



Perth & Kinross Local Housing Strategy

2022-2027

Consultation Document



Local Housing Strategy Consultation

Welcome to this consultation document which sets out the draft vision, priorities and actions for the new Perth & Kinross Local Housing Strategy (LHS). The new LHS covers the period 2022-27 and sets out our vision for housing and housing related services, and the outcomes that we want to achieve.

We have developed a draft vision and priorities for action with our partners. Before the strategy is finalised, we want to make sure that local people, communities and stakeholders have their say on whether these priorities will make a positive difference to meeting housing need in Perth & Kinross.

The LHS is an ambitious strategy, setting out what homes and communities should look and feel like in Perth & Kinross over the next five years. This vision includes delivering more homes, creating great places, providing better housing choices and delivering homes which are affordable, energy efficient and meet the individual needs of each household.

We encourage and welcome your feedback on the proposed vision, priorities and outcomes set out in the 2022-27 Perth & Kinross Local Housing Strategy

This consultation document poses a number of questions we would like you to consider



How to use this document



The draft LHS vision and priorities for action will be subject to public consultation from August to September 2022.

Consultation questions are contained within the document and a questionnaire for completion is available at Appendix 1.



Alternatively you can complete an online questionnaire through the Council's website [Perth & Kinross Council Citizen Space - Citizen Space \(pkc.gov.uk\)](https://perthandkinross.gov.uk/citizen-space)



For details on the latest updates and events on the LHS consultation process, please visit our Facebook and Twitter pages [Perth & Kinross Council | Facebook](https://www.facebook.com/PerthandKinross) and [@PerthandKinross](https://twitter.com/PerthandKinross) / Twitter

Following the consultation period we plan to finalise the Local Housing Strategy for formal approval by Perth & Kinross Council in early 2023.



What is a Local Housing Strategy?

All Scottish local authorities are required to prepare a Local Housing Strategy (LHS) every five years, setting out a vision for the supply, quality and availability of housing in their local area. The LHS is the key planning document which sets out the range of actions the Council and its partners will take to make sure this vision becomes a reality.

As the last LHS covered the period 2016-21, the preparation of the new Local Housing Strategy (2022 – 2027) is well underway. To build up the draft strategy, the Council has been working with a wide range of partners to assess local needs, agree priorities and define ideas and solutions to deliver a shared vision for housing and housing services in Perth & Kinross.

Housing plays a vital role in meeting the needs of local people, communities and the economy. The Local Housing Strategy sets out a framework of action, investment and partnership working to deliver local priorities.

The Local Housing Strategy sets out the vision and priorities for future housing and housing services in Perth & Kinross

It considers all housing tenures and types of housing and reflects both local need and national priorities



The purpose of the LHS is to:

- ✓ Set out a shared understanding of the need and demand for all types of housing, and for housing services, both now and in the future
- ✓ Set out actions and targets to improve the standard and condition of housing
- ✓ Provide a clear strategic direction for housing investment in both new and existing housing
- ✓ Focus on the outcomes required to achieve the vision

To build the new strategy, Perth & Kinross Council has engaged widely with key partners and stakeholders to:



Define a vision for homes and communities in Perth & Kinross

Identify the main housing issues facing local households in Perth & Kinross

Propose actions and solutions that will address these issues



What does the Local Housing Strategy have to do?

The Scottish Government's LHS Guidance was prepared to help local authorities across Scotland to develop their strategies. The Guidance is clear about what an LHS should cover, what it should look like, and who should be involved in helping to shape it. The LHS needs to be:

✓ Informed by latest housing insight and evidence

✓ Developed in collaboration with partners, stakeholders & residents

✓ Forward looking and delivery focused

✓ Informed by extensive and inclusive consultation

In terms of the national priorities, the LHS is expected to show how its actions will support and make a contribution to the national Housing to 2040 vision that "everyone in Scotland has a home that is warm, affordable, accessible and fits their needs".

