Broadland Housing Strategy 2027 - 2030

1. Introduction

Housing fundamentally shapes quality of life for Broadland residents, influencing health, wellbeing, stability, and economic opportunity. This strategy sets out the Council's direction for delivering the right homes, improving existing stock, and ensuring residents can live safely and independently.

2. Why Broadland Needs a Housing Strategy Now

Broadland's housing system is under increasing pressure, and the evidence shows these challenges are structural, long-term and intensifying.

The district's housing stock is heavily weighted towards larger 3 and 4-bed homes, bungalows and detached properties. This pattern is also reflected in new supply, with almost three quarters of new homes being 3 or 4 bed. While this may demonstrate demand for larger homes, it also highlights a severe undersupply of smaller and more affordable properties.

Over a three-year period, 34% of new social rent homes were one-bed, compared with 6% of all new homes overall. Even so, this resulted in only 126 new social rent one-bed homes, against demand from nearly 650 households on the housing register. Single households account for 93% of this demand. There is also long-term evidence of a gradual but clear shift towards smaller household sizes, which is affecting demand across all housing tenures.

This can mean single adults, who are now the fastest-growing group approaching the Council for help, have limited affordable or suitable homes to move into. Last year 92 (47%) of one-bedroom social rent homes were let to households in Temporary Accommodation.

At the same time, homelessness presentations have risen 80% in three years, in 2025/26, domestic abuse and the ending of private tenancies the leading causes of loss of home. Evidence shows that private rents have risen 65% since 2015, while Local Housing Allowance (LHA) covers significantly less than true market rents, creating widening gaps for low-income households in their ability to access the private rented sector.

Broadland's population is also ageing faster than the national average. 15% of households are single older adults, many living in under-occupied or hard-to-heat homes. This demographic shift creates major implications for health, independence and demand for accessible, adaptable properties.

Existing stock challenges compound these pressures: 55% of EPC-rated homes fall below energy-efficient standards of a minimum EPC rating of C, 16–20% of private rented homes are modelled to be non-decent, and long-term empty homes, while a

small proportion overall, represent a lost opportunity when homelessness and need are rising.

Provision of supported housing is at risk in a background of legislative and funding changes, in spite of need for supported housing increasing.

Together, this paints a clear picture: the current housing system is not aligned with the changing needs of Broadland's residents, and without intervention, pressures on household wellbeing, affordability, homelessness, and reducing independence will continue to rise.

Finally, Local Government Reorganisation (LGR) is expected to create three Unitary Authorities in Norfolk, replacing the existing Councils in the County from April 2028 and bringing all Local Authority Services, such as Housing, Adult Social Care and Children's Services together into each Unitary area. Two of the Norfolk authorities are to be composed of parts of the Broadland district - Greater Norwich City Council and East Norfolk Council.

Therefore, this strategy needs to make a real and lasting difference for people living in Broadland, both now and in the future. It will set out a strong and thoughtful framework that future local authorities can build on with clarity and confidence.

3. Vision and Purpose

The Broadland Council Plan 2024 - 2028 aims to support residents to lead happy, healthy and fulfilling lives by strengthening communities, providing suitable homes, protecting the environment, and supporting a resilient local economy. It highlights the importance of providing homes that enable people and communities to flourish. This Housing Strategy supports those aims by identifying the priorities and actions needed to help achieve it.

Our vision is to enable residents to have access to a home which is safe, affordable, and energy efficient. Leading to thriving, inclusive communities that promote overall wellbeing.

In achieving this vision, we will aim to create a housing system that is more responsive, fair, sustainable and resilient through three priority themes, and guided by the following five core purposes of this strategy:

1) Provide a clear response to the major pressures in Broadland's housing system, including affordability, homelessness, ageing population and housing quality.
2) Actively seek and capitalise on funding opportunities that address the challenges of the mismatch of housing need and demand.
3) Set out a coherent and prioritised programme of actions that deliver measurable improvement.
4) Ensure that planning, housing, community services, and health, work in alignment.
5) Prepare Broadland for Local Government Reorganisation and future devolved powers by establishing strong evidence-driven policy foundations.

