



**CORNWALL
COUNCIL**
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Towards a **Prosperous
Cornwall 2050**

Housing Strategy 2030

for Cornwall



The Housing Strategy
vision for Cornwall is
**‘homes where people and
communities can thrive’.**

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Foreword

I am pleased to present ‘Cornwall’s Housing Strategy to 2030’ which sets out how we will work with Partners across the housing sector to provide ‘homes where people and communities can thrive’.

We all need and deserve somewhere to live and call home. Having a home to call our own provides a sense of belonging, it means better health and wellbeing and it strengthens community spirit. We want our residents to live in affordable and high-quality homes that enable them to build settled, safe and healthy lives, within sustainable and thriving communities.

Whilst the Council and its Partners face significant challenges, we are nonetheless committed to the principle that a good quality home is at the heart of individual and community wellbeing, and we will continue to enable the provision of appropriate and affordable homes, particularly for those in the greatest need. The recently approved ‘Secure Home for All’ plan outlines our desire to urgently provide more homes for local people. To do this we will work with our communities to build the homes needed by residents and future generations.

The Council has set a clear mission for the next four years of ‘working with communities for a carbon neutral Cornwall, where everyone can start well, live well and age well’. This is our overarching Council mission for the next four years, and you will see it in everything that we do as a Council around tackling the inequalities that exist in our society, so that everyone can have a good life here in Cornwall. This mission is underpinned by four priority outcomes to make Cornwall:

- **A brilliant place to be a child and grow up**
- **A thriving, sustainable Cornwall** that offers a secure home, a decent income and a great environment for all
- **Vibrant, safe, supportive communities where people help each other to live well**
- **All supported by our Council** - an empowering and enterprising organisation that gets it right first time for our customers.

Cllr Olly Monk

Cabinet Member for Housing and Planning
March 2022

This Housing Strategy is being developed as part of a suite of documents under Prosperous Cornwall 2050. Prosperous Cornwall 2050 aims to provide a common starting point and direction of travel for all council strategies and delivery plans, aligning them to the mission of a ‘Cornwall where everyone can start well, live well and age well’. The Housing Strategy is being developed alongside the Local Transport Plan, a long-term place-based strategy, and the new Skills Strategy - all behind a set of shared aims and objectives delivering the Council’s priorities.

The Priorities for this Housing Strategy are based on consultation and engagement responses and will focus on:

 **Great Places**

 **Successful People**

 **Sustainable Growth**

 **Climate Change**

The last two years has shown us how quickly things can change in housing and, undoubtedly, they will change again over the next few years. We will therefore keep this strategy under review and make necessary adjustments to our approach as things change.

However, our overriding ambition will not change - **‘homes where people and communities can thrive’.**



Raglavar

Da yw genev komendya ‘Strateji Anedhans Kernow dhe 2030’ a dhisplet fatel wren oberi gans Kesparow a-dreus an ranngylgh anedhans dhe brovia ‘chiow le may hallo tus ha kemenethow seweni’.

Y tervyn hag yma edhom dhyn ni oll a neb le dhe vewa ynno ha henwel tre. Perghenna tre usi genen aga honan a brovi klewans a longyans, y styr yeghes ha sowena gwell hag y krevha spyrys kemenethek. Ni a vynn may fewo agan trigoryon yn chiow affordyadow hag a gwalita ughel may hallons drehevel bewnansow fast, salow ha yagh, yn kemenethow sostenadow ha sewen.

Kyn enep an Konsel ha’y Gesparow chalenjys a vri, omres on dhe’n bennrewl bos tre a gwalita ughel yn kres sewena tus unnik ha’n gemeneth, ha ni a wra pesya gallosegi provians a chiow gwiw hag affordyadow, yn arbennek rag an dus an moyha edhommek. An towl ‘Tre Dhiogel rag Pubonan’, keynskrifys a-gynsow, a dheskrif agan hwans a brovia yn yniadow moy chiow rag tus leel. Rag gul hemma ni a wra oberi gans agan kemenethow dhe dhrehevel an chiow yw res dhe drigoryon ha henedhow devedhek.

An Konsel re settyas amkan kler rag an peder bledhen a dheu a ‘oberi gans kemenethow a-barth Kernow karbon diduel, le may hallo pubonan dalleth yn ta, bewa yn ta ha kothhe yn ta’. Hemm yw amkan omdalghus an Konsel rag an peder bledhen a dheu, ha hwi a wra y weles yn puptra a wren avel Konsel ow tohya dyghtya an dibarowderyow y’gan kemeneth, may hallo pubonan previ bewnans da omma yn Kernow. Skodhys yw an amkan ma gans peswar sewyans ragwirek rag gul dhe Gernow bos:

- **Tyller bryntin dhe vos flogh ha tevi ynno**
- **Kernow sewen ha sostenadow a brof tre dhiogel**, gober gwiw, ha kerghynnedh splann rag pubonan
- **Kemenethow bewek, salow ha skodhyanse le may kweres tus an eyl y gila dhe vewa yn ta**
- **Puptra skodhys gans agan Konsel** - kowethyans gallosegus ha negysiethel a wra an dra wiw orth an kynsa assay rag agan kliensow.