The LHS must also show how it makes a contribution to the wider framework of local strategies and plans for Perth & Kinross, including the Local Outcomes Improvement Plan which outlines five strategic priorities to

improve the lives of communities and residents including:

- ✓ Giving every child the best start in life
- ✓ Developing educated, responsible, and informed citizens
- ✓ Promoting a prosperous, inclusive, and sustainable economy
- ✓ Supporting people to lead independent, healthy, and active lives
- ✓ Creating a safe and sustainable place for future generations

Local authorities also have a number of legal duties which relate to or are affected by housing, and the LHS must be clear about how these will be met locally. This includes plans to address homelessness, meet particular housing need, improve house condition, tackle poverty and reduce carbon emissions.

Stakeholder contribution is crucial to ensuring that the LHS truly reflects the issues affecting the local housing system and the priorities identified to address these issues. In developing the LHS, we have consulted with residents, communities and local stakeholders from an early stage, and want to continue to do so to make sure we get it right.

We are keen to obtain the views of local residents, communities, partners and stakeholders on the proposed vision, priorities and actions of the 2022-2027 Local Housing Strategy

We encourage you to participate and provide your feedback and comments by completing the consultation survey.

Options to participate can be found on the final page of this consultation document



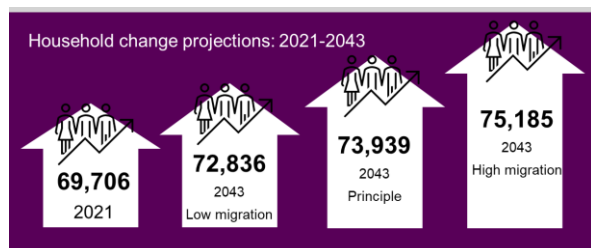


What issues are affecting housing in Perth & Kinross?

The LHS must take into account the wider issues that may be affecting housing in the Perth & Kinross, including population and economic trends. Key issues which will drive the need for housing and housing services are set out as follows.

Household Growth

In 2020, there were an estimated 69,432 households living in Perth & Kinross, an increase of 19% since 2001. Over the next two decades (2021-2043) the number of households in Perth & Kinross is projected to increase by 6% to 73,939 under the principal planning scenario and by 8% under the high migration scenario.



Ageing Population

Despite a very modest projected increase in overall population between 2018-2028 (1%), the older population in Perth & Kinross is expected to substantially increase over the same period in Perth & Kinross (by 20%). Perth & Kinross already benefits from higher life expectancy than the rest of Scotland and this trend is projected to continue. A rapid movement from 'Third Age' into a frail cohort is on the horizon for service planners, commissioners and providers. Innovative solutions will be required to enable older households to 'Age in Place'.

The Perth & Kinross Economy

Pre pandemic, the Perth & Kinross economy was characterised by high employment rates. In Perth and Kinross, more than twice the number of people travel out of the area for work than into the area. There are too few

jobs in the local economy, with a deficit of around 2,800 jobs.

Furthermore, the local economy relies on traditionally lower paid sectors such as Agriculture, Hospitality and Retail. Almost 20% of local workers are paid less than the Living Wage.

Whilst the Perth & Kinross economy is characterised by high earnings and low unemployment levels, income inequalities are stark, particularly for those in poorly paid local employment

The average annual median income in Perth & Kinross is 13% higher than the Scottish average (CACI data).

In contrast, workforce weekly wages across Perth and Kinross have been consistently lower than the Scottish average (9%). This suggests that there are lower paid jobs within the local economy.

Housing Market Operation

House prices have grown steadily in Perth & Kinross and by 26% over the last decade. Property prices have grown by 20% in the last 5 years alone. In 2020/21, the average house price in Perth & Kinross was £224,840 which is significantly above the Scottish average house price at £194,100.

Affordability is extremely challenging at market entry level

Using the Scottish Government's methodology to test market entry (benchmarking lower quartile incomes to lower quartile house prices), reveals that households must spend over **6.5 times** their income to purchase a home.

