



# South Yorkshire

## Housing Prospectus

How housing associations can work with  
SYMCA and the Local Authorities to deliver  
the region's housing priorities.

February 2022





**Housing is a key factor in people's health, wellbeing and overall life experience. We know that the supply of housing needs to be greatly increased. We owe this to the many people across the region who are living in housing that doesn't meet their needs.**



# South Yorkshire Housing Prospectus

This Prospectus demonstrates how housing associations can use their combined contribution to achieve more impact in the delivery of the housing priorities across the region.

By working collaboratively, we can actively contribute towards the delivery of SYMCA's vision and the housing strategies across the four local authority areas.

Devolution in the South Yorkshire Mayoral Combined Authority (SYMCA) provides an exciting opportunity for a joint housing offer across the region.

The South Yorkshire Mayor, together with the four Councils have a leading role to play. Housing Associations have a longstanding track record of delivery and are here to help.

Five offers sit at the centre of the vision, aligning with those of the individual authorities and the collective vision of the SYMCA.

1. New affordable homes
2. Roadmap to net zero carbon
3. Housing and health
4. Economic growth and employment
5. Preventing homelessness

These five offers build upon the longstanding investment and contribution from social housing providers across the region. Our contribution is much broader than providing high quality affordable homes. Housing associations make a huge positive impact on the quality of spaces and places. We actively support communities to enable people to live healthy and contented lives.

This Prospectus is intended to be a starting point for our ideas and sets out how we can work together to benefit local communities and contribute to the continued economic growth and prosperity of the region.

The Prospectus lays out how our long-term commitment to housing in South Yorkshire can enhance the housing offer in the region, reflect the housing needs of local communities and deliver much needed high quality, affordable homes.





# Five offers sit at the centre of our vision...

**1**

New affordable homes

**2**

Roadmap to net zero carbon

**3**

Housing and health

**4**

Economic growth and employment

**5**

Preventing homelessness



# The role of housing

Housing providers are in a unique position to make a continued positive contribution to the development of the region's infrastructure and deliver economic benefit across South Yorkshire.

## Here's an overview of what the sector has already delivered:

- Housing associations provide 30,781 homes across South Yorkshire.
- The day-to-day management of these homes directly adds an estimated £87.9m to the regional economy each year, supporting an estimated 1,900 FTE jobs.
- Last year housing associations built 283 new homes in South Yorkshire. This added an estimated £13.6m to the regional economy, supporting an estimated 260 FTE jobs.
- Over the last five years, housing associations have built 1,339 homes in South Yorkshire.

Housing associations across the region can achieve even more together by combining their efforts to deliver the key priorities in this Prospectus. Speaking and acting with one voice increases our impact. Working collaboratively with common goals also brings the benefit of building a broad base of social housing expertise.

Housing associations are stable and longstanding investors in place.

Together we can shape the future of affordable housing and build our reputation as a recognised and trusted voice on social housing in the SCR.

This Prospectus seeks to bring housing to the forefront of policy making and investment decisions. Devolution presents us with an invaluable opportunity to work with local authorities, the SYMCA and Homes England to achieve a set of agreed shared objectives. These will benefit both the region and those who call it their home.

A unique factor of social housing in South Yorkshire is that all four Councils within the region have retained their housing stock, two of which operate Arm's Length Management Organisations, Doncaster (St Leger) and Barnsley (Berneslai Homes). This presents a great opportunity for Housing Associations to collaborate with the four Councils to deliver a shared approach in the management of both existing homes as well as new supply.

The combined resources and investment capacity of the housing associations working across the region are significant. This, combined with their significant track record of delivery and longstanding partnership working with Homes England, SYMCA and the four local authorities in the Region provides a significant opportunity to support the post pandemic recovery of the region. This is through improving the life chances and skills of the people living in existing homes, alongside providing additional high quality, affordable homes at the time of a widely acknowledged housing crisis.

Housing associations have an existing strong commitment to Equality and Diversity and have worked together to promote best practice.

Housing associations have also worked together with social housing providers in Yorkshire and the Humber, and Greater Manchester, to conduct a baseline survey of performance on services to customers and the composition of Boards and workforces. Joint action plans and KPIs have been agreed from this activity.