Cllr Olly Monk

Cabinet Member for Housing and Planning
March 2022

Yma’n Strateji Anedhans ma ow pos displegys avel rann a guntel a skrifennow yn-dann Kernow Sewen 2050. Amkan Kernow Sewen 2050 yw dhe brovia poynt a dhalleth ha tu a viaj kemmyn rag pub strateji ha towl livreson an konsel, orth aga alinya dhe’n amkan a ‘Kernow le may hallo pubonan dalleth yn ta, bewa yn ta ha kothhe yn ta’. Yma’n Strateji Anedhans ow pos displegys ryb an Towl Karyans Leel, strateji hirdermyn ha tyller-selys, ha’n Strateji Sleyneith nowydh - puptra a-dryv kuntel a amkanow ha medrasow kevrynnys ow telivra ragwiryow an Konsel.

Selys yw an Ragwiryow rag an Strateji Anedhans ma war worthebow kesusulyans ha kesoalm hag a wra fogella orth:

 **Tylleryow Splann**

 **Tus Sewen**

 **Tevyans Sostenadow**

 **Chanj an Hin**

An dhiw vledhen bassyes re dhiskwedhas dhyn fatel yll taklow chanjya mar uskis yn anedhans ha, heb mar, i a wra chanjya arta dres nebes bledhynnyow a dheu. Rag henna ni a wra dasweles an strateji ma ha gul amendyansow dh’agan tolow dell vo res pan janjyo taklow.

Byttegyns, ny wra chanjya agan ughelhwans an moyha a vri - **‘chiow le may hallo tus ha kemenethow seweni’.**





Introduction

A local housing strategy is a local housing authority’s vision for housing in its area. It sets out objectives and targets and policies on how the authority intends to manage and deliver its strategic housing role and provides an overarching framework against which the authority and its partners consider and formulate other policies on more specific housing issues.

Why is it important?


A local housing strategy takes a viewpoint on all housing in an area and is a vital component in meeting the needs of residents, communities and the economy. This includes making sure that there are the right homes in the right places to meet all housing related needs.


It is an important document as it sets the strategic framework within which the Council, its Partners (e.g. social and supported housing landlords, Government Agencies, etc.), housing developers and everyone in the housing sector operates. A local housing strategy provides the overarching framework within which a range of Partners will work to address the full range of the housing related challenges and opportunities a particular area face.

The current housing crisis in Cornwall has resulted in a plan¹ which aims to ensure ‘that Cornwall’s housing market and provision enables residents to secure a home they can afford’. This plan sits within the Housing Strategy framework and provides an immediate partnership response to the current situation.

The review of the housing strategy is taking place as part of the review of other Council led strategies under the ‘Prosperous Cornwall’ concept. Prosperous Cornwall² is a project to align Cornwall Council strategies over the longer term, such as the Housing Strategy, the Local Transport Plan³, a long-term place-based strategy⁴, and the new Skills Strategy⁵, behind a set of shared aims and objectives delivering the Council’s priorities. This alignment of strategies will ensure that other local plans and strategies are complimentary and will support each other.

Who is our Housing Strategy for?

 **Our residents and communities** – we want to provide homes that meet the needs of residents and communities. We want to support those residents that need help in finding and keeping a home that they can afford. We want to support our residents who have specific needs and whose home can help them remain independent. And we want to support communities to be sustainable and thriving places to live.

 **Our partners** – making sure that every resident has a safe, warm and secure home is not something that one organisation can do alone. The new housing strategy will provide the framework within which we can ensure we are working with the right partners and are supporting each other to achieve the outcomes set out.

 **Ourselves** – as the Council we have a broad role to play in supporting and regulating the housing sector. We want to be a great landlord. We want to deliver the homes that Cornwall needs including specialist accommodation. We want to provide the right number and tenure of new homes in Cornwall, in the right places, to meet the needs of our diverse communities. We want to provide the right advice and guidance to those that are struggling with their housing and to have measures in place to reduce homelessness and rough sleeping. We want to help improve the overall health and well-being of our residents through their having appropriate, safe, warm, and secure homes to live in.



¹ Cornwall Council (2021) Securing Homes for All: a plan to respond to Cornwall’s Housing Crisis

² Prosperous Cornwall 2050 - PC2050 aims to provide a common starting point and direction of travel for all council strategies and delivery plans. Aligning them to the common purpose of ‘working with communities for a carbon zero Cornwall where everyone can start well, live well and age well’

³ Cornwall Council (2022) Cornwall Transport Plan

⁴ Cornwall Council (2022) Prosperous Cornwall 2050: creating a plan for our places

⁵ Cornwall & IOS Local Enterprise Partnership (2021) Local Skills Report & Labour Market Analysis

National and local context

There are many definitions of what constitutes a good home, including: ‘a good home is one that is suitable for those who live in and visit it, both now and in the future. It must be safe, secure, easy to warm and cool, and be affordable. It must not damage the life chances of its inhabitants, either through its design, location or connectedness’⁶.

Homes are a critical component of our ‘infrastructure’ as they provide places for people to live well, they support our health and well-being, they provide the opportunities for us to grow in a way that meets individual needs, and they provide the workers that our communities, businesses and public sector organisations need.

National context

The housing market is a transactional market that is based on the supply and demand of land, buildings and properties. The housing market is closely linked to consumer spending. When house prices go up, homeowners become better off and feel more confident. When house prices go down, homeowners worry that their house will be worth less than their outstanding mortgage. In Britain, two thirds of households own the house they live in with half of these still paying off their mortgage. The remaining third of households are renters, split fairly equally between private and social renting.

A functioning housing market could be defined as one in which the supply of housing was sufficient to meet the demand for it. One in which housing for all levels of incomes was warm, safe, sufficiently spacious and constructed of materials of adequate quality to ensure long-term durability. It would be one in which there was sufficient choice at reasonable levels of affordability for both renters and homeowners. The value of homes would be largely consistent across the country, making moving for reasons of work or family feasible. It would offer both relative security for tenants and legal protection for landlords. It would, most importantly, be a market in which those on an average income could afford to live in affordable homes within a reasonable distance of their place of work.

