

# Health and Wellbeing Board

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**Date of Meeting:** 26 January 2016

**Report of:** Caroline Simpson. Executive Director of Economic Growth & Prosperity.

**Subject/Title:** Key Worker Accommodation: Gathering intelligence for demand and location to support the development of a Supplementary Planning Document.

**Portfolio Holder:** Councillor Ainsley Arnold. Housing and Planning.

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## 1. Report Summary

- 1.1. Strategic Housing continually works and innovates to support the councils' successful job-led economic regeneration and drive for Best Place to Live in the Northwest. Such local economic success highlights the need for access to affordable housing and the ability to attract and retain key workers in our communities.
- 1.2. This briefing note clarifies the work to date, the strategic link with the Local Plan and informing intelligence led policy for the provision of key worker affordable housing need and location. An approach which works to help deliver the councils' Resident First Outcomes and 4 Year Plan 2016 to 2020.
- 1.3. To support such a strategic approach, it is necessary to ensure we fully compliment the Local Plan, through a clear evidence based assessment of particular housing need. As such, commissioning a borough wide survey into potential demand for key worker housing allows Strategic Housing to contribute to Spatial Planning's' emerging planning guidance.
- 1.4. Strategic Housing have previously obtained Cabinet approval for an interim policy approach in December 2014, this paper now informs a formal policy approach which will be established within a Supplementary Planning Document
- 1.5. Initial contact with our partner agencies employing key workers, such as qualifying staff working in both NHS Trusts; Cheshire Police and Cheshire Fire and Rescue Service, has proven very positive, so Strategic Housing now seek to gather evidence of potential affordable housing need for key workers within Cheshire East, through primary qualitative research by conducting an online key worker affordable housing needs survey.

## **2. Recommendation**

- 2.1. That The Board support Strategic Housing's conducting of a survey within the borough with partner agencies, to gain valuable intelligence into potential key workers affordable housing needs, which will in turn supplement the Cheshire East Council Local Plan and inform the development of a Supplementary Planning Document.

## **3. Other Options Considered**

- 3.1. Extensive work has been carried into developing the most appropriate method in which to obtain intelligence of key worker affordable housing need within Cheshire East and support the development of a SPD.
- 3.2. Direct contact has been made with relevant partner organisation's in the borough, such as both NHS Trusts; Cheshire Police and Cheshire Fire and Rescue Service into the most effective method of communication, in which due to the diversity of shift and work patterns, an online survey was seen as the most efficient and effective technique in communication within a large number of workers.

## **4. Reasons for Recommendation**

- 4.1. Affordable housing in Cheshire East plays a fundamental role in supporting Cheshire East Councils' successful job-led economic regeneration and commitment to provide a mix of accommodation to meet identified needs. It is clear, that if we are to attract and retain a vibrant workforce, then we have to provide adequate housing provision including accommodation for key workers, who may struggle in some of our higher value and rural areas to access affordable housing.
- 4.2. If Strategic Housing are to fully support the attraction and retention of key worker within our communities, it is important that access to affordable housing is available of the right type and in the right location.
- 4.3. Strategic Housing obtained Cabinet approval in December 2014 to;
  - a) Utilise an interim approach for key workers, including definition
  - b) Carry out the primary research to establish the need for Key worker provision
  - c) The need for key worker provision once established to be incorporated into the development of a Supplementary Planning Document
- 4.4. To inform such an approach, evidence of need for such provision is required to inform strategic decisions, most particularly the Local Plan Strategy.
- 4.5. The Local Plan creates a vision for the future which is to deliver jobs-led growth and sustainable vibrant communities. The detailed policies, which need to be clearly linked to the Plan, will be provided through the development of Supplementary Planning Documents (SPD). The SPD will

be informed by research and evidence and will enable us to have sound, defensible policies including a Policy for the provision of Key Worker Accommodation. To ensure contact is made with all relevant key partner agencies with Cheshire East, effective dialogue is in progress with appropriate contacts within organisations, which highlights the approach and raises the profile of online survey, seeking to capture a wide range of responses from a wide range of key workers across the borough.

