

# Let's Talk About Sheffield's Housing Strategy

## Housing Strategy Supporting Document – Phase 2 Consultation Reports

### What

A new Housing Strategy has been developed for the city. The Housing Strategy outlines the key housing challenges and opportunities for the city over the next 10 years. It covers all types of housing across the city. This includes homes owned by the Council, Housing Associations, private landlords and homeowners.

### Why

It is really important that the Housing Strategy reflects the needs and priorities of people in the city. We carried out initial consultation on the proposed themes of the Strategy between February and March 2024 and used your feedback to produce a draft Housing Strategy. In July, we carried out a second phase of consultation, where we shared the draft Strategy with you and asked your views.

### How

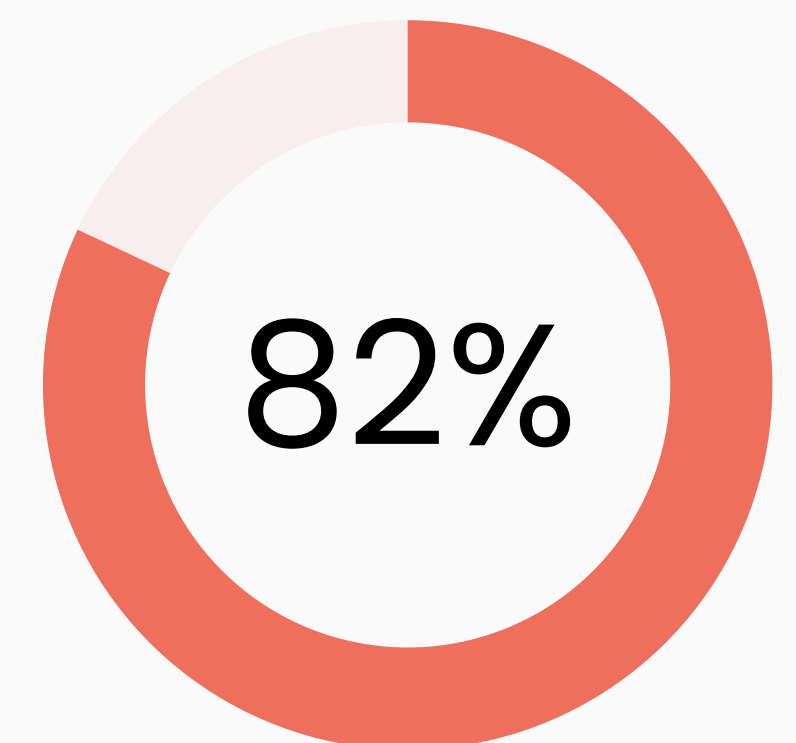
We partnered with consultants, Campbell Tickell, to carry out the second phase of consultation on the draft Housing Strategy. Over 1,100 of you got involved by filling out our survey – *Let's Talk about Sheffield's Housing Strategy* – or attended one of our focus groups and meetings. This document provides a summary of the feedback provided by residents and partners, followed by a more detailed report by Campbell Tickell, focusing on the consultation with the general public.

## Draft Vision

We asked you about our draft vision, which is:

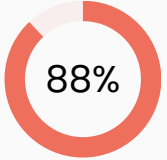
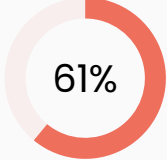
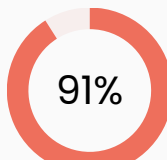
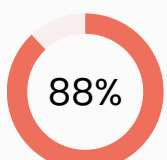
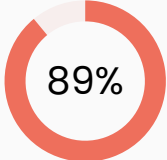
***“Everyone in Sheffield has a home that supports good health and is suitable for their needs and aspirations. We want people to have more housing choice and better access to a home which is safe, affordable, and ready for a changing climate.”***

- 82% of you agreed with the vision, believing it set the right direction for the city.
- However, some of you questioned whether the proposed sustainability measures may impact the affordability of homes.



# Draft Ambitions

We also asked you about whether the ambitions we'd set out were the right ones. This is how many of you agreed:

Ambition	Agreement
More homes and housing choice	 88%
Housing carbon emissions will have been reduced to net zero by 2030	 61%
Safe, good quality and comfortable homes	 91%
Great safe neighbourhoods that people are happy to call home	 88%
Homes and housing services that end homelessness and support healthy, independent lives	 89%

**There was strong agreement that the ambitions were the right things to include in the Strategy.**

The phase 2 consultation allowed us to gather more detailed views on the draft ambitions and priorities through focus groups, face to face conversations and from detail provided in the surveys.

# Summary of Changes

We looked at all of the comments from the consultation. Here are some of the changes we have made to the Housing Strategy in response to your feedback:

## More homes and housing choice

You told us that there was too much focus on city centre development to meet housing need. We've made it clearer that housing development will also take place out of the city centre and will include reusing existing buildings and sites.



## Housing carbon emissions will have been reduced to net zero by 2030

You told us that you were supportive of the housing net zero ambition. But people were concerned about the level of investment and activity that would be required to achieve it within the timescales.

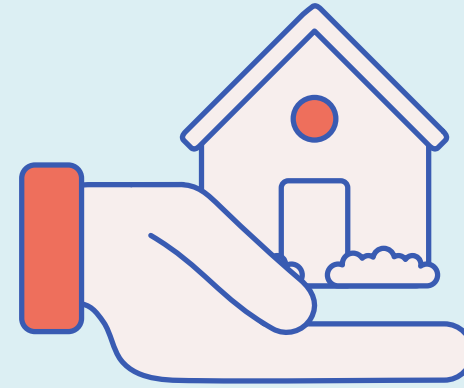
You wanted more support and advice on going net zero, as well as financial support for installing green technology.

The Strategy now talks about attracting investment to deliver green technology. It also sets out how we will use social housing programmes to kick-start investment in the private sector, and help Sheffield progress towards decarbonisation of homes at the fastest pace possible.



## Safe, good quality and comfortable homes

Homeowners told us they needed more support, and tenants wanted better landlord management. The Strategy now explains how we will continue our regulatory role in the rented sector, offer good advice and support to homeowners and have a stronger emphasis on improving landlord performance across the city.



## Great safe neighbourhoods that people are happy to call home

You told us the Strategy needed a greater focus on the importance of neighbourhood infrastructure such as public transport, green spaces and play areas, as well as improving the appearance of the local area and tackling anti-social behaviour.



The Strategy now has more focus on delivering the right services and facilities, through working with partners to support our communities. It also talks about the importance of ensuring play, social spaces, transport and buildings are suitable, well used and cared for.

## Homes and housing services that end homelessness and support healthy, independent lives

You said that living independently is not just a housing issue but a NHS, social care and welfare issue and we need to work together. You also said that help with adaptations should be for all tenures and some of you want help to downsize. The Strategy now has more focus on sharing intelligence across organisations to provide better housing support. Also, increasing flexibility in existing homes to support independence, including making it easier to adapt homes.



# Feedback Received From Partners

As part of the consultation we held meetings with our partners. From these meetings we received some helpful feedback on the draft Strategy:

### Collaboration

“We would welcome more collaboration with the Council”

“We need to focus on how we can work more effectively across Local Authority areas”

We have strengthened the message that the delivery of the Strategy will rely on working with a wide range of partners and putting customers at the heart of decision making.

We amended the priorities in ambition 4 to reflect more focus on improving landlord performance in the social and private sector.

### Landlords

“Good landlord accreditation helps to build positive relationships and provides assurances for tenants”

### Net Zero

“I’m also concerned about the target of 2030 for Net Zero being unachievable, even though a lot of stock is at EPC C already”

“Need to make the ambition relatable to people in terms of making their home warm & safe”

The Strategy has a greater emphasis on enabling all residents to enjoy comfortable homes that they can keep warm in the winter and cool in the summer

# Junior Strategies and Action Plans

Some of the more detailed feedback will be used to shape junior strategies and action plans. Examples of this include:

Net zero support for residents such as financial help for green measures, and education and support on how to use green technology in homes will be explored in the **Residential Net Zero Road Map**.

More detailed information on meeting the needs of older people, including types of specialist housing, helping people downsize or providing the right assistance to stay in their home will all be considered in the **Older Person's Independent Living Strategy (OPIL)**

More tailored housing advice for specific groups such as veterans, and involvement from those with lived experiences in designing support and solutions, will be explored through the **Homelessness Prevention and Rough Sleeping Action Plan**

Providing more flexibility in the housing stock to be able to accommodate a wide range of needs e.g. dementia friendly homes and an adapted property register will be considered in the review of the **Allocations Policy**.

# Next Steps

The feedback from the consultation has been used to shape the final Housing Strategy.

If approved, the focus will then be on the delivery of the new Strategy over the next decade.

This will involve working closely with our partners and communities to continue to make our homes and neighbourhoods great places to live.

Look out for opportunities on how you can get involved in helping to deliver Sheffield's new Housing Strategy!



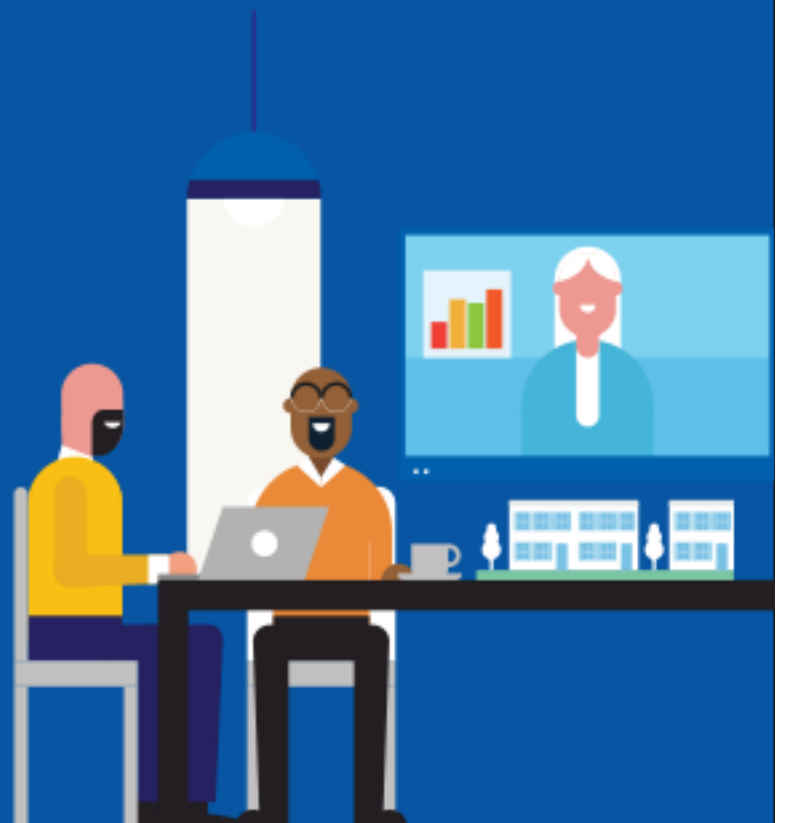
CAMPBELL  
TICKELL



# Sheffield Housing Strategy

Consultation Report

August 2024



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## 1. Introduction

- 1.1. Sheffield City Council are in the process of developing a new Housing Strategy. The Housing Strategy will outline the key housing challenges and opportunities for the city over the next 10 years. It covers all types of housing across the city, including council properties, housing association properties, private rented properties and privately owned homes.
- 1.2. To help support the development of the Housing Strategy, the council commissioned management consultancy, Campbell Tickell, to carry out consultation of residents, communities and strategic partners.
- 1.3. This report covers the public consultation on Sheffield City Council's draft Housing Strategy ('draft strategy'). It is intended to provide a summary of the views expressed by residents, communities and stakeholder organisations, as well as make recommendations on any changes to the draft strategy based on feedback received.
- 1.4. The consultation received 1,097 number of responses from individual members of the public, as well as feedback from 11 organisations or key stakeholders.
- 1.5. Individual respondents' views – across all methods – have been summarised in the chapters 3-9, first considering support for the draft strategy as a whole, then by each of the draft strategy's ambitions. Due to the number of responses, we provide a summary of the overarching themes rather than categorising each response. A selection of individual comments has been used to help contextualise the feedback. Chapter 10 provides a summary of the feedback received from stakeholders.
- 1.6. The consultation findings indicate broad support for the Housing Strategy, including its five ambitions and its priorities. The priorities with the highest levels of disagreement are:
  - Create new lifetime neighbourhoods in and around the city centre.
  - Develop residential net-zero plan for all housing in the city.
  - Prioritise the most vulnerable householders (around net-zero)
- 1.7. However, disagreement with these priorities is only around 10%.
- 1.8. Ensuring effective action plans, collaboration with key partners and clear communication of tangible outcomes to residents and stakeholders will help with successful implementation of the final strategy.

## 2. Methodology and consultation process

- 2.1. The Council carried out initial consultation on proposed themes of the strategy between February and March 2024, which included a residents’ survey, a partner survey, an in-person event and a series of focus groups.
- 2.2. This consultation acted as the second phase, with the purpose of sharing the revised draft strategy for comment and understand support. The consultation took place over the month of July 2024.

### The consultation approach for individual members of the public

- 2.3. The consultation of individual members of the public included two predominantly quantitative surveys, one digital for the general public and one simplified paper version for the drop-in/targeted areas. We also facilitated two focus groups.
- 2.4. The table below shows engagement levels with each method:

Engagement method	Engagement levels
Digital survey	924 responses
Paper survey	149 responses
Focus groups	24 participants across the two groups

Table 1: Engagement levels by approach

- 2.5. The digital survey was hosted on Sheffield’s engagement platform: Have Your Say. The paper survey was communicated with residents via a targeted approach of researchers attending key places and spaces across the City. These places were identified as having high numbers of people from non-White ethnic groups, students or people in the private rented sector. The demographic breakdown of respondents can be found in the appendix.
- 2.6. Both surveys were structured in a way to gauge respondents’ agreement levels against a set of statements. Survey topics included the draft strategy as a whole, the priorities of ambitions 1-5 and any other feedback that respondents may have. The digital survey also included questions around the clarity of the draft strategy and some additional questions for those in the private rented sector to understand current certainty of their tenure.
- 2.7. Agreement levels with survey questions are shown as ‘net-agreement’ in this report. We have totalled those who overall disagree (where the respondent answered either ‘strongly disagree’ or tend to disagree) and subtracted this from total agreement (where the respondent answered either ‘strongly agree’ or ‘strongly disagree’). Neutral responses were excluded to focus on the strength of opinions and provide a clearer understanding of overall support or opposition to the draft strategy and its ambitions. We have, where appropriate, made reference to areas that received higher levels of neutrality, but not included this in the net agreement scores.



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- 2.8. At various stages of both surveys, respondents were invited to explain their answer through qualitative text boxes. Both sets of survey questions are included in the appendix.
  - 2.9. For the focus groups, one was carried out with 'younger people', via Sheffield's Youth Cabinet. This group had seven participants. The second with residents of the Hong Kong community. This was promoted through Hong Kong networks that we were linked to through attending one of the Community Cafés. This group had 17 participants.
  - 2.10. While there has been significant public engagement, it is important to acknowledge potential limitations in generalising these findings. Participants self-selected to participate and therefore may have a higher likelihood of interest in the topic. The sample may also not fully reflect the diverse views within the entire population, despite efforts to reach underrepresented groups.

#### **The consultation approach for stakeholders**

- 2.11. The consultation with stakeholders included a version of the digital survey, as well as personal contact with a number of Registered Providers in the area. The digital survey received eight responses and one written response. There was also feedback from two RPs received via email.
- 2.12. The list of organisations who have contributed to this consultation can be found in the appendix.

### 3. Overall support for the Housing Strategy

- 3.1. “Everyone in Sheffield has a home that supports good health and is suitable for their needs and aspirations. We want people to have more housing choice and better access to a home which is safe, affordable and ready for a changing climate.” – SCC draft strategy’s vision.

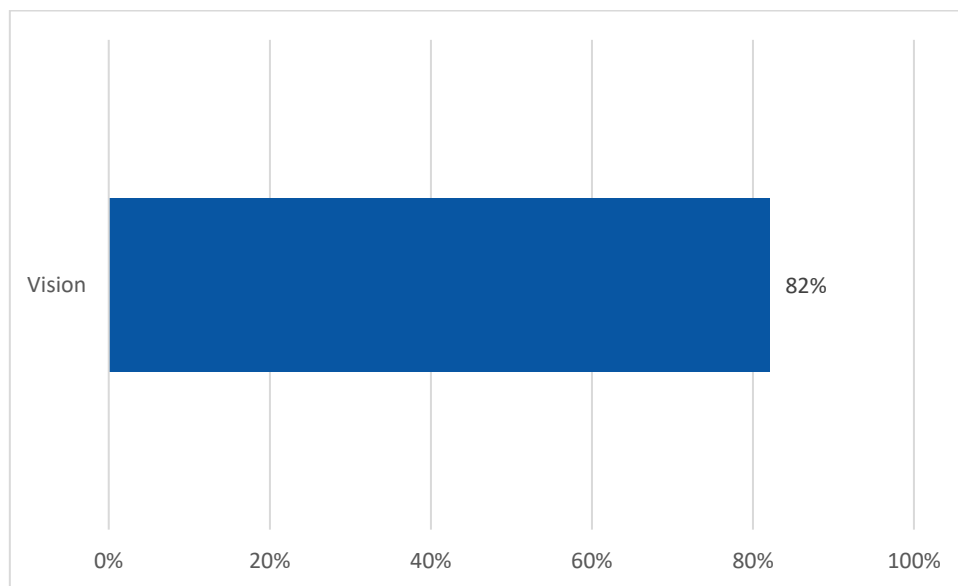


Figure 1: net-agreement with the draft strategy's vision

- 3.2. Figure 1 shows individual respondents’ net agreement with the draft strategy’s vision.
- 3.3. Many respondents left positive comments around the vision, highlighting support for the prioritisation of affordability, emphasis on sustainability and commitment to inclusivity.
- 3.4. There were questions raised in the comments, however, around the practicality and cost implications that this vision may bring about, particularly around the proposed sustainability measures and how this may impact the affordability of homes, and funding for improving infrastructure.