You said...

Early engagement⁷ on ‘what is important’ to residents and stakeholders around homes identified the following top three themes:



Affordability



Security



Meeting local needs



In reality within the current UK system, the majority of homes will be exchanged in a free-market environment and only a limited number of homes in the housing sector can be controlled in terms of who they go to. Nationally, the housing crisis has resulted in those on lower incomes and younger generations finding it increasingly difficult to access owner occupation or genuinely affordable rented housing. Estimates⁸ have put the number of new homes needed in England at up to 345,000 per year, accounting for new household formation and a backlog of existing need for suitable housing. In 2019/20, the total housing stock in England increased by around 244,000 homes - around 1% higher than the year before but still lower than estimated need.

The lack of access to owner occupation and the continuing scarcity of genuinely affordable social housing has stimulated growth in the private rented sector. Nationally there are now more people living in the private rented sector than in social housing. However, renting a home can be a choice for many and not always as a result of a lack of alternatives.

The Covid-19 pandemic has resulted in an adjustment on how residents view their homes and this has resulted in a number of effects including residents expecting more from their homes, an increase in demand for second and holiday accommodation and homes needing to accommodate home working. Supply chain issues are leading to delays in the delivery of homes and increases in build costs.

Lots of factors affect the demand for homes in the Cornish housing market. Cornwall is a beautiful place to live and work and has a growing population as more people move into Cornwall than move out.

⁶ Centre for Ageing Better (2021) Good homes for all

⁷ Cornwall Council (2021) Let's Talk Homes: Reviewing Cornwall's Housing Strategy Initial Engagement Report

⁸ Wilson & Barton (2021) Tackling the Undersupply of Housing in England

⁹ HM Government (2011) Laying the Foundations: a housing strategy for England



National policy and guidance

The latest housing strategy for England – ‘Laying the Foundations’⁹ – was published in 2011 and set out a package of reforms to get the housing market moving again; lay the foundations for a more responsive, effective and stable housing market in the future; support choice and quality for tenants; and improve environmental standards and design quality.

There has been growing interest in housing issues by Government in recent years and particularly as a result of the Covid-19 pandemic, **and the 2021 Autumn budget provides:**

- £1.8bn for housing supply (new money) and £11.5bn for Affordable Homes Programme (reconfirmed money)
- £639 million resource funding by 2024/25 to end rough sleeping
- £65m to digitise town planning systems
- £950m for Home Upgrade Grant; £800 million for the Social Housing Decarbonisation Fund.

Some of the most recent and significant pieces of Government policy and guidance around housing include:

- The National Planning Policy Framework¹⁰ (first published in 2012) most recently revised on 20 July 2021 and sets out the government’s planning policies for England and how these are expected to be applied.
- A social housing white paper¹¹ in 2020 which sets out the actions the government will take to ensure that residents in social housing are safe, are listened to, live in good quality homes, and have access to redress when things go wrong.
- A new Fire Safety Act and an emerging Building safety bill which aims to make provision about the safety of people in or about buildings and the standard of buildings.
- A ‘levelling Up’¹² agenda that is not just about stimulating economic activity but includes investment in social infrastructure and promoting community activity and pride.
- A Domestic Abuse Bill¹³ which will introduce a number of measures over the next couple of years and which has the prevention of abuse and the protection of victims at its heart. It will for the first time provide a statutory definition of domestic abuse, introduce new Domestic Abuse Protection Notice and Order, transform the justice response and the new Domestic Abuse Commissioner will help drive consistency and better performance in the response to domestic abuse across all local areas and agencies
- People at the Heart of Care: adult social care reform white paper¹⁴ which out a 10-year vision for adult social care and how some of this money will be spent to begin to transform the adult social care system in England, including in housing and home adaptations



Local context

Lots of factors affect the demand for homes in the Cornish housing market. It is a beautiful place to live and work and has a growing population as more people move into Cornwall than move out. And Cornwall has a buoyant housing market which makes it an attractive place to invest for developers, second homeowners and holiday accommodation providers. We fully expect Covid-19 to have a long-term impact in terms of where people will choose to live given the ability or necessity of working from home.

The advantages of a buoyant housing market are however, not shared equally across our communities.

For example:

- Finding an affordable home in the places residents need or want to live, having security of tenure, rising levels of homelessness and meeting the housing needs of elderly and vulnerable households are amongst the many challenges that are faced.
- Not being able to find a home impacts on people’s ability to find work and is causing significant issues for employers and businesses in recruiting and retaining staff in a tight labour market including in the vital health and social care sectors.
- Many residents in our communities are unable to exercise a reasonable degree of choice about their housing circumstances leading to financial stress, anxiety and other health impacts and intervention is needed to support these individuals and to support Cornwall in achieving its ambitions.

The Council is working with Partners on a ‘housing crisis plan’¹⁵ to address some of these concerns in the short to medium term. Four main objectives are proposed in respect of homelessness prevention, increased availability of homes for local residents, a step-change in affordable housing provision and assuring delivery of the new homes needed under the Local Plan.