## **5. Background / Chronology**

- 5.1. The definition of key worker within Cheshire East is defined in accordance with Central Government's Key worker Scheme, taking into account the local position. Staff employed on a permanent basis within the following public sector roles;
  - a) NHS workers (e.g. nurses and junior doctors)
  - b) Teachers
  - c) Police
  - d) Prison Officers
  - e) Probation Service
  - f) Local Authority (e.g. social workers)
  - g) Fire Fighters
  - h) Ministry of Defence
- 5.2. The Local Plan Strategy specifies under Policy SC4 – Residential Mix that the mix of housing will be expected to include properties for key workers and for those who wish to self build. The Strategy states that how this will be taken forward will be set out in a Supplementary Planning Document and the Site Allocations and Development Policies Document.
- 5.3. The approach sought by Strategic Housing must be informed by the Local Plan. As such, appropriate links have been made with Spatial Planning to ensure the approach is defined by the contents of the Local Plans, which is initially to gain intelligence about potential affordable housing need within Cheshire East.
- 5.4. The Project Plan [Appendix 1] details steps to be undertaken for the delivery of a successful outcome are detailed specified in Table 1.

**Table 1: Project Plan Steps**

|                          |   |  |   |
|--------------------------|---|--|---|
| <b>Project Set-up</b>    | Research and Consultation                     | <ul style="list-style-type: none"> <li>▪ Agree scope / contents of survey</li> <li>▪ Set up survey, including questions</li> <li>▪ Discuss preferred method of communication with key partner agencies</li> </ul>  |   |
|                          | Web Team                                      | <ul style="list-style-type: none"> <li>▪ Online survey access arrangements, ease of access online</li> <li>▪ Introduction page [s] to detail aims and objectives</li> <li>▪ Shortened URL / QL Code – to allow ease of access</li> </ul>                                   |   |
|                          | Publicity                                     | <ul style="list-style-type: none"> <li>▪ Press release [Media and Communication] – to raise awareness</li> <li>▪ Leaflet print / distribution</li> </ul>   |   |
| <b>Key Communication</b> | Partner public sector employing organisations | <ul style="list-style-type: none"> <li>▪ Linked with Media and Communication Managers / teams to obtain buy-in</li> <li>▪ Scoped raising awareness / best method of communicating through existing processes – website link; social media and poster / leaflets</li> </ul> |   |
|                          | Cheshire East Council services                | Education<br>Spatial Planning<br>Social care   | <ul style="list-style-type: none"> <li>▪ Raise awareness / appropriate communication methods</li> <li>▪ Poster / leaflets campaign</li> </ul> |
| <b>Survey</b>            | Lead up                                       | <ul style="list-style-type: none"> <li>▪ Poster / Leaflet print off / distribution by Housing Policy Officer</li> <li>▪ Press release issued</li> <li>▪ Web links set up</li> <li>▪ Social media – raise awareness</li> </ul>  |   |
|                          | Online  | <ul style="list-style-type: none"> <li>▪ Availability setup for agreed period</li> </ul>   |   |
| <b>Project Closure</b>   | Survey Report                                 | <ul style="list-style-type: none"> <li>▪ Results analysis</li> <li>▪ Report: Findings / Recommendations</li> <li>▪ Project sign</li> </ul>   |   |

## **6. Wards Affected and Local Ward Members**

- 6.1. All wards

## **7. Risk Management & Implications of Recommendation**

- 7.1. Cheshire East has a strong and resilient economy, which has been enormously successful in creating and maintaining business growth and local jobs. Access to affordable housing for key workers, working and living in our communities is fundamental to such economic success.
- 7.2. Strategic Housing have worked extensively with Spatial Planning to ensure strong contribution is made to the Local Plan, in terms of planning guidance for site allocation of key worker housing through a SPD. This contribution needs to be evidenced by primary research into key worker housing need, the qualitative data obtained from a survey of partner organisations is essential to inform future policy decisions.
- 7.3. In light of such evidence of need, it remains crucial that such planning guidance is available, to inform potential developers and support the councils continued drive for a job-led economic regeneration and attract key workers to be able to access affordable housing.