## 30,781

### Homes across South Yorkshire

## £87.9m

### To economy each year

## 1,900

### Estimated FTE jobs supported

# Existing regional priorities

It's important to understand the housing priorities across the region, including existing strategies from the SYMCA and the individual councils. Our aim is to align our ambitions with these through an analysis of the strategies and recurring themes.

The Centre for Regional Economic and Social Research at SHU produced a Strategic Housing Assessment for Sheffield and Rotherham. Although not reflective of the entire region, this provides a further insight to the key housing issues which are also reflected in this Prospectus.

**The key themes across the four local authorities are:**

- Building of new homes
- Investment in regeneration of existing homes
- Social and community impact and place making.

These themes align with the initial ambitions laid out in the next section of this Prospectus. It is evident these need to be the focus of the Prospectus to support the local authorities in the delivery of their housing strategies.

Levelling up of the North presents a set of challenges as well as opportunities. This Prospectus signals a different approach in how we maximise the potential benefits, building upon a longstanding culture and track record of collaboration.

The importance of this approach has been underlined during the Covid pandemic and also as we look to tackle some of the challenges from a post Brexit economy.

## 1.

### Building of new homes

## 2.

### Investment in regeneration of existing homes

## 3.

### Social community impact and place making



# New affordable homes





# New affordable homes

It is widely accepted there is a housing crisis. This has been exacerbated by the pandemic which has brought into the sharp focus the importance of home and how for many people, their current housing circumstances are not suitable for their needs.

The delivery of high quality, affordable housing has been as challenging in South Yorkshire, as it has been nationally. Housing associations and councils are well placed to tackle this and boost economic growth, driven by access to private capital, loan borrowing abilities, Homes England funding and other income streams.

Addressing housing need in South Yorkshire is essential to ensure that any new housing focuses on the right type of tenures in the right locations. It should meet the needs of our diverse and changing population and provide a high quality home at an affordable price.

The first goal of this Prospectus, building new affordable homes, is one way that housing associations can contribute towards this goal. Affordability and property density varies from area to area. The economic legacy of the region means there are opportunities for development across a range of brownfield land sites through remediation funding.

There is a resurgence in city centre living across England which is also mirrored in South Yorkshire. This is fuelled by a growing younger demographic living in the city region, who often struggle to access the private market due to rent and house price increases. Coupled with limited development and investment in homes in these areas, a surplus of substandard unsuitable housing can sometimes be the only choice for those seeking an affordable home at an affordable price.

Affordable, energy efficient new homes also have a vital role to play in alleviating the cost of living pressures many residents are experiencing. Such as soaring utility bills, rising inflation, and the challenges of an economy impacted by the COVID pandemic and Brexit.

---

## New affordable homes

This Prospectus highlights how the housing associations working across the region can deliver the much needed new, affordable housing, through sustainable routes, working closely alongside the SYMCA and Homes England to reflect local need and support the growth strategies.

There is an opportunity to develop a place based strategic partnership approach rather than individual sites, underpinned by a grant commitment over a 5-10 year period. This greater certainty will lead to a longer-term commitment and an enhanced ability to deliver larger and more challenging sites.

A joint approach to growth across South Yorkshire will enable potential intervention in acquiring land and preparing this for development. This could be underpinned by a strategic approach to planning, with a presumption in favour of planning where included in the Local Plan alongside increased speed of decision making.

The wide range of housing providers working across the region enables the delivery of a full range of housing types, ranging from supported/ extra care schemes, affordable rent or shared ownership.

What sets housing associations apart from private housing developers is their longstanding commitment to placemaking, regenerating local communities and the fact they are not for profit. Their focus is on the provision of high quality, safe, affordable housing that genuinely meets the region's housing needs.

The residential sector is responsible for 28% of UK carbon emissions every year. Through the provision of high energy efficiency and low carbon housing, social housing can show leadership and make a real contribution to addressing this problem. It's important that the delivery of new homes is balanced with the impact on the environment.

The sustainable development of homes places an emphasis on enhancing the biodiversity of areas and greening through approaches that increase the green cover in built environments.

There are also strong links between mental wellbeing and access to green space and environments. A sustainable development approach will deliver modern homes which are better for both people and places.

Housing associations bring a proven track record of delivery, financial stability and operate within a regulated sector. With continual advancements in building methods and technologies, coupled with a genuine desire to deliver great homes, the new homes that can be delivered across South Yorkshire will be low carbon and provide long term sustainability.