¹⁰ MHCLG (2021) National Planning Policy Framework

¹¹ MHCLG (2020) A Charter for Social Housing Residents: social housing white paper

¹² House of Commons (2021) The levelling up agenda

¹³ Home Office/Ministry of Justice (2021) Domestic Abuse Bill

¹⁴ Department of Health & Social Care (2021) People at the Heart of Care: adult social care reform white paper

Local policy and guidance

The 2021 elections resulted in a new administration for Cornwall. Cornwall Council Cabinet Priorities¹⁶ have been revised and a new set of priorities based around working with communities for a carbon neutral Cornwall, where everyone can start well, live well and age well – and which **comprise four proposed priority outcomes, to make Cornwall:**

- A brilliant place to be a child and grow up
- In a thriving, sustainable Cornwall that offers a secure home, a decent income and a great environment for all
- Within vibrant, safe, supportive communities where people help each other live well
- All supported by our Council - an empowering and enterprising organisation that gets it right first time for our customers.

Gyllyn Warbarth: Together We Can¹⁷ - the Cornwall Plan to 2050 aims to create a fairer, more inclusive Cornwall through six transitions, which are:

- A creative, carbon zero economy
- Sustainable food, land and seas
- Thriving places with decent homes
- Education, equality and entrepreneurship
- Healthy, safe, resilient communities
- A digital revolution for sustainable living

An adopted Local Plan¹⁸ which includes a Site Allocations DPD, an emerging Climate Emergency DPD and a Housing SPD. There is a close working between Housing and Planning to deliver new homes and secure the provision of affordable homes and sustainable places etc.

¹⁵ Cornwall Council (2021) Securing Homes for All: a plan to respond to Cornwall’s Housing Crisis

¹⁶ Cornwall Council (2021) Council Cabinet Priorities for Cornwall

¹⁷ Cornwall & Isles of Scilly Leadership Board (2020) Gyllyn Warbarth: Together We Can

¹⁸ Cornwall Council (2016) Cornwall Local Plan



Strengths, challenges and opportunities

Cornwall has lots of small towns (40% of people live in communities of less than 3000 people) and our rural population is widely dispersed in communities from large villages to tiny hamlets. More than 80% of land is in agricultural use. We have a number of challenges¹⁹ that we need to address, including pockets of severe deprivation, the lowest productivity and some of the lowest incomes of any region in the UK and some of the most unaffordable housing compared to wages.

Strengths

There are a lot of ‘strengths’ around housing in Cornwall, including but not exclusively:

- Having an adopted Local Plan²⁰ that is delivering the new homes Cornwall needs through the development sector
- A number of neighbourhood development plans²¹ in place
- Strong partnership working within the social rented sector to support local families and individuals as well as those residents facing homelessness
- Cornwall is usually in the top five local authority areas in terms of overall affordable housing delivery in England
- A recently approved Homelessness and Rough Sleeping Strategy²²
- A strong voluntary, community and faith sector that works alongside statutory agencies to support our most vulnerable residents
- Significant numbers of empty homes brought back into use
- Homes and support that enable residents to remain independent in their communities.



Projected Housing Delivery (2010-2030): 59,962 (52,530 + 7,432)

In 2017 Cornwall had a **third higher proportion of empty homes** than the England average



Work to bring empty homes back into use means Cornwall now has a lower proportion than the England average **with 800 homes** being brought back into residential use in just two years.



¹⁹ Cornwall Council – Housing Intelligence

²⁰ Cornwall Council (2016) Cornwall Local Plan

²¹ Neighbourhood Planning in Cornwall

²² Cornwall Council (2020) Cornwall’s Partnership Approach to Preventing Homelessness and Rough Sleeping

Challenges

In terms of the challenges Cornwall faces, these include (ranked in order of ‘popularity’ according to feedback):

1.

Housing affordability - making sure there are enough homes that people can afford on local wages
2.

Housing availability - competition for homes continues to be high and we need to meet local needs so that households can exercise a reasonable degree of choice about their housing circumstances
3.

Matching supply and demand - making sure we provide the right type of housing that meets people’s needs and is where they want to live
4.

Preventing homelessness – having the right processes and support in place to prevent homelessness at an early stage
5.

Meeting the needs of all households - ensuring homes are built to high standards of accessibility and adaptability to meet the needs of vulnerable and disadvantaged households (adults and children)
6.