**If you disagree with this vision, please tell us why:**

“I welcome parts of the strategy such as the environmental aspects. However, relying on developers to provide housing makes profits for them but those most in need cannot afford to buy them. Much more emphasis on increasing social housing at affordable rents and repurposing existing building stock needed.” – Survey respondent.

“Personally, I'd like to see more about density and a focus on city centre housing growth, as well as the amenities in local areas that provide the social and commercial infrastructure people need close to their homes - but appreciate that the vision has to apply to everyone across the whole council area.” – Survey respondent.

3.5. The focus group discussions with young people revealed support for the vision, which praised its thoughtful approach to climate change and housing diversity. Participants emphasised the importance of affordable housing and the inclusion of parks and local shops in new developments.

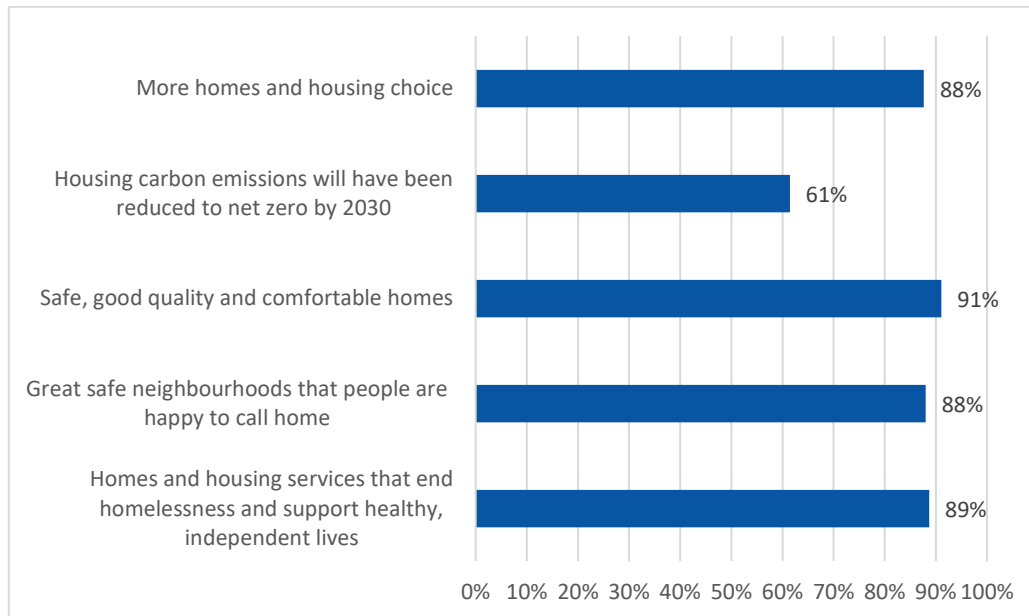


Figure 2: net-agreement with the draft strategy's ambitions

3.6. Figure 2 shows the net agreement with the five ambitions of the draft strategy. All ambitions had high levels of agreement at around 90% net-agreement, apart from reducing housing carbon emissions to net zero by 2030 which had net-agreement of 61%.

3.7. While Ambition 2 secured a net-agreement of roughly 60%, this remains a significant level of support. The reduced agreement can primarily be attributed to a higher level of neutrality as well as slightly higher disagreement levels.

3.8. The focus group with younger people heard that they could see the link between the vision and the ambitions, but some people may not fully understand what everything means, such as net-zero.

3.9. The group discussed the practicalities of building new homes, including the impact of these being built on the bottom of hills, protecting the green belt and whether focus should be on urban regeneration and regenerating derelict buildings.

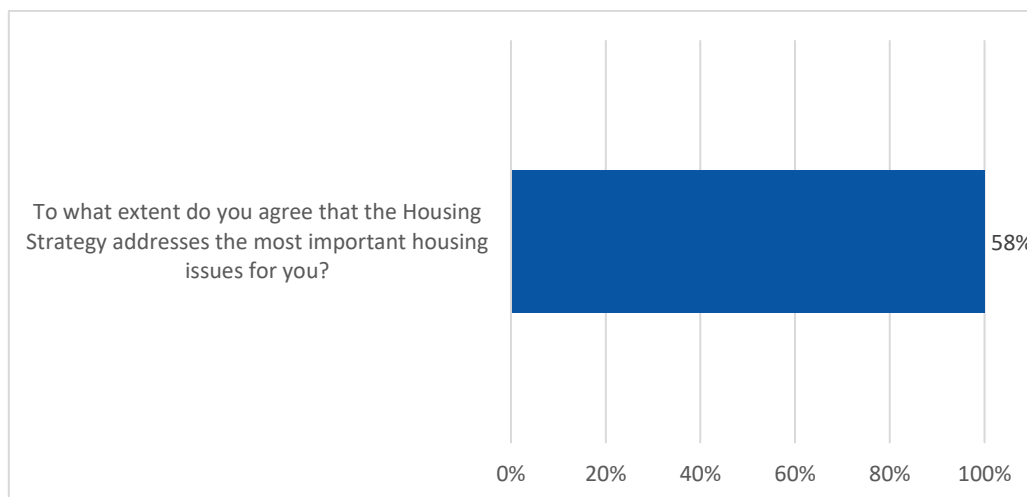


Figure 3: net-agreement that the draft strategy addresses the most important issues

- 3.10. Figure 3 illustrates the net-agreement from respondents that the draft strategy addresses the most important issues. Again, there was positive sentiment, with a net-agreement of 58%
- 3.11. There was a large number of comments, with many commending the draft strategy for meeting the varied needs of the population, supporting sustainable and inclusive communities, and ensuring that housing policies for Sheffield are forward-thinking and comprehensive.
- 3.12. The issues that some respondents felt were missing or not fully addressed within the draft strategy are summarised in the table below:

Issue	Explanation from the comments
Affordability and supply	Call to prioritise housing for local people and working individuals, as well as to address the needs of single and smaller households. Need for more affordable housing and regulating rents in the PRS.
Community infrastructure	Further emphasis on the importance of developing cohesive communities with accessible communities and supporting infrastructure such as GP surgeries, schools and community centres. Preserving existing communities and focusing on community safety.
Environment	Preservation of green spaces and greenbelt land. Lack of support for homeowners looking to make their homes more energy efficient.
Support for vulnerable and diverse populations	Greater prioritisation for tackling homelessness and advocacy for adopting a Housing First approach.

	<p>Need for expanded care and support services for vulnerable groups, including the elderly and disabled.</p> <p>Importance of providing diverse range of property types, including housing for Gypsies and Travellers, and providing more homes and options for disabled people.</p>
Student accommodation	Need to reduce student housing to balance local housing markets.

Table 2: Issues respondents felt were missing or not fully addressed in the draft strategy

3.13. Some residents also felt that the draft strategy lacked acknowledgement of the impact of other policy areas, such as immigration, welfare or social care, on housing demand.



Figure 4: rating against clarity of the draft strategy

3.14. Figure 4 illustrates respondents’ ratings against the draft strategy’s clarity. Over half of respondents rated both the clarity of what the Strategy will achieve and clarity of the actions to be taken with partners as ‘good’ or better. However, only around 45% of respondents felt similarly towards the clarity of success metrics.

3.15. Notably, a significant proportion of residents selected ‘neither good nor poor’ across all three areas of clarity, indicating a potential confusion around the Strategy.

3.16. Of those that felt that the draft strategy lacked clarity, the comments had commonality around the implementation and measures of the policy, with some feeling that this could be stronger through more explicit lines of accountability and definitive targets. One respondent suggested including a table that shows the actions, which partners would be involved, the expected outcomes and the target date, to make it clearer how the Council would be able to assess the success of the Housing Strategy.

3.17. Overall, the engagement has shown high levels of support for the draft strategy from individual members of the public, across its vision, areas of focus and clarity.

#### 4. Ambition 1: More homes and housing choice

4.1. Through the engagement, individuals were asked to share their views on the priorities or actions that had been linked to each of the draft strategy’s Ambitions.

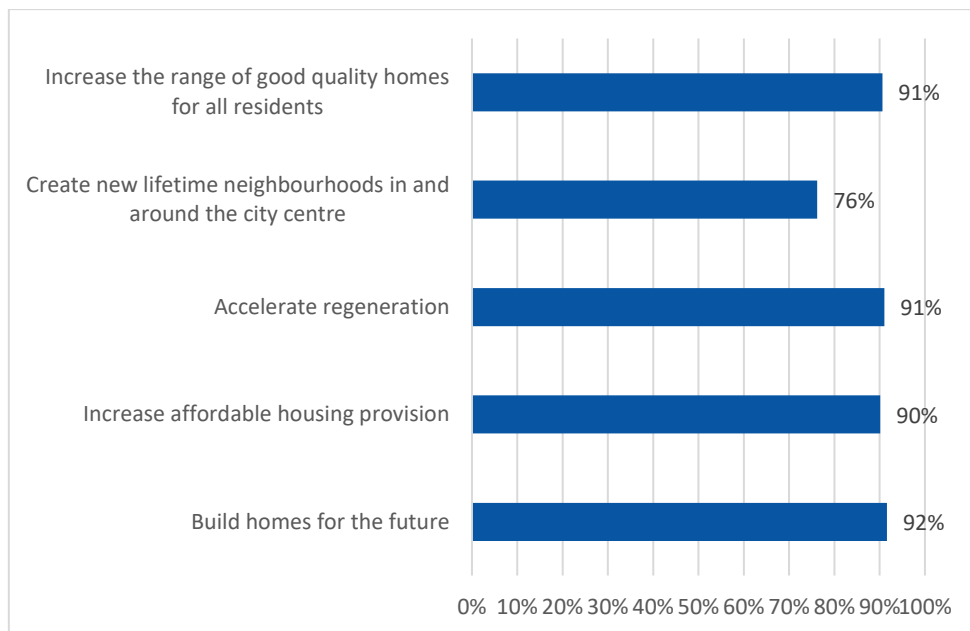


Figure 5: net-agreement with the priorities for Ambition 1

- 4.2. Figure 5 shows net agreement with the priorities for Ambition 1. All priorities were strongly agreed with.
- 4.3. There were generally stronger levels of agreement from private renters than homeowners or social renters across the priorities, although agreement was high across all three of these tenures.
- 4.4. When asked if these priorities would help individuals move within Sheffield if they wanted to, a large majority of 76% said ‘Yes’.
- 4.5. Comments in response to what would help individuals discussed a need for better infrastructure to support new and existing homes, including a need for better transport links around the whole of the City to reduce reliance on cars.
- 4.6. A number of respondents felt that the priorities focussed too much on the City Centre and would want greater recognition or information about plans for neighbourhoods outside the City Centre.
- 4.7. Others discussed how Sheffield already feels overdeveloped and that there needs to be a focus on reinvestment in current homes and neighbourhoods.
- 4.8. Help with downsizing, particularly for older residents in family homes, was also mentioned. This was across tenures and comments stated that help cannot just be for those in council or social housing.
- 4.9. Comments also raised concerns about genuine affordability and choice within Sheffield, along with long waiting lists and undesirable neighbourhoods.

**What will help you if you want(ed) to move house in Sheffield?**

“Knowing that there is a greater range of accommodation across all neighbourhoods for older people needing to downsize/live nearer family but still wanting to remain independent.” – Survey respondent.

“As a homeowner I'm not sure what would help. The housing stock would arguably be better in terms of looking at what to buy/move to, however it might hinder the sale of my home / lower its value of standards around energy performance etc are raised. I see some potential for this to cause problems. There'd ideally need to be something in the strategy which isn't just 'building' homes for the future but also upgrade existing homes.” – Survey respondent.

“Why concentrate 'lifetime neighbourhoods' around city centre? Surely these should be available in all areas so that people can remain part of the communities they are already part of. I have concerns about housing density as depends massively on design so does not feel cramped and overlooked. High density needs to include space for nature within it, not concrete over. We absolutely must protect the green belt, so that means using brownfield sites.” – Survey respondent.

- 4.10. The focus groups with younger people put emphasis on education for school children around financial advice and guidance around how mortgages work, and how to invest and save to be able to get on the property ladder.
- 4.11. There was also recognition that there needs to be a spectrum of housing in all areas, as well as noting that job opportunities are limited in the suburbs which can lead to a feeling of being 'trapped' or needing to move out of Sheffield.
- 4.12. The Hong Kong group also shared their views that the Council should look to use local construction companies when building new homes, to support the local economy and residents of Sheffield.

## 5. Ambition 2: Housing carbon emissions will have been reduced to net zero by 2030

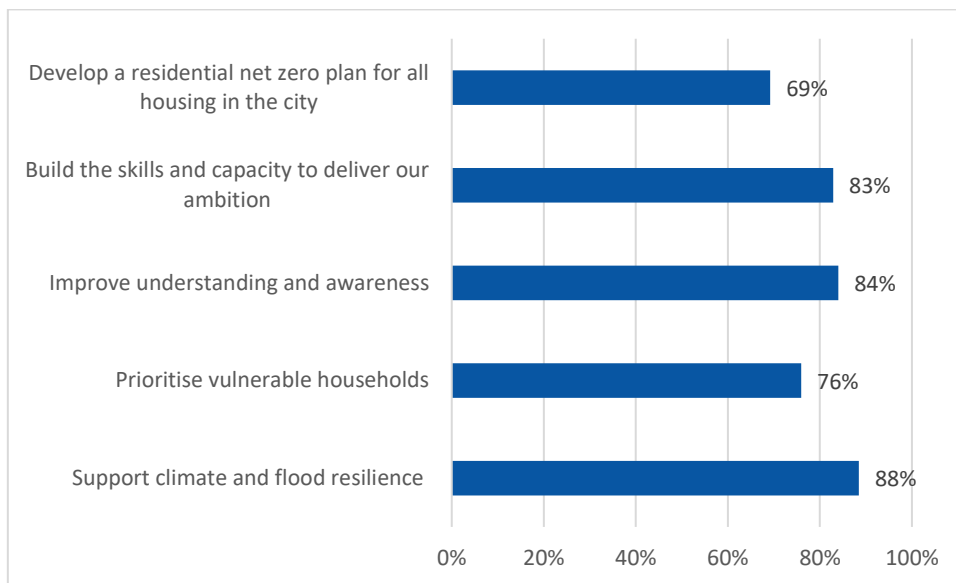


Figure 6: net agreement with the priorities for Ambition 2

- 5.1. Figure 6 shows net agreement with the priorities for Ambition 2. All priorities were agreed with.
- 5.2. When asked whether these priorities would help them to reduce their carbon footprint, 52% of respondents said 'Yes'. Homeowners were less likely than private or social renters to answer 'Yes' to this question, with 55% saying 'No'.
- 5.3. Those that answered 'No' were given a list of potential initiatives that may help them reduce their carbon footprint. This is shown in Figure 7:

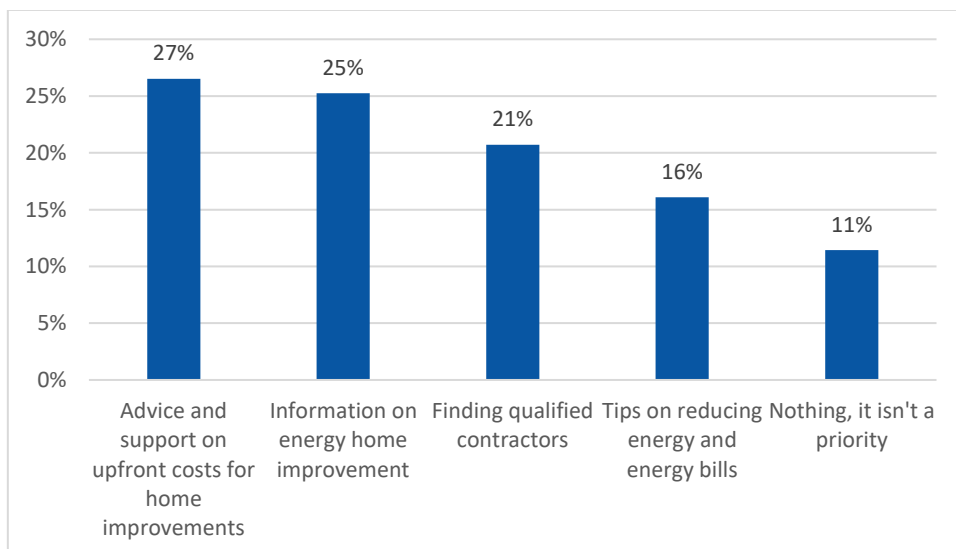


Figure 7: Potential initiatives to reducing carbon footprints by respondents' selection

- 5.4. Homeowners followed a similar response pattern as other respondents in the survey, although 'finding qualified contractors' was proportionately higher for this tenure group.



- 5.5. For social renters, tips on reducing energy and energy bills were the second most chosen initiatives, whilst finding qualified contractors was the last.
- 5.6. The comments from those who completed the paper survey discussed the costs and complications associated with becoming net-zero, and that there was a lack of support or options for homeowners.
- 5.7. Net-zero, sustainability and the environment were threaded through the comments of other sections. Overall, the engagement has shown that there are high levels of agreement that this is a priority area and needs to be considered when delivering the Housing Strategy. Respondents shared wanting more support and advice on going net-zero, as well as financial support for installing green technology, including smart meters and solar panels.
- 5.8. There were, comparatively, greater levels of neutrality, or a sentiment that this is secondary to increasing the amount of affordable housing that meets local need. Additionally, individuals felt that this ambition and its priorities were overly ambitious and not realistic.

**Example comments relating to climate change and net-zero:**

“I live in a Victorian house. I think there are limitations to the extent of making it ready for climate change without changing the character, costing a fortune and might lead to damp issues if the house cannot ‘breathe’.” – Survey respondent.

“Housing shouldn't just be ready for a changing climate. Housing should reduce our climactic impact (mitigation not just adaptation). There's not a recognition currently that our housing needs to protect nature and biodiversity, either. This leaves open green space development which reduces vital carbon sinks, increases car dependency and sprawl, destroys habitat, and reduces space for nature and growing food.” – Survey respondent.

“Reducing carbon emissions by 2030 is a big ask - the population will need greater support for this e.g. free insulation, boilers, windows, cavity walls. roof inspections, re-pointing etc.” – Survey respondent.

