



Contact: Jacqui Hurst
Cabinet Secretary
Direct : 020 8379 4096
or Ext:4096

Fax: 020 8379 3177 (DST Office only)
Textphone: 020 8379 4419 (in Civic Centre)
e-mail: jacqui.hurst@enfield.gov.uk

THE CABINET

**Monday, 5th November, 2012 at 7.15 pm in the Conference Room,
Civic Centre, Silver Street, Enfield, EN1 3XA**

AGENDA – PART 1 TO FOLLOW PAPERS

Please find attached a copy of the following report which was marked as “to follow” on the previously circulated agenda for the above Cabinet meeting.

**6. A REVISED ALLOCATIONS SCHEME FOR ENFIELD - ALLOCATING
SOCIAL RENTED HOMES IN ENFIELD (Pages 1 - 24)**

A report from the Director of Health, Housing and Adult Social Care is attached. This seeks approval of Enfield’s Revised Allocations Scheme for endorsement by full Council. **(Key decision – reference number 3413)**

(Report No.96)

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MUNICIPAL YEAR 2012/2013 REPORT NO. 96**MEETING TITLE AND DATE:**

Cabinet – 5 November 2012

REPORT OF:

Director of Health, Housing and Adult Social Care

Contact officers and telephone numbers:

Susan Sharry x 0208 379 3996
or Liz Smale x 0208 379 1936

Agenda - Part: 1	Item: 6
Subject: A Revised Allocations Scheme for Enfield - allocating social rented homes in Enfield	
Wards: All	
Cabinet Member consulted: Cllr Ahmet Oykener	

1. EXECUTIVE SUMMARY

- 1.1 The Housing Act 1996 requires all local authorities to publish an Allocations Scheme setting out how the Council will determine priorities between applicants for council and housing association homes in their area.
- 1.2 Enfield's current Allocation Scheme has been in place since 2003 and no longer meets the coalition government's requirements, Mayoral requirements and local housing requirements.
- 1.3 Council and Housing Association homes in Enfield are in short supply and the Allocations Scheme will enable the Council and Housing Associations to make best use of all available housing whilst ensuring homes go to those in greatest need.
- 1.4 The revised Scheme supports the Council's local priorities of meeting the needs of local people and regenerating Council owned estates
- 1.5 The Council is committed to increasing the supply of affordable homes in the borough and promoting housing options and choices for all.

2. RECOMMENDATIONS

- 2.1 To recommend that Council approve Enfield's new Allocations Scheme
- 2.2 To approve an on-going review of the Allocations Scheme during the first year of operation from the full implementation date with major changes reported back to Cabinet at the end of one year for a decision on whether to take to full Council.

- 2.3 To authorise the Cabinet Member for Housing to approve minor changes to the allocations Scheme to address practical issues revealed by the on-going review or made necessary due to further legislation or case law.
- 2.4 Cabinet to approve the creation of a single assessment and allocations function to improve the customer's experience which will be under the Council's control.

3. BACKGROUND

- 3.1 The Council's Allocations Scheme sets out the rules used to determine who is awarded priority for social housing in the Borough. Social housing includes the Councils' housing stock and any Housing Association properties that Enfield has nomination rights to. By law, every Local Authority must have an Allocations Policy which must be published and kept under review.
- 3.2 A new Allocations Scheme is a target within Enfield's Housing Strategy Action plan 2012 – 2027

Housing Supply and Demand

- 3.3 Enfield is committed to increasing the supply of affordable housing in the borough and our plans for doing this are set out in Enfield's fifteen year Housing Strategy.
- 3.4 There is high demand for Council and Housing Association in Enfield and not enough homes for everyone who wants one. 400 applicants register for housing each year. At 31 March 2012 there were 7,898 households registered on Enfield's Housing register. During 2011/12 a total of 884 homes were let of which 410 were one bedroom homes, 274 were two bedroom homes and only 200 had three or more bedrooms. 743 lets are forecasted for 2012/13 and 732 lets (including lettings for homes for older people) for 2013/14.

