

Appendix 1: Action Plan

The Housing Strategy Action Plan details the work we will complete to achieve our priorities. The Action Plan is a live document that will be regularly reviewed and updated during the five years of the strategy. This document outlines some of the key actions within the current Action Plan.

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1. Ensure housing of all types and tenures is available to meet housing need.	
Aim 1	Use data and effective planning to increase the delivery of housing and meet government targets.
Actions	Ensure new developments are consistent with the local plan and deliver new affordable housing to a high standard.
	Make best use of government gap funding to build more affordable homes.
	Diversify the housing market with alternative development such as custom and self-build.
	Ensure we have an accurate picture of housing need through the Strategic Housing Market Assessment (SHMA) and start reviewing the Local Plan in 2025.
	Stay abreast of changes to planning legislation to maximise the delivery of affordable housing.
Aim 2	Explore resolutions for challenging development sites (eg; due to archaeology or flood risk) so that land can be built upon.
Actions	Investigate housing delivery on private sites to develop partnerships and source funding to turn brownfield land into homes for Ipswich.
Aim 3	Facilitate the availability of high-quality housing to meet the needs and budgets of current and future residents.
Actions	Continue our Council house buy back scheme to increase the numbers of affordable council housing utilising the £5.4 million fund over 3 years (1.8 million 24/25, 25/26, 26/27).
	Continue to offer support and incentives to allow people to move into smaller homes where they can, freeing up larger council homes for families living in overcrowded conditions.
	Promote more good quality affordable options and schemes for single/ one person households.
	Promote Ipswich as an attractive location for institutional investors to purchase property for private rented accommodation.
Aim 4	Continue to enforce standards for private rented accommodation.
Actions	Enforce standards to make sure houses of multiple occupation (HMOs) are of good quality.



2. Improve the quality and standard of all housing.	
Aim 1	Ensure every private rented home is decent and safe, using our enforcement powers where necessary, and with our partners encourage landlords to take steps to improve energy efficiency.
Actions	Use stock condition surveys (using the Health & Safety rating system methodology) to understand the current condition of our homes.
	Provide advice and education to landlords to help them ensure every private rented home is safe and decent.
	Prepare for the impending Renters Rights Bill.
Aim 2	Work with everyone building homes in Ipswich to support the delivery of good quality environmentally sustainable housing.
Actions	New homes will be built to green standards in compliance with the Local Plan.
Aim 3	Tackle the building safety crisis, alongside our partners, ensuring building regulations are met, particularly in relation to flats.
Actions	Maintain and improve building safety standards to ensure residents stay safe in their homes.
	Carry out a programme of fire safety improvements across the Council's housing stock to elevate further fire safety standards in line with latest legislation.
Aim 4	Make positive improvements to Council homes and neighbourhoods.
Actions	Capture EPC ratings for all Council homes to carry out a programme of retrofit, focussing on a 'worst first' approach.
	Invest in our housing stock to improve quality and standards, reduce energy costs, and continue to deliver our Asset Management Strategy.
	Implement Awaab's Law as best practice within social rented sector.



3. Be an excellent landlord to our tenants.

Aim 1	Regenerate, develop, and evolve our portfolio of homes.
Actions	Review the Decent Homes Standard and the Ipswich Standard ahead of future regulatory changes and continue to maintain our homes to meet the highest standards.
	Develop a new Ipswich neighbourhood management plan.
	Ensure our adaptations policy is fair and just, and adaptations assist independent living that allows tenants to remain in their home.
	Continue to investigate new technologies for our homes to create the "smart homes" of the future.
Aim 2	Decarbonise our homes and achieve the government target for energy efficient homes by 2030, with a pathway to net zero by 2050.
Actions	Develop a strategy for carbon reduction / decarbonisation.
	Build a new 'carbon free' operational depot for key services (including Maintenance & Contacts).
Aim 3	Empower tenants to shape the service we provide to them as outline in our Tenant Engagement Strategy and deliver an excellent customer service.
Actions	Consistently survey our tenants through the tenant satisfaction measures whilst ensuring the Council has a collective improvement plan on driving up satisfaction levels.
	Develop the Council's tenant engagement model (and offer).
	Increase uptake in digital self-serve, including housing online and repairs online.
Aim 4	Gather and analyse data on all aspects of tenancy services and asset management to inform service delivery.
Actions	Use our performance dashboard to ensure we are meeting statutory and best practice requirements.
	Ensure professional standards are met in line with Social Housing (Regulation) Act.



4. Support households to maintain access to accommodation.	
Aim 1	Work closely with our partners within the Suffolk system, to ensure we can deliver high quality accessible services that meet the needs of all residents.
Actions	Work with social services to address needs of households requiring adapted properties through the social housing register.
	Work with partners to mitigate the impact of the economic crisis, e.g. delivery of Household Support Fund.
	Work collaboratively as part of Suffolk Housing Board to improve housing outcomes for residents.
Aim 2	Work with our partners to support residents, including vulnerable groups, to access and maintain suitable accommodation.
Actions	Facilitate assistance through the Disabled Facilities Grant to adapt properties to meet the needs of disabled residents.
	Promote services providing debt and money advice to residents and the availability of support initiatives across Ipswich including the local welfare assistance scheme.
	Work with Suffolk County Council and District and Borough Council partners to design an Ipswich pathway to mitigate the reduction in funding for supported housing, with particular focus on care leavers.
Aim 3	Use internal and external data effectively to address housing need in Ipswich and to ensure we deliver on our Homelessness and Rough Sleeping Strategy.
Actions	Utilising data available internally and externally through sources such as HCLIC homelessness data collection system and Suffolk Office of Data Analytics (SODA) to streamline processes to meet housing need.



5. Ensure older persons have access to housing and services that meets their needs.	
Aim 1	Create a strong desirable brand for accommodation and services provided by Ipswich Borough Council for older persons.
Actions	Re-brand our sheltered housing schemes.
Aim 2	Accommodation that is of the highest quality, which provides safe, secure, and modern facilities.
Actions	Improve and upgrade the quality and attractiveness of our sheltered accommodation, ensuring the works we carry out represent good use of Council funds.
	Provide older person housing which is affordable and provides value for money to both residents and the landlord.
Aim 3	To provide housing for older persons in locations which offer facilities and services that meet a person's needs as they age well.
Actions	Work towards delivering the sheltered housing improvement programme.
Aim 4	To provide more accommodation options for older persons, and less within older persons housing schemes.
Actions	Explore options for the schemes that have been assessed to be poor candidates for investment, such as changing the use of schemes, sale, or redevelopment.
	Ensure the Local Plan addresses older persons' housing needs as appropriate, in line with the National Planning Policy Framework.
Aim 5	To provide an 'offer' of support to anyone that wants to age well in their own homes.
Actions	Explore and develop a menu of options to aid and support older persons, regardless of tenure.
	Review and explore the use of assistive technology to support older persons.
	Continue to build relationships through regular meetings with social care to meet the needs of older persons.

