

## Waltham Forest Private Rented Sector Strategy Delivery Plan 2024-2029

Outcomes Framework (Long-term and intermediate)	Action	Lead Officer	Timeline
<b>1. Homelessness and rough sleeping are prevented so that they become rare, brief, and non-recurrent.</b>			
<b>A- Early intervention and support are improved.</b>	1.1 Review service level agreements with existing advice and support providers to focus on homelessness prevention and tenancy sustainment.	Director of Housing Options and Support	June 2025
	1.2 Housing Sustainment Team Implement LIFT software to target early interventions and help sustain tenancies in the PRS.	Director of Housing Options and Support	November 2024
	1.3 Embed Homelessness and Rough Sleeping Strategy priorities in day to day work of Housing Sustainment Team.	Director of Housing Options and Support	November 2024
	1.4 Implement findings of 6 month Housing Sustainment Team review and conduct further 12 month review of the pilot to inform future options for a sustainable staffing model for the team.	Director of Housing Options and Support	November 2024

<b>B- Residents who are homeless or threatened with homelessness are empowered to make decisions which are right for them.</b>	1.5 Housing Sustainment Team will provide residents who are threatened with homelessness with access to information which empowers them to take proactive steps to prevent their homelessness, either by staying in their existing home or identifying alternative accommodation by actively promoting a full range of housing options, e.g. self-help, mediation, landlord incentives.	Director of Housing Options and Support	2024-2026
	1.6 Produce an up-to-date guidance for tenants living in the PRS on support available from the council and across our partners and launch alongside PRS Strategy.	Director of Housing Options and Support/Corporate Director Regulatory and Contingency Planning Services	January 2025
<b>2. Residents can access homes that meet their needs as their circumstances change.</b>			
<b>C- Increasing the supply of different types of homes so that residents can stay in Waltham Forest throughout their lives.</b>	<p>2.1 Implementation of the Spatial Strategy in relation to the PRS through inward investment.</p> <p>Priority sites for Buy to Rent are identified in Local Plan Part 2, which forms the basis of the spatial strategy. Local Plan Part 2 is now out to public consultation and will be submitted for independent Examination in Public by the end of the year.</p> <p>Engagement with Inward Investment to ensure the spatial</p>	Assistant Director-Place and Design	2024-2035

	strategy is promoted through his Inward Investment work.		
	2.2 Produce guides for Landlords and potential landlords to help increase supply of affordable PRS housing in the borough.	Assistant Director-Place and Design	January 2025
	2.3 Introduction of a specific policy for access to rented homes for key workers, such as social workers, teachers and NHS staff. Local Plan Part 2 introduces site specific policies on sites to which BtR is to be directed, with explicit focus on key workers.  Continue to support development proposals which proposed reserving homes for eligible workers, as previously achieved at Blackhorse Mills and the Walthamstow Mall development.	Assistant Director-Housing Strategy and Systems and Assistant Director-Place and Design	April 2025
	2.4 Develop a Student accommodation Need and Supply position to support the Local Plan.  The evidence work to sit behind this is complete and has informed Local Plan Part 2, which has been published for public consultation.  The position itself will be published as a Topic Paper in support of Local Plan Part 2 when it is submitted for independent Examination in Public.	Assistant Director-Place and Design	April 2025
		Assistant Director-	2025-2026

	<p>2.5 Carry out a Local Plan Evidence Base Review with embedded PRS focus:</p> <p>This will inform the next version of the Local Plan, work on which will commence once both parts of the current Plan are adopted.</p>	Place and Design	
	<p>2.6 Ensure new Housing Association development provides homes for residents who need them the most delivered by the Housing Compact including private rented sector (PRS), discounted market rent.</p>	Assistant Director- Housing Strategy and Systems and Direct of Housing Delivery and Assets.	2024-2029
	<p>2.7 Conclude a second joint venture to increase supply of suitably rented homes to enable the council to discharge its homelessness duty by finding residents permanent homes in the PRS.</p>	Director of Housing Delivery and Assets	2025-2026
	<p>2.8 Work on developing a PRS Procurement Strategy to explore further joint ventures and ways of maximising social lettings in new builds.</p>	Director of Housing Options and Support/ Director of Housing Delivery and Assets	2025-2026
<p><b>D- Renting is an attractive and secure long-term option.</b></p>	<p>2.9 Preparing for new legislative duties under the Renters' Rights Bill:</p>	Strategic Director of Housing and Corporate Director Regulatory	2024-2025

	<ul style="list-style-type: none"> <li>• Monitor inclusion of the Bill when it is introduced in the House of Commons.</li> <li>• Monitor and engage with the Bill at Committee stage in the House of Commons and Lords. Give updates to members.</li> <li>• Private Sector Housing &amp; Licensing and Housing Services to establish task and finish group.</li> </ul>	and Contingency Planning Services	
	2.10 Campaign and lobby government on renters' rights.	Assistant Director-Housing Strategy and Systems	2024-2029
	2.11 Working with other London Boroughs and London Councils to advance the rights of vulnerable residents in the borough.	Assistant Director-Housing Strategy and Systems	2024-2029
	2.12 Enhanced working with landlords as follows: <ul style="list-style-type: none"> <li>• good quality rented housing in the borough by continuing to use landlord forums and newsletters to support landlords and enhance links with homelessness teams in Housing to help promote work of licensing team.</li> <li>• Renewal of PRS Licensing Scheme.</li> <li>• Use Lettings Waltham Forest to support responsible landlords, with</li> </ul>	Corporate Director Regulatory and Contingency Planning Services	2024-2025