Aims

- 3.5 Enfield has undertaken a review of its current Allocations Scheme and has developed a revised scheme with the following aims:
- To have a scheme that is clear and easily understood by everyone
 - To ensure social rented homes are allocated in a fair, flexible, efficient and accountable way

- To ensure the scheme allows the Council and its partner organisations to make best use of Enfield's social rented homes
- To enable housing applicants to have a choice of or express a preference about the social rented housing they would like to live in
- To assist in building sustainable and cohesive neighbourhoods in Enfield

Key Features of Enfield's revised Allocations Scheme

3.6 The revised Scheme will retain a simplified Points Scheme and continue to use Enfield's Choice Based Lettings System.

3.7 Housing applicants will be placed in one of 6 housing groups to reflect local priorities for housing. They are:

- Group 1: Tenants of Enfield Council and Housing Association homes in Enfield, focusing particularly on those who are under-occupying, are severely overcrowded or have an emergency or exceptional reason for moving
- Group 2: Tenants of Enfield Council living on council-owned estates that are going to be redeveloped.
- Group 3: Special Applications and Quota which includes a wide range of applicants including care leavers, residents moving on from supported housing schemes, foster carers, armed services personnel and Housing Panel cases for learning difficulties, physical disabilities and mental health.
- Group 4: Households in accommodation provided by Enfield Council to applicants owed a full re-housing duty under the Homelessness law prior to the Homelessness (suitability of accommodation) Order 2012.
- Group 5: People who need mobility or accessible homes on one level
- Group 6: Older people with housing and support needs

3.8 Key features on the revised scheme include:

- Implementation of an on-line registration and assessment service providing applicants with timely and better quality information about their housing priority and housing options
- Strengthened decision-making mechanisms that will enable greater accountability, an audit trail and transparency in assessing applications
- An annual review of local priorities and target allocations for each Demand Group

- An enhanced Choice Based Lettings System to limit wasted bidding by applicants and provide them with better access to social housing lettings and work opportunities
- A new Pan London Mobility Scheme and enhanced mutual exchange options for social rented tenants which make better use of existing social rented homes and Olympic village homes.
- Better monitoring of allocations to make clearer how the limited amount of social rented housing that becomes available for letting in Enfield will be shared out between 6 demand groups.
- An annual review of the scheme in the first year of operation

3.9 Enfield's revised Allocations Scheme is set within a wider housing options approach for addressing housing need in the borough which includes use of low cost home ownership schemes, the private rented sector and Homeswaper for Council and Housing Association tenants.

3.10 The revised scheme includes the following key changes:

- Strengthened local connection rules
- New income and savings restrictions
- Additional priority for working applicants
- Strengthened help and support for applicants using the Choice Based Lettings System (CBL)
- Penalties for applicants who do not bid for a social rented housing using CBL after receiving help and support

3.11 Enfield's revised Scheme also reflects local priorities for regenerating council owned estates in the borough and helping local residents.

Legal Context for allocating Social Rented Homes

3.12 Under the Localism Act 2011 local authorities now have with significant local flexibilities over who qualifies for housing, the way the housing register is managed and the priority that can be given to locally determined groups that are assessed as being in housing need. The Act also gives government power to make rules regarding the eligibility criteria for joining the Housing Register. Additional information on legal issues is set out in paragraph 6.2 of this report under Legal Implications.

3.13 Enfield's revised Allocations Scheme takes account of Community and Local Government's statutory guidance for local housing authorities in England published on 29 June 2012.

Who must the Council help by law?

3.14 The Council is legally required to give a housing priority to households who fall into a 'reasonable preference' category. This group of

applicants includes homeless households, overcrowded households, households otherwise living in unsatisfactory housing conditions and those needing to move on medical or welfare grounds. The scheme takes account of these categories.

Modelling and Comparing Outcomes between the current and revised Allocations Scheme