“I don't think zero carbon emissions will be achieved so I'm unsure if this should be a priority or something else.” – Survey respondent.

- 5.9. The conversations with younger people showed support with the priorities for this ambition, sharing that there should be more promotion of environmentally sustainable homes that are better insulated to drive down energy prices.
- 5.10. They suggested making energy efficiency and sustainability an appealing lifestyle by offering incentives, such as installing EV chargers in homes. Making sure that the Council is up to date on advanced technology around heating and energy was also raised.
- 5.11. The group also discussed properties needing to have a garden – including communal for flats – to be able to have access to green spaces and grow their own vegetables.

- 5.12. The second focus group with those from the Hong Kon community shared that education is important for this ambition, including around household recycling and heating of the home.

## 6. Ambition 3: Safe, good quality and comfortable homes

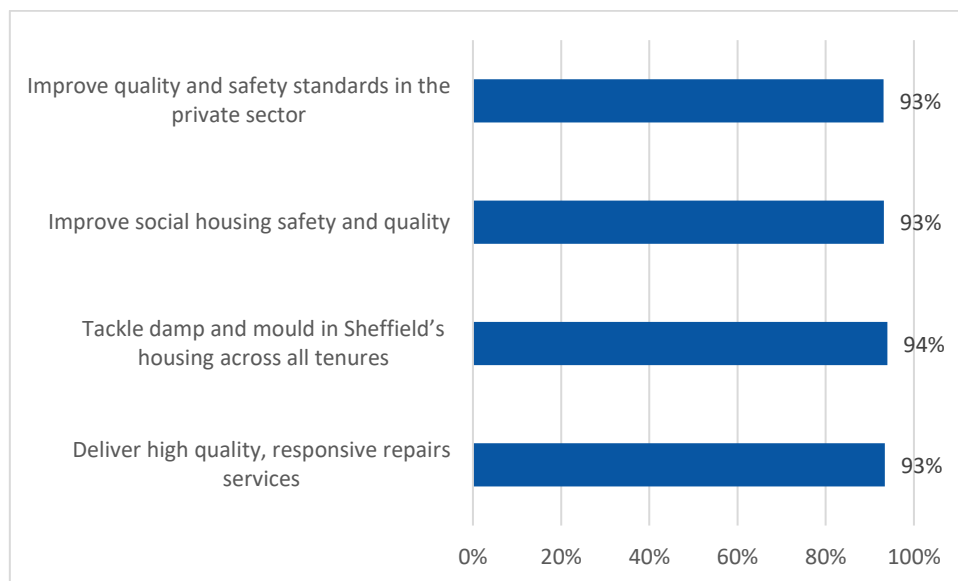


Figure 8: net agreement with the priorities for Ambition 3

- 6.1. Figure 8 shows net agreement with the priorities for Ambition 3. All priorities were strongly agreed with.
- 6.2. When asked if these priorities would help them to take action to live safely and healthily in their home, 71% of respondents said 'Yes'. Homeowners were less likely than private or social renters to answer 'Yes' to this question, with 41% saying 'No'. This is stark when compared with social renters, where only 5% of them answered 'No'.
- 6.3. Reviewing the comments left for this section, owner occupiers felt that these priorities were more applicable to those in social or private rented accommodation, but that they agreed they are important to address.
- 6.4. A number of homeowners suggested that the draft strategy could include reference to grants or other financial aid to qualifying homeowners to improve conditions of their home. Additionally, the creation of a "trusted trader" register was suggested by a number of homeowners.
- 6.5. Concerns were raised about how the Council would be able to enforce improvements to the PRS, and others cautioned that implementing these measures needed to be affordable, so as to not increase rent further.

### What would help you to live safely and healthily in your home?

"Access to information on services which might help owner occupiers who I assume are not going to be eligible for city council support as described." – Survey respondent.

"The [repairs] service offered by Sheffield is fragmented with too many people with different skills not working together." – Survey respondent.

“Better measures to tackle landlords who are not being responsible, particularly in the case of damp and draughty homes. More widely available information on potential grant schemes for home improvements for existing housing, and this carried through to planning dept. to quickly 'rubber stamp' measures for home improvement where these clearly have a sustainability or energy efficiency benefit.” – Survey respondent.

- 6.6. The focus groups with younger people indicated support for these priorities. The group discussed the impact of damp and mould in properties and the need for this to be addressed, as well as making sure that the quality of materials to build homes is of a high standard.
- 6.7. The group shared what improvement they felt is needed for both the PRS and social housing when it comes to repairs. They discussed bringing costs down of completing repairs, so that PRS tenants do not try and carry out these themselves, as well as improving the waiting times and communication for repairs in social rented properties.
- 6.8. The Hong Kong focus group discussed wanting there to be more resources available to help households understand how to maintain their homes, even if not financially supported by the government or Councils. This was discussed in the context of both homeownership and private renting, with examples given of damp and mould being present in the home but not given support or advice on how to deal with it. Another example was from a homeowner whose neighbour above had a water pipe leak which was causing water to enter their property, and they were not given advice or support on how to resolve this.

## 7. Ambition 4: Great, safe neighbourhoods that people are happy to call home

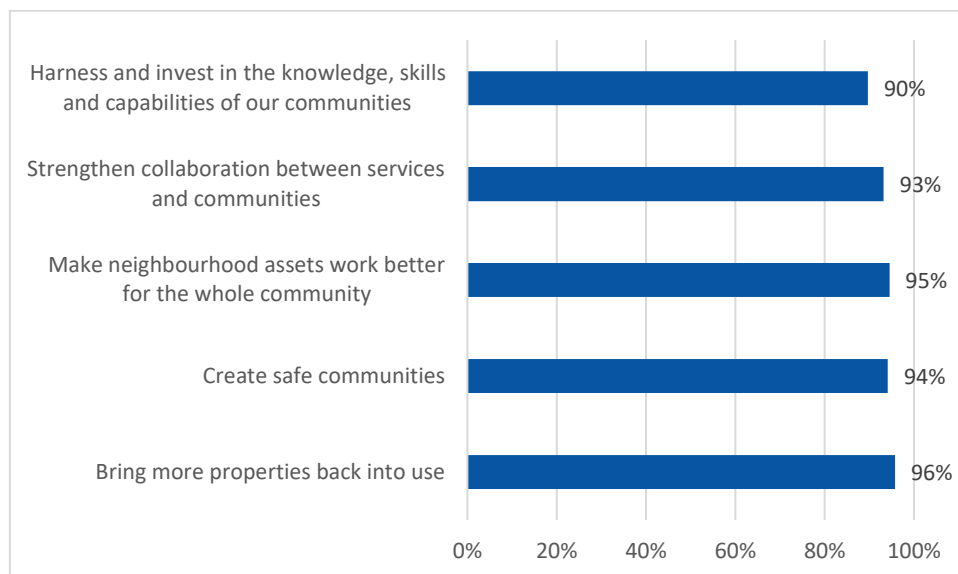


Figure 9: net agreement with priorities for Ambition 4

- 7.1. Figure 9 shows the net agreement with the priorities for Ambition 4. All priorities were strongly agreed with.
- 7.2. Of the main geographical areas that responded to the survey, those in the S8 and S12 postcode areas were less likely to disagree with these priorities.
- 7.3. Those from a Black, Asian or Arabic background tended to agree stronger with these ambitions, however, there is proportionally smaller sample size for these groups within the survey.
- 7.4. When asked if these priorities would help you to get more involved and make your neighbourhood work better for you, 74% answered 'Yes'.
- 7.5. Several comments in response to "what would help you" shared that they are already actively involved, involved as much as they would want to be, are or are happy with their neighbourhood and community as it is.
- 7.6. Better travel infrastructure was mentioned by a number of respondents, calling for more to be done around reducing the reliance on cars to improve appearance, pollution and safety within a neighbourhood.
- 7.7. Improving the appearance of neighbourhoods in regards to litter, fly-tipping, graffiti and grounds maintenance was mentioned by many respondents as something that would help improve their neighbourhood, along with more targeted intervention for ASB and a greater police presence.
- 7.8. Other areas discussed a need for a priority around play areas and green spaces for children's development.
- 7.9. A few respondents shared cases where homes in their surrounding area have currently been left empty and called for the Council to deliver on this priority.

- 7.10. Comments also queried how the Council planned to implement the priorities and shared that there was a lack of either detailed or achievable targets.

**What would help you to get involved in your community and make your neighbourhood work better for you?**

“...desperate need for basic community infrastructure like schools and GPs.” – Survey respondent.

“There is no mention of places for children to play. More and more children have no garden, and many are increasingly pushed out of parks due to ASB, fears about safety or simply residents not wanting them there. Children cannot play on the street due to excessive parking, dangerous traffic and people worrying about their cars being damaged. Playing outside is essential to the development of children's emotional health, resilience and intellect.” – Survey respondent.

“More active intervention for fly tipping, discarded litter, speeding, inconsiderate parking especially around schools.” – Survey respondent.

- 7.11. The younger people’s focus group discussed the need to maintain parks and ensure that they are safe, as well as making sure local shops support communities and promote healthy lifestyles.
- 7.12. In line with findings of the survey, the group discussed the need for more speed limits, as well as greater enforcement to tackle issues with ‘gangs’ in some areas.
- 7.13. The Hong Kong focus group also shared similar experiences, noting the appearance and litter impacts their feelings towards their neighbourhoods, and that more could be done in this area.
- 7.14. Additionally, the group shared the need for good infrastructure in neighbourhoods, including transport and education, as well as ways in which families can stay living near one another.

## 8. Ambition 5: Homes and housing services that end homelessness and support healthy, independent lives

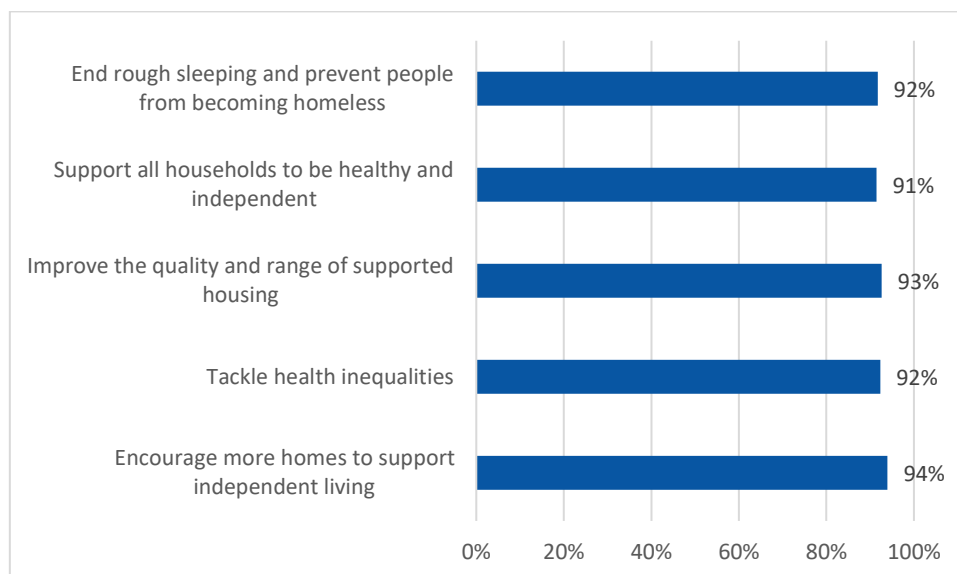


Figure 10: net agreement with the priorities for Ambition 5

- 8.1. Figure 10 shows the net agreement with the priorities for Ambition 5. All priorities were highly agreed with. Under 35s agreed slightly stronger across the priorities in comparison with other age groups.
- 8.2. When asked if these priorities would help respondents to live more independently now, or in the future, 74% answered 'Yes'.
- 8.3. When asked what would help them to live independently now, or in the future, a number of respondents shared that they already live independently and therefore did not feel that these priorities were necessary or relevant to them.
- 8.4. Comments noted that being able to live independently or healthily is not just a housing issue and links with social care, the NHS and welfare support. More recognition of how housing is a part of the solution rather than it in its entirety was suggested.
- 8.5. It was also shared that ending rough sleeping was overly ambitious, with questions on how this was planned to be achieved i.e., through prevention, giving sage housing choices or 'criminalising' it.
- 8.6. Respondents were also asked if there was anything that could be done to make their existing home be better for them. Several comments discussed how financial help with insulation and green energy would enable them to stay in their home longer or independently, along with other general home improvement grants and support for installing electric car charging ports.
- 8.7. Help with adaptations for all tenures and ability to forward plan this was mentioned, along with support with maintaining gardens. Some respondents shared that they would want support with downsizing. Others felt that supported living and similar housing options was underrepresented in the draft strategy.

- 
- 8.8. There were also comments around improving noise pollution in neighbourhoods, greater enforcement for cars including speed monitoring and parking, tackling ASB and improving the appearance of large estates.
  - 8.9. Improving public transport links was also mentioned a number of times, as well as making sure green land is protected by new developments.
  - 8.10. The younger people's focus group focussed conversation on partnership working and suggested working closer with support agencies such as 'Roundabout' and collaborating with schools to give talks on housing options and support available.
  - 8.11. The group also shared that they feel more provision of free hostels for homeless young people is needed and support with accessing benefits and securing employment is needed.
  - 8.12. The Hong Kong group shared that support for older people who may be living alone in their home is important and ensuring that they feel part of the community. They discussed the impact of moving to a new country and wanting to feel settled and supported. This sentiment is likely to translate to other groups within Sheffield where the UK is not their original home.



## 9. Other findings in the consultation

- 9.1. The online survey included some additional questions for those who privately rented. This was to help understand the attitudes of private renters towards the security of their tenure.

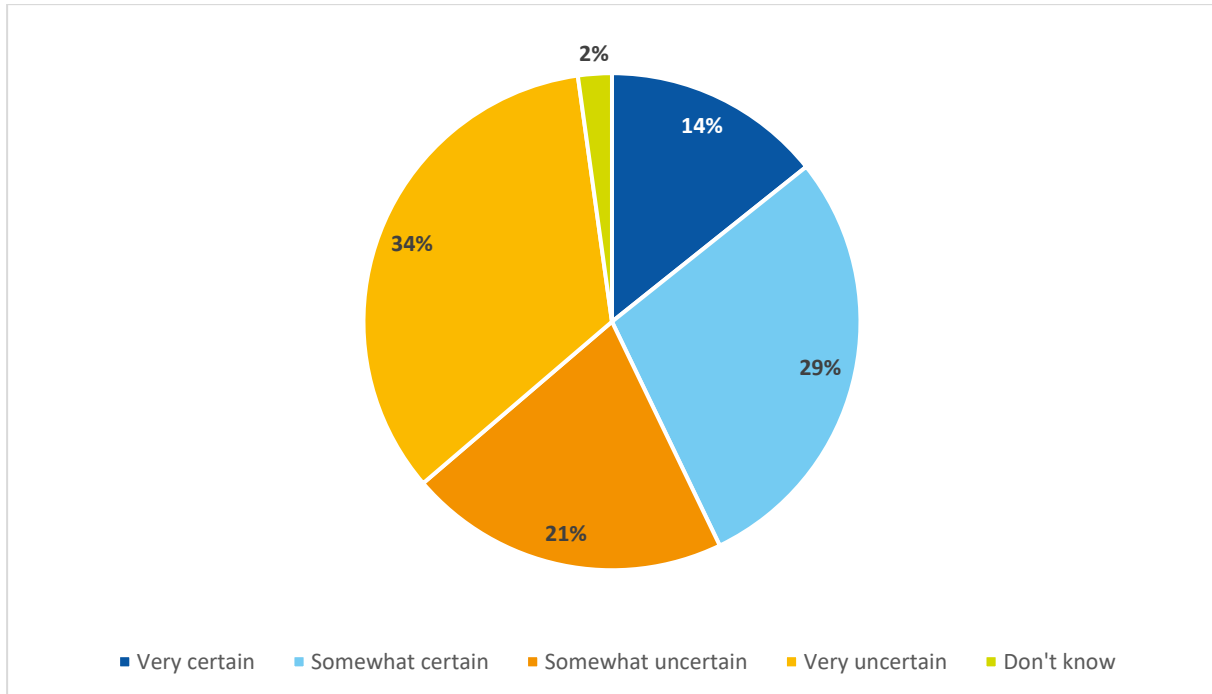
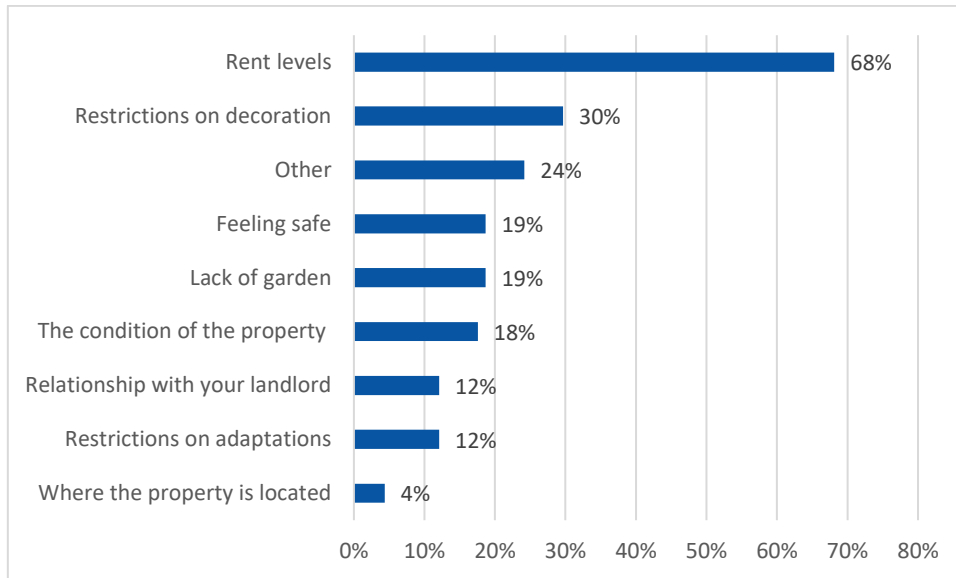


Figure 11: Private renters' level of certainty of how long they can stay in their home

- 9.2. Figure 11 shows that over half of private renters that completed this section are at least somewhat uncertain about how long they can stay in their home, with 34% being very uncertain.