Home ownership is out with the reach of local households on lower incomes, which is particularly challenging given the dominance of home ownership in the area

1 in 2 households cannot afford the market entry point in Perth & Kinross, which is extremely problematic given the dominance of owner occupation as a housing option in the area.

In the private rented sector, a household requires to earn up to £27k to be able to afford an average rent (if they devote 30% of their income to housing costs). This is significantly above lower quartile incomes in Perth & Kinross (£19k) making PRS rents completely out of reach for many low income households.

Perth & Kinross Housing Stock

There are approximately 72,000 residential homes in Perth & Kinross to meet the needs of the local population. The dwelling profile in



Perth & Kinross is characterised by homes that are younger, low rise and bigger in size than elsewhere in Scotland.

The housing system in Perth & Kinross is dominated by owner occupation with a higher proportion of homes in this tenure (63%) than is the case nationally (59%). In contrast the social housing sector accommodates just 16% of local households, much lower than the Scottish average at 26%.

The scale of home ownership in Perth & Kinross potentially limits the range of housing options available to meet housing need. Furthermore, it could be the case that a more limited range of affordable housing options in the Perth & Kinross area is driving housing affordability pressures at a local level.

Rural Housing Issues

There is a fairly even urban/rural population split across Perth & Kinross with 53% of the population living in urban areas and 47% living in rural areas. National research has consistently indicated that the age of a home is strongly associated with its condition and energy performance. In this respect the oldest homes (pre-1919) generally perform less well than newer homes.

The rural housing stock profile tends to have a higher concentration of older homes, homes with no access to mainstream gas and lower energy efficiency ratings than homes in urban areas.

This is the case for homes in the rural areas in Perth & Kinross which have a higher proportion of pre-1919 properties than in urban areas. Furthermore, 57% of homes in rural areas in Perth & Kinross are 'off gas grid' in stark contrast to 36% of homes in urban areas.



What is the level of housing need in Perth & Kinross?

The LHS needs to be built on a solid evidence base, and a key part of this is producing a detailed 'Housing Need and Demand Assessment (HNDA)'. This assessment estimates the number of new households who will require housing in Perth & Kinross. This is based on household projections and economic scenarios produced by the National Records of Scotland (NRS).

Using this analysis, we can calculate whether more housing will be needed in Perth & Kinross in the future. The Housing Need & Demand Assessment estimates the need for both affordable and market housing. It does this by looking at the number of projected new households and the number of existing households who will need additional housing, and assesses their ability to meet local housing costs.

The HNDA is used to help with the setting of a 'Housing Supply Target' for the area, i.e. the number of new houses that require to be built in Perth & Kinross during the life of the LHS.

Future housing estimates for Perth and Kinross estimate a requirement for 10,205 new homes over the next 20 years. During the life of the LHS, a need for 4,741 new homes are estimated across Perth & Kinross.



New homes are estimated to be required over the life of the LHS across Perth & Kinross

About 60% of this requirement is for market housing options, with 26% focused on social rented housing, with a further 15% on below market rent options such as shared ownership/equity and mid-market rent.



What is our Vision and LHS Priorities?

Informed by the evidence of local housing issues and working with partners, a draft vision for Perth & Kinross LHS (2017-2022) has been developed.



“Everyone in Perth & Kinross has access to the right home, in the right place and at the right cost”

The LHS vision places housing at the centre of major ambitions for Perth & Kinross including:

- providing more homes in sustainable places where connectivity to jobs and local services is easy
- improving housing choice and reducing inequality
- supporting people to live independently and well at home
- ensuring everyone finds it easy and affordable to heat their home
- ensuring housing makes a strong contribution to tackling the climate emergency in Perth & Kinross.



Consultation question 1

The LHS vision should set out how homes and communities should look and feel in Perth & Kinross in the next 5 years.

