



Value Based Lettings

Adrienne Reid Incommunities

Who we are ...



Formed in 2003 (as Bradford Community Housing Trust) following a stock transfer from Bradford Council.

Based in Bradford, West Yorkshire.

- 21,500 rented homes
- 1,000 leasehold properties

Workforce of over 1250 staff and a turnover of £88 million.

Our Vision and strategic direction is focused on
















'Improving lives Incommunities'





Understanding Demand

Allocations



Type	Demand	No of Demands	%
 In Person	 Value	1598	53.4%
	 Failure	1395	46.6%
 Telephone	 Value	1377	55.2%
	 Failure	1119	44.8%
 CBL Website	 Value	275	30.5%
	 Failure	626	69.5%
 Email	 Value	275	30.5%
	 Failure	626	69.5%
 Referrals	 Value	43	100.0%
	 Failure	0	0.0%

	Value	3315	50.9%
	Failure	3203	49.1%

As many resources needed to meet failure demand as value!



Data collected from week commencing 16th May 2011 – 26th June 2011

Understanding Demand:



Choice Based Lettings Demand



I can't use your system	1912	52%
What's happening with my homes application	461	13%
I've come back because you told me to	409	11%



I need to register on homes	485	13%
I'd like to give you additional information for my homes application	395	11%

Total Value	880	24%
Total Failure	2782	76%



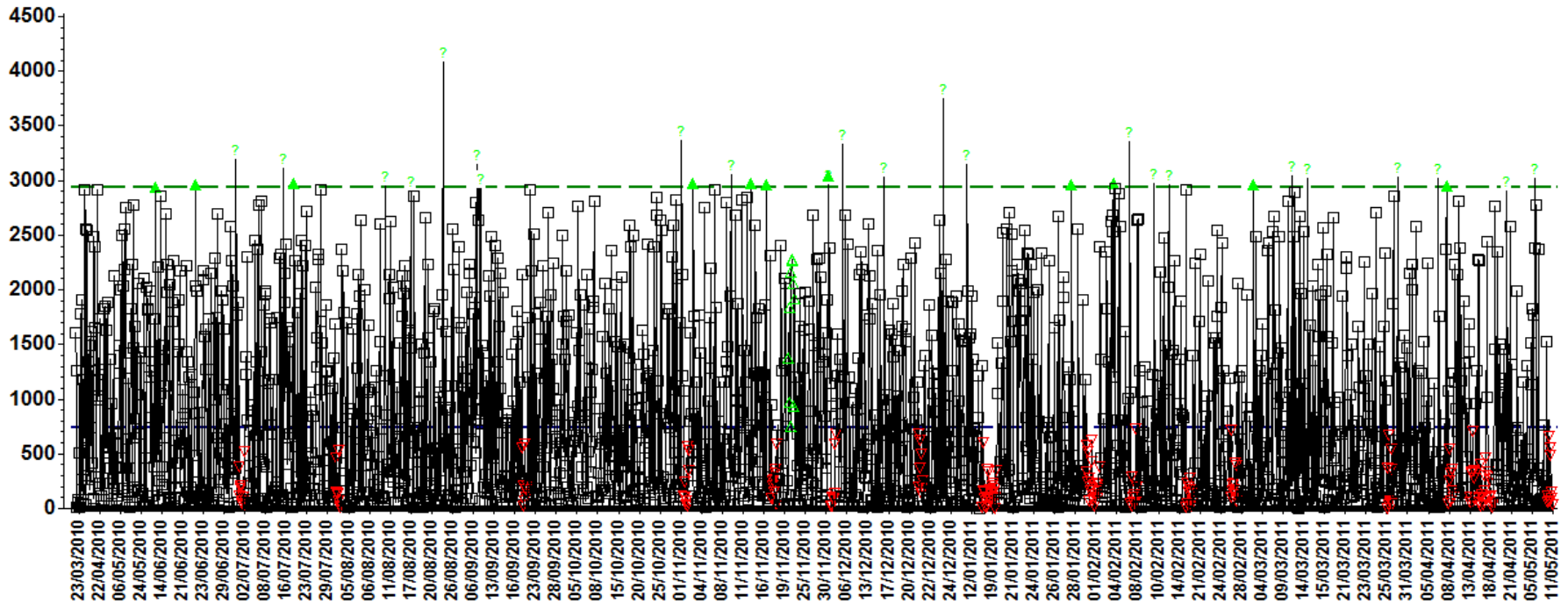
Data collected from week commencing 16th May 2011 – 26th June 2011