- 9.3. When asked about what they were worried about, rent levels was the highest chosen answer by a significant amount (68%). This was followed by restrictions on decoration (30%) and 'other' (24%). The remaining options received similar distribution (12-19%), other than where the property is located, which only 4% of respondents indicated they were worried about. The results are shown in Figure 12 below:



## 10. Stakeholder feedback

- 10.1. Stakeholders that provided feedback on the draft strategy were overall supportive and welcoming of the ambitions and priorities.
- 10.2. However, a few stakeholders mentioned, that the draft strategy may be a bit too ambitious for available resources. Eradicating homelessness and achieving net-zero by 2030 were cited as examples.
- 10.3. Additionally, stakeholders were interested in how the Strategy would be delivered, wanting to know actions, their role and performance indicators.
- 10.4. The Council also attended and sought feedback from additional meetings with stakeholders, including: Heads of Service; Internal Housing Strategy Working Group; Access Liaison Group; Strategic Housing Forum; Housing, Health and Care Reference Group; Groundworks; Housing Strategy Partner Working Group; and National Energy Action.

### Overall support for the draft strategy

- 10.5. Stakeholders were supportive of the Vision in the draft strategy. This was attributed to it aligning with the City Goals, having a focus on climate change, and having health at the forefront. One organisation felt that the last phrase could be changed to reframe the Strategy's ability to reduce Climate Change rather than "accept it".
- 10.6. Stakeholders also felt the strategy was overall clear, but they were not sure which actions would actually be taken or how partners would be involved.

### Ambition 1

- 10.7. Suggestions on what was missing from Ambition 1 included:
  - Setting aside homes specifically for ex-Service personnel and their families;
  - Providing more housing options for the elderly; and
  - Having the right homes in the right places, whilst not disrupting habitats and wildlife

### Ambition 2

- 10.8. Although there was only a small number of stakeholders who fed into the consultation, there was commonality of feedback around the net-zero ambition, with a proportion feeling that the target date of 2030 was highly aspirational or impossible to reach:

#### Responses to net-zero ambition

"I feel there is a lack of honesty around the Ambition 2 target date of 2030. From where we are now, this is impossible to reach..."

"I think the carbon zero agenda is highly aspirational but with things up in the air is very confusing especially for the most vulnerable. This narrative suits middle class ways of working and not the majority of our residents."

“The net zero ambition by 2030 is a big ask, especially when considering the other financial pressures on the Council as well as RPs, alongside the growth ambition Sheffield has and we’re delivering against... If as a region we could get to EPC C by 2030 that would be a real springboard to then moving to net zero by a date in the not too distant future after this. In some other areas of Yorkshire, the date being used for this is 2038.”

10.9. Suggestions on what was missing from Ambition 2 included:

- Mandatory solar panels on all new housing, and replacing any “felled trees with trees not whips”;
- Further strengthen the encouragement of existing building development over demolition and new build due to the impact on carbon budget of new development;
- Bring together various professions to think through how this would be achieved and get started;
- Include in residential plans a “One Stop Shop” advice for homeowners and regulatory arm for the PRS;
- A further broken down and accessible plan.

### **Ambition 3**

10.10. Suggestions on what was missing from Ambition 3 included:

- Recognition that for different stock types, eradicating damp, mould and condensation is hard to do and therefore the Strategy needs to not have a blanket approach;
- Being bolder in implementing effective monitoring and enforcement on a larger capability to ensure positive change happens;
- Bringing building control back into the Council.

### **Ambition 4**

10.11. Suggestions on what was missing for Ambition 4 included:

- Improving public transport;
- Recognition of the connection between different areas that stretch beyond housing but must be collaborated with to deliver neighbourhood changes. Areas mentioned included street cleaning, travel, and community hubs;
- A better strategy for tackling empty homes.

### **Ambition 5**

10.12. Suggestions on what was missing for Ambition 5 included:

- Repurposing office space to create accommodation;

- A priority around collaboration with wider stakeholders and partners, as well as communities;
- A commitment to providing tailored advice for veterans within Action Plans, as well as engagement with national organisations and recording and publishing rough sleeper numbers of ex-Service personnel.

### Additional questions

10.13. Stakeholders were then asked a series of questions to further understand communication and collaboration between them and the Council in delivering the Strategy. Answers are included verbatim in the table below, however some responses have been slightly edited for clarity.

Question	Response
<p><b>How can we improve communication and collaboration between the council, yourselves and other stakeholders to ensure effective delivery of the housing strategy?</b></p>	<p>Proper and purposeful engagement. Involve people and listen, rather than telling and imposing.</p> <p>Exposing measurable KPIs and performance statistics so the wider population is more aware of the size of the problem faced, highlighting where help from stakeholders delivers value addition bringing more support and collaboration - within the priorities supporting collaborations should be mentioned more strongly to aid collaborative delivery.</p> <p>There are a range of external partners who can assist in providing housing support to the Armed Forces across Sheffield, and effective delivery of the Housing Strategy relies on engagement with these partners.<sup>1</sup></p> <p>Face-to-face engagement, rather than written surveys.</p> <p>Direct line with the Councils repairs team.</p> <p>Regular emails and website updates.</p> <p>Joint working, not just more consultation.</p>
<p><b>Which priorities within the Strategy could your organisation best help deliver?</b></p>	<p>Act as a sounding board.</p> <p>Advocacy for joined up approaches across stakeholders growing awareness of challenges faced.</p>

<sup>1</sup> Partners mentioned included: Stoll, Veteran Nomination Scheme, Op Courage, RBL, Op Fortitude, Veterans' Gateway and the local Integrated Care Board.

	<p>Decarbonisation policies and measures. Greater/more biodiverse use of community open spaces.</p> <p>Help to improve understanding and awareness of retrofit amongst communities. Help the most vulnerable households with energy security. Help to support residents across all tenures with their housing and energy needs.</p> <p>We think we could help with every priority, students play a key part in their communities, and as a civic organisation we want to promote the same values as in this housing strategy.</p> <p>Repairs and maintenance - we have a locally based team. We provide value for money and keeping the pound local. Also, we provide property management services for private rented sector properties with an emergency out of hours service which we are keen to expand.</p>
<p><b>Are there any specific skills, resources or expertise that your organisation can contribute to deliver key aspects of the housing strategy?</b></p>	<p>May be involved in R&amp;D on urban resilience that may factor into future housing decision making.</p> <p>We do have people from academia and professional services who are knowledgeable on retrofit, but you can source these skills in other ways.</p> <p>Our main offer is through community engagement - neighbourhood-based groups who could host open days in improved properties, talks in libraries and the like, highly localised social media publicity.</p> <p>We are experts in behaviour change advice, particularly around damp, mould and condensation within homes. We conduct home visits across all of South Yorkshire to help people with their energy needs, offering advice, education and small measures to help reduce energy usage and improve resident comfort and wellbeing.</p> <p>We also have trained DEAs and RAs (Domestic Energy Assessors and Retrofit Assessors) who can help with delivering a retrofit programme across the city.</p>

	<p>A forum and space for student voice and representation.</p> <p>We take the values of social housing into the private rented sector through our letting agency My Landlord Cares LTD, we are keen to develop our offer within the council and expand this. By becoming delivery partners and procuring opportunities.</p>
<p><b>Are there any areas where you require additional support from the Council to maximise your contribution to delivering the Strategy?</b></p>	<p>Selected open data/statistical releases may encourage wider awareness and support for the challenges faced.</p> <p>To be part of a coherent plan.</p> <p>Referrals of residents who may be struggling with fuel poverty or their energy needs. A continual referral pathway of residents who are in need of help will enable us to maximise our impact across the region, especially those who are most vulnerable.</p> <p>Knowledge of what the Council needs from us.</p> <p>More access to tendering opportunities, smaller scale trial projects.</p>

Table 3: Stakeholder responses to questions around the delivery of the Strategy

- 10.14. One RP suggested that the Strategy and future actions need to align with the SYHP priorities as well as the SYMCA housing priorities for the wider region.
- 10.15. It was also mentioned that the Strategy should factor in that students come from diverse backgrounds and profiles and may not typically use PBSAs, instead have mortgages or are privately renting and therefore should be considered as part of neighbourhoods and communities.

## 11. Conclusions and recommendations

- 11.1. This report has summarised the consultation feedback received on the draft Housing Strategy for SCC from both individual members of the public and stakeholder organisations.
- 11.2. The analysis presented shows positive support for the draft strategy, including its identified ambitions and supporting priorities. This high level of support amongst individual members and stakeholders will be a significant enabler and indicates a shared commitment to delivering the desired outcomes.
- 11.3. Understandably, those who have participated in the consultation are interested in seeing and understanding how the Council plans to achieve and implement the Strategy, and consideration should be given as to how this will be communicated.
- 11.4. Following from this, the engagement has shown that the Council should consider identifying some figures or indicators of interest that can be used to track impact of the Strategy, whilst accepting that these will have other factors that influence them.
- 11.5. There is strong support for increasing sustainability and reducing carbon emissions in housing. Further consideration is needed, based on the consultation results, regarding the feasibility, resources and communication of this ambition to ensure it is achievable and understood at an individual level.

### Recommendations

- **Implement Action Plans** to enhance clarity of the Strategy regarding its objectives, partnerships and performance indicators.
- **Communicate** with residents and stakeholders the action plans that will sit underneath the Strategy so that they can see how it will be implemented and their role.
- **Enhance partnership working** with stakeholders, including looking for collaboration with smaller organisations, charities and community groups to optimise the Strategy's impact and ensure continued progress.
- **Identify and track** indicators of interest to understand and demonstrate impact.
- **Signpost within the Strategy** to other relevant strategies and documents, particularly to demonstrate joined up approaches.
- **Strengthen position** on how the Strategy relates to all tenures to make sure it feels relevant to all.



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## APPENDIX 1 – DEMOGRAPHIC OF SURVEY RESPONDENTS

The survey respondents primarily originated from the S6 postcode area. Following S6, the postcodes with the next largest number of respondents were S10, S8 and S11.

The majority of respondents were homeowners (54%), and there was around 20% social renters and 10% private renters.

Almost three fifths of respondents identify as female, and around 80% of respondents are heterosexual/straight.

The majority of respondents are White British (77%) and mainly have no religious beliefs (43%) or are Christian (37%).

Respondents to the survey tend to be over 35, with 50% being in the 35-64 age category, and 34% being 65+. Only 12% of respondents were under 35.

Around one quarter of respondents identify as having some form of disability, and just over 20% are a carer.

## **APPENDIX 2 – LIST OF ORGANISATIONS WHO PARTICIPATED IN THE CONSULTATION**

- Arches Housing
- Ecclesfield Parish Council
- Groundwork
- Hallam Students' Union
- Marmadukes
- My Landlord Cares LTD.
- Owlthorpe Fields Conservation Group
- South Yorkshire Climate Alliance (SYCA)
- The Floop
- Yorkshire Housing

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## APPENDIX 3 – SURVEY QUESTIONNAIRES

### Online survey:

#### Sheffield DRAFT Housing Strategy - Survey

Sheffield City Council has drafted a new Housing Strategy (plan) for 2024-2034, and we want to hear from you! This Strategy is for everyone who lives or works in Sheffield and for people of all ages and backgrounds. We want to make sure that this Strategy makes a difference for you now, and in years to come!

Sheffield is an amazing place to live, and around 600,000 call it home. This Strategy will shape the future of housing in our city over the next 10 years, helping to deliver even better-quality homes that are safe, help keep people healthy, are energy efficient, and meet people's needs and aspirations. We want people to be proud of where they live in neighbourhoods, they are happy to call home.

Earlier this year you told us what was important to you about housing and neighbourhoods in Sheffield. We have used what you told us to help write a new draft Housing Strategy for the city. We had a great response from Council tenants and older people, so we'd love to hear the views of young adults, private renters, owner occupiers and from all of Sheffield's communities too!

We'd now like you to share your views on the draft Strategy with us, tell us whether we've got it right and if you feel there is anything missing.

The survey should take around 10 minutes to do and will close on **28<sup>th</sup> July 2024**.

We have asked an organisation called Campbell Tickell to help us with developing the Strategy. [Campbell Tickell](#) have over 25 years of experience of working with local communities and Councils to develop housing and homelessness strategies.

#### What happens to my feedback?

The feedback collected in this survey will be shared with Campbell Tickell to help them and the Council finalise the Housing Strategy. The survey will be carried out in line with the 2018 Data Protection Act and 2018 GDPR legislation that sets out how your information can be used and helps make sure it is kept safe.

We do not ask for any personally identifiable information such as your name or contact details, so your feedback will be anonymous. However, we do ask for information about specific characteristics that people may have such as ethnicity or disability.

Once the consultation is completed and the feedback has been analysed, all personal data collected will be deleted.

More information about how we collect personal data and store it can be found here:  
<https://www.sheffield.gov.uk/utilities/footer-links/privacy-notice>

**About where you live**

**Q1. What is your postcode district?** (Please state the first part of your post code only eg S1 2)

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**Q2. Which of the following best describes you?**

- I own my home
- I own part of my home (shared ownership)
- I rent my home from a private landlord
- I rent my home from a social landlord (e.g. the council or a housing association)
- I live in a park or mobile home
- I live in student accommodation
- I live in specialist housing (e.g. a care home, supported or assisted housing or sheltered housing)
- I live with my parents / relations / friends
- I live in temporary accommodation
- I am homeless
- Prefer not to say
- Other (please state)

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**Q3. Do you own a property that you rent out as a landlord?**

Yes		No	
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**SECTION ONE: OVERALL STRATEGY AND VISION**

Following consultation earlier this year, we have further developed our Housing Strategy vision, ambitions and priorities.

**The Housing Strategy sets a vision that “Everyone in Sheffield has a home that supports good health and is suitable for their needs and aspirations. We want people to have more housing choice and better access to a home which is safe, affordable, and ready for a changing climate.”**

**Q4a. To what extent do you agree with this vision for Sheffield?**

Strongly agree		Tend to disagree	
Tend to agree		Strongly disagree	

Neither agree nor disagree		Don't know	
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**Q4b. Please let us know the reason for your answer, particularly if you have disagreed:**

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**Q5. We have developed our Housing Strategy around five key ambitions that will support us to deliver our vision.**

**To what extent do you agree that the following ambitions in the Housing Strategy focus on the right issues for Sheffield?**

	Strongly agree	Tend to Agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
<b>Ambition 1: More homes and housing choice</b>						
<b>Ambition 2: Housing carbon emissions will have been reduced to net zero by 2030</b>						
<b>Ambition 3: Safe, good quality and comfortable homes</b>						
<b>Ambition 4: Great safe neighbourhoods that people are happy to call home</b>						
<b>Ambition 5: Homes and housing services that end homelessness and support healthy, independent lives</b>						

**Q6a. To what extent do you agree that the Housing Strategy addresses the most important housing issues for you?**

Strongly agree		Tend to disagree	
Tend to agree		Strongly disagree	
Neither agree nor disagree		Don't know	

**Q6b. If you disagree, please let us know what you think is missing:**

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**Q7a. How would you rate the Housing Strategy in the following areas?**

	Very good	Good	Neither good nor poor	Poor	Very poor	Don't know
Being clear about what the Strategy will achieve						
Being clear about the actions we plan to take with partners						
Being clear on how we will know if the Strategy has been successful						

**Q7b. Please let us know the reasons for your answer, especially for any areas where you feel it is poor:**

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**SECTION TWO**

The Housing Strategy Ambitions and Priorities

**Ambition 1 – More Homes and Housing Choice**



Sheffield is a popular place to live, however the rate of new homes being built is not keeping up with demand and people's aspirations.



The city needs more housing and housing choice suitable for a range of households on a range of incomes. 35,500 new homes are planned to be delivered by 2039 and this ambition will help make sure these new homes meet the range of housing need.



Public and private collaboration is crucial to overcome challenges in building new high standard homes, especially on brownfield sites.



New developments should prioritise creating successful communities. This means working with residents and stakeholders to design attractive places to live and work.

**We will work together with partners to:**

- 1. Increase the range of good quality homes for all residents** and shape the places in which we live, encouraging private and public sector collaboration to invest in new housing developments to support city growth and a fairer balanced housing offer.
- 2. Create new lifetime neighbourhoods in and around the city centre**, including an attractive offer for later living and downsizing households, more affordable housing, and more homes suitable for families in neighbourhoods with low to mid building heights.
- 3. Accelerate regeneration** by redeveloping catalyst sites within priority neighbourhoods and reviewing existing homes and buildings to understand which locations may be suitable for regeneration projects in the medium to long term.
- 4. Increase affordable housing provision** including new specialist, temporary and supported housing, through inward investment by social housing providers, Council resources, through planning powers, land use and partnership brokering and by incentivising developers to include more affordable homes.
- 5. Build homes for the future** by ensuring new homes are built to Future Homes Standard 2025 to support net zero by 2030, utilising Modern Methods of construction and developing higher density homes that make more efficient use of land, maximising the benefits of Sheffield's hilly landscape.



**Q8a. To what extent do you agree or disagree with the following priorities for *more homes and housing choice*?**

	Strongly agree	Tend to Agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
<b>Increase the range of good quality homes for all residents</b>						
<b>Create new lifetime neighbourhoods in and around the city centre</b>						
<b>Accelerate regeneration</b>						
<b>Increase affordable housing provision</b>						

<b>Build homes for the future</b>						
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**Q8b. If you want / wanted to move house in Sheffield would these priorities help you?**

<b>Yes</b>		<b>No</b>	
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**Q8c. If no, what would help you?**

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**Ambition 2 – Housing carbon emissions will have been reduced to net zero by 2030**



Climate change will affect the places and homes in which we live. It will cost more to heat and cool our homes, and they will be damaged more often from extreme weather. It is likely that this will put more strain on health and community services, and vulnerable people will be most affected



Sheffield aims to be a net-zero carbon city by 2030, with housing playing a crucial role. Decarbonizing homes will benefit residents through lower energy bills, improved health, and reduced fuel poverty in the long-term.



