

Local Letting Scheme  
Hazeldale Development  
Liverpool 9

## **Background/ Introduction**

The development falls within the North Housing Management area and the Warbreck Ward which is also on the boundary of County and Fazakerley Wards. While our stock in the Fazakerley Ward is limited, we do have more properties in the Warbreck and County Wards. All three wards fall within the most deprived areas in England. An extract from the Ward Profiles (produced by Liverpool City Council in Autumn 2012) which includes data from the 2001 Census and Indices of Multiple Deprivation 2010, is attached at Appendix B.

The site consists of 45 x 2 bedroom houses and 13 x 3 bedroom houses.

This development is located off Rice Lane which has numerous retail facilities including Sainsburys. Also within the vicinity are schools, a library, good bus routes and train station.

Tenancy sustainability is crucial to this area and it is for this reason we are extending local lettings to this development. DCLG recognises the positive outcomes to be achieved from local letting policies but we also appreciate there is no easy or quick solution and a joined up approach is needed throughout all of the services we provide.

We are committed to creating sustainable neighbourhoods and want all our tenants to be able to live happy, healthy and full lives. We understand a local letting policy in isolation will not achieve this aim and that a joined-up approach across all services within LMH is needed.

We have developed a Community Regeneration Strategy to address issues of worklessness and low educational achievement; by reducing digital and financial exclusion, improving the health and well being of residents which helps to support our approach to create safe places to live, that people are proud of and want to live in. We will continue to support those tenants who need some additional help to manage their tenancy and, wherever possible, stay in their home.

We understand that the quality of our homes, the wellbeing of our tenants and the appeal of our neighbourhoods as places to live are all important for successful and vibrant communities. This is why even in these challenging times we are supporting neighbourhoods, improving our homes and working with our tenants, staff and partners.

We aim to make a real difference within our communities; not just with bricks and mortar, but by investing in local projects and helping to create new opportunities in the areas in which we work. To make a difference to people in

their homes and neighbourhoods remains a top priority for us and we are determined to get the most out of our resources to keep investing and improving in the following priority areas:-

- Increasing employment and self employment opportunities.
- Increase access to digital services.
- Reducing debt.
- Reducing child poverty.
- Promoting and encouraging healthy lifestyles.

## **Introduction**

The Index of Multiple Deprivation shows that Liverpool continues to be the most deprived local authority in England. Liverpool in particular demonstrates a very widespread deprivation as verified by the proportion of the City's population living in the most deprived SOAs in the country (nearly 56% live in the most deprived 10% nationally). In addition, the deprivation is "concentrated" i.e. the most deprived 10% population in Liverpool contains some of the most deprived SOAs nationally.

The key measures of income and employment provide an indication of the sheer numbers of people experiencing these types of deprivation. Liverpool is the third and second most deprived local authority respectively on these two measures with 42% of the population classed as income deprived and 57% employment deprived.

## **Demand/current letting potential**

There are currently 14,129 people registered on Property Pool Plus (PPP) which is the City Council's Choice Based Letting Scheme and used by LMH to allocate our vacant properties. PPP's data has been based on the City's designated Neighbourhoods and not the management areas of the individual Housing Associations. It is not possible, therefore, to extract demand information for LMH's North area or Warbreck Ward.

An extract from the Ward Profile (produced by Liverpool City Council in February 2014) which includes data from the Indices of Deprivation and 2011 Census is attached at Appendix B. In summary, however:

- 25% of the residents in the Warbreck Ward fall within the most deprived 10% nationally (and 65.2% for the County Ward);
- The high level of deprivation in both wards is a matter of concern and by targeting a proportion of the lettings to applicants who are either working or in full time education/training, will help to make a positive contribution to the level of deprivation in the area.

- The proportion of BME residents in Warbreck is 5.9% (4.5% in County) which is the sixth lowest of all Liverpool Wards and significantly lower than the City average of 13.7% and 15% demand from applicants registered on Propertypoolplus (PPP).
- The average income for residents in Warbreck is slightly higher than the City average, but falls below the national average; while the average income in the Count Ward is well below both the City and National average. This does mean households are less likely to have the finance in place to purchase their own home.