## **8. Access to Information**

- 8.1. Cabinet approval in December 2014 [Ref CE 14/15-22] – Link [HERE](#)
- 8.2. Draft Cheshire East Council Strategic Housing Key Worker Survey – link [HERE](#)

## **9. Contact Information**

Contact details for this report are as follows:-

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## Appendix 1: Project Plan

| Key Deliverables   | Start Date   | End Date     | Lead / Owners           | % Comp | Plan/ Actual      | Nov-16   |          |          |          |          | Dec-16   |          |          |          | Jan-18   |          |          |          | Feb-18   |          |          |          | Mar-18   |          |          |          |          |  |
|--|--------------|--------------|-------------------------|--------|-------------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|--|
| <a href="#">Keywords Survey: Gaining Intelligence of Affordable housing need</a> | Mon 02/11/15 | Mon 28/03/16 | Karen Carsberg          | 30%    | Monday<br>Friday  | 02<br>06 | 09<br>13 | 16<br>20 | 23<br>27 | 30<br>03 | 07<br>11 | 14<br>18 | 21<br>25 | 28<br>01 | 04<br>08 | 11<br>15 | 18<br>22 | 25<br>29 | 01<br>05 | 08<br>12 | 15<br>19 | 22<br>26 | 29<br>04 | 07<br>11 | 14<br>18 | 21<br>25 | 28<br>01 |  |
| Project Set-up   |              |              |                         |        |                   |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |  |
| 1 Research and Consultation  | Mon 02/11/15 | Fri 01/01/16 | GB                      | 25%    | Planned<br>Actual |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |  |
| 2 Web Team   | Mon 02/11/15 | Fri 03/12/16 | GB                      | 25%    | Planned<br>Actual |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |  |
| 3 Publicity  | Mon 30/11/15 | Fri 01/04/16 | GB / Comms              | 25%    | Planned<br>Actual |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |  |
| Key Communication  |              |              |                         |        |                   |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |  |
| 4 Mid Cheshire NHS   | Mon 30/11/15 | Fri 01/04/16 | GB                      |        | Planned<br>Actual |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |  |
| 5 East Cheshire NHS  | Mon 30/11/15 | Fri 01/04/16 | GB                      |        | Planned<br>Actual |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |  |
| 6 Cheshire Fire and Rescue Service   | Mon 30/11/15 | Fri 01/04/16 | GB                      |        | Planned<br>Actual |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |  |
| 7 Cheshire Police  | Mon 30/11/15 | Fri 01/04/16 | GB                      |        | Planned<br>Actual |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |  |
| 8 British Transport Police   | Mon 30/11/15 | Fri 01/04/16 | GB                      |        | Planned<br>Actual |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |  |
| 9 HMP Styal  | Mon 30/11/15 | Fri 01/04/16 | GB                      |        | Planned<br>Actual |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |  |
| 10 CEC Education   | Mon 30/11/15 | Fri 01/04/16 | GB                      |        | Planned<br>Actual |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |  |
| 11 CEC Spatial Planning  | Mon 30/11/15 | Fri 01/04/16 | GB                      |        | Planned<br>Actual |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |  |
| 12 CEC Social Care   | Mon 30/11/15 | Fri 01/04/16 | GB                      |        | Planned<br>Actual |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |  |
| 13 Cheshire Probation [Public]   | Mon 30/11/15 | Fri 01/04/16 | GB                      |        | Planned<br>Actual |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |  |
| 14 Cheshire Probation [Private]  | Mon 30/11/15 | Fri 01/04/16 | GB                      |        | Planned<br>Actual |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |  |
| 15 Help to Buy Northwest   | Mon 30/11/15 | Fri 01/04/16 | GB                      |        | Planned<br>Actual |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |  |
| Survey   |              |              |                         |        |                   |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |  |
| 16 Lead-up   | Mon 30/11/15 | Fri 03/12/15 | GB                      |        | Planned<br>Actual |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |  |
| 17 Online  | Mon 07/12/15 | Fri 19/02/16 | GB                      |        | Planned<br>Actual |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |  |
| Project Closure  |              |              |                         |        |                   |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |  |
| 18 Results Analysis  | Mon 22/02/16 | Fri 18/03/16 | Research / Consultation |        | Planned<br>Actual |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |  |
| 19 Report: Findings / Recommendations  | Mon 21/03/16 | Fri 01/04/16 | KC                      |        | Planned<br>Actual |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |  |
| Project Sign-Off   |              |              | KC                      |        | Planned<br>Actual |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |          |  |