

Confidentiality	Non-Confidential	Agenda Item	
Report For	Decision	Meeting Date	09/07/25
Report Title	Local lettings Plan – Woodchurch Estate Wirral CH49		
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## 1. Executive Summary

Magenta Living understands that maintaining a balanced neighbourhood with low levels of crime and Anti-Social Behaviour (ASB) creates community cohesion and increases the perception of feeling safe for our tenants, staff and visitors. To this aim we will work with our partners and stakeholders to create and maintain safe and sustainable communities. Magenta Living work in partnership to apply both civil and criminal legislation to reduce and remove those who seek to commit anti-social behaviour. One such option is to apply a Local Letting Plan (LLP) for those who apply for tenancies in those areas that have been previously affected by such activities and behaviours.

The aim of the local lettings plan is to set out Magenta Living's intentions on the allocation of properties in Woodchurch, Wirral which has recently been an area with high levels of tenancy turnover, failure and anti-social behaviour. Additionally, the organisation aims to ensure that the health and safety of residents, visitors and staff is appropriately managed, and that risk is minimised.

## 2. Background

The Woodchurch estate is located in the northern part of Wirral and is one of Magenta Livings largest Communities. Built in 1940s it includes a mixture of houses, bungalows, flats, maisonettes, bedsits and one high rise block. It's a popular place to live with good transport links to Liverpool and Birkenhead and is close to M53 Motorway, facilities in the locality include Arrowe Park Hospital, local GP and dentist Surgeries, a leisure centre, supermarkets on either side of the estate and it also has a number of primary schools and one large popular secondary school in the centre.

In the last 12 months we have had 14 requests for management transfers, 11 of which were approved. The reasons for these included 2 cases for serious domestic violence and 3 for serious ASB cases, where risk to life was confirmed by Merseyside Police.

## 3.0 External Partners

Merseyside Police and the intelligence they have provided support our own data, confirming not only a rise in anti-social behaviour (ASB) over the last 12 months, but also an increase in the severity of these incidents. In some cases, this escalation has led to the

relocation of customers through our Management Transfer Process, due to the risk of serious harm associated with local Organised Crime Groups. Evolve partnership is also in operation on the Woodchurch due to the level of crime and ASB.

#### 4.0 Anti-Social Behaviour Performance

Over the past 12 months, we have opened 48 ASB cases on Woodchurch, recording a total of more than 107 individual incidents. The most frequently reported issue was Harassment /Intimidation, accounting for 40 incidents, which represents approximately 37.4% of all reports.

Police intelligence indicates that many of these incidents are connected to organised crime and gang related activity. We are also aware that a significant number of similar cases go unreported due to victims fear of retaliation.

Incident Type	Number of Incidents
Alcohol Related	1
Criminal Behaviour	2
Drug Dealing	1
Drug Use	7
Garden Nuisance	1
Hate related	2
littering	1
Misuse of communal area	2
Noise complaints	24
Nuisance Vehicles	2
Nuisance Animals	2
Physical Violence	13
Vandalism	9
Harassment / Intimidation	40

#### Serious Incidents of ASB include;

- Fatal Bike Accident, related to organised crime
- Gang of Youths Vandalising & Gaining Access to Tenanted Property and Assaulting Tenant
- Physical Assaults with Weapons
- 2 Sexual Assault charges

Merseyside Police endorse the proposal for an LLP on Woodchurch.

## 5.0 Empty Homes

During 2024/2025 period we had 91 Empty Homes in Woodchurch with an average relet time of 37.9 days which is 12.2% of our overall Empty Homes for the year. These 91 homes made up 6.37% of Magenta's stock in Woodchurch."

## 6.0 Local Letting Plan (LLP)

The implementation of the LLP will result in Magenta Living offering a higher percentage of nominations than the minimum requirement of 75% of available homes via the PPP allocations scheme.

As outlined in section 2.2 of the PPP policy, an LLP can be introduced to address severe ASB.

The LLP would remain in effect for 12 months, after which it would be reviewed. Once a sustainable community is established the LLP would be withdrawn.

Under the LLP, properties will be advertised on PPP but preference would be given to applicants who demonstrate commitment and active contribution within the local community. Specifically, applicants must;

- Be in economically active in the community i.e in employment or full time education and training subject to an affordability assessment
- Have no known history of criminal or anti-social behaviour
- Provide assurance that they will not engage in ASB in the future by signing up to Magenta's "Good Neighbour Agreement"
- Demonstrate a proven track record of successfully sustaining past tenancies

Appeals regarding the LLP will handled in accordance with the Allocating Homes Policy, with final decisions reviewed by the Pre Tenancy Service Delivery Lead.

We will continue collaborating with partner agencies, including the police, who support the LLP as a means to enhance community safety.

## 7.0 Next Steps

The introduction of a local lettings policy will reassure current Woodchurch Residents that we take their complaints and concerns seriously. It demonstrates our commitment to not only resolving current issues but also to proactively preventing them from escalating.

We anticipate that by implementing a Local Lettings Plan to vary the standard PPP Allocations procedure will attract potential customers with a mix of different lifestyles and economic backgrounds, thereby fostering a more stable community and reducing void turnover and the associated costs.

## **8.0 Recommendation**

It is recommended that approval is given for the LLP in Woodchurch for an initial period of 12 months.