**“Housing associations bring a proven track record of delivery, financial stability and operate within a regulated sector”**

---

---

## New affordable homes

The delivery of new affordable homes is reliant upon a pipeline of future sites, coupled with an assessment of capacity that enables longer term decisions to be made as part of the wider regeneration of place.

Our offer is to undertake an assessment of both financial capacity and pipeline sites at a regional level. This will then enable an assessment of how this capacity and the pipeline of sites can be used to increase the supply of new affordable homes, resulting in a pledge of new homes delivery over the next five years.

Linking into the Strategic Economic Plan this provides an opportunity to unlock some of the larger strategic sites.

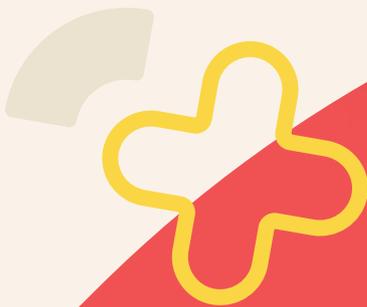
A clear picture of capacity and pipeline sites enables longer term delivery partnership arrangements to be explored. These could range from joint ventures that apply a shared return on investment and/or deferred payment for land through to long term strategic funding arrangements with the SYMCA and Homes England.

Alongside fulfilling a supply of new homes, we will also use our capacity and scale to ensure these homes are equipped and designed to be low carbon and sustainable. We understand the differing impacts of different tenures, alongside the value of existing homes in a strive to have fully sustainable housing stock.



**“Our offer is to undertake an assessment of both financial capacity and pipeline sites at a regional level”**

---



---

## New affordable homes

# Case studies

## Off-Site Homes Alliance

---

The Off-Site Homes Alliance (OSHA) currently consists of 23 housing associations (several in the SYMCA).

This approach combines resources to enable them to operate at scale to deliver high quality, affordable and highly performing homes using the very best and robust offsite technologies.

## Forge New Homes

---

Forge New Homes (FNH) is a residential developer operating in the Sheffield City Region (SCR) that was set up in 2019 as a joint venture by five housing associations - Great Places Housing Group, Yorkshire Housing, Together Housing Group, South Yorkshire Housing Association and The Guinness Partnership.

At the time there was a relatively low number of developing HAs in the SCR and the SCR combined authority had a target of 7,000 – 10,000 completions a year. This presented an opportunity to contribute to the provision of high quality homes in the region.

FNH mainly targets sites suitable for 100 plus homes with it's first two sites underway at Pilsley and Bolsover in Derbyshire. It aims to build 300 homes a year for open market sale with Shared Ownership and affordable rented properties delivered as required by each Local Authority's planning policies.

The profits created are returned to its Members to be reinvested in new affordable housing and communities. Being part of FNH enables Members to take balanced commercial risks which they may be unable to take on an individual basis.

FNH can also work in partnership with local authorities and other public and private sector organisations in the SCR to deliver new homes.



**“The profits created are returned to its Members to be reinvested in new affordable housing and communities”**

---

## In summary, we will:

**1.**

---

As part of our longstanding commitment to placemaking we will build more homes across a wide range of tenures.

**2.**

---

Build the right homes in the right place as part of a placemaking approach to meet current and future housing need.

**3.**

---

Minimise our impact on the environment by using local materials and adapting our construction methods to meet the challenges of a low carbon economy.

**4.**

---

Utilise our existing approach through OSHA to develop the offsite construction supply chain at greater scale and pace.

**5.**

---

Achieve a Net Zero new housing model by 2025 to meet the Future Homes Standard.



# Roadmap to net zero carbon



# 2



## Roadmap to net zero carbon

With 85% of UK homes predicted to still be in use by 2040, we can support South Yorkshire's communities and economies by investing in the decarbonisation of existing homes and neighbourhoods.

How we adapt and future proof our existing homes can also contribute to the regeneration of place. Updating and retrofitting existing homes is one of the main ways we can regenerate communities.

Improving the energy performance of, and decarbonising the energy used in existing homes is one of the biggest challenges faced by the region. If successfully delivered this can positively contribute to reducing fuel poverty by making homes cheaper to live in and improving health/wellbeing outcomes.