There are lots of challenges around decarbonising homes including a lack of skilled workers, lack of clear information, funding difficulties and technical hurdles - eg many homes have solid walls which are hard to insulate.



We need to make existing homes low emission and ready for a changing climate and ensure new homes are built to high resilient standards.

**We will work together with partners to:**

- 1. Develop a residential net zero plan for all housing in the city**, setting out how we will utilise our existing resources such as the heat networks, explore energy generation opportunities and encourage installation of insulation and ventilation to best prepare homes for modern systems when the market can supply them economically.
- 2. Build the skills and capacity to deliver our ambition**, encouraging a diverse and inclusive workforce in the sector, which reflects our local communities and fairly shares the benefits of business growth, new skills, and jobs.
- 3. Improve understanding and awareness**, promoting and supporting the opportunities to reduce carbon emissions, developing the Warm Homes Sheffield website and promotional campaigns to reach out to landlords, homeowners, tenants, and partners.
- 4. Prioritise vulnerable households** delivering fair and inclusive decarbonisation that is led by local communities and reflects the diverse needs of our communities and neighbourhoods.
- 5. Support climate and flood resilience** through better green infrastructure around Sheffield's homes, protecting ecological sites and encouraging measures which supports nature, reduces the air temperatures, and improves the liveability of our urban neighbourhoods including sustainable urban drainage (SUDS), and contributing to the implementation of the Flood Protection Programme



**Q9a. To what extent do you agree or disagree with the following priorities for housing carbon emissions to be reduced to net zero by 2030?**

	<b>Strongly agree</b>	<b>Tend to Agree</b>	<b>Neither agree nor disagree</b>	<b>Tend to disagree</b>	<b>Strongly disagree</b>	<b>Don't know</b>
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<b>Develop a residential net zero plan for all housing in the city</b>						
<b>Build the skills and capacity to deliver our ambition</b>						
<b>Improve understanding and awareness</b>						
<b>Prioritise vulnerable households</b>						
<b>Support climate and flood resilience</b>						

**Q9b. Will these priorities help you to take action to reduce your housing carbon footprint?**

<b>Yes</b>		<b>No</b>	
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**Q9c. If no, would any of these help you?**

Please tick all that apply

- Advice and support on upfront costs for home improvements
- Information on available energy home improvement options
- Tips on reducing home energy and energy bills
- Finding qualified contractors
- Nothing it isn't a priority for me
- Other (please state)

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**Ambition 3 – Safe, good quality and comfortable homes**

**Q10a. To what extent do you agree or disagree with the following priorities for *safe, good quality and comfortable homes*?**



Everyone should have choice and access to a safe and suitable home which is affordable to run and supports good health. Whilst most residents have this, people on lower incomes are more likely to live in poorer quality, colder housing and this Strategy includes actions to address this.



Good management of homes in the rented sector is needed. Whilst many landlords are effectively managing their properties and tenancies, issues can occur. This Strategy aims to build on existing good management practice and address inconsistencies in the quality of management of rented homes.



Sheffield's social housing needs significant investment to keep it at the Decent Homes Standard. The private sector needs significant investment to address serious housing hazards, such as damp and mould. A disproportionate number of households from Black, Asian and Minoritised ethnic communities live in neighbourhoods with lower quality private rented homes.



Resources will be prioritised to deliver quality and health improvements across all types of housing. The Strategy encourages innovative approaches, new technologies and collaboration between residents and partners to achieve safe, quality homes for all.

**We will work together with partners to:**

- 1. Improve quality and safety standards in the private sector**, using evidence to prioritise action in the worst homes and for vulnerable households, promoting advice and information to tenants and landlords about their rights and responsibilities, and continuing to take Council enforcement where necessary improvements have not been made.
- 2. Improve social housing safety and quality** delivering strategic investment that continue to meet regulatory and safety requirements.
- 3. Tackle damp and mould in Sheffield's housing across all tenures**, strengthening relationships with housing partners, health, and care to identify cases of damp and mould, prioritise investment and share better information on the causes, remedies, and the help available.
- 4. Deliver high quality, responsive repairs services** – driving improvement in our repairs service and working with tenants to promote and improve landlord performance across the rented sector.



	Strongly agree	Tend to Agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
Improve quality and safety standards in the private sector						
Improve social housing safety and quality						
Tackle damp and mould in Sheffield's housing across all tenures						
Deliver high quality, responsive repairs services						


**Q10b. Will these priorities help you to live safely and healthily in your home?**

Yes		No	
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**Q10c. If no, what would help you?**

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**Ambition 4 – Great, safe neighbourhoods that people are happy to call home**




Well designed, safe neighbourhoods are key to supporting healthy, resilient and connected communities.



This Strategy aims to create clean, green, healthy and safe neighbourhoods across the city. We want people to be able to access the services and facilities they need close to home, now and in the future.




Like other cities, Sheffield has differences in neighbourhood quality, safety, services and community engagement.



We will work with residents, partners and service providers to reduce inequality and improve the spaces and places to make them great places to live.

**We will work together with partners to:**

- 1. Harness and invest in the knowledge, skills and capabilities of our communities** and those with lived experience to build capacity and greater resilience to support themselves.
- 2. Strengthen collaboration between services and communities** at a neighbourhood level to develop locally owned solutions and plans that maintain and regenerate neighbourhoods and provide the infrastructure to improve social and economic wellbeing.
- 3. Make neighbourhood assets work better for the whole community**, including buildings and services, parks, public spaces and transport.
- 4. Create safe communities** through working with the Safer Sheffield Partnership, landlords, Police, other specialist organisations and residents to support community cohesion, ensure safety and enforce tenancy conditions.
- 5. Bring more properties back into use**, targeting long term empty properties which are causing issues and providing expert advice to encourage them to be brought back into use, and using enforcement powers where this is not possible



**Q11a. To what extent do you agree or disagree with the following priorities for *great, safe neighbourhoods that people are happy to call home*?**

	Strongly agree	Tend to Agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
<b>Harness and invest in the knowledge, skills and capabilities of our communities</b>						
<b>Strengthen collaboration between services and communities</b>						
<b>Make neighbourhood assets work better</b>						

for the whole community						
Create safe communities						
Bring more properties back into use						

**Q11b. Will these priorities help you to get more involved in your community and make your neighbourhood work better for you?**

Yes		No	
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**Q11c. If no what would help you?**

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**Ambition 5 – Homes and housing services that end homelessness and support healthy, independent lives**



Poor housing contributes to health inequalities, especially for young people, disabled individuals, and minority communities. Homelessness is a growing concern, straining prevention services and leaving many in "temporary accommodation."



Access to health services is more difficult for people without secure housing and there is not always the right offer of housing, advice and support for people. The current system of referrals and support services is complex and lacks co-ordination and does not consistently help residents to have positive health and housing outcomes.



Supported housing provision is inconsistent across Sheffield and lacks options for specific groups like women, care leavers, and individuals with complex needs. This creates a rise in unregulated providers with insufficient support at high costs.



This Strategy aims to support people to keep their current home or move to a new supported housing option before their situation worsens. It aims to make it easier for people to get help in a co-ordinated way, avoiding delays and focusing on early prevention, using resources effectively and involving communities in service design.

**We will work together with partners to:**

- 1. End rough sleeping and prevent people from becoming homeless** with better early help, advice and information, improving access to private rented properties, increasing the supply of emergency housing, ending the use of Bed and Breakfasts and minimising time spent in temporary housing.
- 2. Support all households to be healthy and independent** with access to the advice and information they need in every area of the city, improved and expanded self-service options and targeted advice and support to those in poor quality housing, struggling to pay the bills and meet basic needs.
- 3. Improve the quality and range of supported housing** in the city through the promotion of information about supported housing needs and opportunities, and integration and joint commissioning of housing health and care services, including coherent strategies for residential care and independent living schemes.
- 4. Tackle health inequalities** through holistic and integrated housing health and care need assessment processes, developing joint support plans and pathways, and improving outcomes for people.
- 5. Encourage more homes to support independent living** meeting the changing health and care needs of our aging and diverse population, including retirement living that connects people to their wider community and facilities, helps people to right size, adapt their homes and make more of assistive technology

**Q12a. To what extent do you agree or disagree with the following priorities for *homes and housing services that end homelessness and support healthy, independent lives*?**

	Strongly agree	Tend to Agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
End rough sleeping and prevent people from becoming homeless						
Support all households to be healthy and independent						
Improve the quality and range of supported housing						
Tackle health inequalities						
Encourage more homes to support independent living						

**Q12b. Will these priorities help you to live independently now, or in the future?**

Yes		No	
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**Q12c. If no, what would help you?**

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**Q13a. Is there anything that could be done to make your existing home work better for you?**

Yes		No	
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**Q13b. If so, please explain what.**

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**SECTION 3 – SECURITY OF TENURE**

*(Private renters only)*

*Please only answer this section if you are a private renter*

**Q14. How certain are you about how long you can stay in your home for?**

Very certain		Very uncertain	
Somewhat certain		Don't know	
Somewhat uncertain			

**Q15. Are you worried about any of the following?** (please tick all that apply)

- Relationship with your landlord
- Where the property is located
- The condition of the property
- Restrictions on being able to redecorate your home
- Restrictions on being able to have adaptations and equipment to help with disability and health issues
- Lack of garden
- Rent levels
- Feeling safe
- Other (please state)

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**SECTION FOUR: ADDITIONAL COMMENTS**

**Q16. Is there anything else you want to tell us about the Strategy?**

**DEMOGRAPHIC QUESTIONS**

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**About You**

These next questions are for classification purposes only to help us understand if we have talked to a representative sample of Sheffield’s population and identify any issues for groups of people. If you do not feel comfortable answering any of these questions, then please leave them blank.

**Q17. How do you identify?**

Female		Male		Non-binary	
Another (please state)					

**Q18. What is your age?**

16-18 years		19-24 years		25-34 years	
35-44 years		45 -54 years		55-64 years	
65-74 years		75-84 years		85+ years	

**Q19. What is your ethnicity?**

White: English/Welsh/Scottish/Northern Irish/British		Another Mixed Background		Somali	
Irish		Indian		Another Black Background	
Gypsy or Irish Traveller		Pakistani		Yemeni	
Roma		Bangladeshi		Other Arab	
Another White Background		Chinese		Another Ethnic group	
White & Black Caribbean		Another Asian background			
White & Black African		Caribbean			
White & Asian		African Other			

**Q20. What is your Religion/Belief?**

No religious belief		Buddhist		Sikh	
Hindu		Muslim		Another (please state)	
Jewish		Christian (all denominations)			

**Q21: Do you consider yourself to be a disabled person?**

Yes		No	
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**Q22: What is your sexual orientation?**

Heterosexual/Straight		Gay	
Bi		Lesbian/Gay Woman	
Other			

**Q23: Are you a carer?**

A carer is anyone who provides unpaid care by looking after or giving help or support to family members (including a disabled child), friends, neighbours, or others because of long-term physical or mental ill health / disability, or problems related to old age. It does not include parents of non-disabled children.

<b>Yes</b>		<b>No</b>	
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Thank you for taking the time to fill in this questionnaire. Please return it to the Council in the pre-post envelope provided.

**Paper survey**

**Sheffield DRAFT Housing Strategy - Survey**

**What is this about?**

Sheffield City Council has written a new Housing Strategy, and we want to hear from you.

A strategy is a plan of actions to be done to make things better over time. This strategy tells you how the Council, and other groups that work with the Council, will make housing better over the next 10 years for people who live in Sheffield.

We would like to hear what matters to you about your home and the neighbourhood you live in. This will help us to understand what people of Sheffield feel is important. Your feedback will be used to write a final version of the strategy.

We have asked an organisation called Campbell Tickell to help us with developing the Strategy and completing the survey. This should take **around 10 minutes to do**.

**What happens with my response?**



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The survey will be done in line with the law (the 2018 Data Protection Act and 2018 General Data Protection Regulation) that state how your information can be used and must be kept safe.

We do not ask for information such as your name or contact details, so you will not be identified as an individual. However, we do ask for other information about you so that we can make sure we hear from a wide range of people in Sheffield.

Once the survey responses have been reviewed, all personal data collected will be deleted.

## Where do you live?

### Q1. What is your postcode?

(Please write the first part of your post code only e.g S12 in the space below)

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### Q2. Which of the following best describes your housing situation?

(Please mark one box from the below list)

- I own my home
- I rent my home from a private landlord
- I rent my home from a social landlord (e.g. the council or a housing association)
- I live in a care home, supported or assisted housing or sheltered housing
- I live with my parents / relations / friends
- I live in temporary accommodation
- I am homeless
- Prefer not to say

Other (please write in the below space)

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## Our vision for housing in Sheffield

The strategy explains what we want housing to be like for everyone in Sheffield. This is called our vision. We want everyone to be able to live in a home that

- helps keeps them safe and healthy
- they like and is easy to live in
- they have enough money to pay for
- doesn't harm our planet

### Q3. How much do you agree with this vision

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

If you disagree with this vision, please tell us why below:

*This is optional*

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## Our priorities for housing in Sheffield

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We have identified five ambitions in the strategy. These are what we, the Council think are the most important things to make happen in Sheffield to achieve our vision.

**Q4. How much do you agree that the following five ambitions?**

(Please select one box per row in the below table)

	Strongly agree	Tend to Agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
Making sure there are more homes to choose from						
Making sure that our homes are better for our planet by the year 2030						
Making sure homes are safe, warm and comfortable						
Making sure that people like the area they live in						
Helping to make sure everyone has a home and that people are happy and healthy.						

If you disagree with any of the ambitions, please let us know what you think is missing:

*This is optional.*



## Making sure there are more homes to choose from

We have identified a number of activities by which to make sure there are more homes to choose from in Sheffield.

### Q5. How much do you agree that the following activities?

(Please select one box per row in the below table)

	Strongly agree	Tend to Agree	Neither agree nor disagree	Tend to disagree	Strongly disagree	Don't know
Building more homes of different sizes, in different parts of Sheffield, so people have more options for where they want to live.						
Building homes that people can live in from when they are very young to when they are very old						
Making some homes better by changing or rebuilding them						
Building homes for people that don't						

have a lot of money						
Building homes that don't harm our planet.						

**If you want / wanted to move house in Sheffield would these activities help you?**

Yes		No	
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**If no, what would help you?**

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## Making sure that our homes are better for our planet by the year 2030

We have identified a number of activities by which to make sure our homes are better for our planet by the year 2030.

### Q6. How much do you agree that the following activities?

(Please select one box per row in the below table)

	<b>Strongly agree</b>	<b>Tend to Agree</b>	<b>Neither agree nor disagree</b>	<b>Tend to disagree</b>	<b>Strongly disagree</b>	<b>Don't know</b>
Working together to plan how we can make our homes better for the planet and getting everyone to help us do it						
Making sure that people know how to build homes that are better for the planet						
Telling people how they can help to keep our planet safe and why it is important						
Making sure we help the people						



who need most help first						
Doing things that help to stop the air from getting warmer and heavy rainfall from flooding our homes.						

**If you want / wanted to take action to reduce your housing carbon footprint would these activities help you?**

Yes		No	
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**If no, what would help you?**

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### Making sure our homes are safe, warm and comfortable.

We have identified a number of activities by which to make sure our homes safe, warm and comfortable.

**Q7. How much do you agree that the following activities?**

(Please select one box per row in the below table)

	<b>Strongly agree</b>	<b>Tend to Agree</b>	<b>Neither agree nor disagree</b>	<b>Tend to disagree</b>	<b>Strongly disagree</b>	<b>Don't know</b>
Solving problems that could make homes unsafe						
Stopping damp and mould in people's homes						
Making sure that landlords (people who own homes but don't live there themselves) fix things that are broken in homes.						
Solving problems that could make homes unsafe						

**Will these activities help you to live safely and healthily in your home?**

Yes		No	
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**If no, what would help you?**

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## Making sure that people like the area they live in.

We have identified a number of activities by which to make sure that people like the area they live in.

### Q8. How much do you agree that the following activities?

(Please select one box per row in the below table)

	<b>Strongly agree</b>	<b>Tend to Agree</b>	<b>Neither agree nor disagree</b>	<b>Tend to disagree</b>	<b>Strongly disagree</b>	<b>Don't know</b>
Helping the people who live in an area learn different ways to make their area better and help themselves.						
Helping people who live near each other to make plans together to make their area a better place to live.						
Making things like parks,						

buses, trams and community centres better for people who live near them.						
making your area safer by working with the police and other groups whose job it is to keep people safe.						
Making sure that we don't have lots of empty homes as we need more homes for people to live in.						

**Will these activities help you to get more involved in your community and make your neighbourhood work better for you?**

Yes		No	
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**If no, what would help you?**

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## Helping to make sure everyone has a home and that people are happy and healthy.

We have identified a number of activities by which to make sure our homes are better for our planet by the year 2030.

### Q9. How much do you agree that the following activities?

(Please select one box per row in the below table)

	<b>Strongly agree</b>	<b>Tend to Agree</b>	<b>Neither agree nor disagree</b>	<b>Tend to disagree</b>	<b>Strongly disagree</b>	<b>Don't know</b>
Helping to stop people from losing their home and making more homes ready for people who need them.						
Giving people information on how to stay healthy in their homes and helping people that can't.						
Making sure there is more supported housing (housing where you get help to live there) for people that need it.						

Making sure that people who need the most help to stay healthy get it in an easy and joined up way.						
Making sure that housing for older people helps them to live safely and keep well.						

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**Will these activities Will these priorities help you to live independently now, or in the future?**

Yes		No	
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**If no, what would help you?**

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## About You

These next questions are to help us understand if we have talked to a wide range of Sheffield's population and identify any issues for groups of people. If you do not feel comfortable answering any of these questions, then please leave them blank.