Overall, the strategy is expected to improve housing outcomes across the district by providing better quality homes, reducing inequality, supporting health and independence, and helping communities to be resilient and sustainable. It will also support wider corporate priorities such as economic growth.

4. National Policy and Regulatory Drivers

This strategy has been developed in a period of significant national reform, with major policy shifts that will reshape how local authorities deliver housing, prevention and place-based services. In addition to LGR, the following emerging and confirmed government policies are key drivers:

- Devolution – separate to Local Government Reorganisation. Involves the proposed creation of Norfolk and Suffolk Mayoral Combined Authority. Granting powers and funding across strategic housing, economic development, environment, health, and public safety. Expected in 2028.

- Renters Rights Act – abolished Section 21 no fault evictions, strengthens enforcement duties and requirements on councils to protect renters. Includes a revised and strengthened Housing Health and Safety Rating System (HHSRS).

- Planning and Infrastructure Act – reforms planning processes, emphasises faster delivery, clean energy infrastructure, and significant increases in national housing supply.

- National Plan to End Homelessness – sets out new prevention expectations, a legal Duty to Collaborate, increased accountability, and national goals including halving long-term rough sleeping by 2029/30.

- Supported Housing (Regulatory Oversight) Act – introduces local authority duties to undertake Supported Housing Needs Assessments, implement licensing, and produce a Supported Housing Strategy.

- Consultation on National Planning Policy Framework (NPPF) Reforms – changes to calculating housing need, requirements for accessible homes, and updated expectations for affordable housing delivery.

- Roadmap for Section 106 Delivery in England – clarifies national expectations for negotiations and strengthens the emphasis on securing affordable homes.

- Disabled Facilities Grant (DFG) Policy Direction – continued focus on early intervention, independence and alignment with health and care outcomes.

- Housing Revenue Account (HRA) Flexibilities – opportunities for stock holding authorities to use HRA powers to deliver and manage affordable homes.

Together, these policy drivers shape Broadland's approach and ensure the strategy is grounded in statutory change and aligned with national direction.

5. Priority Themes

The strategy is structured around three thematic areas:

- Theme One: Enabling the right homes in the right places,
- Theme Two: Improving the quality, standard, and sustainability of existing homes
- Theme Three: Residents live safe, healthy, independent lives in homes that meet their needs

Why these themes matter

Together, these three themes ensure the housing strategy takes a balanced and practical approach to meeting local needs. By addressing how homes are planned, built and lived in, the strategy helps improve quality of life, and reduces pressures on public services.

Priority Theme One

Enabling the Right Homes in the Right Places

This theme focuses on creating a housing supply that responds to the real needs of communities, supports sustainable growth and enables good place-making.

Housing supply is dominated by larger homes like detached houses and bungalows, including those occupied by older owners unwilling to downsize. Similarly, first time buyers are increasingly shifting towards larger home purchases. Yet affordability challenges across renting, home ownership and even social housing place pressure on households, restricting mobility and raising the risk of homelessness, particularly for single person households

However, a new housing needs assessment for the Greater Norwich Local Plan 2045 will help to ensure supply can be tailored towards demand. Furthermore, forecast delivery of all types of housing is broadly in line with new government-identified overall need.

Actions under this theme will strengthen our position, concentrating on providing high quality homes across a range of tenures and price points, helping to reduce housing inequality and improve people's day to day lives. Particular attention will be given to meeting the affordable housing needs of rural areas. Overall, new housing will support balanced and welcoming communities, where people of all ages and backgrounds can feel settled, supported and able to thrive.

Key Strategic Actions

We will:

1. **Tackle Housing Supply and Affordability**

Address housing supply pressures by supporting the delivery of homes that meet identified needs, with a particular focus on increasing the availability of affordable housing.

2. **Enable Housing Delivery Through Partnership**
Act as a facilitator and convenor, working proactively with registered providers, private developers, and other partners to unlock housing delivery and maximise outcomes.

3. **Expand Housing Choice and Tenure Mix**
Promote a diverse range of tenures and housing types to meet different affordability levels, household sizes, and aspirations, including supporting rural housing supply.

4. **Shaping Future Communities**
Continue to explore and plan for a potential new settlement in Greater Norwich to help deliver homes, infrastructure, and thriving communities for future generations.