When we consider the likely demand for a specific area, because PPP is based upon the areas applicants choose to place bids, the information about demand by the Warbreck and County Wards is limited. However, we do know the overall long term void rate in both wards is low than the City average and turnover of our comparable properties on the (new) Walton Triangle Development is low, with a healthy demand for voids.

However, an analysis has been produced for the North area using demand by the postal codes L9 and L4, and this can be summarised as follows:

### Total Demand

Band	City Demand		Liverpool 9		Liverpool 4		Total	
	No	%	No	%	No	%	No	%
<b>Urgent</b>	277	<b>1.7</b>	4	<b>1</b>	36	<b>2</b>	40	<b>2</b>
<b>High</b>	4220	<b>30</b>	159	<b>28</b>	551	<b>34</b>	710	<b>33</b>
<b>Medium</b>	3343	<b>24</b>	123	<b>22</b>	305	<b>19</b>	428	<b>20</b>
<b>Low Priority</b>	768	<b>5</b>	45	<b>8</b>	97	<b>6</b>	142	<b>6</b>
<b>No Priority</b>	5272	<b>38</b>	221	<b>39</b>	588	<b>37</b>	809	<b>37</b>
<b>Reduced Priority</b>	246	<b>1.3</b>	10	<b>2</b>	36	<b>2</b>	46	<b>2</b>
<b>Blank</b>	3	<b>0</b>	0	<b>0</b>	0	<b>0</b>	0	
<b>Total</b>	14,129	<b>100</b>	562	<b>100</b>	1613	<b>100</b>	2175	<b>100%</b>

- Overall there are 2175 applicants who are currently living in Liverpool 9 and 4, who are registered on Propertypool Plus. This represents 16% of the total demand in the City.
- Demand from the Urgent Band is low across the City and we are therefore proposing higher percentage targets to the High and Medium Bands. We are anticipating a robust demand for such a prestigious development, particularly in such a popular location, particularly from applicants in full employment.

## BME Demand

Ethnic Origin	City Demand		Liverpool 9		Liverpool 4		Total	
	No	%	No	%	No	%	No	%
White	11237	<b>80</b>	521	<b>93</b>	1477	<b>92</b>	1998	<b>92</b>
BME	2155	<b>15</b>	32	<b>5.5</b>	83	<b>5</b>	115	<b>5</b>
Unknown	552	<b>4</b>	3	<b>0.5</b>	32	<b>2</b>	35	<b>2</b>
Other	139	<b>0.7</b>	3	<b>0.5</b>	7	<b>0.3</b>	10	<b>0</b>
Prefer not to say	46	<b>0.3</b>	3	<b>0.5</b>	14	<b>0.7</b>	17	<b>1</b>
<b>Total</b>	<b>14129</b>	<b>100</b>	<b>562</b>	<b>100</b>	<b>1613</b>	<b>100</b>	<b>2175</b>	<b>100</b>

Demand from white applicants living in L9 and 4 is **higher than the City demand** while demand from applicants from the BME is **lower than the City demand**. We are hoping that by targeting 10% of the properties to BME applicants it will help to redress some of the imbalances that currently exist within each ward.

### Aims of the Local Letting Scheme

A local lettings scheme introduces flexibility into agreed allocation policies and the purpose of this local letting scheme for Warbreck is to achieve a balanced community and sustainable tenancies. To help us achieve this we will aim to:

- Create a stable environment and feeling of safety and wellbeing within the estate, **creating safe places to live that people are proud of and want to live in;**
- **Maintain current performance in terms** of void turnover by improving the quality of the living environment and reducing anti social behaviour using robust processes and partnerships.
- In accordance with the Common Allocation policy, priority for offers is given to Liverpool residents and no more than 5% of the properties overall should be allocated to applicants from outside the City who are in Bands A – C only.