### Q11. How do you identify?

Female		Male		Non-binary	
Another (please state)					

### Q12. What is your age?

16-18 years		19-24 years		25-34 years	
35-44 years		45 -54 years		55-64 years	
65-74 years		75-84 years		85+ years	

### Q13. What is your ethnicity?

White: English/Welsh/Scottish/Northern Irish/British		Another Mixed Background		Somali	
Irish		Indian		Another Black Background	
Gypsy or Irish Traveller		Pakistani		Yemeni	
Roma		Bangladeshi		Other Arab	
Another White Background		Chinese		Another Ethnic group	
White & Black Caribbean		Another Asian background			
White & Black African		Caribbean			

White & Asian		African Other		
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**Q14. What is your Religion/Belief?**

No religious belief		Buddhist		Sikh	
Hindu		Muslim		Another (please state)	
Jewish		Christian (all denominations)			

**Q15: Do you consider yourself to be a disabled person?**

Yes		No	
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**Q16: What is your sexual orientation?**

Heterosexual/Straight		Gay	
Bi		Lesbian/Gay Woman	
Other			

**Q17: Are you a carer?**

A carer is anyone who provides unpaid care by looking after or giving help or support to family members (including a disabled child), friends, neighbours, or others because of long-term physical or mental ill health / disability, or problems related to old age. It does not include parents of non-disabled children.

<b>Yes</b>		<b>No</b>	
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Thank you for taking the time to fill in this survey.

## **APPENDIX 4 – SURVEY DASHBOARD**

Please refer to the supporting document.

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## APPENDIX 5 – FOCUS GROUP NOTES

### Young People Focus Group Notes - 16th July 2024

#### Match the Stat

- They were really surprised at how high the average house price is and the homelessness number.
- They had out 850 for homelessness and said it depends if you witness it or not.

#### Vision

- It seems well thought out especially about climate change and housing diversity which is important for families of different sizes.
- It will be positive if you have a good place to live that is in a safe area away from gangs and the drug culture.
- There are loads of plans about providing more affordable housing, but they are never followed through.
- Housing being affordable is the most significant part of having a varied selection of housing.
- How do you keep it affordable over time though. If a smaller property is extended once it is sold it is no longer affordable.
- Parks and shops are needed where houses are built.

#### Ambitions

- Need good quality houses, it not just a house but a home
- Invest in neighbourhoods – make areas where people want to stay, and people want to move to.
- Some people like children might not understand what net zero means.
- Can see a connection between the vision and the ambitions.
- We need homes large enough for big families to stop overcrowding. Young people want their own rooms to study in and have privacy. It can put a strain on family relationships if you share with your siblings and can't see your friends.
- Overcrowding is a big issue for mental health and relationships. More housing choice could address this to meet everyone's needs.
- The vision doesn't say where housing will be built. It should be on brownfield to stop urban sprawl as building houses affects the environment.
- The hills in Sheffield are an issue, especially for homes built at the bottom of the hill as they can be flooded.
- Building houses can destroy fields and play fields which affects people's health. You should be focusing on urban regeneration and regenerating derelict buildings.
- How can we afford net zero and building new homes when the country is in debt?
- Where I live hasn't let me get into the best sixth forms in the city as I don't live near them. It has limited by education choices.

- We need more opportunities to get houses near jobs and education.

### **Ambition 1 – More homes and housing choice**

- Young people need information on how to invest and save for housing. How much you need for a deposit and a mortgage. How a mortgage works and interest rates.
- There is a lack of financial advice and guidance at schools. We had one lesson about credit cards about 2 years ago.
- Job opportunities are limited in the suburbs, so we have to move closer to jobs or go to London. You can be trapped in a bubble in your area.
- There needs to be a spectrum of housing in all areas of different sizes.

### **Ambition 2 – Housing carbon emissions will have been reduced to net zero by 2030**

- Should look at the advanced technology and opportunities for heat saving systems and energy conserving.
- More promotion of environmentally sustainable homes. A better insulated home results in cheaper energy and conserves it in the property.
- Make being energy efficient and sustainable an attractive lifestyle choice – have incentives e.g. install EV chargers in homes.
- Housing should be close to good public transport to be less reliant on cars.
- Having a garden is good for kids and pets. Encourages people to look after the environment around them and maybe grow vegetables.
- Have allotments or communal gardens at flats.

### **Ambition 3 - Safe, good quality and comfortable homes**

- Damp and mould effects respiratory conditions. Should tackle mould on ceilings.
- Don't build homes right next to the road. It isn't safe for children. Homes should have their own drives, so cars aren't parked on the roads.
- Friends in council housing say that it takes ages to get repairs done. There should be a network of repair workers that can be accessed quickly. When a repair is logged it should be put on a waiting list and the tenant told how long it will take for it to be done. There should be better communication with customers, and they should be kept informed.
- The quality of materials used to build the homes is important. Walls need to be insulated.
- Should have checks done when people do renovations to make sure they are safe during and after the works.
- Repairs should be more affordable in private housing, so people don't try and do it themselves.

### **Ambition 4 - Great safe neighbourhoods that people are happy to call home**

- Maintain parks and make sure they are safe.

- 
- Local facilities should be healthy not just lots of betting shops. The opening times of betting shops should be controlled.
  - Some kids cause ASB and vandalise property. They should have better parent supervision and have more play areas to give them something to do.
  - Greenery makes places more homely don't make places look industrial.
  - More speed limits
  - Problems with drugs and gangs need addressing it can draw young people into it. The police need to be more responsive.
  - Private landlords need to be more responsible for their tenants.

### **Ambition 5 - Homes and housing services that end homelessness and support healthy, independent lives**

- More provision of hostels for homeless young people that are free.
- It's hard for young people to get a job with no experience but you can't get the experience without the job.
- Work closer with support agencies like Roundabout.
- Its good we have council housing, but the waiting list needs to be shorter.
- Promote housing support more by having leaflets in public places like GPs, posters on public transport and advertise on social media.
- Collaborate with schools – go and give talks on housing and the housing support that is available.
- Accessing benefits is difficult – some young people have to help older relatives claim this.
- Have options to get advice confidentially.

### **Hong Kong Community Focus Group – 8th August 2024**

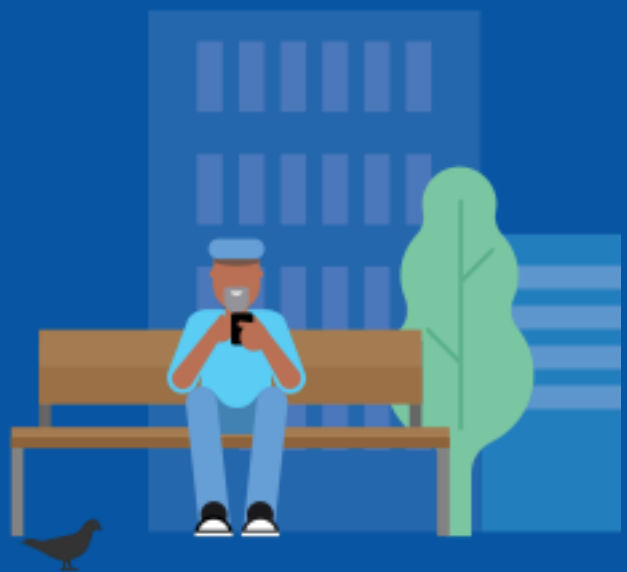
For the Jam Board, please refer to supporting document.



# CAMPBELL TICKELL

Telephone +44 (0)20 8830 6777  
Recruitment +44 (0)20 3434 0990

[info@campbelltickell.com](mailto:info@campbelltickell.com)  
[www.campbelltickell.com](http://www.campbelltickell.com)  
[@CampbellTickel1](https://twitter.com/CampbellTickel1)



# Draft Housing Strategy - Survey Results

Consultation survey from 08/07/2024 - 28/07/2024

Tenure

All

Age

All

Ethnicity

All

Postcode

All

Method of completin...

All



CAMPBELL TICKELL

# 1079

Number of Respondents

# 582

Homeowners

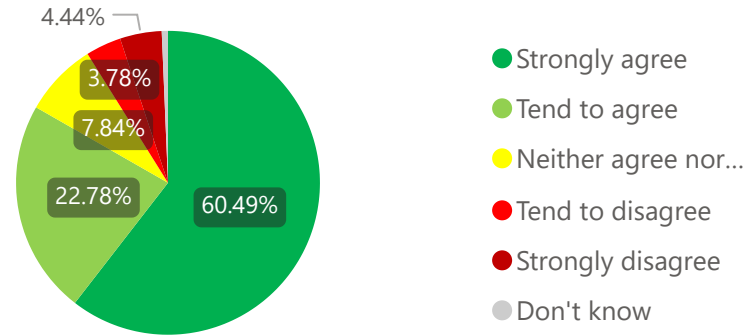
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Private renters

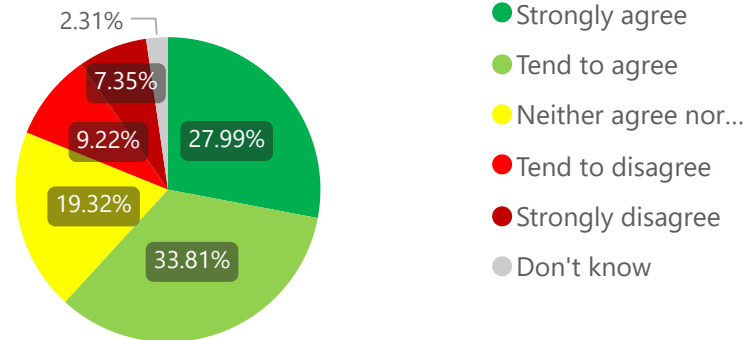
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Social renters

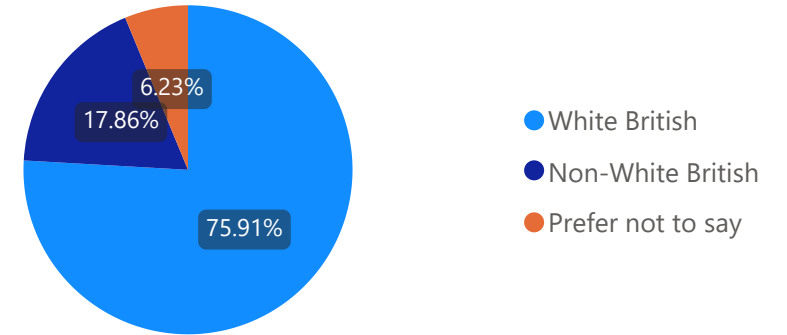
## Agreement levels with vision for Sheffield



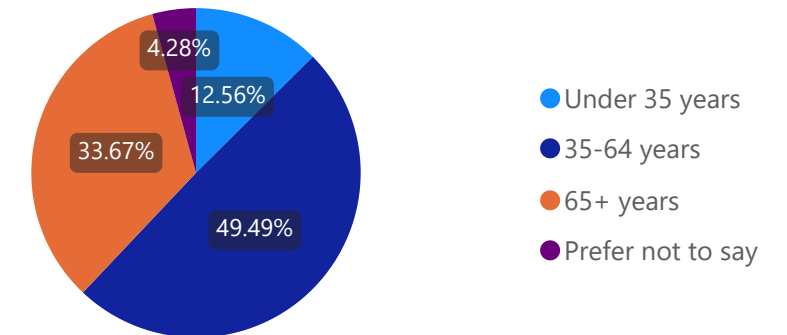
## Agreement levels that the Strategy addresses the most important housing issues



## Ethnicity



## Age



# Draft Housing Strategy - Survey Results

Consultation survey from 08/07/2024 - 28/07/2024

Tenure

All

Age

All

Ethnicity

All

Postcode

All

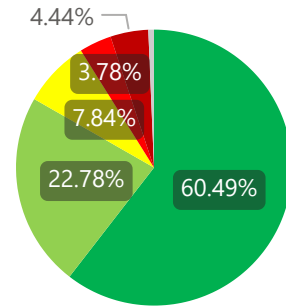
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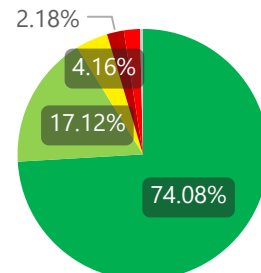
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- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

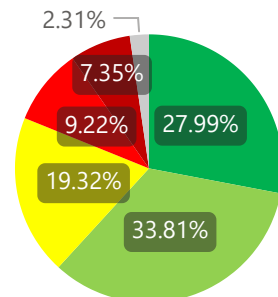
Agreement levels with vision for Sheffield



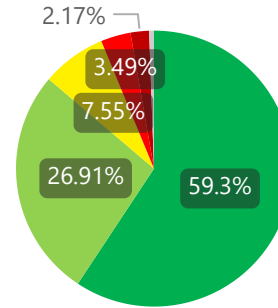
Agreement levels with Ambition 3: Safe, good quality and comfortable homes



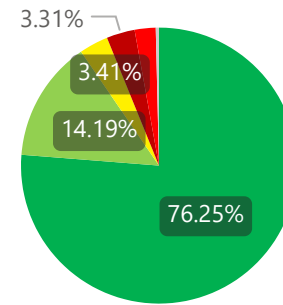
Agreement levels that the Strategy addresses the most important housing issues



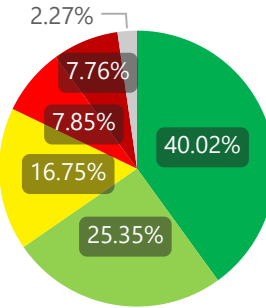
Agreement levels with Ambition 1: More homes and choice



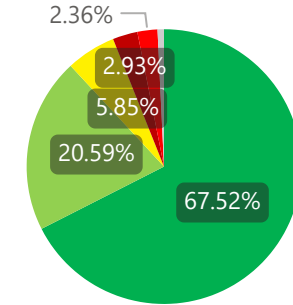
Agreement levels with Ambition 4: Safe neighbourhoods happy to call home



Agreement levels with Ambition 2: Reducing housing carbon emissions



Agreement levels with Ambition 5: End homelessness & support healthy lives



# Draft Housing Strategy - Survey Results

Consultation survey from 08/07/2024 - 28/07/2024

Tenure

All

Age

All

Ethnicity

All

Postcode

All

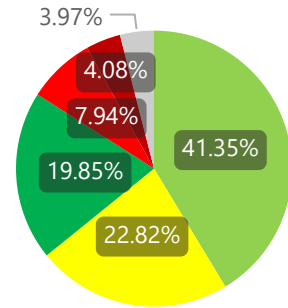
Method of completin...

All

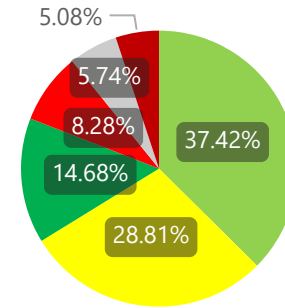
### Legend

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

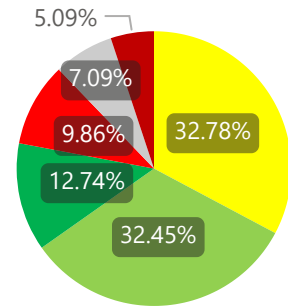
Rating for: clarity on what the Strategy will achieve



Rating for: clarity on actions Council will take with partners



Rating for: clarity on how will know if the Strategy has been successful



916

Number of respondents

# Ambition 1: More Homes and Choice

Consultation survey from 08/07/2024 - 28/07/2024

Tenure

All

Age

All

Ethnicity

All

Postcode

All

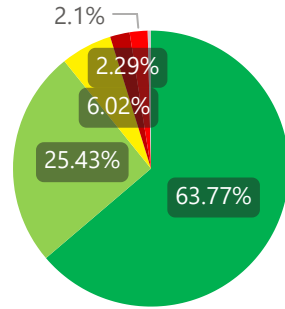
Method of completin...

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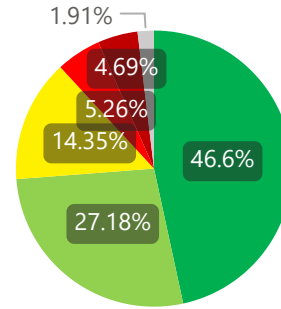
## Legend

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

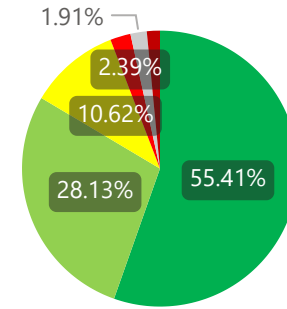
Agreement levels with increasing range of good quality homes



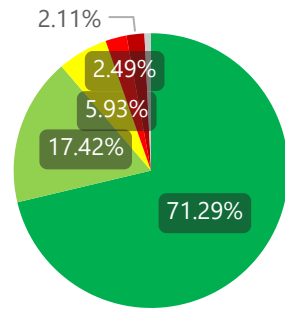
Agreement levels with creating new lifetime neighbourhoods



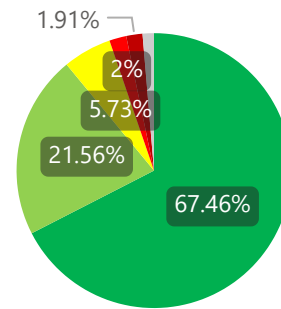
Agreement levels with accelerating regeneration



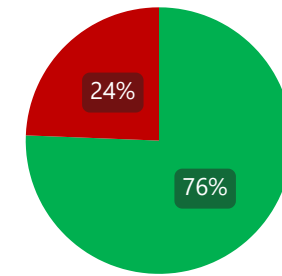
Agreement levels with increasing affordable housing provision



Agreement levels with building homes for the future



If you want/ed to move housing in Sheffield, would these priorities help?



- Yes
- No

## Ambition 2: Reducing housing carbon emissions

Consultation survey from  
08/07/2024 - 28/07/2024

Tenure

All

Age

All

Ethnicity

All

Postcode

All

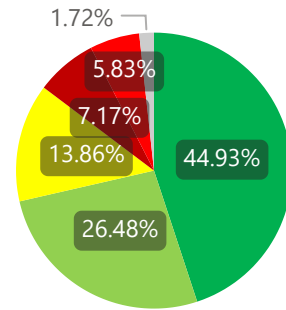
Method of completin...