These actions directly respond to the evidenced need to **align supply and demand in the market**.

Measuring success

- Local Outcomes Framework – *Housing Supply* – (metrics to be confirmed).
- Affordable homes delivered by tenure type (social rent, affordable rent, shared ownership, etc.)
- % of identified housing need met (e.g. against Local Plan / Housing Needs Assessment/Neighbourhood Plans)
- Proportion of new homes meeting different household sizes as per locally identified need
- Number of rural housing schemes delivered
- Evidence of unmet need reduced for specific household groups

Priority Theme Two

Improving the quality, standard and sustainability of existing homes

This theme recognises that existing homes will always be the largest resource available to meet the needs of residents and communities.

There are many homes in Broadland that perform poorly in terms of efficiency or condition. Poor-quality housing contributes to ill-health, fuel poverty and preventable hazards, and places avoidable pressure on health, social care and other public services.

Housing stock condition analysis shows:

- Private rented homes are the poorest quality, with higher non-decency and damp rates.

- Over half of homes (55%) are EPC D–G, meaning high running costs.
- Fuel poverty affects 8.6% of households, predominantly in rural areas.
- In June 2026, it was reported there were 127 very long-term empty homes.

Actions under this theme aim to protect residents, raise standards, support landlords, and make best use of existing housing stock.

Key Strategic Actions

We will:

1. **Raise Housing Quality Across All Tenures**
   Improve the condition and quality of homes across social, privately rented, and owner-occupied sectors to reduce health risks and improve living standards.

2. **Strengthen Standards and Regulatory Compliance**
   Drive up housing standards by supporting and enforcing requirements such as the Renters' Rights Act and Awaab's Law.

3. **Promote Sustainable, Energy Efficient Homes**
   Support sustainability through energy efficiency, low carbon design, and bringing empty homes back into use, reducing environmental impact and running costs.

4. **Ensure the effective use of existing affordable housing**
   Working with Registered Providers to ensure that existing affordable housing is effectively meeting the needs of existing tenants and those in housing need

The quality and sustainability of existing homes directly affects health, affordability, and independence. This is why **improving existing stock is essential, not optional**. Without this, residents especially older and vulnerable residents may struggle to live safely and independently, while inequalities between households and communities are likely to grow.

Measuring success

- Local Outcomes Framework – Housing Quality and Safety metrics
  i. Percentage of rental housing in the local authority area deemed decent
  ii. Percentage of local authority-owned social housing deemed decent
  iii. Percentage of homes rated EPC C and above
  iv. Private rental sector enforcement (placeholder metric)
- % of homes meeting the Decent Homes Standard
- Number of homes improved through interventions
- Number of homes improved through energy efficiency measures
- Number of empty homes brought back into use
- Estimated carbon emissions reduction from housing interventions
- Average household energy cost savings achieved through interventions

Priority Theme Three

Residents live safe, healthy independent lives in homes that meet their needs.

This theme recognises that a suitable home is more than just a place to live, it is the foundation for good health, personal independence, and community connection.

Broadland's population is older than average, and many residents require support to live independently or transition between accommodation types. Across all ages, however, support needs are increasing, while supported housing provision is fragmented and some needs are not met.

The delivery of supported housing is being affected by rising costs for providers and reductions in funding for support services. As supported housing is essential to helping vulnerable residents live safely and independently, Broadland will take a corporate approach to the issue, recognising both the challenges of funding supported accommodation and the wider benefits it delivers through preventing homelessness, promoting independence and reducing demand on public services. The Council will work with providers and partners to support sustainable, high-quality provision, including ensuring that funding arrangements, service charges and support models are transparent, appropriate and financially sustainable for the long term.

Broadland has:

- A rapidly ageing population, higher than national averages
- Increasing numbers of adults with complex needs and support requirements to sustain their homes
- Gaps in the supply and type of supported housing
- High predicted need for 3,064 adapted homes and 745 wheelchair-accessible homes by 2036.
- Strong evidence of young single adults experiencing housing crisis earlier and more frequently.

This demonstrates that the district lacks enough fit-for-purpose, accessible, specialist supported and transitional housing.