Consider the Whole System

Average Time from Application to Rehouse

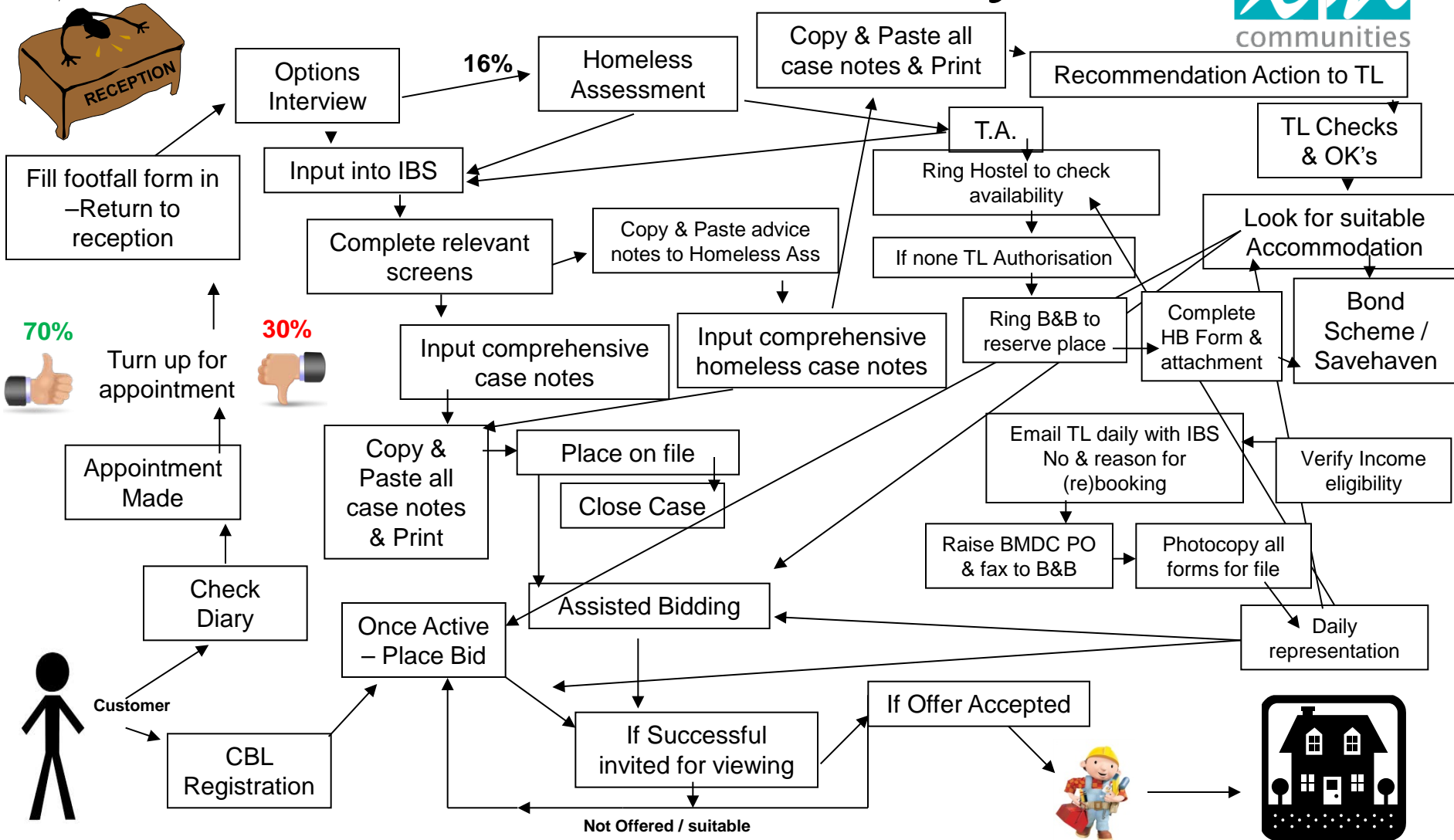


How long will I wait? - all



Start 18/03/2010
U.C.L. =2933.0
Mean =745.8
L.C.L. =n/a

Consider the whole system



Move from bid system to matching system



What we had learned:

- Customers couldn't use the system
- There was little demand for some properties, but advice given was as if all in high demand
- Low percentage of lettings to customers in priority need
- The list did not equal housing demand, no data to inform strategy
- Bid system, but still going to 5th customer to get letting
- Questionable outcomes for sustainability of tenancies and turnover high

Developing a New Approach for the district



Partnership



City of Bradford MDC

www.bradford.gov.uk



Updated:


- Policy
- Nominations Agreement

Re-design: Value Based Lettings




Application

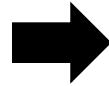
Location



Time Frame



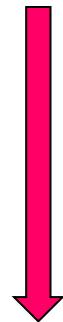
Property Type



Property Shop Mutual Exchange



Waiting List



Statutory Need
Urgent Need
Reasonable Preference
General Need



Re-design: Value Based Lettings



Property Void:

- Incommunities
- Accent
- Your Housing Group
- Yorkshire
- Places for People
- Manningham
- Home Group
- Jephson
- Anchor



Waiting List

Statutory Need
Urgent Need
Reasonable Preference
General Need

Property Shop



Value Based Lettings (VBL)



What are my chances and will the tenancy work?

- Effective use of resources
- Mutual Exchange
- Nomination agreements

Outcomes?

- Sustainable Tenancies
- Demand
- Reduction in turnover



Demonstration



Value Based Lettings VBL



A New Approach



Choice Based Lettings

- ❌ 1 week cycle
- ❌ Difficult application form
- ❌ Unsure of waiting time
- ❌ Unsure if stock exists
- ❌ Length of time bid process
- ❌ Multiple applications
- ❌ Waiting time for validation
- ❌ No flexibility

Value Based Lettings

- 👍 Instant Matches
- 👍 Supported process
- 👍 Likelihoods of availability
- 👍 Stock availability
- 👍 Informed choice for customers
- 👍 No multi viewings
- 👍 Customers values matched

Core Benefits

- What's my chances and housing options
- Considered match and tenancy sustainment
- Understanding of demand
- No annual review required