	targeted communications aimed towards those at risk of leaving the market.		
	2.13 Provide advice and information to residents on letting agent scams through our Trading Standards team	David Beach	January 2025
<b>3. Every home in the borough is healthy, safe, and affordable to heat.</b>			
<b>E- Health conditions relating to poor quality homes are reduced.</b>	3.1 Strengthen health data and partnership working to target PRS enforcement action on the most harmful homes by recording and monitoring data such as: <ul style="list-style-type: none"> <li>• EPC ratings</li> <li>• Damp and mould.</li> <li>• Childhood asthma</li> <li>• Air quality</li> </ul>	Corporate Director Regulatory and Contingency Planning Services	2024 - 2025
	3.2 Establish regular training sessions for health and other partners on properties posing health risks and referrals process to housing services both internally through lunch and learns but also through attendance at external Partnership Boards.	Corporate Director Regulatory and Contingency Planning Services	2024- 2025
	3.3 Train officers in PRS Licensing and Enforcement and health partners service to refer, increasing referrals rates into wider support in health and care:	Corporate Director Regulatory and Contingency	2024-2025

	<ul style="list-style-type: none"> <li>• Provide MECC training e-learning for housing officers.</li> <li>• Quarterly MECC network meetings for those that have had the training.</li> <li>• Drug and alcohol training for housing officers</li> <li>• VBA (very brief advice) on smoking training for housing officers, which can be provided by the smoking cessation service.</li> <li>• Train officers in licensing and PRS to signpost into health visiting support and evaluate impact in terms feedback given by residents.</li> </ul>	Planning Services	
	3.4 Expand our suite of energy support for vulnerable and digitally excluded residents, broadening support availability via outreach to physical community spaces.	Director of Climate Emergency & Behavioural Change/ Head of Housing Strategy and Partnerships	2024-2029
<b>F- Housing in Waltham Forest is warm and helps the borough to reach net zero by 2030.</b>	3.5 The Climate Action Team and Housing Strategy Team to work to support residents in fuel poverty with our HEET contract.	Director of Climate Emergency & Behavioural Change/ Head of Housing Strategy and Partnerships	2024-2029
	3.6 Deliver a new health referral pathway for our most vulnerable	Public health Consultant	2024-2025

	residents living in cold homes to benefit from energy efficiency improvements under the national Energy Company Obligation (Eco4Flex) Scheme, saving low-income residents hundreds of pounds a year on energy bills.	and Director of Climate Emergency & Behavioural Change	
	3.7 Launch a loan to help residents decarbonise their own homes.	Director of Climate Emergency & Behavioural Change	2024-2025
<b>4. Development enhances neighbourhoods and supports stronger, fairer, and safer communities.</b>			
<b>G- Communities are proud of where they live and feel safe.</b>	<p>4.1 We will build on learning from 'Safer Streets' pilot to ensure we are working in partnership to keep our communities safe:</p> <ul style="list-style-type: none"> <li>• Undertake pro-active door knocking and hold drop-in sessions for residents to raise concerns.</li> <li>• Establish a joint and visible presence on specified estates between Housing, ASB and the police.</li> <li>• Build a picture of vulnerable tenants that may be victimised for cuckooing, gangs etc. to allow preventative measures to be put in place.</li> <li>• Build on the already existing community involvement/</li> </ul>	Corproate Director of community Safety and Resilience	2024-2029



	engagement to form an area wide picture.		
<b>G- Communities are proud of where they live and feel safe.</b>	<p>4.2 Run targeted checks at vulnerable addresses (informed using robust data sharing agreements) to seek to identify early:</p> <ul style="list-style-type: none"> <li>• Sub-letting linked with modern slavery/ sex work.</li> <li>• Cuckooing linked with supply of drugs, weapons, or other illegal products</li> </ul>	Corporate Director Regulatory and Contingency Planning Services / Consultant Public Health.	2024-29
<b>G- Communities are proud of where they live and feel safe.</b>	<p>4.3 Continue to support survivors of Domestic Abuse living in the PRS through our accredited Domestic Abuse Housing Alliance (DAHA) framework by:</p> <ul style="list-style-type: none"> <li>• Achieving enhanced accreditation through DAHA</li> <li>• Creating a stand-alone domestic abuse policy that sets the scene for an organisation where domestic abuse is not tolerated, is taken seriously and will be addressed.</li> <li>• Supporting staff to be empowered with the knowledge, skills, resources, and confidence to identify domestic abuse for PRS residents and respond in the most effective and appropriate way. Training should be tailored and relevant to staff roles within the organisation and include raising awareness, dynamics, risk</li> </ul>	Head of Housing Strategy and Partnerships	2024-2025

	<p>assessment and information sharing.</p> <ul style="list-style-type: none"> <li>• To work in partnership and regularly with the voluntary and community sector in Waltham Forest that can provide close support for survivors of DA, such as Woman's Aid.</li> <li>• The response to those living with domestic abuse in PRS is consistent and services are accessible for all regardless of their identity or protected characteristics.</li> <li>• Through publicity and awareness raising, more survivors in PRS will be in a position to identify and name abuse and feel empowered to disclose and seek help. Awareness raising and publicly declaring that domestic abuse is unacceptable will encourage neighbours, friends and family members to report concerns that domestic abuse is happening.</li> </ul>		
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