There will always be some homes that come to the end of their working life or are no longer the right home in the right place. We will continue to work proactively alongside the SYMCA to identify what actions are needed to ensure our homes continue to be viable and contribute to a low carbon future.

This Prospectus highlights the central role of sustainability in our future housing offer.

Co-ordinating a region-wide approach to environmental improvements not only enables greater sharing of expertise and resources; it also enables shared solutions to be developed for many of the challenges we currently face.

A range of possibilities can be delivered through developing a green infrastructure across South Yorkshire, including the development of 'green skills' and providing access to a range of employment opportunities.

This also enables greater influence over the supply chain to ensure the highest standards are maintained whilst also delivering cost effective solutions.

The Future Homes Standard will require all new build homes to be net zero carbon by 2025. This Prospectus provides an opportunity for South Yorkshire to be at the forefront and a leader in sustainable construction of new homes alongside the improvement of existing homes.

As well as supporting a greener future, the development of a joint approach provides a greater opportunity for the sharing of resources and skills in responding to the Building Safety legislative requirements. This will also ensure South Yorkshire is leading the way in the adoption of Consumer Regulation across the sector.



# Case studies

---

### Place making and retrofit

SYHA is undertaking a review of all of its neighbourhoods during 2021/22 to identify places where they can densify/build new homes alongside retrofitting existing homes and providing high quality public spaces.

Feasibility work at one of their largest estates has highlighted how they can add 135 new homes alongside a comprehensive retrofit programme to the existing homes. This approach will use the same design and environmental standards for the new and existing homes to create a seamless mix and customer offer.

This is underpinned by plans to develop a new urban design framework and landscape, using blue and green infrastructure, to create a strong sense of place. This will promote wellbeing whilst also responding to the climate emergency and bio-diversity crises.

---

### WikiHouse low carbon homes

The first social rented homes using the WikiHouse model have been built in Sheffield. WikiHouse is a digitally-manufactured building system that makes it simple to design, and assemble high-performance, low carbon homes.

These beautiful sustainable homes use open source housing designs, reducing costs and sharing intellectual property. An additional scheme is currently being developed.

---

### Moving to net zero

Many Housing Associations have heat networks providing the heating and/ or hot water for customers. There is legislation in place to ensure these systems are operated safely but no regulations to ensure the systems are operated in a manner to reduce carbon or be as efficient as possible.

As we work towards Zero Carbon there is a need to ensure heat networks are efficiently operated. Great Places have a number of heating systems and have successfully gained a full grant from The Heat Network Efficiency Scheme Demonstrator programme.

The grant is being used to learn how to achieve fuel and carbon savings in the existing heat network and then applied within their other heat networks. The knowledge gained will also be shared with other Housing Providers.

---

### Future Homes Standard

Great Places Housing Group has teamed up with building research specialists BRE Group on a project to develop a strategy for its affordable development programme to be zero carbon ready by 2038.

As part of the project, BRE, who provide research and advice to a range of bodies including the UK Government, will undertake a comprehensive analysis of Great Places' current operations and practices to understand the impact of net zero carbon. This will include undertaking a market assessment of technological solutions, liaising with customers, including internal and external stakeholders to build a picture of their requirements, and working with Great Places to update its specifications and standard house types to be flexible for the future.



# In summary, we will:

**1.**

---

Map the EPC ratings of our existing homes and commit to achieve EPC C by 2030.

**2.**

---

Explore opportunities to maximise the potential impact from retrofit being linked to joint employment and skills/training opportunities.

**3.**

---

Ensure all new affordable homes built from 2025 meet or surpass the requirements of the Future Homes Standard.

**4.**

---

Develop a regional roadmap to achieving net zero homes across our existing and newbuild stock.

**5.**

---

Explore the opportunities for joint bids for external funding (e.g. fabric energy efficiency improvements, PV, battery storage, air source heat pumps).



# Housing and health



# 3



## Housing and health

South Yorkshire suffers from higher levels of deprivation than the national average. Housing is a cornerstone to the wellbeing and prosperity of individuals and families.

Housing associations have a dual focus when it comes to housing provision. The aim is to provide safe, affordable quality housing, and to also deliver significant impact by supporting customers to help them sustain their tenancies. This makes them well placed to support the success of people and places.