No allocations system can deal with under/over supply



Demand on the new allocations system

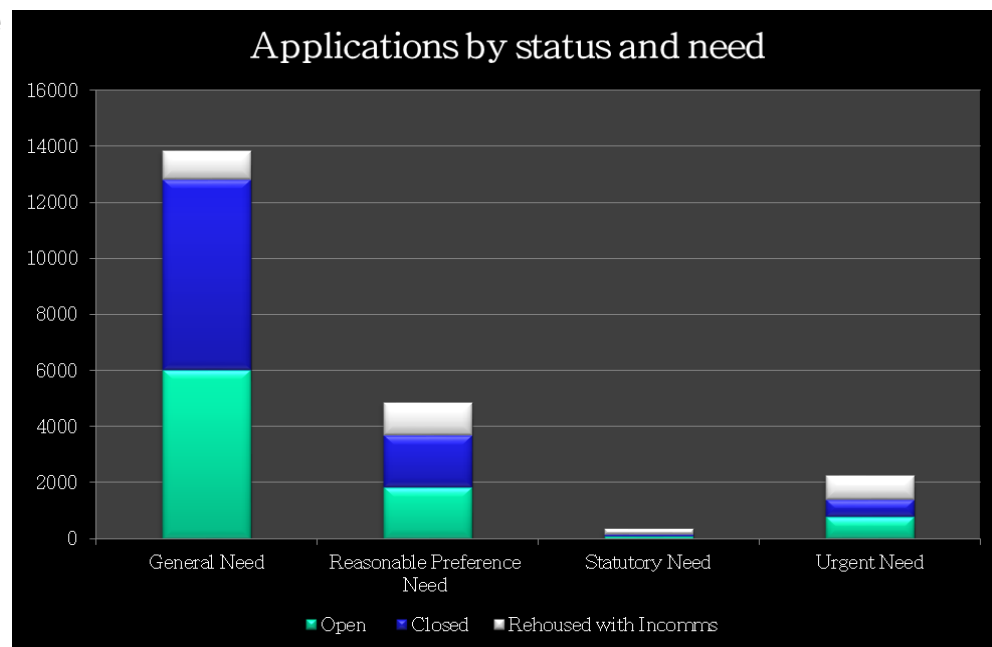


Numbers and Level of Need



21,294 applications received

- ▶ 8,769 Live – stable over the last 6 months
- ▶ 9,335 Closed – value not met or rehoused elsewhere
- ▶ 3,190 Rehoused by Incommunities (26% closed applications rehoused with Incommunities)
- ▶ 39% of customers have a child living with them
- ▶ 54% of customers are living alone



