Provision of support for rough sleepers is a big concern for residents
- We should support young people, vibrancy and new businesses
- You feel that fire, gas and water safety are extremely important
- We need to build more genuinely affordable homes for families
- Supporting older and disabled residents is a high priority
- Housing standards and energy efficiency are important to you
- We need space: you would like the council to address overcrowding, density and room sizes
- You'd like to see more of us: we need housing officers and handy people on estates
- New schemes: you want us to consider a buy-back scheme, and more options for home swaps
- Green spaces and community gardens are highly valued
- We need to invest in quality to prevent repairs burden
- We should have better knowledge of our tenants' housing needs
- New developments should be future-proof
- New builds should be for residents, not second homes or investments
- Residents want options to move within the borough

- We need to make better use of empty properties
- Residents want smaller, faster housing developments
- Residents feel proud to live in H&F
- Inter-generational projects and multi-service community events improve resident pride
- All new developments should be fully accessible, mixed-needs and mixed-tenure
- High rents are the biggest risk for private renters
- Private renters want landlords and managing agents to respond quickly and efficiently to disrepair reports, and to comply with their legal obligations, for example to protect deposits and not charge unlawful fees
- The Council should use its powers to tackle rogue landlords

OUTCOME

19. The key messages from the consultation are set out in the Housing Strategy. These resident priorities were given additional weight in the Strategy. Viable suggestions, such as considering a buy back scheme, were included in the strategy. Commitments from H&F business plan and administration's most recent manifesto commitments, the draft London Plan, the Local Plan, the London Housing Strategy, our Values and other research, were analysed and disaggregated in line with the key messages, and four priority areas for work emerged. Those four areas of work were then defined as our original four strategic objectives: Working with Residents to Meet Housing Needs, Make H&F a Great Place to Live, Delivering More Homes for Residents, and Prevent Homelessness and End Rough Sleeping.
20. The key messages are reflected in the form and content of the Housing Strategy.

CITIZENSPACE SUMMARY REPORTS

21. HOUSING STRATEGY QUESTIONS FOR RESIDENTS

<https://lbhf.citizenspace.com/growth-and-place/housing>

This report was created on Thursday 21 January 2021 at 13:20
 The consultation ran from 15/04/2019 to 12/05/2019
 Responses to this survey: **370**

1: What is your current living situation?

Tenure type

There were 361 responses to this part of the question.

Option	Total	Percent
Council tenant	252	68.11%
Housing Association tenant	1	0.27%
Home owner	89	24.05%
Rented accommodation	5	1.35%
Other	14	3.78%
Not Answered	9	2.43%

If other, please specify

There were 26 responses to this part of the question.

2: About housing, what would you like to see the Council focus on?

priority - Working with residents to meet their housing needs

There were 358 responses to this part of the question.

Option	Total	Percent
Top priority	193	52.16%
High priority	96	25.95%
Priority	62	16.76%
Low priority	4	1.08%
Not a priority	3	0.81%
Not Answered	12	3.24%

priority - Housing management and working with Housing Associations

There were 341 responses to this part of the question.

Option	Total	Percent
Top priority	86	23.24%
High priority	103	27.84%
Priority	112	30.27%
Low priority	30	8.11%
Not a priority	10	2.70%
Not Answered	29	7.84%

priority - More homes for residents

There were 358 responses to this part of the question.

Option	Total	Percent
Top priority	206	55.68%
High priority	80	21.62%
Priority	54	14.59%
Low priority	11	2.97%
Not a priority	7	1.89%
Not Answered	12	3.24%

priority - Preventing homelessness

There were 358 responses to this part of the question.

Option	Total	Percent
Top priority	213	57.57%
High priority	81	21.89%
Priority	47	12.70%
Low priority	10	2.70%
Not a priority	7	1.89%
Not Answered	12	3.24%

focus comment

There were 125 responses to this part of the question.

3: In your view, is it important for the Council to involve residents in decisions that affect them?

involve residents

There were 368 responses to this part of the question.

Option	Total	Percent
Extremely important	260	70.27%
Important	88	23.78%
Reasonably important	15	4.05%
A little important	1	0.27%
Not important	4	1.08%
Not Answered	2	0.54%

RI importance

There were 104 responses to this part of the question.

4: In your view, what are the main risks for people who rent privately?