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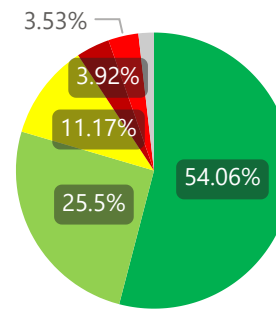
### Legend

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

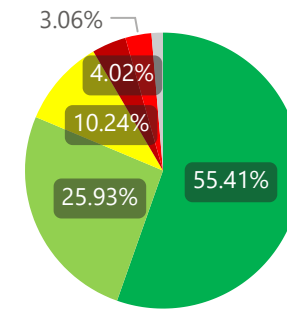
Agreement levels with developing a net zero plan for all housing



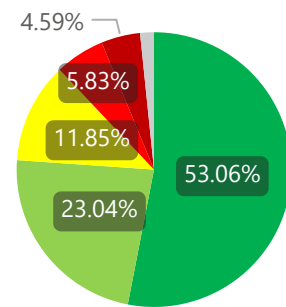
Agreement levels with building skills and capacity to deliver ambition



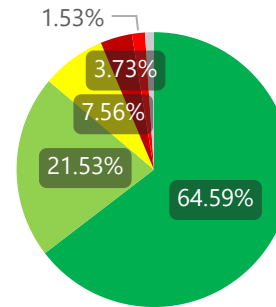
Agreement levels with improving understanding awareness



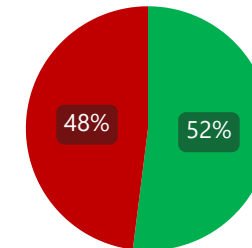
Agreement levels with prioritising vulnerable households



Agreement levels with supporting climate and flood resilience



Will these priorities help you to take action to reduce your housing carbon footprint?



- Yes
- No

# Draft Housing Strategy - Digital Survey

Consultation survey from 08/07/2024 - 28/07/2024

Tenure

All

Age

All

Ethnicity

All

Postcode

All

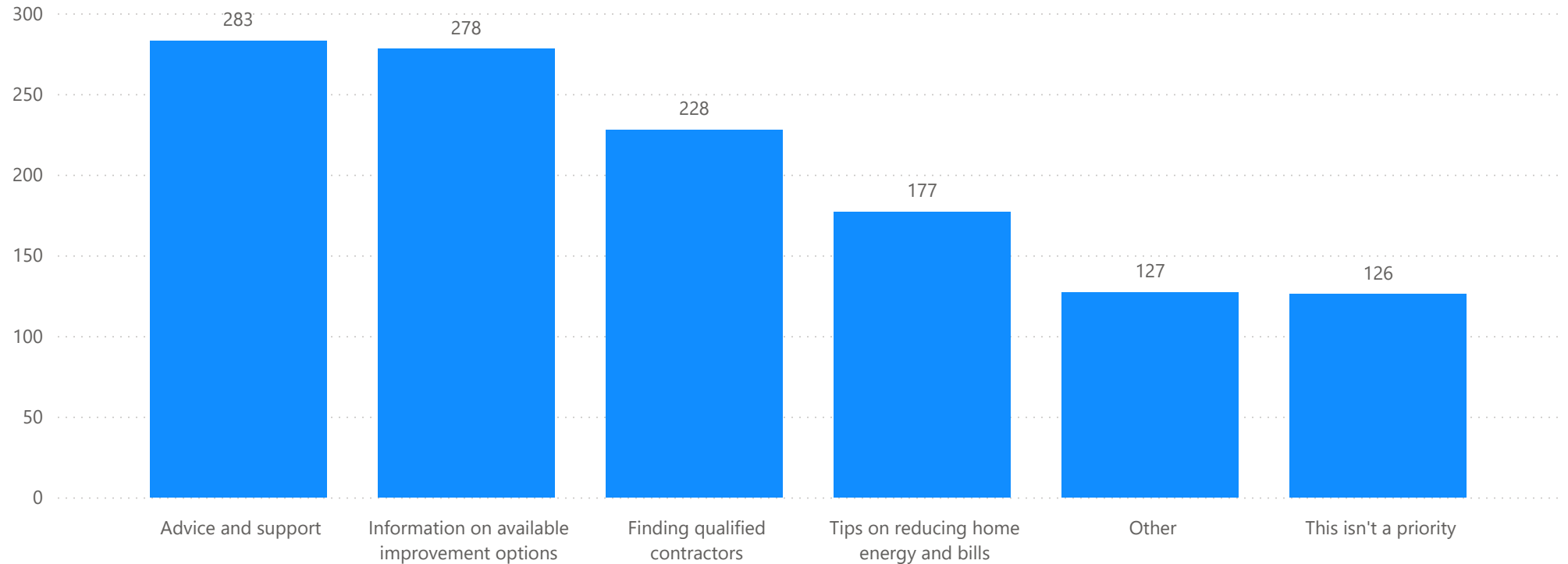
Method of completin...

All

## Legend

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

## What would help you reduce your carbon footprint?



**916**  
Number of respondents

## Ambition 3: Safe good quality, affordable homes

Consultation survey from 08/07/2024 - 28/07/2024

Tenure

All

Age

All

Ethnicity

All

Postcode

All

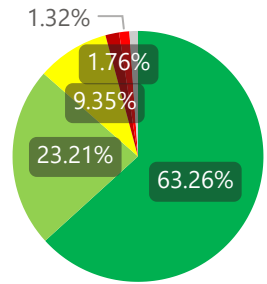
Method of completin...

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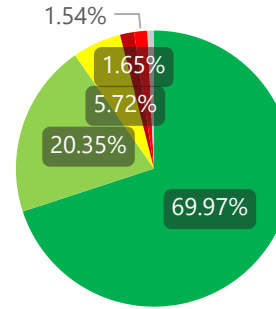
### Legend

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

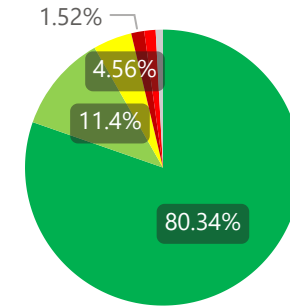
Agreement levels with improving quality and safety standards in private sector



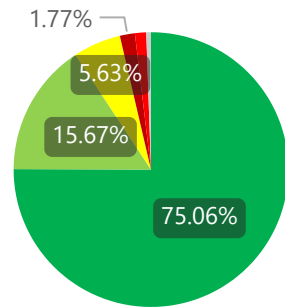
Agreement levels with improving social housing safety and quality



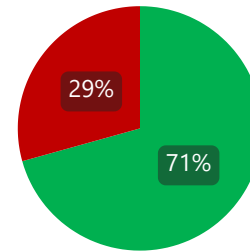
Agreement levels with tackling damp and mould across all tenures



Agreement levels with delivering high quality repairs services



Will these priorities help you to take action to live safely and healthily in your home?



- Yes
- No



## Ambition 4: Safe neighbourhoods happy to call home

Consultation survey from 08/07/2024 - 28/07/2024

Tenure

All

Age

All

Ethnicity

All

Postcode

All

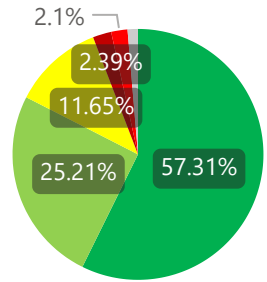
Method of completin...

All

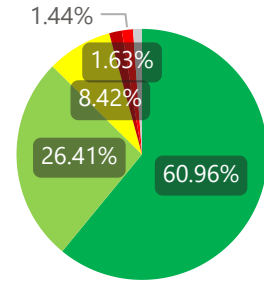
### Legend

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

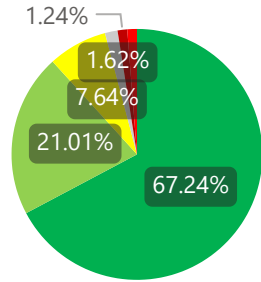
Agreement levels with harnessing and invest in knowledge, skills and capabilities of communities



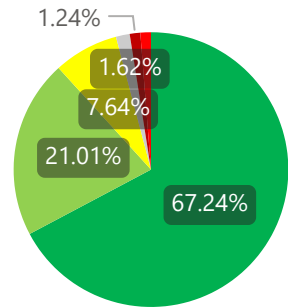
Agreement levels with strengthening collaboration between services and communities



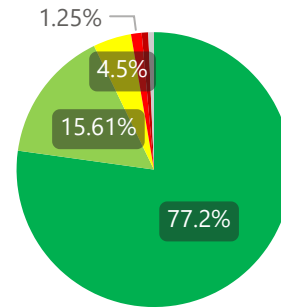
Agreement levels with making neighbourhood assets work better for the whole community



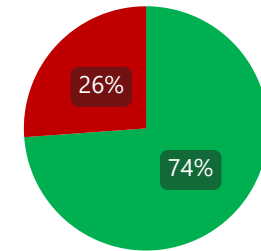
Agreement levels with creating safe communities



Agreement levels with bringing more properties back into use



Will these priorities help you to get more involved and make your neighbourhood work better for you?



- Yes
- No

## Ambition 5: End homelessness and support healthy lives

Consultation survey from 08/07/2024 - 28/07/2024

Tenure

All

Age

All

Ethnicity

All

Postcode

All

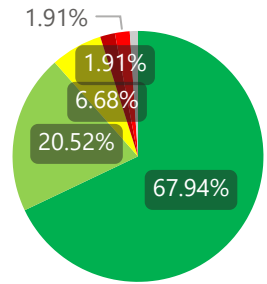
Method of completin...

All

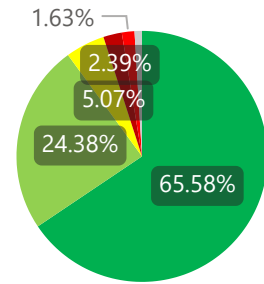
### Legend

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree
- Don't know

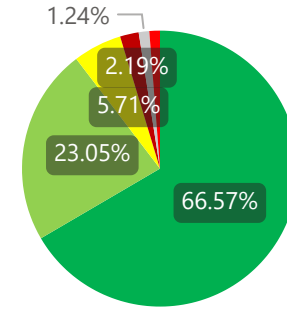
Agreement levels with ending rough sleeping and preventing people from becoming homeless



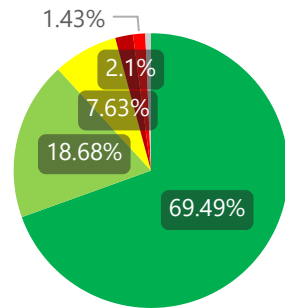
Agreement levels with supporting all households to be healthy and independent



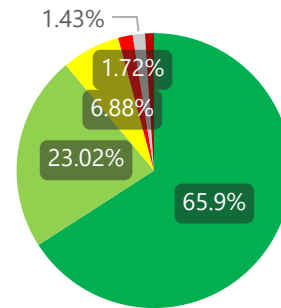
Agreement levels with improving the quality and range of supported housing



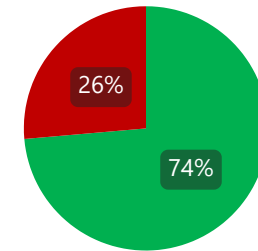
Agreement levels with tackling health inequalities



Agreement levels with encourage more homes to support independent living



Will these priorities help you to live more independently now, or in the future?



- Yes
- No

# Draft Housing Strategy - Digital Survey

Consultation survey from 08/07/2024 - 28/07/2024

Gender identity

All

Age

All

Ethnicity

All

Postcode

All

Method of completin...

All

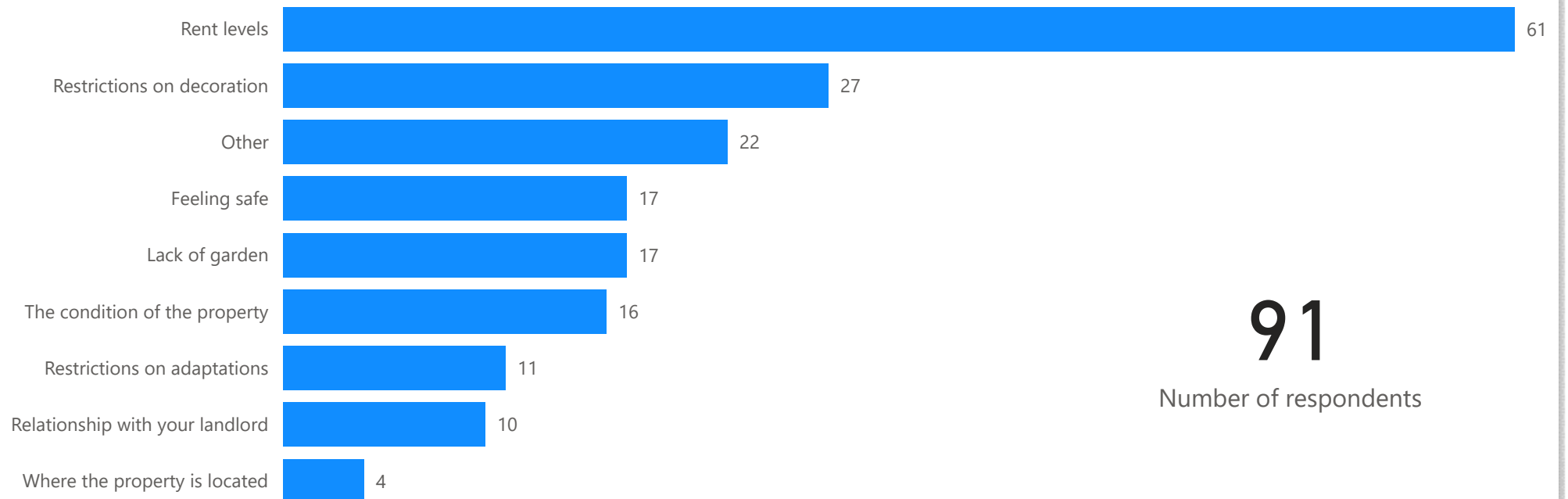


CAMPBELL TICKELL

## How certain are private renters about how long they can stay in their home?



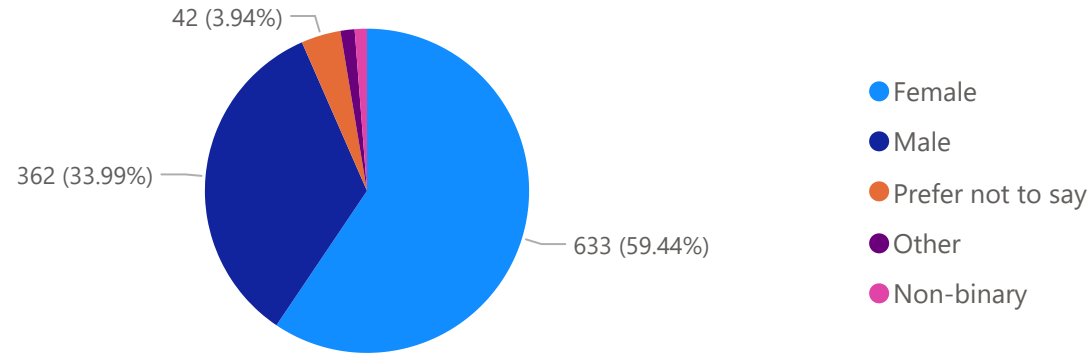
## What are private renters worried about?