### Divergence from the standard policy

The local letting scheme for this estate differs from our principal Allocation Scheme in the following ways:

- All of the properties on the development will be let at affordable rents (market rates) but any existing LMH tenant with protected rights who accepts a tenancy will keep these rights;

- Where necessary, supporting information for applicants will be sought from a wider range of sources than usual to establish evidence of previous anti social behaviour or rent arrears.
- The provision of 2 excellent references is a requirement and any offers may be overlooked if this information is not provided, **but will be considered on an individual basis**;
- Prospective tenants must attend a pre tenancy interview and financial / benefits check to establish applicants' financial status and suitability for the scheme. This approach is being adopted because of both the rent levels and Welfare Reforms;
- Applicants with support needs will only be accepted with a recognised support package ;
- In the event there is insufficient demand from genuine two bedroom applicants, the two bedroom houses will be made available for households comprising of applicants who describe themselves as being part of a couple who are able to confirm they have the necessary finance in place to pay the rent;
- Priority for 50% of the properties will be given to residents who are employed or full time education or training (where they can demonstrate they have sufficient finance to pay rent);
- Applicants will be required to sign the **Good Neighbour Agreement (Appendix A)**.

Applicants with criminal records or a record of anti- social behaviour may be rejected if there is concern their activities have not abated and will these properties or surrounding estate. This will be subject to information provided through a police check and any offer will be subject to information obtained via these arrangements;

The individual circumstances will be taken into account, but as a general rule, applicants with a history of any of the following serious criminal offences or anti social behaviour will not be considered:

- Prostitution (includes convictions for loiter/solicit for purposes of prostitution, tenant/occupier allowing premises to be used as a brothel for prostitution, living off immoral earnings, woman controlling prostitution);
- Robbery (includes convictions for robbery and assault with intent to rob);
- Violent crime (includes convictions for murder, manslaughter, wounding and assaults);

- Drug trafficking offences (includes convictions for production of controlled drugs, supply of controlled drugs, possession with intent to supply controlled drugs, allowing premises to be used for use of controlled drugs);
- Domestic Burglary (includes convictions for burglary of dwelling houses and aggravated burglary dwellings);
- Racially Aggravated offences (includes convictions for racially aggravated assaults, criminal damage and harassment);
- Vehicle crime (includes convictions for theft of vehicle, theft from vehicle, unauthorised take of motor vehicle, aggravated vehicle take, vehicle interference);
- Domestic Violence.

### **Selection Process**

All allocations will be subject to the agreed criteria and all properties will be advertised via PPP. Future voids will continue to be advertised on PPP advising applicants that a local letting scheme is in place and applicants will be required to satisfy the strict criteria already specified. We will continue to give priority to suitable applicants in accordance with the appropriate banding and date order system.

Applicants will be invited to attend a formal interview before an offer is made when the local letting criteria and any additional checks that may be necessary, will be discussed in detail. During this interview, applicants will be required to demonstrate they understand their responsibilities as a tenant to respect their neighbours and are capable of maintaining and sustaining their tenancy.

To help us achieve the letting criteria, the following targets will be applied:

<b>Band</b>	<b>Sub Band</b>	<b>Proposed target</b>
<b>Urgent 18% (10)</b>	Homeless	<b>5% (3)</b>
	Health/Welfare	<b>0</b>
	Regeneration	<b>2% (1)</b>
	Overcrowd x 2	<b>11% (6)</b>
<b>High 48% (28)</b>	Health/Welfare	<b>15% (9)</b>
	Overcrowd x 1	<b>15% (9)</b>
	Disrepair	<b>2% (1)</b>
	Under occupied	<b>16% (9)</b>
<b>Medium 20% (12)</b>	Health/Welfare	<b>10% (6)</b>
	NP Homeless	<b>0</b>

	Intentionally homeless	0
	Family/friends	10% (6)
<b>Low 14% (8)</b>	Employed	7% (4)
	Not employed	7% (4)

- Properties will be advertised on PPP and allocations governed strictly by LMH’s own allocations scheme. The agreed % targets specified by LMH and LCC will assist the local circumstances and needs which LMH are looking to address by this local lettings plan.
- 10% of the properties will be targeted to BME applicants (this will assist LMH in working towards its committed target of BME applicants) and will help to redress some of the imbalances that currently exist.
- 50% of properties will be targeted towards those applicants who are employed or full time or training (where they can demonstrate they have sufficient finance to pay the rent).
- Priority will be given to those applicants who can demonstrate full occupation of the property.