(tick all that apply)

renting concerns

There were 360 responses to this part of the question.

Option	Total	Percent
The landlords	201	54.32%
The cost	294	79.46%
The suitability	98	26.49%
The quality/housing standards	226	61.08%
Short tenancies	162	43.78%
Other	21	5.68%
Not Answered	10	2.70%

If other, please specify

There were 35 responses to this part of the question.

rent concerns explained

There were 139 responses to this part of the question.

5: In your opinion, what could the Council do to support people renting privately?

how to support renters

There were 253 responses to this part of the question.

6: Which services could your landlord improve on?

what can HAs do to improve

There were 233 responses to this part of the question.

7: What can the Council do to make residents feel proud to live in H&F?

make residents proud

There were 264 responses to this part of the question.

8: If you have used H&F housing services, did you find them easy to use?

find easy to use

There were 343 responses to this part of the question.

Option	Total	Percent
Very easy	46	12.43%
Quite easy	97	26.22%
Okay	117	31.62%
Not very easy	47	12.70%
Difficult	36	9.73%
Not Answered	27	7.30%

access to housing services comment

There were 137 responses to this part of the question.

9: In your view, what kind of housing do we need more of in H&F?

(tick as many as you like)

types of housing

There were 357 responses to this part of the question.

Option	Total	Percent
Social housing (housing for people on low incomes provided by the government, or non-profit organisations)	297	80.27%
Good quality private rented housing	146	39.46%

Supported housing (where housing, support and care services are provided as a package)	178	48.11%
Accessible housing for disabled people	173	46.76%
Housing for older residents	170	45.95%
Housing for people who want to move into home ownership (shared ownership, discounted rent)	167	45.14%
Hostels	54	14.59%
Other	12	3.24%
Not Answered	13	3.51%

If other, please specify

There were 21 responses to this part of the question.

kinds of housing comment

There were 83 responses to this part of the question.

10: In your opinion, what would the ideal H&F housing development be like?

ideal H&F housing development

There were 336 responses to this part of the question.

Option	Total	Percent
Modern flats on unused pieces of land	176	47.57%
Unconventional housing, if it meant faster builds	73	19.73%
Large developments, even if they take longer to build	56	15.14%
Other	31	8.38%
Not Answered	34	9.19%

If other, please specify

There were 52 responses to this part of the question.

comments on housing developments

There were 109 responses to this part of the question.

11: In your opinion, how important is each of the following

Importance of issues - Ending rough sleeping

There were 358 responses to this part of the question.

Option	Total	Percent
Extremely important	228	61.62%
Very important	77	20.81%
Important	41	11.08%
A little important	8	2.16%

Not important	4	1.08%
Not Answered	12	3.24%

Importance of issues - Fire, gas and water safety

There were 363 responses to this part of the question.

Option	Total	Percent
Extremely important	264	71.35%
Very important	64	17.30%
Important	32	8.65%
A little important	2	0.54%
Not important	1	0.27%
Not Answered	7	1.89%

Importance of issues - Making housing services easy to use

There were 359 responses to this part of the question.

Option	Total	Percent
Extremely important	149	40.27%
Very important	119	32.16%
Important	78	21.08%
A little important	11	2.97%
Not important	2	0.54%
Not Answered	11	2.97%

Importance of issues - Providing more affordable housing

There were 360 responses to this part of the question.

Option	Total	Percent
Extremely important	221	59.73%
Very important	78	21.08%
Important	49	13.24%
A little important	9	2.43%
Not important	3	0.81%
Not Answered	10	2.70%

Importance of issues - Using empty properties

There were 358 responses to this part of the question.

Option	Total	Percent
Extremely important	241	65.14%
Very important	76	20.54%
Important	31	8.38%
A little important	6	1.62%
Not important	4	1.08%
Not Answered	12	3.24%

Importance of issues - Improving community life

There were 355 responses to this part of the question.

Option	Total	Percent
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Extremely important	144	38.92%
Very important	114	30.81%
Important	73	19.73%
A little important	19	5.14%
Not important	5	1.35%
Not Answered	15	4.05%

Importance of issues - Putting residents first for new housing schemes

There were 361 responses to this part of the question.