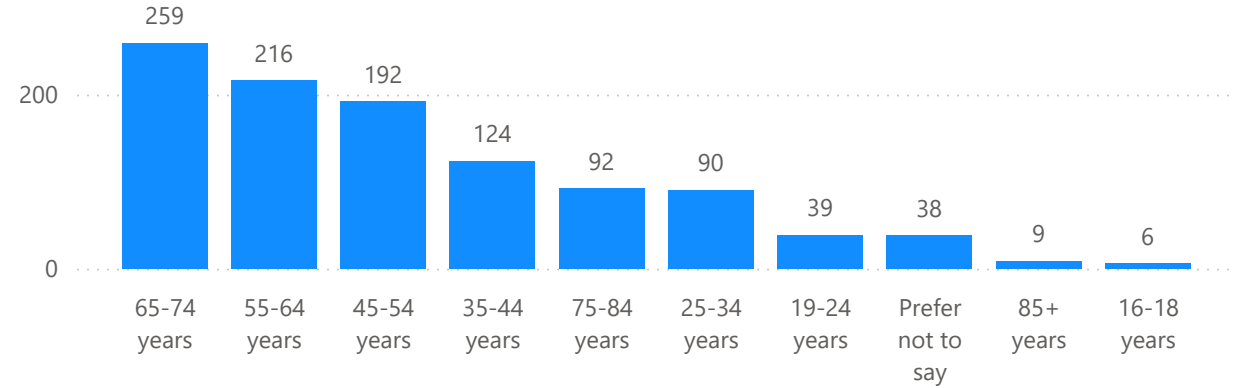
91  
Number of respondents

# Respondents' Profile

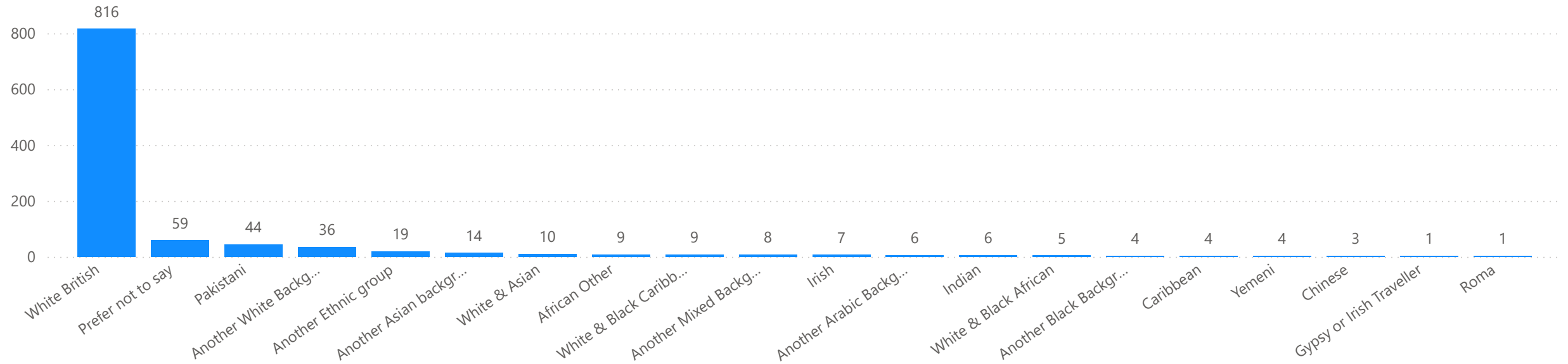
## Respondents' gender identity



## Respondents' age

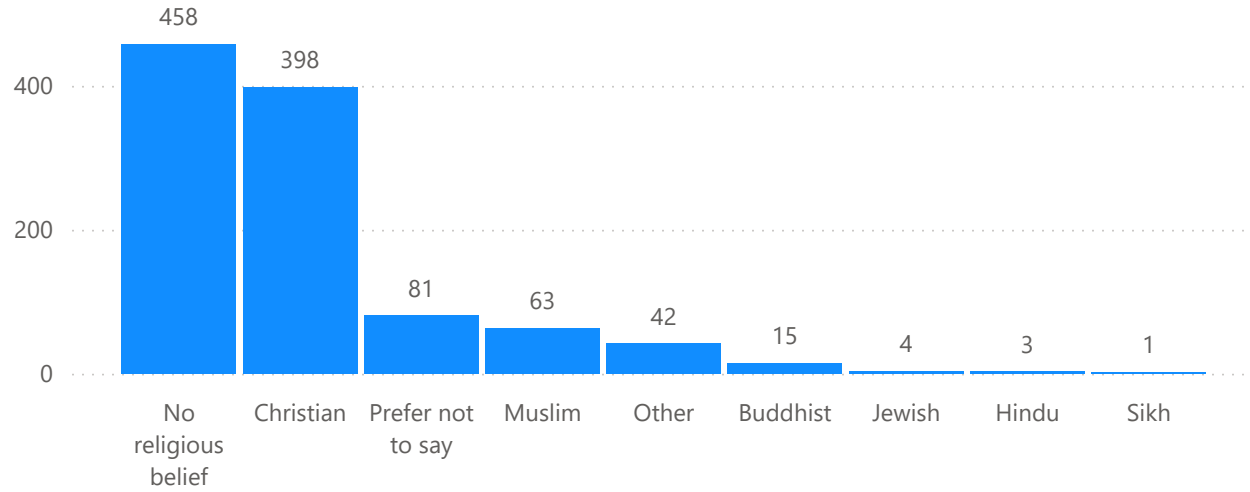


## Respondents' Ethnicity

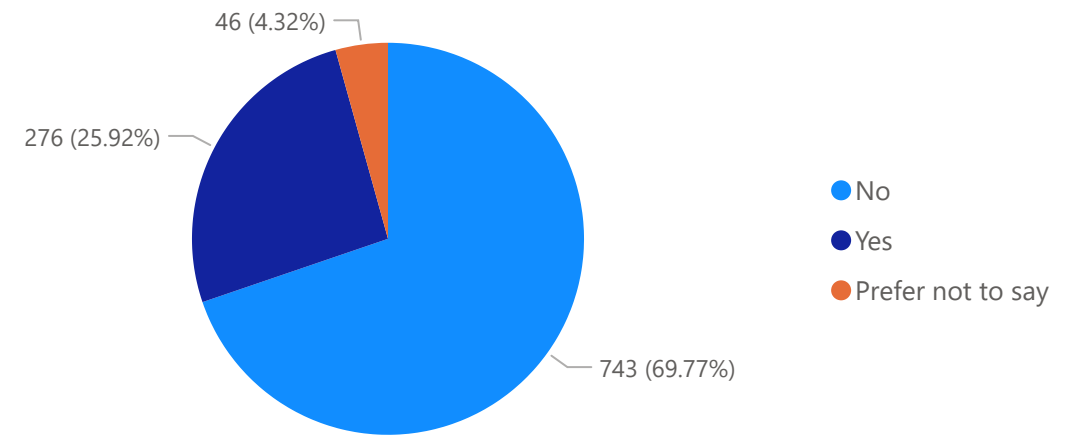


# Respondents' Profile

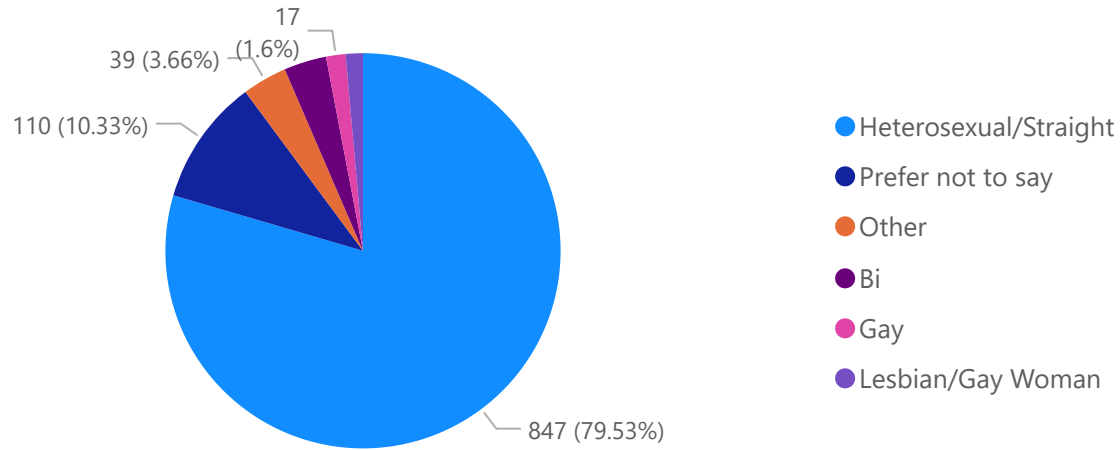
## Respondents' Religion



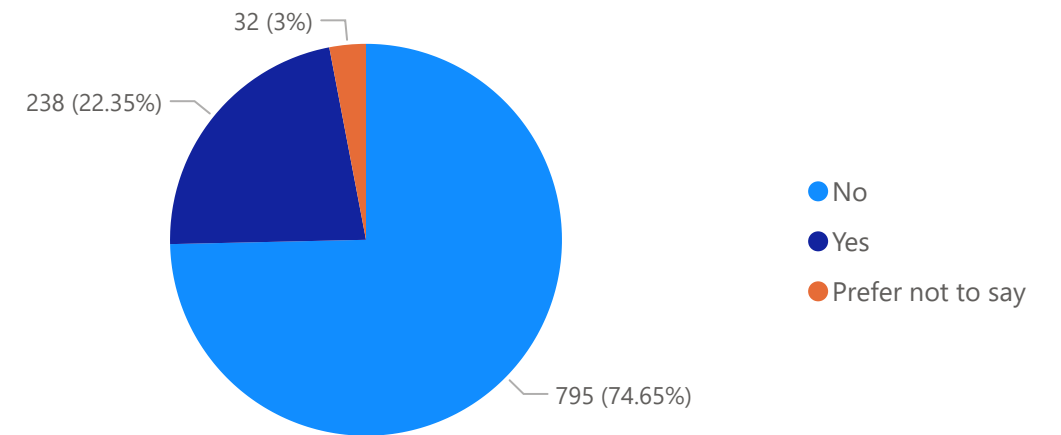
## Disability



## Respondents' sexual orientation

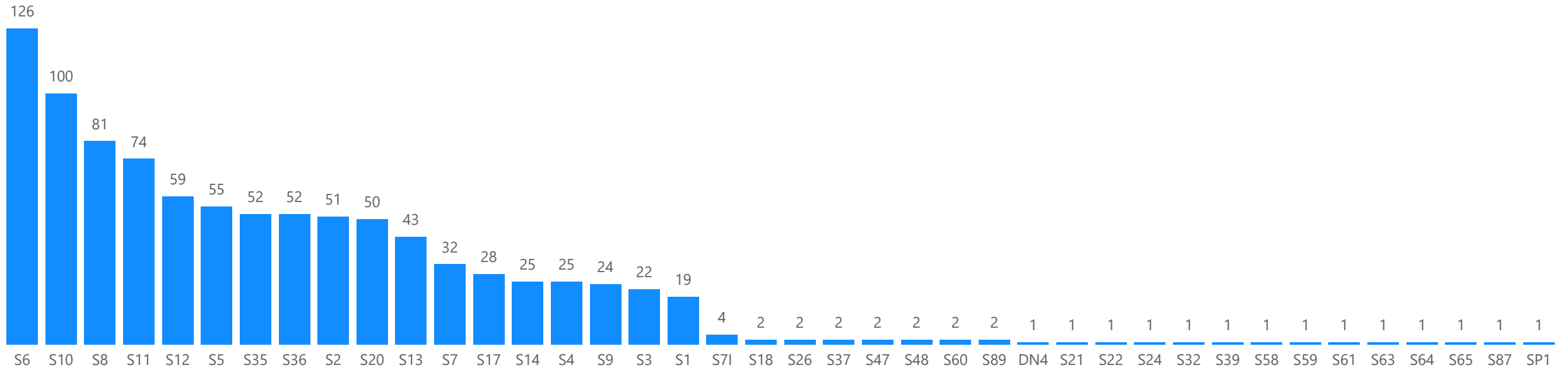


## Carer



# Respondents' Profile

Response by postcode



924

Surveys completed online

149

Surveys completed on paper

describe your community?

Why have you used that word?

**PTSD**

**Industrial**

**Cool**

**east  
meet  
west**

**mutual  
trust**

██████ says  
friendly

Good quality houses  
and provide  
information about  
environment and  
safety of the areas  
in the new houses  
so that there is less  
worry.

**hello**

**Hi**

**Quiet**

**friendly &  
helpful**

██████████  
says  
nice

**liberal**

Government build  
houses using  
renewable energy at  
lower cost.  
Education to public  
is important.

democratic

**Friendly**

██████ says  
industrial

**Nice**

**Friendly**

Are the  
accommodations  
suitable for those  
who has no income,  
with not a lot of  
saving but are not  
poor enough to get  
government  
subsidy?

## 2. What you think about the 5 Strategy Ambitions and it's benefits for Hongkongers.

Ambition 1: More homes and housing choice.

Ambition 2: Housing carbon emissions will have been reduced to net zero by 2030.

Ambition 3: Safe, good quality and comfortable homes

Ambition 4: Great safe neighbourhoods that people are happy to call home.

Ambition 5: Homes and housing services that end homelessness and support healthy, independent lives.

Good quality housing should be bare minimum. Horror stories of people in rental housing with roof falling in etc

Ambition 1 is much more important. Not many new build in Sheffield town center and the houses in Sheffield are a bit old and seem need to be refurbished

### Do they sound right to you, should we change anything or is anything missing?

In principle yes. They are very high level. Would like to see how they'd be delivered.

Safety is really important because I had experience with trespassers entered our building and stayed there for a couple of nights

Ambitions 2-5 are all important; About Ambition 1: we also need a more wholistic local plan --> e.g. job opportunities in Sheffield,

Will people of no income, with a little bit of saving but not poor enough to get government support be supported? - many homes that are available to low-income

How to get support for household maintenance

Infrastructure - transport - job opportunities, schools hospitals

Safety of neighbourhood

is access to housing for elderly included in ambition 1? Many HKers are still young but will need elderly housing in the future

Sense of home where the community are doing things to bring people together and unite together

Ambition 3 - HKers adapting to living in different housing, how to maintain the house e.g. boiler...

Great safe neighborhood is important.

Is public transport and amenity (access to shops, schools, doctors) include in the ambition? No new build should be built without frequent public transport (see Waverley!)

Good quality is important too. New builds in Sheffield, the quality aren't up to standard. There's a few factors to cause it but council could help to keep up with the standards?

where is the support for HK community who are falling through the gap

for 2, it related to cost of money, will it affect the tax

it sounds all are good. and it depends on how to implement. for me I think 4 is most important and then 3

affordable housing choice is important

HK community come with some money but dont qualify for subsidised housing but they dont have enough money to secure own housing - what support is available?



### 3 a) What support/activities would help to deliver housing?

Ambition 1: More homes and housing choice.

Council renovating empty/run-down houses to provide more council housing

Not built by Companies from People's Republic of China (PRC) or Hong Kong, because local companies & economy should be benefited from this New Housing Plan

housing choice related to the transportation network as not every new comers have car

PRC often manipulates its economic relationship with others (eg. with HK in the past & with other countries in "One-belt-one-road" ) to help its political intrusion later on

More robust inspection on new builds to restore people's confidence on them

totally agree with not built by PRC companies.

Council using its money to support the local economy

Better security in flats - perceived security issues in council housing

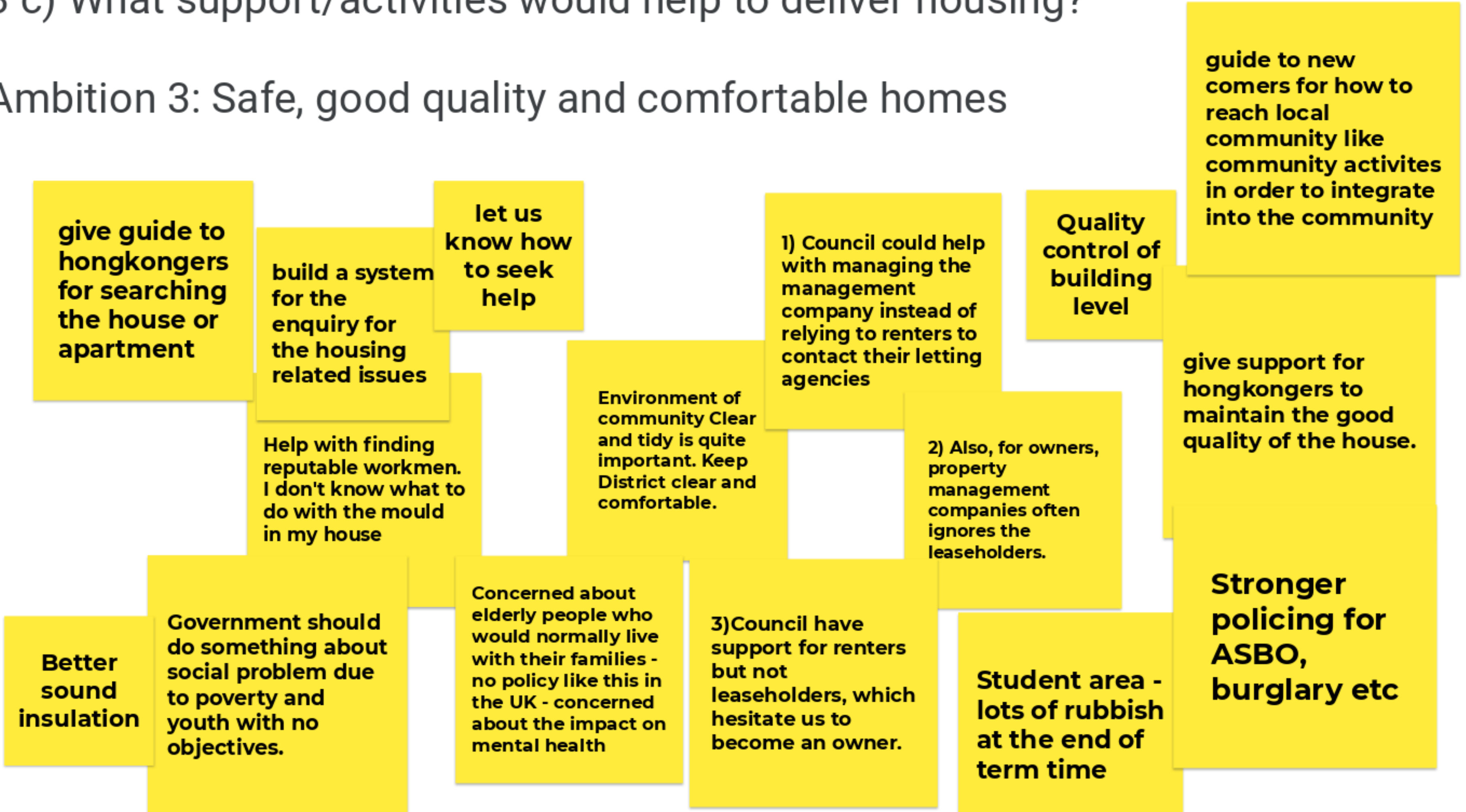
Better leasehold structure and control on management fee for flats

Maintain and improve property management company's standards



# 3 c) What support/activities would help to deliver housing?

## Ambition 3: Safe, good quality and comfortable homes



### 3 d) What support/activities would help to deliver housing?

Ambition 4: Great safe neighbourhoods that people are happy to call home.



3 e) What support/activities would help to deliver housing?

Ambition 5: Homes and housing services that end homelessness and support healthy, independent lives.

**it is not a housing policy can deal with**

**It is a social issue especially for low income group or those with difficulties living alone.**

**Support for elderly people who might be living on their own to feel part of something - sheltered housing, supported housing - bigger range of housing to cater for different needs**

**Support from the community - home and neighbourhood are really important as people left their home to come here - build more connections in their neighbourhood - ELDERLY**

4. What do you think about the support currently available from the Council for Hongkongers around housing needs?

What works well, and what could be done better?

What would improve Housing support from the Council?

do some more monitor or housing inspection to keep a good standard of house on both existing or new build houses

to be frank, i don't know.

I think there are some leaflet to tell how to save energy

Less pot holes will be good.

We don't always need financial support - it's a new system to us who need guidance on how to navigate - where to find reputable contractors

I just need the way to seek help

we just want to know how to seek help

Only the bins

How to deal with next door neighbours (leek, smoking...) different system

even my local neighbour they said they don't have support from council

Hesitant to purchase new properties if there is no support in place

As the park was damage by the tramlines festival, it seems council do nothing

Hopefully, the roads can be repaired properly, so cars don't need to drive over holes on roads

Want more supported for HKers who are in private owned housing

A friend had really bad mould - went to the council but the flat was privately owned so they couldn't help

streets are dirty - rubbish

high council tax

Not aware of any support from the council

Property owner

Feel intimidated by the contractors - some support from the council around this