Actions under this theme will address shortages of suitable homes, improve support for people with additional needs, and reduce pressure on public services by helping people live independently for longer.

Key Strategic Actions

We will:

1. **Promote Homes that Support Health and Independence**
   Recognise housing as the foundation for good health, independence, and community connection. Working in partnership to embed housing as a core part of the health and care system. Ensuring a coordinated, preventative and person-

centered approach. Create opportunities for older residents to access housing that better suits their current and future needs.

2. **Deliver Accessible and Adaptable Housing**
Homes are accessible, adaptable, and responsive to people's changing needs, supporting residents at different stages of life.

3. **Provide Targeted Housing Support for People with Specific Needs**
Ensuring appropriate housing solutions and support for older people, people with disabilities, and vulnerable or marginalised groups through supported housing, Disabled Facilities Grants, and Sanctuary Schemes. Work with partners to support the sustainability and availability of supported housing

4. **Enable Long Term Independence and Reduce Pressure on Services**
Support people to live safely and independently in their own homes for longer, improving outcomes for individuals and families while reducing demand on public services.

These actions will help to meet evidenced **need for accessible and supported homes**. This will improve housing options for households, ensure they can live well independently and reduce homelessness, hospital discharge pressures, and costs across social care, health and housing.

Measuring success

- Proportion of planning approvals comprising homes to be built to Building Regulation M4(2) and M4(3) standards.
- Number of new homes built to national optional Building Regulation standard for adaptable homes (M4(2)).
- Number of new homes built to Building Regulation M4(3) standard.
- Number of supported housing units available and occupied
- Disabled Facilities Grants completed and average delivery time
- Number of households supported through sanctuary schemes
- Local Outcomes Framework – Multiple Disadvantage Metrics
    i. Percentage of duties owed where homelessness was prevented or relieved for households experiencing multiple disadvantage. (placeholder metric)

6. Guiding our Approach

A Modern, Evidence-Led Housing System

Strong, real-time intelligence is essential for effective planning and decision making, especially in the context of LGR and Devolution.

Broadland's current data sits across multiple systems and teams. A single Housing Intelligence Hub is necessary because:

- Need is shifting fast (e.g., single person households, affordability)

- Forecast supply does not align with demand by size or geography
- Private Rented Sector conditions and enforcement trends need active monitoring
- LGR and Devolution require transparent, consistent, system-wide insight.

Evidence to inform this strategy can be found in the Housing Strategy Evidence Base and was developed from a range of sources and formats. However, a crucial element of the strategy will be to move from a static document instead establishing a real-time, modernised approach to monitor housing need, delivery, stock condition, homelessness and market trends.

The Housing Intelligence Hub will be a collection of data from planning, enabling, homelessness, environmental health and benefits to provide a comprehensive evidence base in one place. This will enable earlier intervention, targeted commissioning, improved planning negotiations and clearer reporting against the Action Plan which will support the delivery of the Strategic Themes and Strategic Actions set out in this strategy

Monitoring and Review

To ensure this strategy remains responsive, effective and aligned to emerging pressures, the Council will implement a structured review and monitoring framework to ensure progress in delivering the Action Plan can be tracked. To support this, the key measures of success will sit within the Action Plan. Progress will be monitored through the Housing Intelligence Hub, drawing on live data from Housing, Planning, Benefits, Housing Standards, and Supported Housing.

- **Annual review:**
  The strategy's Action Plan and performance indicators will be reviewed annually supported by Power BI dashboards providing up-to-date intelligence on housing need, delivery, stock condition, homelessness and market trends.

- **Transparent reporting:**
  Findings from the annual reviews will be shared with Members, Leadership Team, and key partners to ensure ongoing accountability, early identification of pressures, and shared delivery of the strategy's outcomes.

This approach ensures the strategy remains a living document, adaptable to changing needs, opportunities and statutory requirements.

7. Conclusion

This strategy provides a clearer, stronger and more comprehensive framework for improving housing outcomes across Broadland. By combining robust evidence, targeted interventions and stronger partnership working, the Council can build a housing system that meets current and future needs, supporting thriving communities, reducing inequalities and enabling residents to live healthy, independent lives.