Option	Total	Percent
Extremely important	208	56.22%
Very important	77	20.81%
Important	52	14.05%
A little important	20	5.41%
Not important	4	1.08%
Not Answered	9	2.43%

Importance of issues - Supporting residents with benefit caps/Welfare Reform

There were 351 responses to this part of the question.

Option	Total	Percent
Extremely important	124	33.51%
Very important	105	28.38%
Important	90	24.32%
A little important	17	4.59%
Not important	15	4.05%
Not Answered	19	5.14%

Importance of issues - Supporting vulnerable residents

There were 359 responses to this part of the question.

Option	Total	Percent
Extremely important	217	58.65%
Very important	84	22.70%
Important	43	11.62%
A little important	11	2.97%
Not important	4	1.08%
Not Answered	11	2.97%

Importance of issues - Housing standards

There were 356 responses to this part of the question.

Option	Total	Percent
Extremely important	209	56.49%
Very important	101	27.30%
Important	42	11.35%
A little important	3	0.81%
Not important	1	0.27%

Not Answered	14	3.78%
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Importance of issues - Energy efficiency

There were 356 responses to this part of the question.

Option	Total	Percent
Extremely important	199	53.78%
Very important	91	24.59%
Important	53	14.32%
A little important	12	3.24%
Not important	1	0.27%
Not Answered	14	3.78%

important issues

There were 74 responses to this part of the question.

12: In your view, what can the Council do to improve residents' living situations?

improve residents living situations

There were 219 responses to this part of the question.

13: If you have any further comments, suggestions or examples, please use the below space

Further comments

There were 92 responses to this part of the question.

22. HOUSING STRATEGY QUESTIONS FOR 3RD SECTOR ORGANISATIONS

<https://lbhf.citizenspace.com/growth-and-place/6391bcc7>

This report was created on Thursday 21 January 2021 at 13:02

The consultation ran from 16/04/2019 to 12/05/2019

Responses to this survey: **3**

1: How familiar are you with H&F housing-related services?

Familiarity

There were 3 responses to this part of the question.

Option	Total	Percent
Very familiar	1	33.33%
Quite familiar	1	33.33%
Reasonably	0	0.00%
A little	0	0.00%
Not at all	1	33.33%
Not Answered	0	0.00%

Comments on familiarity with housing related services

There was 1 response to this part of the question.

2: Do you have a main contact at H&F?

Main contact

There were 3 responses to this part of the question.

Option	Total	Percent
Yes	1	33.33%
Maybe	0	0.00%
No	2	66.67%
Not Answered	0	0.00%

main contact comments

There was 1 response to this part of the question.

3: If you answered 'no' above, how do you navigate our services?

how do you navigate our services

There were 2 responses to this part of the question.

4: If one of your service users has a housing-related issue, do you know where to signpost them?

know where to signpost

There were 3 responses to this part of the question.

Option	Total	Percent
Yes	2	66.67%
Maybe	0	0.00%
No	1	33.33%
Not Answered	0	0.00%

Signposting comments

There was 1 response to this part of the question.

5: How do you feel about your current working relationship with H&F?

relationship with H&F

There were 3 responses to this part of the question.

Option	Total	Percent
Excellent	1	33.33%
Good	1	33.33%
Could be better, could be worse	0	0.00%
Needs improvement	1	33.33%
Not good	0	0.00%
Not Answered	0	0.00%

comments on working relationship

There was 1 response to this part of the question.

6: If you have contacted our housing services on behalf of clients in the past, how helpful were we?

How helpful were we

There were 2 responses to this part of the question.

Option	Total	Percent
Very helpful	1	33.33%
Helpful	0	0.00%
Reasonably helpful	0	0.00%
A little bit helpful	0	0.00%
Unhelpful	1	33.33%
Not Answered	1	33.33%

examples of contact on behalf of clients

There were 2 responses to this part of the question.

7: In your opinion, could your service users benefit from your organisation having a stronger working relationship with H&F?

would service users benefit from stronger relationship

There were 3 responses to this part of the question.

Option	Total	Percent
Yes	2	66.67%
Maybe	1	33.33%
No	0	0.00%
Not Answered	0	0.00%

comments on stronger joint working for residents

There was 1 response to this part of the question.

8: How can we work better together to improve the lives and living situations of your service users who live in H&F?

how can we work better together to improve lives

There were 3 responses to this part of the question.