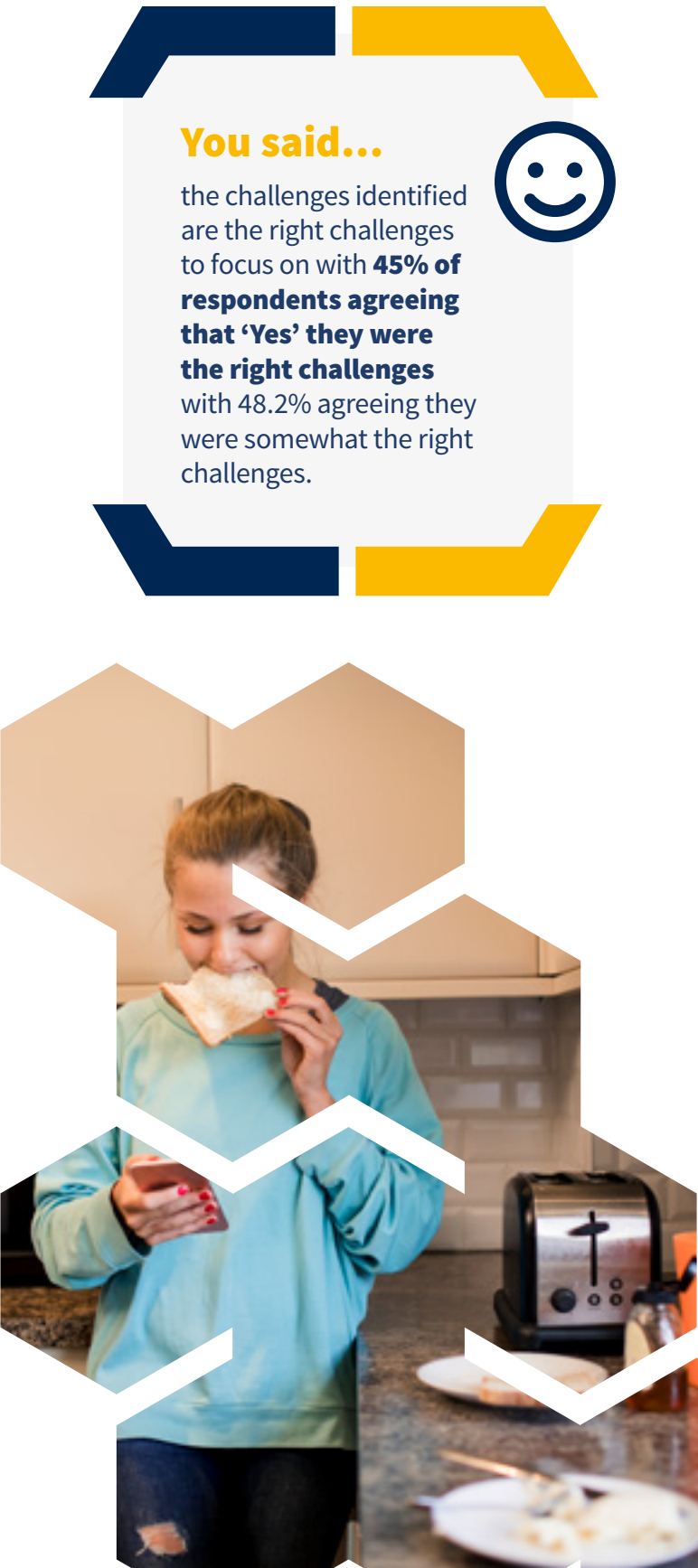
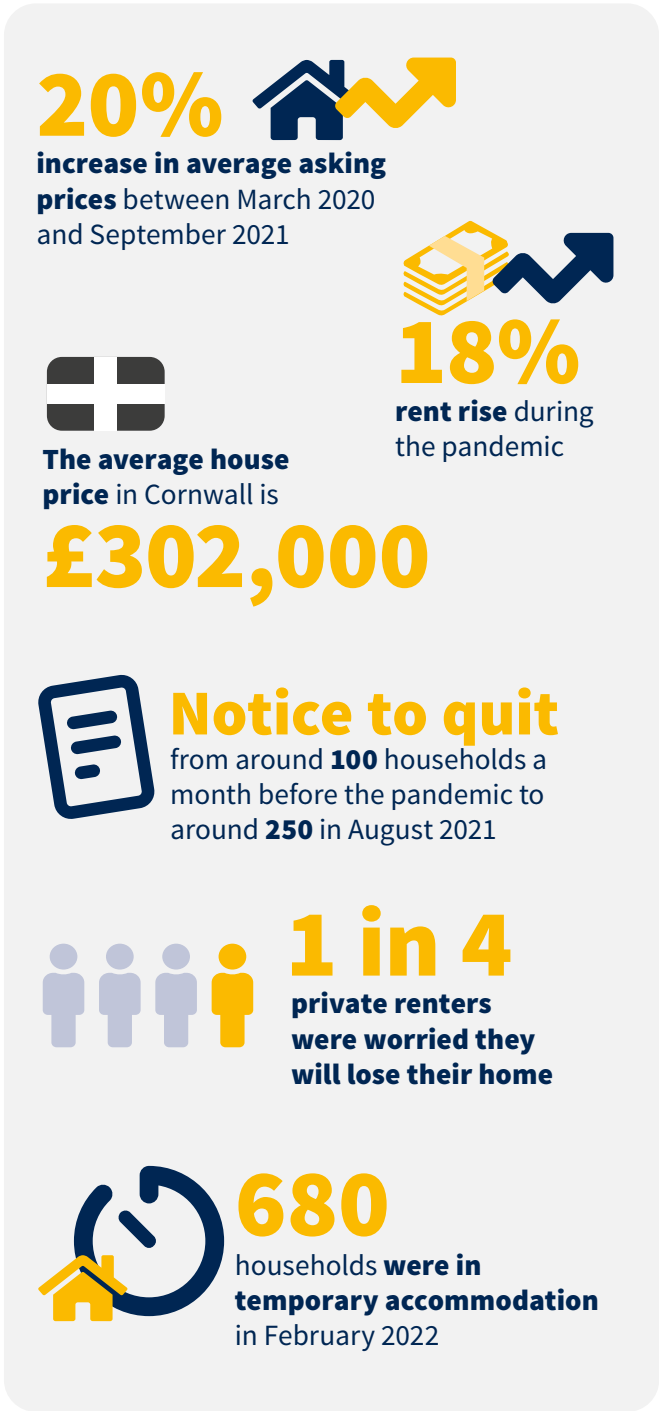
Welfare support – in terms of the support available to low-income households to be able to afford their home and living costs
7.

Energy efficiency – making sure we meet Cornwall’s ambitions to be carbon neutral by 2030 in existing and new homes
8.

Security - making sure that local households feel secure in their homes and are not worried about having to frequently move
9.

Stock condition – a significant proportion of Cornwall’s housing stock is older which makes it harder to maintain and there are high levels of non-decent homes in the private sector
10.