The COVID-19 pandemic hit many communities hard. For those who require additional support, housing associations are uniquely well placed to deliver this as part of their wider placemaking role and long-term investment in communities.

Throughout the pandemic housing associations were integral to the commitment to pause evictions. Giving tenants the support to improve their financial security is not only necessary for their wellbeing but also helps to prevent tenancies from failing.

Health is intrinsically connected to housing. Across South Yorkshire, there are a range of health services and housing providers already connect and work with.

However, this is often at an individual organisation level. There is now an opportunity to build on this approach to create homes for a healthy life.

Across the region there are a number of households that are living with a disability and who rely upon the support they receive from councils and housing associations. We could do even more if we were to combine our efforts and resources.

We know that councils and housing associations provide a high-quality service. In many places they are the anchor institution and acts as a primary source of advice and support.

They also offer much more than just a home through their wider contribution to the success of many communities across South Yorkshire.



**“Throughout the pandemic, housing associations were integral to the commitment to pause evictions”**



## Housing and health

# Case studies

### Supported housing model

Living Well is a ground-breaking supported housing model in Sheffield that started in 2014. It was created by SHSCT to enable people with an acute mental health crisis who were being treated in rehabilitation wards outside the city to get the support they needed in “normal” housing, close to family and friends.

SYHA worked with the Trust to provide the houses and housing support. The Trust provided wrap-around clinical support, to reflect their patients’ fluctuating level of need.

When the customer is ready, they transfer to a “general needs” tenancy with SYHA without having to move house. Since 2014, over 40 people have returned to Sheffield. The model has had a massively positive impact on people’s outcomes and generated significant savings for the public purse.

### Tenancy support service

Pete was rehoused by Great Places after ‘sofa surfing’ for a number of years. Pete suffers from severe eczema and alcoholism, which greatly affected his mobility and cognitive ability. He didn’t have any professional support in place, to enable him to live independently in his home and was at risk of being unable to sustain his tenancy.

Pete was referred to the Great Places Tenancy Coach service and Sheffield Council Social Care to get the support he needed. He was helped to access benefits he was entitled to and assistance to furnish his home. Pete agreed to a referral to Alcohol Support to reduce his alcohol dependency and was referred back to his GP to help him to manage his health conditions.

Pete is now settled in his home and has a comprehensive support package in place. His carers visit him at home twice a day to cook, clean and issue Pete’s medication. Pete has support from his sister who lives close by and now has a little dog for company: ‘Gromit’.

### Supporting refugees

Working together in partnership with other service providers and agencies has enabled Great Places to help Mr X, a Ugandan national who arrived in the UK in 2015 as a refugee.

Mr X was alone with no family or friendship support and didn’t understand how things worked in the UK. He fell into debt while seeking employment because he didn’t know he should register as unemployed, so he had no income for two months.

Great Places helped Mr X get his electricity and heating debts written off, and helped him access The Food Work’s Sharehouse Market where, for a £1 contribution, he could pick up fresh food. A referral was made to St Vincent’s Furniture Store, to help him furnish his flat.

He was signposted to The Sanctuary Project - a charity that supports asylum seekers and refugees with information, advice and support.

He has registered as severely sight impaired since arriving in the UK and has been put in touch with Sheffield Royal Society for the Blind for additional support.

Mr X now feels better equipped to settle down in his new home of Sheffield.

# In summary, we will:

**1.**

---

Provide safe, affordable and quality homes across South Yorkshire.

**2.**

---

Provide supported housing for tenants who need extra living support including financial difficulties and maximising incomes.

**3.**

---

Work with local authorities and NHS to provide additional support for tenants (e.g. refuges, social service referrals, mental health services).

**4.**

---

Explore the opportunity to develop an Accessible Homes Register to make better use of homes with substantial adaptations.

**5.**

---

Deliver robust individual antisocial behaviour approaches to ensure consistent and thorough support.

**6.**

---

Map the gaps in health, especially the provision of mental health support across the region.

**7.**

---

Support and introduce connections between services to alleviate pressures and build a network of provision across the region.

**8.**

---

Contribute to supporting vulnerable groups – many refuges, shelters and support services are over stretched and oversubscribed. An increasingly co-ordinated regional approach can be developed to support local authorities to deliver their Homelessness Prevention Strategies to tackle homelessness and domestic abuse.