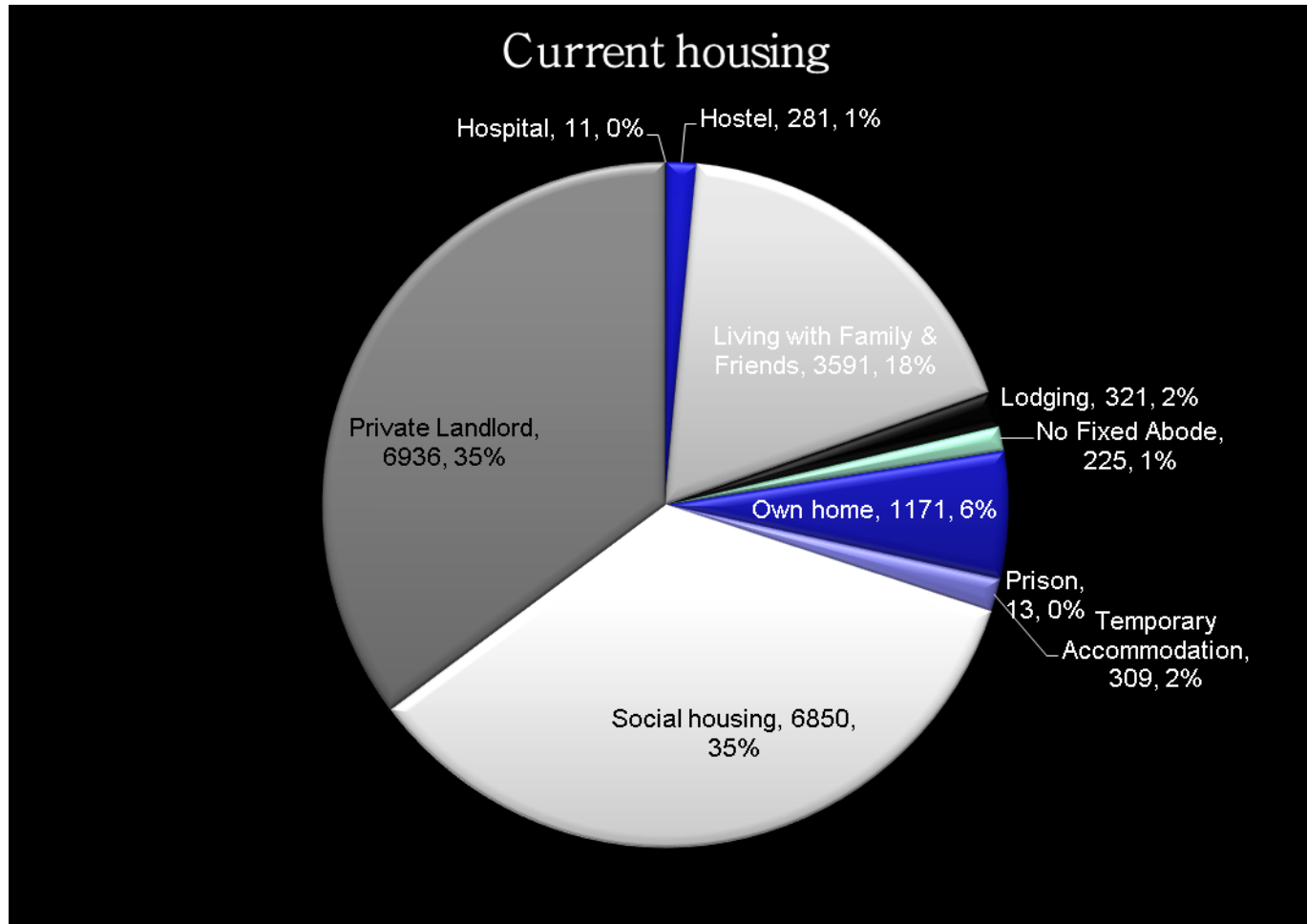
Approach reasons



Incommunities customers		%
GENERAL NEED - Want to move only	1270	27.0%
Medical - Able Living	889	18.9%
Underoccupancy	616	13.1%
Nuisance/Harassment	608	12.9%
Overcrowded	585	12.4%
Affordability	198	4.2%
Disrepair	90	1.9%
Relationship Breakdown	87	1.8%
Family/Friends Breakdown	87	1.8%
Violence - Outside Home	72	1.5%
Decants	66	1.4%
Violence - Inside Home	63	1.3%
Racial Harassment	24	0.5%
NTQ (inc. Abandoned Notice)	10	0.2%

Non Incommunities customers		%
GENERAL NEED - Want to move only	3705	22.3%
Overcrowded	1697	10.2%
Roofless	1565	9.4%
Medical - Able Living	1432	8.6%
Family/Friends Breakdown	1237	7.5%
Disrepair	1171	7.1%
Affordability	1042	6.3%
Relationship Breakdown	902	5.4%
NTQ (inc. Abandoned Notice)	753	4.5%
Nuisance/Harassment	533	3.2%
Sale of Property by other person/landlord	484	2.9%
Independent Living (inc. Care Leavers)	413	2.5%
Violence - Inside Home	396	2.4%
Underoccupancy	278	1.7%

Current housing





Customers re-housed with Incommunities



- ▶ **3,190** customers have been re-housed with Incommunities the average time these customers waited was **4** months

Level of need	Average of Ave of months willing to wait	Average of Months waited
General Need	12	3
Reasonable Preference Need	12	5
Statutory Need	15	4
Urgent Need	11	5
Grand Total	12	4

Transfers

- ▶ Incommunities customers represent **22%** of those waiting for a home

Neighbourhood	No wanting to leave	Customer base	% wanting to leave
White Abbey	34	177	19%
Parkwood Rise	24	130	18%
Gilstead Crosley Wood	35	207	17%
West Royd	22	140	16%
Hendford	18	119	15%
Wycliffe Gardens	19	134	14%
ShIPLEY Town Centre	19	136	14%
Guardhouse	49	358	14%
Leeds Road	15	112	13%
Idle End of Thorpe Edge	40	300	13%
Canterbury	79	601	13%
Woodhouse	25	200	13%
Haworth Road	38	306	12%
Fagley	33	290	11%
Otley Road High Rise	22	195	11%
Scholemoor	32	294	11%
Ravenscliffe	49	470	10%
Manchester Road	64	646	10%