Healthy homes - making sure homes are designed to improve, support and maintain the health of their occupants.



Opportunities

Whilst accepting that there are significant challenges in providing decent homes for all our residents **it is important to recognise that there opportunities that can help us achieve this, including but not exclusively:**

- A ‘Housing Crisis Plan’ that has Cornwall Council backing and which will set out a range of interventions and solutions, working with partners, to alleviate the most pressing issues and to set in train more fundamental changes
- An emerging ‘Spatial Strategy’ that will set out what Cornwall will look like in 2050 under a ‘Prosperous Cornwall’ banner and under which aligned strategies will sit including the Housing Strategy, the Local Transport Plan and the Skills Strategy
- A Local Plan regularly under review that sets out how the need for homes of all types will be delivered together with the jobs and infrastructure that Cornwall needs whilst protecting what makes Cornwall ‘Cornwall’.
- A strong track record of partnership working with other housing providers in Cornwall
- Council owned homes and sites that together with a housing company can use assets and seek funding to deliver homes to meet needs
- A commitment that Cornwall be carbon neutral by 2030
- Support for and development of public sector, business, voluntary, community and faith sector led responses to housing need
- A reputation for delivering affordable homes that provides confidence amongst funding bodies including Homes England
- Using this Strategy once approved to set out in more detailed strategies and plans on how we will achieve the vision and outcomes we want to see.

Vision



‘Homes where people and communities can thrive’.



You said...



Further engagement work has confirmed that the previous Housing Strategy Vision (to provide homes where people can thrive) was still the right vision.

In terms of what else the vision should be saying, the importance of community (whether that be in terms of family, friends, work, support networks, etc.) was clear and the vision has been amended slightly to include this aspect.

This vision very closely aligns to Transition 3 of Gyllyn Warbarth²³ which calls for ‘thriving places with decent homes’. The new priorities for the Council include ‘A thriving, sustainable Cornwall that offers a secure home, a decent income and a great environment for all’ which the Housing Strategy vision also aligns well to.

Priorities and outcomes

The Priorities for this Housing Strategy will focus on:



Great places



Successful people



Sustainable growth



Climate change

The outcomes that fall within each priority area are all inter-related and should be read together as a whole rather than as individual and separate sections.

Great places

The Housing Strategy Priority for ‘Great Places’ in Cornwall is to create places and communities ‘that are thriving and contain decent and secure homes’.

This very much aligns with the new Cornwall Council Cabinet Priority²⁴ ‘a thriving, sustainable Cornwall that offers a secure home, a decent income and a great environment for all’. The emerging Housing Crisis Plan²⁵ includes objectives to improve availability and access to homes for local residents by lobbying Government for additional planning controls and bringing more empty homes back into residential use. Transition 3 of ‘Gyllyn Warbarth’²⁶ the Cornwall we want by 2050 is ‘thriving places with decent homes’.

To achieve this, the Housing Strategy will influence and implement policies, strategies and procedures that will support the following outcomes:

Make better use of our existing places, houses and buildings – for example by:

- Reusing and regenerating land and homes not in use
- A proposed place-based strategic housing partnership with Homes England
- Reshaping and revitalising town centres including measures to support the sharing of spaces that are not being used
- Lobbying Government to introduce measures or to devolve powers to Cornwall to implement policies that will help secure homes that meet the needs of local residents and communities – including piloting a new use class for homes being converted to a second or holiday homes and a Council Tax Premium rate for second homes

You said...

“
‘Places need to be communities, for living, working and playing’... ‘that are accessible’... ‘sympathetic to the local environment’... and are ‘healthy places with good air quality, opportunities for exercise, and access to services and facilities’.”

Around 5% of all homes in Cornwall

are being used as second homes.

There are more second homes in some areas of Cornwall, **with up to 40% of all homes being used in this way in these areas.** Other areas will have very few second homes. Properties are also being used as holiday homes.



Homes and communities are well-designed and meet local needs – including through

- Supporting the Local Plan in ensuring our existing (or new) towns and villages are well designed and meet local needs in terms of choice, tenure, density and affordability and are delivered in a timely manner
- Supporting the Local Plan to ensure new homes are located in or close to a sustainable settlement with infrastructure, services and facilities appropriate to the size of the settlement
- New homes are developed in rural areas in line with Local Plan policies
- Support working better with communities and businesses to understand the local need for homes so all can support the delivery of new and regenerated homes
- Work with public and private sector partners to help more people to be able live in the area they need to live in, particularly workers that are needed to support that local community

Places and communities are connected – for example by

- Supporting the Local Plan and Local Transport Plan to ensure places are well connected with one another
- Offering opportunities for travelling in a more sustainable way.

²⁴ Cornwall Council (2021) Council Cabinet Priorities for Cornwall

²⁵ Cornwall Council (2021) Securing Homes for All: a plan to respond to Cornwall’s Housing Crisis

²⁶ Cornwall & Isles of Scilly Leadership Board (2020) Gyllyn Warbarth: Together We Can



Successful people

The Housing Strategy Priority for ‘Successful People’ in Cornwall is to ensure that residents have ‘a good, safe and secure home in which everyone can build a great life’.

New Cornwall Council Cabinet Priorities²⁷ relate to Cornwall being ‘a brilliant place to be a child and grow up’; ‘in a thriving, sustainable Cornwall that offers a secure home, a decent income and a great environment for all’; ‘within vibrant, safe, supportive communities where people help each other live well’ and ‘all supported by our Council - an empowering and enterprising organisation that gets it right first time for our customers’. The emerging Housing Crisis Plan²⁸ includes objectives around working towards preventing homelessness and ending rough sleeping and securing a range of supported and specialist homes to meet our diverse needs.

