



Allocations

what we've learnt in Bradford

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Introduction to Incommunities



- LSVT in Bradford and BME association in Kirklees
- 50% flats, 50% houses, 30 high rise blocks, (8% of stock)
- Allocations covered by transfer agreement with the Local Authority- 75/25 nominations/direct lets
- Social housing 14% of Bradford stock, private rented is over 25% of stock- competition
- CBL until 2014
- VBL 2014 - now



CBL- reviewed using systems thinking



- 20% conversion rate
- 2 week advertising cycle
- Average waiting time about 3 years
- Large numbers of cases, (50%), not activated
- Lots of duplicate applications
- 76% waste - I can't use your system
- Combined “choice” with rationing- (waiting time, priority level etc)
- Little information or advice to applicants



VBL



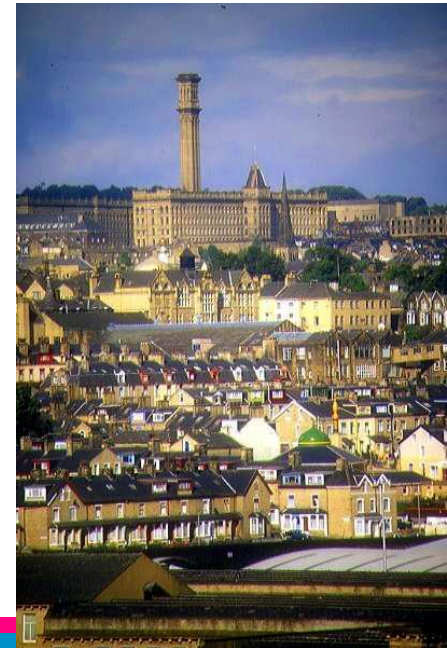
- Matching as soon as notice received
- What's my chances – guidance to applicants
- Advice on application
- Minimal duplicate applications
- Still waste in the system, 20% no contact, 20% refusals on grounds of location, repeat refusals of suitable properties and 25% transfers fuelling churn, low conversion rate.
- Average waiting times of just over 1 year
- Information on demand



What's going on in Bradford?



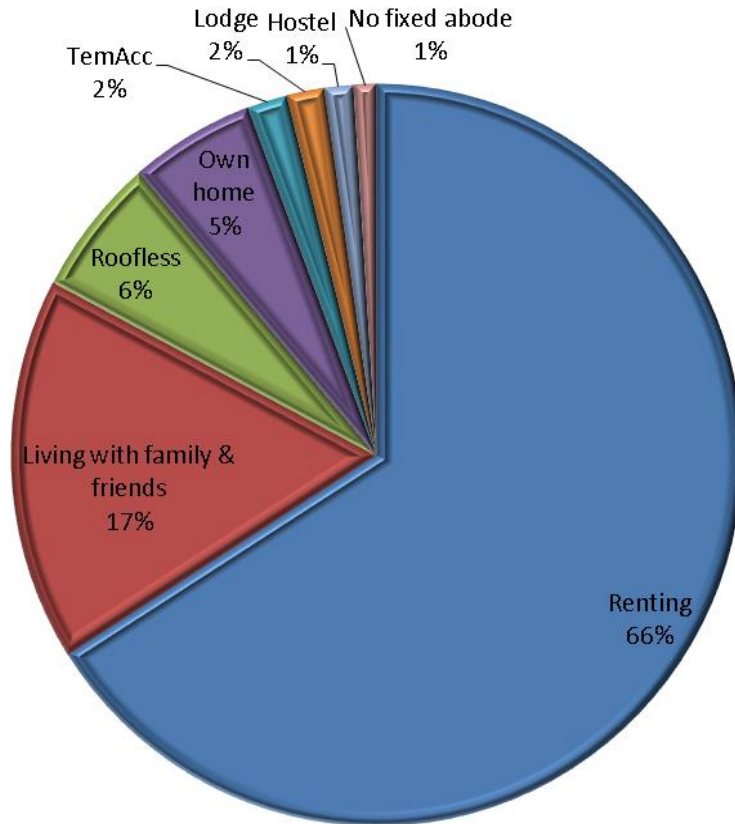
- Weeded list at 10 months - over 50% of cases closed
- Not all property has more demand than supply-flats
- Little difference in social rent and private rent- flats, (high rise more expensive)
- PRS more “visible” to applicants
- PRS competing for social customers- no bond, furnished
- Mismatch between stock and demand in some locations
- Welfare reform has killed access for some stock