Top reasons for transferring



- General Needs, Medical, Overcrowded, Under-occupancy, Nuisance & Harassment = (84% of all transfer reasons)

Neighbourhood	GENERAL NEED - Want to move only	Overcrowded	Nuisance/Harassment	Medical - Able Living	Underoccupancy
Canterbury	24.46%	31.65%	8.63%	8.63%	9.35%
Fagley	25.00%	8.33%	21.67%	13.33%	21.67%
Gilstead Crosley Wood	33.33%	8.82%	15.69%	16.67%	7.84%
Guardhouse	29.41%	10.78%	16.67%	18.63%	12.75%
Haworth Road	27.42%	22.58%	3.23%	19.35%	11.29%
Hendford	24.14%	20.69%	20.69%	10.34%	13.79%
Idle End of Thorpe Edge	24.00%	12.00%	6.67%	16.00%	16.00%
Leeds Road	32.14%	21.43%	10.71%	21.43%	7.14%
Manchester Road	35.34%	9.77%	14.29%	13.53%	6.02%
Otley Road High Rise	18.42%	10.53%	13.16%	15.79%	21.05%
Parkwood Rise	7.69%	2.56%	20.51%	17.95%	0.00%
Ravenscliffe	38.00%	15.00%	9.00%	8.00%	21.00%
Scholemoor	32.79%	18.03%	19.67%	11.48%	9.84%
Shiplay Town Centre	44.00%	12.00%	12.00%	16.00%	12.00%
West Royd	29.41%	8.82%	20.59%	8.82%	23.53%
White Abbey	16.36%	18.18%	30.91%	20.00%	3.64%
Woodhouse	17.74%	6.45%	20.97%	14.52%	14.52%
Wycliffe Gardens	55.17%	3.45%	3.45%	20.69%	6.90%
Grand Total	28.64%	14.41%	14.32%	14.32%	11.85%

Applicant profile:

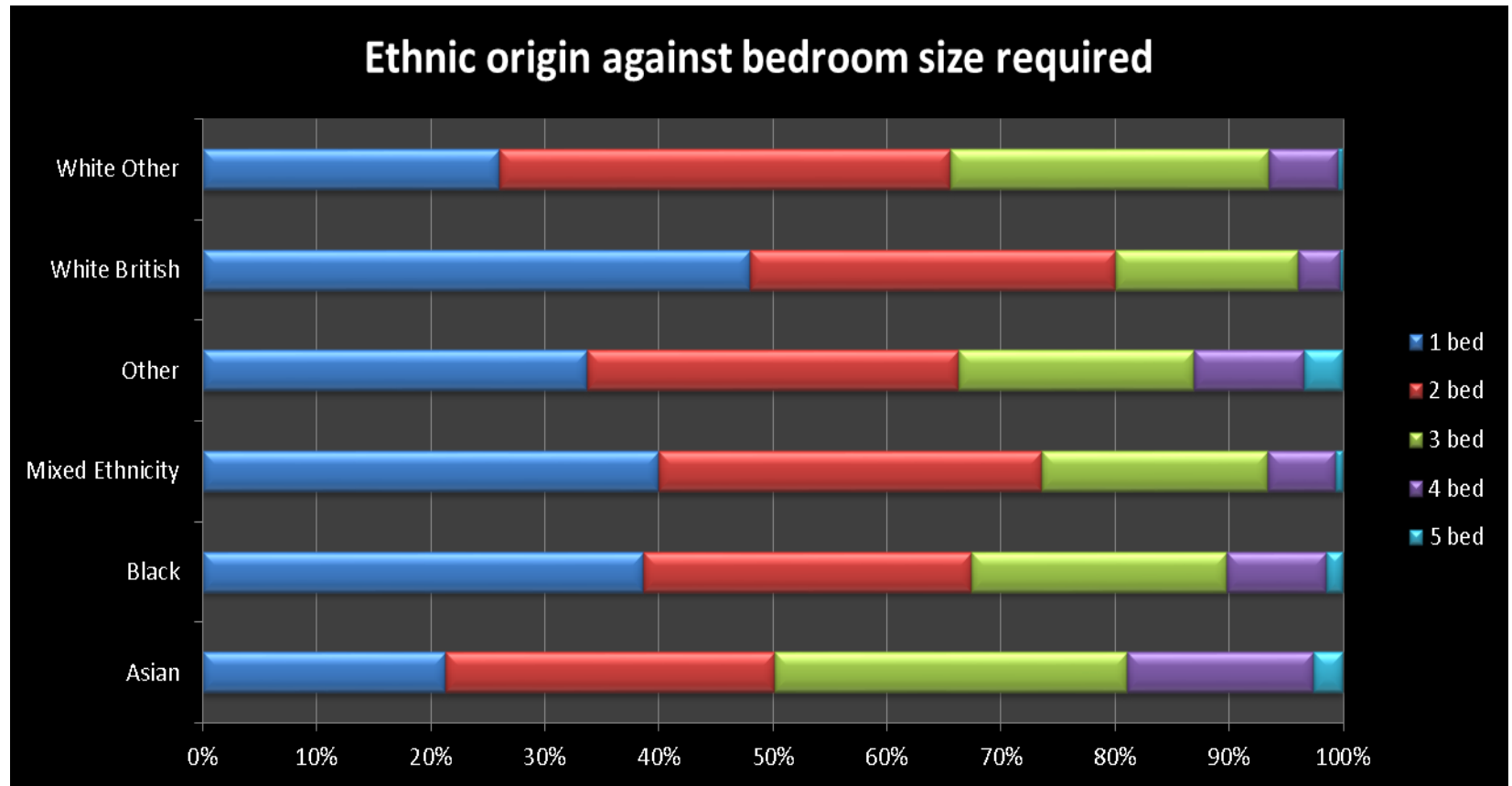
Ethnicity to area demand

Asian most popular	Black most popular	White British most popular	White British least popular
Manningham	Manchester Road	Saltaire	Lilycroft
White Abbey	Great Horton	Bracken Bank	Esholt
Longlands	Manningham	Bingley Central	Parkside
Whetley Lane	White Abbey	Shipley Town Centre	Manningham
Girlington	Longlands	Odsal	White Abbey
Four Lane Ends	West Bowling	Wycliffe Gardens	Longlands
Great Horton	Canterbury	Low Moor	Whetley Lane
Leeds Road	Leeds Road	Shipley The Norwoods	Girlington
Haworth Road	Bierley	Eccleshill	Haworth Road
Otley Road	Otley Road	Crossflatts	Four Lane Ends
Hendford	Hendford	Oakenshaw	Lower Grange
Bradford Moor	Low Moor	Idle Village	Thornbury
Thornbury	Odsal	Valley Road	Bradford Moor
Otley Road High Rise	Otley Road High Rise	Rosebery	Otley Road High Rise
Lilycroft	Oakenshaw	Cottingley	Bolton Woods
Canterbury	Whetley Lane	Owlet and Crag	Leeds Road
Undercliffe	Girlington	Woodend	West Bowling
Manchester Road	Four Lane Ends	Alma	Hendford
West Bowling	East Bowling	Owlet Hall	Lawkholme Lane



Applicant profile:

Ethnicity and bedroom Size



Meeting customer demand: Demand Vs. Supply



High Demand  Low Supply 

Average demand against area is 8% - ave ratio to stock (9 customers to every 1 property owned)

area	Total demand	Demand				Stock				Stock ratio - Applicants to stock						
		% of customers wanting area	1 Bed	2 Bed	3 + Bed	Stock	1 Bed	2 Bed	3 + Bed	ratio to stock	1 Bed	2 Bed	3 + Bed	Turnover	% void	Ave void length wks
Oakenshaw	2234	10%	1111	834	403	20	19	1	0	112	58	834	447	5%	0%	0
Longlands	2615	12%	1019	844	731	66	33	19	14	40	31	44	52	11%	2%	7
Idle Village	2182	10%	1080	869	415	75	62	7	6	29	17	124	69	7%	3%	2
Saltaire	2872	13%	1499	1063	546	106	19	56	31	27	79	19	18	7%	2%	33
Eccleshill	2459	12%	1179	914	524	91	73	14	4	27	16	65	131	12%	1%	9
Girlington	2088	10%	871	690	526	79	38	32	9	26	23	22	58	10%	3%	13
Low Moor	2401	11%	1190	911	435	96	47	39	10	25	25	23	44	9%	1%	2
White Abbey	2648	12%	1018	850	752	159	88	61	10	17	12	14	75	14%	6%	7
Great Horton	2588	12%	1217	837	582	153	116	34	3	17	10	25	194	11%	4%	4
Manningham	2698	13%	1003	868	778	213	172	22	19	13	6	39	41	17%	6%	12



Meeting customer demand: Demand Vs. Supply



Low Demand  High Supply 

Average demand against area is 8% - ave ratio to stock(9 customers to every 1 property owned)

area	Total demand	Demand				Stock				Stock ratio - Appliants to stock						
		% of customers wanting area	1 Bed	2 Bed	3 + Bed	Stock	1 Bed	2 Bed	3 + Bed	ratio to stock	1 Bed	2 Bed	3 + Bed	Turnover	% void	Ave void length wks
Manchester Road	2217	10%	1290	604	364	692	304	388	0	3	4	1	0	26%	16%	25
Owlet and Crag	2086	10%	1118	727	388	411	246	116	28	4	4	6	15	22%	5%	11
West Bowling	1841	9%	880	602	430	193	171	16	6	8	4	33	78	28%	7%	6
Gilstead Crosley Wood	1495	7%	884	465	233	239	156	83	0	6	6	6	269	32%	13%	24
Laisterdyke	1601	8%	766	550	328	193	56	104	20	8	14	5	16	27%	15%	19
Ravenscliffe	944	4%	461	367	156	482	42	100	340	2	11	4	0	13%	2%	4
Allerton	1973	9%	893	694	471	790	341	162	287	2	3	4	2	13%	3%	7
Buttershaw	1883	9%	971	692	357	747	179	149	419	3	5	5	1	11%	2%	4
Holmewood Felcourt	1423	7%	740	500	255	500	112	159	229	3	7	3	1	17%	3%	8
Holmewood Landsholme	1429	7%	746	500	257	492	212	172	108	3	4	3	2	15%	3%	8

Impacts – Turnover



During the period 1st July 2014 – 30th June 2015, a total of 2,464 customers have found a home via VBL from these **3.9%** have since terminated this compares to previous periods where we have seen a turnover of 6% on new lets

Obvious impact on short term tenancies less than 6 months as seen in the table

Short term tenancy reason for terminating	No in 2013/14	No in 2014/15	Difference
Unknown	26	23	-3
Abandoned	33	22	-11
Affordability/Financial reasons	18	12	-6
Deceased	8	16	8
Evicted - Rent Arrears	0	1	1
Found Own Accommodation	7	4	-3
Medical reasons	7	9	2
Moved to Supported Accommodation	0	1	1
Moving in with partner	8	6	-2
Moving near Family	0	8	8
Moving nearer work	9	7	-2
Need a larger home	20	6	-14
Need more support	10	10	0
Prison	4	3	-1
Problems with anti-social behaviour	22	21	-1
Relationship breakdown	16	16	0
Residential Care Within Bradford	8	2	-6
Returned to Original Address	6	1	-5
State of repair of my home	8	9	1
Unhappy with area	15	12	-3
Unhappy with Incommunities	0	2	2
Went to live with Family members	15	7	-8
	257	198	-59



Any questions?