Transitions 4 and 5 of ‘Gyllyn Warbarth’²⁹ the Cornwall we want by 2050 are respectively ‘equality, education and entrepreneurship’ and ‘healthy, safe, resilient communities’ and all about ‘people’ having the opportunity to achieve what they want.

To achieve this, the Housing Strategy will influence and implement policies, strategies and procedures that will support the following outcomes:

You said...

“ ‘More homes that are specially adapted to meet the needs of the elderly and disabled’

‘Diverse communities and more sheltered housing’

‘People are what set us aside from pure bricks and mortar. We do so much in respect of building resilience, strengths-based approaches, independent living skills, tenancy sustainment and so on’

‘Wellbeing will be improved as homes will be affordable and will provide security of tenure’

Homes are designed to meet the current and future needs of residents – for example by

- Supporting the Local Plan to ensure that new homes and communities provide residents with opportunities to live and work locally
- Ensuring homes are well designed in terms of their structure (for example, their layout, accessibility, opportunities for self-build, etc.)
- Ensuring homes are well designed in terms of their infrastructure (for example, their digital connectivity, capacity for electric vehicle charging, etc.)
- Supporting work with Partners and regulatory bodies to ensure more homes provide safety, security and are of good quality
- Working with Partners to ensure provision for Gypsies and Travellers and other residents living in non-traditional ‘brick and mortar’ homes is enhanced



Residents who require support have access to the right support – including through

- Leading work with Partners to ensure that social housing is allocated to those that most need it, that allocations support the sustainability of the local community and that the most efficient and effective use is made of the limited number of social homes available
- Working with and supporting partnership working to provide a range of smart, supported and specialist homes to meet residents’ diverse needs, allowing as many people as possible to live independently, supported by their communities
- Using Council and partner owned land to build extra-care and other supported and specialist housing
- Working with Partners to build our residents resilience by providing, for example, the opportunity to sustain their tenancy, acquire independent living skills through strengths-based or other approaches, etc.
- Believing their views are considered and acted upon

Homelessness and rough sleeping prevented – for example by

- Continuing to implement and improve measures that prevent homelessness and rough sleeping
- Regularly review the Homelessness and Rough Sleeping Strategy
- Provide accommodation that supports residents’ individual needs
- Maximise the amount of funding Cornwall receives to support these initiatives

²⁷ Cornwall Council (2021) Council Cabinet Priorities for Cornwall

²⁸ Cornwall Council (2021) Securing Homes for All: a plan to respond to Cornwall’s Housing Crisis

²⁹ Cornwall & Isles of Scilly Leadership Board (2020) Gyllyn Warbarth: Together We Can

Homelessness

has increased as a result of the pandemic and more residents are approaching for help (early 2022).

There are:

- Almost **22,000 households** registered with Homechoice
- **700 households** in temporary or emergency accommodation
- **30 individuals sleeping on the streets**



Rough sleeping

is the most extreme form of homelessness, and **work over the last few years** has seen **the number of people sleeping on the streets reduce from 99 persons in 2016 to 24 in 2021 (annual count)**. Work continues to see this figure reduce towards zero.

Homes improve the health and wellbeing of, and opportunities for, residents – including through

- Working with Partners to utilise the development of homes to provide residents with opportunities to enhance their skills and learn new skills
- Supporting the Local Plan and other strategies that ensure new and existing communities provide residents with the opportunity to enjoy outdoor space and connect with the local environment
- Supporting work with Partners and regulatory bodies to ensure more homes improve the health and wellbeing of residents.

Sustainable growth

The Housing Strategy Priority for ‘Sustainable Growth’ is for growth ‘that will meet Cornwall’s needs’. Growth in this context includes growth to meet the needs of residents, growth that will meet the needs of the economy and growth that will meet the needs of communities.

A new Cornwall Council Cabinet Priority³⁰ is ‘a thriving, sustainable Cornwall that offers a secure home, a decent income and a great environment for all’. The emerging Housing Crisis Plan³¹ includes objectives to implement a step-change in the supply of affordable homes across Cornwall, deliver modular key worker housing and support delivery of the homes identified through the Local Plan.

Transitions 1, 2 and 4 of ‘Gyllyn Warbarth’³² the Cornwall we want by 2050 are respectively ‘a creative, carbon zero economy’, ‘sustainable food, land and seas’ and ‘education, equality and entrepreneurship’ and all about residents having the opportunity to achieve what they want within the Cornish economy.

To achieve this, the Housing Strategy will influence and implement policies, strategies and procedures that will support the following outcomes:

[Note: Affordable in the context of this Strategy encompasses all forms of ‘affordable’ homes including socially rented homes, affordably rented, shared ownership and low-cost homes]

You said...

‘Growth needs to be sustainable, new builds should be environmentally friendly in the short, medium and long term’

‘Reuse and repurpose rather than build new- all new builds must be in line with carbon reduction targets and encourage bio diversity’

‘Lots more social housing so that local people can afford to live where their lives are’

‘Encourage community actions which provide land and services’

Growth meets the local demand for housing of all types – for example by

- Supporting the Local Plan presumption for development to build homes where they are needed – ensuring they are affordable, have good security of tenure and support the needs of our local businesses and the public sector

The number of affordable homes delivered is maximised – including through

- Setting up a Strategic Land-Development Partnership between Cornwall Council and leading Registered Providers
- Acquiring market homes to convert to affordable homes
- Bringing forward more exception sites that deliver 100% affordable housing
- Ensuring the Council continues to invest its own money and utilise other funding streams
- Supporting Community Land Trust and other community led initiatives that aim to deliver affordable local homes

Communities are supported to work with the Council and developers – for example by

- Bringing forward stalled sites and helping unlock them
- Encouraging development through small and medium sized builders
- Seeking information on potential sites from local communities.