**In the event there is insufficient demand:**

Applications from families in the priority bands, who can provide 1 good reference, will also be considered.

**Consultation**

In developing this policy, we have consulted with the local Tenants and Residents Association, Community Groups, Ward Councillors, Liverpool City Council, and they will continue to be involved in the ongoing monitoring and review.

Three consultation events with local residents and Ward Councillors have taken place; two were in August 2014 when amendments were made to the scheme to reflect the comments made and the third was in October 2015 to provide an update of the progress to date.

The City Council has supported this approach and the comments made have been reflected in this document and the proposal has the support of the Ward Councillors.

Pre Advertisements about the development will be posted at all LMH reception areas and website to promote the scheme and invite interest from residents who currently have registered applications and can demonstrate housing need.



## Managing the Policy

All new tenants will be visited within 6 weeks of their tenancy date to complete the settling in visit and will receive further home visits by LMH staff after 3, 6 and 9 months to determine their suitability to continue with the tenancy. During the visits, the following will be discussed:

- any issues raised by the tenant and/or any support needs;
- any tenancy matters including the rent account, any complaints/ASB, property damage;

## Intended Outcomes

It is intended that by implementing changes to the way allocations are carried out and to allow a change of tenure within the area, the aims of the policy will be met and this will help us to create a more balanced and sustainable community.

We will monitor and review the policy every twelve months, using the following as indicators of the success:

- Turnover of voids
- Numbers of offers to let a property
- Average void period
- Rent loss
- Average length of tenancy
- Anti Social Behaviour
- Customer satisfaction survey

## Approved

(Director of Landlord Services)

(Date)

## Reviewed

.....  
(Director of Landlord Services)

(Date)

.....



**Hazeldale Development  
Good Neighbour Agreement**

**Aims**

Residents in Hazeldale Development believe that everyone has a right to live in a clean, tidy and peaceful environment. This agreement sets out what residents and LMH as the landlord are committed to do to make this happen.

We are all different and need to be tolerant of each others' lifestyles. This agreement aims to provide a set of common principles and standards that we can all meet, in order to achieve a neighbourhood where:

- we are happy to live and get along with our neighbours
- we respect each other
- we are given support and good services from our landlord and other partner agencies working in the area

**Purpose**

By signing this agreement, residents, LMH and partner agencies are committing to the well-being of the estate and understand that a 'Good Neighbour' approach and tolerant attitude is needed from everyone.

We will make a united stand against anyone who does not respect their neighbours, their environment, their homes or the law. This community will succeed if we all work together.

- Preventing problems happening in the first place;
- Stating what is and is not reasonable behaviour to anyone who wants to move to the estate;
- Not tolerating crime, nuisance, harassment, or anti social behaviour;
- Supporting residents and witnesses who work with us to tackle and prevent nuisance and harassment;
- Taking all complaints of anti social behaviour seriously and dealing with them sensitively, appropriately and as confidentially as possible;
- Helping and encouraging you, as residents, to sort out problems between yourselves.

## Hazeldale Development Good Neighbour Agreement

- Working closely with other agencies to deal with the whole of the problem;
- Making empty properties safe and secure as quickly as possible and acting promptly when residents report properties empty ;
- Not tolerating wilful damage, neglect or vandalism anywhere on the estate;
- Making sure every resident enjoys the right to peaceful enjoyment of their home;
- Using all the legal tools and powers we have to tackle nuisance and anti-social behaviour.

As a resident of Hazeldale Development I agree that looking after this estate is not just the landlord's responsibility; what I do is also vital.  
I want to live in an area which is clean, tidy and safe, and where neighbours treat each other well.