9: Please use this space to write any further comments, suggestions or examples

further comments

There was 1 response to this part of the question.

10: What is your email address?

Email

There were 3 responses to this part of the question.

11: What is your organisation?

Organisation

There were 3 responses to this part of the question.

23. HOUSING STRATEGY QUESTIONS FOR HOUSING ASSOCIATIONS

<https://lbhf.citizenspace.com/growth-and-place/53c426f9>

This report was created on Thursday 21 January 2021 at 13:03

The consultation ran from 16/04/2019 to 12/05/2019

Responses to this survey: **6**

1: What is your organisation?

Organisation

There were 6 responses to this part of the question.

2: How familiar are you H&F's Housing Allocation Scheme?

Familiarity

There were 6 responses to this part of the question.

Option	Total	Percent
Very familiar	1	16.67%
Quite familiar	4	66.67%
Reasonably	1	16.67%
A little	0	0.00%
Not at all	0	0.00%
Not Answered	0	0.00%

comments on Allocations

There was 1 response to this part of the question.

3: When was your last review of your nominations agreement with H&F?

Last nominations agreement review

There were 6 responses to this part of the question.

Option	Total	Percent
Reviewing it now	0	0.00%
This year	0	0.00%
Last year	1	16.67%
More than 5 years ago	3	50.00%
We don't have one	0	0.00%
Unsure	2	33.33%
Not Answered	0	0.00%

Comments on noms

There were 3 responses to this part of the question.

4: If you encounter an issue which needs our attention, do you know who to contact at H&F?

Contact

There were 6 responses to this part of the question.

Option	Total	Percent
Yes	4	66.67%
Maybe	2	33.33%
No	0	0.00%
Not Answered	0	0.00%

Contact comments

There were 3 responses to this part of the question.

5: Are you aware of the joint working framework between your Housing Association and H&F?

Joint working awareness

There were 6 responses to this part of the question.

Option	Total	Percent
Very aware	0	0.00%
Quite aware	1	16.67%
Reasonably	1	16.67%
A little	1	16.67%
Not at all	3	50.00%
Not Answered	0	0.00%

Comments on joint working

There were 2 responses to this part of the question.

6: In your opinion, would your tenants benefit from us having a closer working relationship?

Tenants to benefit from closer working

There were 6 responses to this part of the question.

Option	Total	Percent
Yes	5	83.33%
Maybe	1	16.67%
No	0	0.00%
Not Answered	0	0.00%

comments on closer working

There were 5 responses to this part of the question.

7: With our help, which of the following would you like to provide to your tenants?

(tick all that apply)

services

There were 6 responses to this part of the question.

Option	Total	Percent
Handyperson scheme	6	100.00%
Approved contractor list	2	33.33%
Concierge service	1	16.67%
Tenant handbook	3	50.00%
Other	0	0.00%
Not Answered	0	0.00%

If other, please specify

There was 1 response to this part of the question.

services comments

There was 1 response to this part of the question.

8: In your experience, do you have a contact person at H&F to speak to about issues on co-managed estates?

contact person at H&F

There were 5 responses to this part of the question.

Option	Total	Percent
Yes	1	16.67%
Maybe	2	33.33%
No	2	33.33%
Not Answered	1	16.67%

Co-managed estates example...

There were 2 responses to this part of the question.

9: Would you be interested in working with H&F on innovative, unconventional schemes? i.e. modular housing solutions

working with H&F

There were 6 responses to this part of the question.

Option	Total	Percent
Yes	3	50.00%
Maybe	2	33.33%
No	1	16.67%
Not Answered	0	0.00%

Unconventional schemes comments

There was 1 response to this part of the question.

10: In your opinion, how good do you feel your current relationship is with H&F?

Relationship with H&F

There were 6 responses to this part of the question.

Option	Total	Percent
Excellent	1	16.67%
Good	4	66.67%
Could be better, could be worse	1	16.67%
Needs improvement	0	0.00%
Not good	0	0.00%
Not Answered	0	0.00%

comments on relationship

There were 2 responses to this part of the question.

11: How can we work better together to improve the lives and living situations of residents?

how can we work better together?

There were 5 responses to this part of the question.

12: Please use this space to write any further comments, suggestions or examples

further comments

There was 1 response to this part of the question.