Average weekly rent

for 2 bed property in social rented sector being **around £75/£85 per week** compared to **around £180 per week for private rented.**

In terms of median earnings, full time workers in Cornwall earn **75% of the UK average this means that median house prices are roughly**

9 times

median local earnings.



For **those on lower wages**, buying a **lower cost home** would be **10 times earnings.**



House prices and rents can vary significantly across Cornwall



³⁰ Cornwall Council (2021) Council Cabinet Priorities for Cornwall

³¹ Cornwall Council (2021) Securing Homes for All: a plan to respond to Cornwall’s Housing Crisis

³² Cornwall & Isles of Scilly Leadership Board (2020) Gyllyn Warbarth: Together We Can



Climate change

The Housing Strategy Priority for ‘Climate Change’ in Cornwall is to ‘ensure resilience for now and into the future’ for our residents, our homes and our communities.

On 22 January 2019 Cornwall Council declared a climate emergency and has developed an Action Plan³³ which outlines the work needed to become carbon neutral by 2030. New Cornwall Council Cabinet Priorities³⁴ are based around ‘working with communities for a carbon neutral Cornwall, where everyone can start well, live well and age well’.

Transitions 1, 2 and 3 of ‘Gyllyn Warbarth’³⁵ the Cornwall we want by 2050 are respectively ‘a creative, carbon zero economy’, ‘sustainable food, land and seas’ and ‘thriving places with decent affordable homes’ and all about responding to the climate change emergency.

You said...

“ ”

‘All new builds should be fully insulated, installed with solar panels, and have a garden at least as big as an allotment plot’

‘Helping owners and tenants to improve existing home efficiency’

‘Fewer households will live in fuel poverty, good public transport will be a key consideration of place making’

To achieve this, the Housing Strategy will influence and implement policies, strategies and procedures that will support the following outcomes:

Existing homes are retrofitted to cut carbon, improve thermal efficiency and lift families out of fuel poverty – including through

- A comprehensive, funded and incentivised programme of retrofitting existing homes
- Working with Partners to encourage and promote opportunities for community energy generation and alternative energy solutions for existing homes

Around

1 in 8

households in Cornwall experience fuel poverty and this is likely to increase with higher energy costs.



More households in Cornwall are reliant on electricity and oil to heat their homes than on average across England and fewer households have access to mains gas which can be cheaper.



New homes and communities are developed and constructed with a wide range of climate change considerations in mind – including through

- Supporting the Local Plan to ensure all new homes are thermally efficient, take water management considerations into account, maximise energy gained from renewable sources
- Supporting the Local Transport Plan to support households to travel in a more sustainable way
- Supporting work with the construction industry to include measures proposed through the emerging Climate Emergency Development Plan Document
- Working with Partners to encourage and promote opportunities for community energy generation and alternative energy solutions.

³³ Cornwall Council (2019) Climate Change Plan





³⁴ Cornwall Council (2021) Council Cabinet Priorities for Cornwall

³⁵ Cornwall & Isles of Scilly Leadership Board (2020) Gyllyn Warbarth: Together We Can

Measuring success

The Housing Strategy is an overarching high level strategic document which sets the framework within which more detailed policies will be developed. It will be in these more detailed policies that individual activities will be monitored and evaluated in terms of their performance.

The Housing Strategy will monitor its success through a range of high-level measures, including those proposed in the following table.

Housing Strategy priority	Measure	Frequency
 Great places	Number of long-term empty homes	Annual
	Number of second homes	Annual
 Successful people	Number of registered on Homechoice	Monthly
	Number of Unauthorised Encampments	Annual
	Percentage of Cases where Homelessness Prevented	Quarterly
	Number of Rough Sleepers	Annual
 Sustainable growth	Average House Price	Monthly
	Number of new Affordable Homes	Annual
	Number of Affordable & Social Homes	Annual
	Delivery Against Local Plan Housing Target	Annual
 Climate change	Number of Private Rented Sector F&G Ratings	Annual

Prosperous Cornwall - Housing Strategy


Vision: Homes where people and communities can thrive



Great places

Places and communities are thriving and contain decent and secure homes


- Make better use of our existing places, houses and buildings
- Homes and communities are well designed and meet local needs
- Places and communities



Successful people

Residents have good, safe and secure home from which they can build a great life


- Homes are designed to meet the current and future needs of residents
- Homelessness and rough sleeping prevented
- Residents who require support have access to the right support
- Homes improve the health and wellbeing of, and opportunities for, residents



Sustainable growth

Growth that will meet Cornwall's needs

- Growth meets the local demand for housing of all types
- The number of affordable homes delivered is maximised
- Communities are supported to work with the Council and developers



Climate change

Ensure resilience now and in the future for our residents, our homes and our communities

- New homes and communities are developed and constructed with a wide range of climate change considerations in mind
- Existing homes are retrofitted to cut carbon, improve thermal efficiency and lift families out of fuel poverty

Cornwall Strategic Housing Group - making sure we deliver

Prosperous Cornwall – Local Transport Plan

Prosperous Cornwall – Spatial Strategy

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Contact us

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Cornwall recycles
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