### **As a resident of Hazeldale Development am committed to:**

- Respect other people whatever their age, background or lifestyle and being considerate about how my lifestyle may affect others, within my home and the local community;
- Showing tolerance and reasonableness before complaining; and talking to my neighbour to resolve issues in the first place
- Not break the tenancy conditions or the law;
- Letting children play. If children harass or disturb others then complaints are justified and parents must be reasonable in their response;
- Not dropping litter or dumping rubbish and will make sure that my rubbish is properly bagged and put out for collection on the allocated day;
- Not allowing damage to the property of other residents, or areas of this estate, including graffiti;
- Not playing loud music late at night, or at other times to the annoyance of my neighbours or other residents;
- Reporting incidents of nuisance or crime;
- Watching out for other people and their property and keeping a look out generally to help make this estate a safe place to live;
- Making sure that the front of my home and communal areas are kept clean and tidy so that visitors to the estate can see that we care about where we live;
- Keeping my dog/pets under control at all times. I will clean up after my dog/pets and will not let it bark/make noise to the annoyance of other residents.



Hazeldale Development  
Good Neighbour Agreement

**By signing this agreement, I accept responsibility for myself, visitors to my property and any other household members.**

I agree with these standards and will abide by them

Name .....Signature .....Date .....

Name .....Signature .....Date .....

Signed on Behalf of LMH .....

Date.....

## Appendix B

### Population

Warbreck Ward	County Ward
Warbreck's 2012 estimated population was 16,438 and has increased by 10.6% since 2002. This was the 5 <sup>th</sup> highest rate of population increase in Liverpool and this development will help to strengthen this growth	County's estimated population was 13,985 and represents a reduction of 3.8% since 2003.
Warbreck's population has been broadly stable over the last year.	County is only 1 of 12 wards that has suffered from a population decrease.
Just over two thirds (68.8%) of Warbreck's population are of working age which is similar to the City average. Almost one fifth (18.2%) is children which is slightly higher than the City average and this development therefore provides an opportunity for improved housing for children.	66.8% of the County population are of working age which is lower than the City average, but this ward has a higher proportion of children (18.9%) compared to the City average (16.7%).
The proportion of BME residents in the ward is 5.9% which is the 6 <sup>th</sup> lowest of all wards and significantly lower than the City average of 13.7%.	The proportion of BME residents in the County ward is 4.5% which is significantly lower than the City average of 13.7%.
<b><i>By targeting 10% of the lettings on this development, we are hoping to redress the imbalance that exists.</i></b>	

### Deprivation

Warbreck Ward	County Ward
25.5% of the population in the Warbreck ward fall within the fourth most deprived 10% nationally. This is half the City average of 49.6%, but the level of deprivation is concentrated in the South West of the ward.	The level of deprivation in the County ward is significantly higher with two thirds (65.7%) of the ward falling into the most deprived 5% nationally.
3.8% of the ward falls in the most deprived 1% of all neighbourhoods nationally	85% of the County ward is the most deprived 10% nationally which is significantly higher than the City average of 49.6% and means almost 12,000 residents in the ward live in the most deprived areas of England
The proportion of residents in Warbreck fall in the most deprived 1%	Since 2007 County has seen a shift in its neighbourhoods out of the worst

and 5% of areas nationally has remained the same since 2007, while there has been a slight decrease in the proportion of the ward in the most 10% nationally	1% nationally, although most of these areas remain in the worst 5% and 10% nationally.
<b><i>By targeting a proportion of the lettings to applicants in employment, education/training, it will help to make a positive contribution to the level of deprivation in this ward as a whole.</i></b>	

### Household Income

Warbreck ward	County ward
The average household income for Warbreck is £31,000 slightly higher than the City average of £30,100 but below the national average of £36,400	The average household income in County is “24,130 and well below the City and national average
There is a concentration of the lowest incomes in the South West area of the Warbreck ward.	County is one of 15 wards that have an income level below both the City and national level.
<b><i>Applicants on low incomes are less likely to have the finance in place to purchase their own home and our approach to target applicant who are working, in full time education/training will have a positive impact on these families</i></b>	