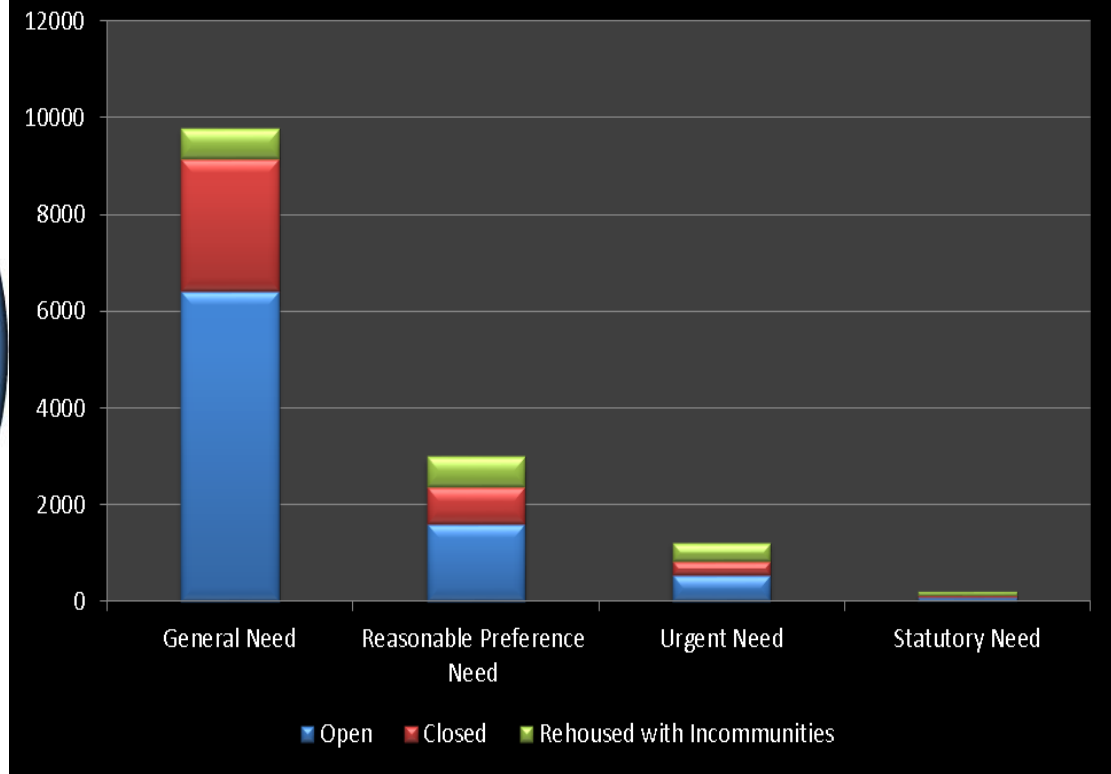
What does low demand look like?



Current housing circumstance



Applications by need and status



Future of allocations- a “mixed approach”



- Waiting list does not work for low demand - need more direct lets
- 25% stock outside of nominations, low demand policy and reviewed stock transfer agreement with Council
- Need to make offers to people at point they approach for housing- 53% conversion rate, (10% on social lettings)
- Marketing skills – we’re in competition – converting leads to lets
- Invest to save - void loss vs £300 carpet,
- Consider “lettability” in investment plans
- Whole organisation “campaign”



BUT- look at who does not get full HB towards rent?



People who are unemployed/earning a low wage and are;

- Single people under 35 unless vulnerable
- couples with more than 2 children
- single parents with more than 3 children
- People who are under-occupying, (children must share)
- Anyone whose rent exceeds the LHA level



Not in housing need?.....What is plan B