# Economic growth and employment



# 4

## Economic growth and employment

The positive impact housing has on the wider regional economy and infrastructure is well documented. This is not just the immediate benefits but also the longer-term ripple effect that housing associations make a positive contribution towards.

The journey to net zero carbon housing requires investment and could be a positive enabler for job creation to support the retrofit of thousands of homes. Housing associations across the region are aiming to bring all homes up to EPC C by 2030, and to achieve Net Zero by 2050. Along with other businesses aiming to reduce their carbon footprint, this has the potential to support the creation of new green jobs across the SCR.

The trend for hybrid working started by necessity during the pandemic is here to stay. People working from home are more likely to spend money locally and support local businesses.

New homes and incoming residents can play a useful role in boosting the economy and businesses in local areas.

As not-for-profit providers we also look for the additional benefits we can provide for local communities in the areas we develop new homes. Whether that is through apprenticeships and training or opportunities we can create for the local workforce through construction projects.

Housing Associations also have a strong commitment to being diverse and inclusive employers.

The SYMCA and LEP [20 Year Economic Strategy](#) has laid out the future economic growth plan for the region. This Prospectus links with wider infrastructure plans, to ensure housing is a key priority for the region.



---

## Economic growth and employment

# Case studies

### Employment support for people with disabilities

---

South Yorkshire Housing Association's Good Work services support people with health conditions and disabilities to find and retain employment. In the past three years, they've supported more than 2,500 people to achieve their employment aspirations. Over 75% of Good Work participants have a health condition or disability.

Good Work programmes have leveraged national, regional and local funding to support economic renewal. Since 2017, more than £20m has been invested in closing the disability employment gap and enhancing wellbeing and productivity in SCR. This includes free training and advice for employers (e.g. Mental Health Awareness Training for line managers, in partnership with the University of Sheffield).

### The journey to work

---

Ongo have a specialist team who offer support, training and guidance to help customers overcome any barriers they have, and work towards getting them the skills they need to get into work.

Ongo Communities is a charity, and part of the Ongo group. Supported by an internal grant from Ongo Homes of £1 million per year and a range of externally funded projects and services, the Ongo Journey to Work has been developed to offer a variety of programmes to coach and support customers to help them back into employment.

The team works with over 1000 customers each year through the variety of employment and training initiatives. In addition to this, Ongo have its very own social enterprise recruitment agency who have strong relationships with local employers and provide the final part of a customer's journey in to paid employment.



**“Supported by an internal grant from Ongo Homes of £1 million per year”**

---

# In summary, we will:

**1.**

---

Use partnership networks from across the sector to maintain up to date housing market assessments alongside employment, transport etc. This will be key in making housing more integrated into economic growth, not just in regeneration.

**2.**

---

Produce transparent and place-based housing plans which show how we can contribute to economic growth by investing in local areas and communities.

**3.**

---

Develop a shared approach to apprentices across longer term SY programmes.

**4.**

---

Be reactive to local markets: Identify areas with less stable or weaker housing markets and focus on regeneration through renovation and improvements.

**5.**

---

Link up spending plans to provide aligned investment. This minimises overlap or duplication alongside enhanced opportunities for collaboration and the delivery of lasting impact.



# Preventing homelessness



# 5



## Preventing homelessness

The prevention of homelessness is one of the biggest challenges for the region.

Whilst its causes and solutions are complex, street homelessness is a visible sign of the scale of the problem.

However rough sleeping is only the tip of the iceberg. Statutory homelessness extends to those who lack a secure place in which to live, but homelessness also includes those who are staying in hostels, B&Bs or on friends' floors and sofas.

Housing associations, local government or the voluntary/ community sector cannot individually resolve homelessness. However through working together, we can develop sustainable solutions to tackle homelessness.

Housing associations already support local authorities in fulfilling their statutory homeless duty in a number of ways:

- We let homes to people in most need.
- We support those at risk of losing their homes (e.g. due to mental ill health or rent arrears) and prevent homelessness through tenancy sustainment services.

- We have provided properties for use as temporary accommodation for homeless people, and provide move-on accommodation, freeing up hostel spaces for rough sleepers.
- We work with women's refuges and identify people at risk of becoming homeless through domestic violence or safeguarding issues.
- We support young people, who are particularly vulnerable, and provide accommodation projects for young homeless people including care leavers.
- We work in collaboration with councils to advise them if a tenant is at risk of eviction, for example due to antisocial behaviour or rent arrears. This is part of the National Housing Federation's Commitment to Refer.