Does the draft LHS vision offer a clear and strong ambition for housing and housing services?

To achieve this vision and realise the wider ambitions set out in the Local Improvement Outcomes Plan, the following four LHS priorities have been defined:

Priority 1

Providing more homes at the heart of great places

Priority 2

Providing a range of housing options that people can easily access, afford and keep

Priority 3

Delivering housing for people with varying needs

Priority 4

Delivering quality homes with affordable warmth, zero emission & SMART technology



Consultation questions 2 and 3

Do LHS priorities reflect the main housing issues that should be tackled in Perth & Kinross?

Are there priority issues that are missing and should be tackled in the LHS?



What are our ideas for action?

In order to support the successful delivery of the LHS priorities, a number of ideas for action have been identified, assessed and prioritised by the Council and its partners.

These ideas and solutions set out the action, partnership and investment needed to address the issues which lie beneath each LHS priority.



Consultation question 4

Are there any specific actions which you feel will help to support the delivery of the Local Housing Strategy Vision and priorities?

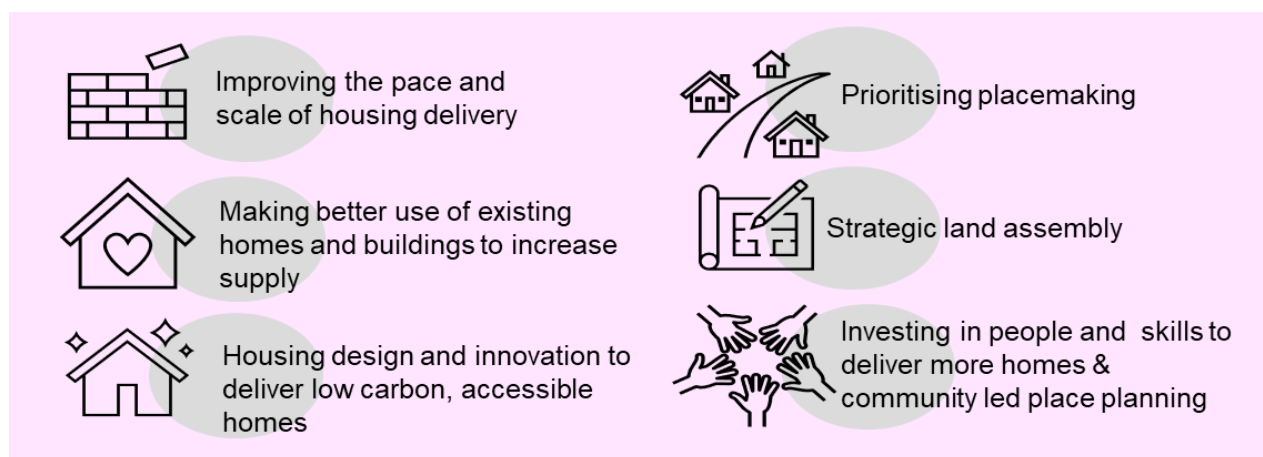


Ideas for action under each LHS priority are set out in detail below. Please tell us what you think of the actions suggested.