### Child Poverty

Warbreck Ward	County Ward
In Warbreck just over a quarter (26.7%) of children are classed as living in poverty (approximately 880 children).	In County 40.9%of children are classed as living in poverty
Warbreck’s child poverty rate is lower than the City average of 32.5% but higher than the national average of 20.1%.	County is one of the fourteen wars which rates higher than both the City and national average. The proportion of children living in poverty has hardly moved since 2006 – with an increase from 40.6% to 40.9%.
<b><i>Clearly a joined up approach from all services is needed to bring about an improvement in the level of child poverty but our proposal to target families who are working will go some way to help break down some of the barriers that currently exist.</i></b>	

## Housing

Warbreck Ward	County Ward
Warbreck Ward contains 7,020 residential properties. This represents 3.2% of the total city housing stock.	County Ward contains 7,456 residential properties. This represents 3.4% of the total city housing stock.
More than four fifths (85.9%) of these properties are owner occupied or privately rented, this is significantly higher than the City average of 73.0%.	79% of residents in County are either owner occupiers or privately rented and this is higher than the City average of 73%
The ward contains 988 socially rented properties, which is 14.1% of the ward total and only half the city average.	The ward contains 1563 socially rented properties, which is 21% of the ward total and only half the city average.
At 31 <sup>st</sup> March 2013 171 properties were long term vacant, accounting for 2.4% of the total stock. This compares with a City wide rate of 3.2%.	209 properties were long term vacant, accounting for 2.8% of the total stock. This compares with a City wide rate of 3.2%.
<b><i>We are confident this scheme will provide an opportunity to improve the rehousing opportunities for applicants requesting this area and at the same time, will improve the standard accommodation, particularly for those residents living in private and possibly substandard accommodation.</i></b>	

## Crime

Warbreck Ward	County Ward
The number of crimes increased slightly (up 1.5%) between 2011/12 and 12/13, from 1,233 to 1,252 incidents. Crime in Liverpool decreased by 3.9%.	Overall the crime rate in County is higher than the City average
Anti-social behaviour increased by 15.8%, from 657 to 761 incidents. Liverpool's increase was 2.7%.	The level of cases in County increased by 6.7% between 2012/13 and 2013/14 and was higher than the increase for the City
Violence and injury increased by 20.8%, from 77 to 93 incidents. Liverpool decreased by 2.0%.	Domestic Burglary remains particularly high in County ranking third highest in the City
Theft from a vehicle increased by 43.9%, from 82 to 118 incidents. Liverpool's increase was 2.4%.	County benefited from a reduction in personal robbery during 2012/13 and 2013/14.
<b><i>The level of crime in both wards is a matter of great concern and it is for this reason we are proposing to adopt a very robust approach to anti-social behaviour when considering applicants for this scheme</i></b>	

## Unemployment

Warbreck Ward	County Ward
<p>The current workless rate in Warbreck is 16.8% (1,895 people) which is below the Liverpool average of 19.4% but higher than the national rate of 11.2%. Worklessness rates are highest in the South West of the ward.</p>	<p>The current out of work benefit rate for County is 28.4 and is the second highest of all wards in the City and almost three times the national rate of 10.6%</p>
<p>There are 1,050 claimants of Employment Support Allowance/Incapacity Benefit (ESA/IB) within the ward. The ESA/IB claimant rate is 9.3% in Warbreck, which is lower than the Liverpool average of 11.0%.</p>	<p>The County ward has 1580 ESA/IB applicants which represents 15.4% and is significantly higher than the City.</p>
<p><b><i>Clearly a joined up approach from all services is needed to bring about an improvement in the level of unemployment poverty but our proposal to target families who are working will go some way to help break down some of the barriers that currently exist and hopefully, improve aspirations for people living in the area</i></b></p>	

(Extract from the Ward Profiles for Warbreck and County (produced by Liverpool City Council Autumn 2012)