Housing associations have expanded their services for homeless people. These include new provision for nearly 100 homeless people using the Housing First model. Housing First removes entry barriers for people with a history of homelessness, chaotic lifestyles and tenancy breakdowns.

Tenancy sustainment rates have been consistently over 80%. This is far higher than any previous solutions.

Specialist professional services are also a big part of how this partnership looks to support existing tenancies. For example, when supporting victims of abuse or those facing homelessness, implementing a trauma informed approach yields higher rates of success.

Housing First is internationally recognised as a best practice approach to generating sustainable tenancies for homeless people. The retention rate is far higher than for traditional housing schemes to reduce homelessness.

Local authorities across the City Region have collaborated with housing associations and specialist support providers to get local provision up and running. There are now active schemes in Chesterfield, Doncaster and Sheffield (where the Council provides this service). We recognise the essential nature of specialist services in our offer.



---

## Preventing homelessness

# Case studies

---

### Housing First in Rotherham

Housing First is internationally recognised as a best practice approach to generating sustainable tenancies for homeless people. The success rate is far higher than for traditional housing schemes at reducing homelessness.

Local authorities across the City Region have collaborated with housing associations and specialist support providers to get local provision up and running. There are now active schemes in Chesterfield, Doncaster and Sheffield (where the Council provides this service).

The longest established service is in Rotherham where the Council has commissioned Target Housing and SYHA to provide over 40 self-contained homes for rough sleepers and people facing homelessness. In the case of SYHA, this takes the number of homes they provide for homeless people to over 250 places.

The success rate has been astonishingly high with over 80% of customers still in their homes a year after their tenancies began.

The proportion of BME people in the service is also high, with some services accommodating over 30% of BME customers.

Lack of access to homeless services for BME people has been repeatedly noted elsewhere in the country.

---

### A place to call home

A parent previously living in temporary accommodation with his young children finally moved into a place they could call home.

When the Yorkshire Housing team checked in with them, the customer didn't have enough money for food. He had used the personal element of his Universal Credit payment to pay the rent in advance because he desperately wanted a permanent home for his family.

His next UC payment was 3 weeks away. Yorkshire Housing's tenancy coach team applied for a grant to help them with items they needed for the house, and the team provided supermarket vouchers for the family to buy the food and essentials they needed.

Afterwards the customer thanked the team for their support, and "for being there and listening to my problems and going above and beyond to help me".

The customer feels confident about managing their tenancy going forward and the family have settled in to their new home.

Yorkshire Housing works with 5 support providers in South Yorkshire to offer a range of homes for customer either at risk of homelessness or with additional needs such as learning disabilities.



# In summary, we will:

## 1.

---

Develop a more streamlined approach to the delivery of specialist services at a regional and local level, alongside statutory agencies to keep tenants safe and supported.

## 2.

---

Housing Associations will endeavour not to make households unnecessarily homeless where evictions are preventable.



## Next steps

The context and challenges discussed in this Prospectus lay the foundations that inform our five offers for the region.

The work housing associations are already doing to achieve these ambitions will only be accelerated by the proposed enhanced levels of partnership and joint working outlined within this Prospectus.

The opportunity for economic and community growth is there for us to develop, with new affordable homes, reducing our carbon footprint and supporting those most in need in our communities.

Working together housing associations can provide a valuable and significant contribution to improve the housing offer for people across South Yorkshire.

Change needs to be delivered at pace, whilst also using the strength and diversity of the collective to maintain the momentum.

Keeping our core goals at the centre of our developing partnership will demonstrate our ability to make advancements in the region in building, investment, shared practice

and knowledge to engage with political support and planning. We can make a positive impact and in turn change the life chances for communities across South Yorkshire.

The next steps will be to develop specific measures against each of the five Priorities. Annual reporting against these measures will then enable progress and our collective impact to be maintained.

We look forward to working alongside the Mayor and other elected colleagues as well as the SYMCA and Homes England to develop some measures against each of the five offers in this Prospectus so that we are able to report on progress with delivery on an annual basis.





better homes and better services for better lives