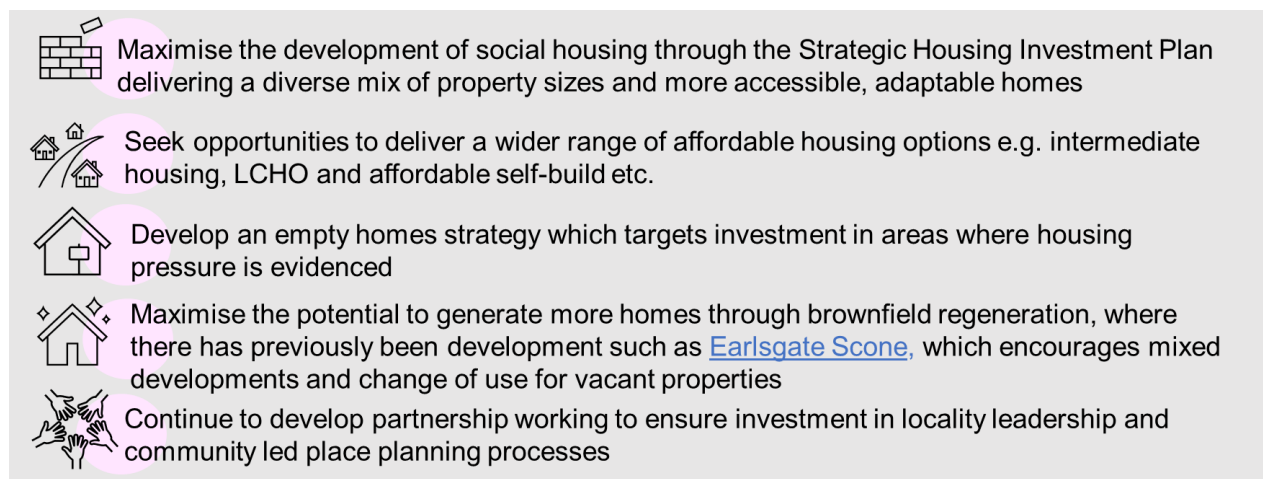
Priority 1: “Providing more homes at the heart of great places”

The key issues which drive the need for action in Priority 1 are as follows:



A detailed briefing which sets out the housing system evidence on the need to ‘provide more homes at the heart of great places’ can be accessed here: <https://youtu.be/swBno0YcDcs>.

Partners and stakeholders have co-produced a range of options and ideas to proactively address the challenges associated with providing more homes at the heart of great places. The top 5 actions to address for LHS Priority 1 are:



Consultation questions 5 and 6

Are the actions proposed for Priority 1 the right ones?
What actions do you feel the LHS should pursue to provide more homes in great places?



Priority 2: “Providing a range of housing options that people can easily access, afford and keep”

The key issues which drive the need for action in Priority 2 are as follows:



Creating a more diverse range of quality housing options



Improving housing affordability and reducing housing induced poverty



Matching households to homes more effectively and making best use of housing stock



Improving access to housing advice and support including welfare rights

A detailed briefing which sets out the housing system evidence on the need to ‘provide a range of housing options that people can easily access, afford and keep’ can be accessed here:

<https://youtu.be/0cDXjNuSBBJ>.

Partners and stakeholders have co-produced a range of options and ideas to proactively address the challenges associated with providing a range of housing options that people can easily access, afford and keep. The top 5 actions to address for LHS Priority 2 are:



Continue to develop and improve tailored debt advice and welfare assistance to households across Perth & Kinross to maximise financial inclusion



Develop a range of options that achieve a better match of households to homes for example mutual exchanges, incentives, property buy backs and a serviced accommodation pilot



Review existing evidence and consider the feasibility of Build to Rent and Mid-Market Rent models to deliver high quality, energy efficient homes



Continuously improve the Council's approach to Rapid Rehousing via the Home First model to further transform the delivery of homelessness services



Enhance personalised transitional housing support to homeless households with moderate to high support needs from temporary or supported accommodation to settled housing



Consultation questions 7 and 8

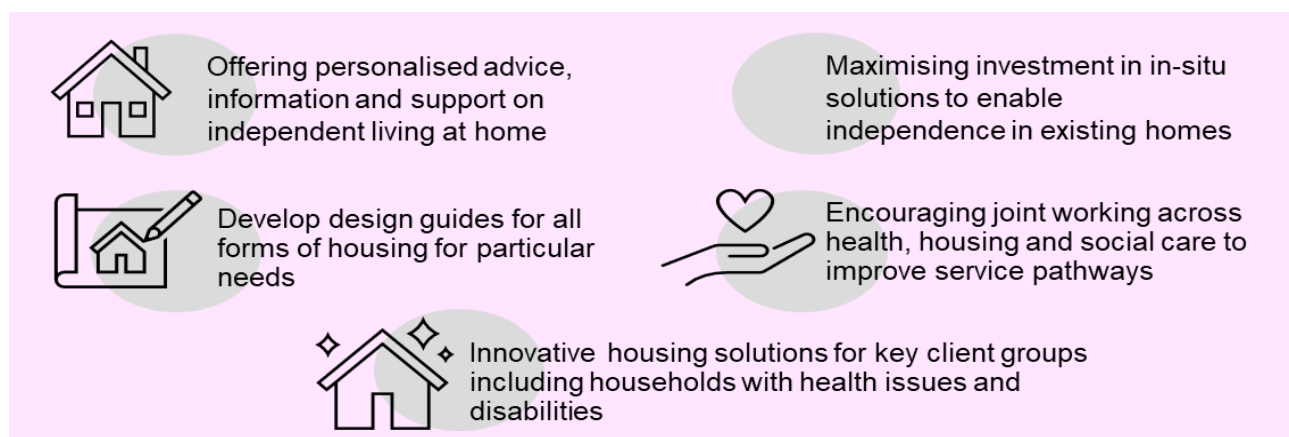
Are the actions proposed for Priority 2 the right ones?

What actions do you feel the LHS should pursue to provide a range of housing options that people can easily access, afford and keep?



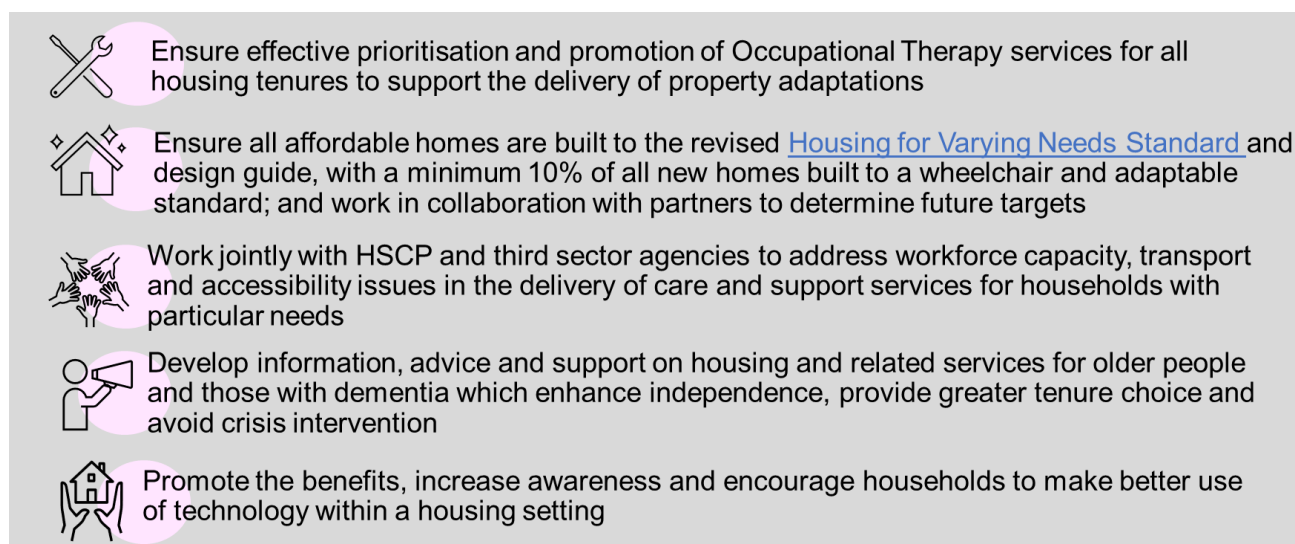
Priority 3: “Delivering housing for people with varying needs”

The key issues which drive the need for action in Priority 3 are as follows:



A detailed briefing which sets out the housing system evidence on the need to ‘deliver housing for people with varying needs’ can be accessed here: <https://youtu.be/M27Ro6K-t2o>.

Partners and stakeholders have co-produced a range of options and ideas to proactively address the challenges associated with delivering housing for people with varying needs. The top 5 actions to address for LHS Priority 3 are:



Consultation questions 9 and 10

Are the actions proposed for Priority 3 the right ones?
What actions do you feel the LHS should pursue to deliver housing for people with varying needs?



Priority 4: “Delivering quality homes with affordable warmth, zero emission & SMART technology”

The key issues which drive the need for action in Priority 4 are as follows:



Improving digital connectivity especially in rural areas



Meeting net zero targets and improving energy efficiency



Increasing homeowner support to invest in repair and maintenance



Tackling skills shortages to retrofit homes especially in emerging technologies

A detailed briefing which sets out the housing system evidence on the need to ‘deliver quality homes with affordable warmth, zero emission and SMART technology’ can be accessed here: <https://youtu.be/P9QrIPgn06I>.

Partners and stakeholders co-produced a range of options and ideas to proactively address the challenges associated with delivering quality homes with affordable warmth, zero emission and SMART technology. The top 5 actions to address for LHS Priority 3 are:



Support implementation of the Local Heat & Energy Efficiency Strategy (LHEES) by working in collaboration with partners and key stakeholders to deliver identified projects and actions in the LHEES Delivery Plan



Improve energy efficiency across all tenures by maximising the use of national funding programmes



Encourage and support owners and private landlords to improve the energy efficiency of their properties to reduce fuel bills and carbon emissions; accessing funding opportunities to achieve this



Develop a community benefits framework and training academy with the private sector, to encourage apprenticeship opportunities linked to workforce development programme for the construction industry



Work with Scottish Government and other agencies to improve digital infrastructure particularly in rural communities



Consultation questions 11 and 12

Are the actions proposed for Priority 4 the right ones?

What actions do you feel the LHS should pursue to deliver quality homes with affordable warmth, zero emissions and SMART technology?



Have we got it right?

We encourage and welcome your feedback on the proposed vision, priorities and outcomes set out in the 2022-27 Perth & Kinross Local Housing Strategy

To have your say, please complete the following online survey by visiting the Council's Consultation Hub at:

[Perth & Kinross Council Citizen Space - Citizen Space \(pkc.gov.uk\)](https://pkc.gov.uk/citizen-space)



The consultation period ends at 5pm on 9th September 2022.

Alternatively, any person who wishes to submit a consultation response forms by post should send it to:

Perth & Kinross Council

LHS Consultation

Pullar House

35 Kinnoull St, Perth PH1 5GD

If you need any further information on the draft Local Housing Strategy, please contact HousingInfo@pkc.gov.uk

Thank you for taking the time to participate in this important consultation.

Perth & Kinross Local Housing Strategy 2022-27

Questions on Consultation Draft

1. The LHS vision should set out how homes and communities should look and feel in Perth & Kinross in the next 5 years. Does the draft LHS vision offer a clear and strong ambition for housing and housing services?

2. Do LHS priorities reflect the main housing issues that should be tackled in Perth & Kinross?

3. Are there priority issues that are missing and should be tackled in the LHS?

4. Are there any specific actions which you feel will help to support the delivery of the Local Housing Strategy vision and priorities?

5. Are the actions proposed for LHS Priority 1 the right ones?

6. What actions do you feel the LHS should pursue to provide more homes in great places?

7. Are the actions proposed for Priority 2 the right ones?

8. What actions do you feel the LHS should pursue to provide a range of housing options that people can easily access, afford and keep?

9. Are the actions proposed for Priority 3 the right ones?

10. What actions do you feel the LHS should pursue to deliver housing for people with varying needs?

11. Are the actions proposed for Priority 4 the right ones?

12. What actions do you feel the LHS should pursue to deliver quality homes with affordable warmth, zero emissions and SMART technology?