Modelling the revised Allocations Scheme

- 3.15 The Community Housing Service has modelled lettings to general needs homes under the proposed Allocations Scheme based on lettings forecast methodology used over the last 3 years which has proved to be sound. These are lettings of homes owned by both the Council and partner Housing Associations.
- 3.16 To support the Council's estate regeneration plans, an average of 120 households per annum will need to be moved from regeneration estates to alternative Council and Housing Association homes. Together with the Council's statutory housing priorities (which includes care leavers) and the desire to maintain the current number of Council and Housing Association tenants able to transfer to other properties, this will result in 128 less lettings to households in accommodation provided to households owed a full housing duty under the homelessness law than would have been the case under the current Allocations Scheme. Section 6.1 of this report outlines mitigation of minor financial impacts arising from this change.
- 3.17 Appendix 2 provides an annual Lettings Plan for 2013/14 for Demand Groups 1-4 under the revised Allocations Scheme. The current forecast is that 622 general needs homes will become available for letting. For 2013/14 it is assumed that the requirements of applicants in Group 5 with mobility and accessible housing needs will be met mostly from general needs lettings (apart from wheelchair-adapted homes which become available for letting). Lettings to Group 5 applicants will be monitored over the coming year to better define their likely needs in subsequent years.
- 3.18 An additional 110 homes for older people in Demand Group 6 will also become available for letting.

Comparing Outcomes

- 3.19 The outcome of letting general needs homes is set out below:
- Council tenants in Group 2 will be allocated more homes in support of the Council's ambitions for regenerating council-owned estates and addressing severe overcrowding for tenants being decanted from those estates. .

- Fewer homes will be allocated to Group 4 applicants in accommodation provided by Enfield Council who are owed a full re-housing duty under the Homelessness law.
- There is a neutral impact for applicants in Group 3 – Special Applications and Quotas

Appendix 1 provides a graphical representation of General Needs lettings under the current and revised Allocations Scheme

The outcome of letting specialist homes is set out below:

- There is a neutral impact for Group 5 applicants with a disability requiring mobility adapted homes
- There is a neutral impact for Group 6 applicants requiring older persons homes

Consultation

3.20 The Council has carried out extensive consultation on the new Allocations Scheme. Two rounds of consultation about revising Enfield's Allocations Scheme have taken place since mid-November 2011.

3.21 The first round of formal consultation took place between 16 November 2011 and 16 April 2012 and concentrated on seeking peoples' views on ideas and proposals for what could be included in a revised Allocations Scheme. Results from the consultation, including a survey, were used to inform the content of the draft Allocations Scheme which was consulted on in Round 2. Some 10 additions were made to this draft Allocations Scheme as a result of the Round 1 survey outcomes and a further 5 issues were identified for further consultation questions.

3.22 A second round of formal consultation took place between 11 June and 14 September 2012. The second round sought views on the draft revised Allocations Scheme from Housing Associations, Enfield Homes, Council services, residents and Community Groups, using a variety of communication channels including Enfield's consultation web pages, mail shots, focus groups and meetings. Consultation outcomes have informed development of the revised scheme.

3.23 A consultation summary can be found in the Members library and will be published on the Council's website

Implementation Plans

3.24 The assessment of housing applications is currently undertaken by the Council's Housing Options and Advice Service. The allocation of homes is undertaken by the Council's ALMO, Enfield Homes. The creation of a single assessment and allocations function under the

Council's control is recommended to improve the efficiency of the service and improve the customer experience.

- 3.25 Implementation of Enfield's revised Allocations Scheme for Enfield will involve significant IT and operational changes affecting a wide range of internal and external stakeholders. These include
- New and enhanced IT systems including an upgrade to the existing Northgate data base, an improved assessment service and enhanced Choice Based Lettings System
 - Strengthened accountability for assessing applications and letting vacant properties which will involve new procedures and new ways of working in relation to decision-making and ensuring accountability
 - Better communications with stakeholders about the outcomes from the Allocations Scheme, ie, who properties are being let to.
- 3.26 Implementation of Enfield's revised Housing Allocations Scheme has been included as a key project in the Community Housing Service Business Transformation Programme with a strong focus on reducing waste, increasing efficiency and providing better value for money.
- 3.27 Implementation plans including communication plans and training plans have been developed so that planned changes can be implemented from endorsement of the scheme with a full implementation target date of 4 February 2013. A copy of the Communications Plan is provided in Appendix 3 and in the Members' Library.

4. ALTERNATIVE OPTIONS CONSIDERED

- 4.1 Retain the current Allocations Scheme
Retaining the current Allocations Scheme is not an option because it is subject to legal challenges, complex to administer, lacks flexibility and is no longer able to meet local housing priorities.
- 4.2 Make minor amendments to the current Allocations Scheme
Minor adjustments to the current Points Scheme (which measures housing priority) could be made as well as strengthening the scheme to avoid legal challenges around housing assessments and use of the Choice Based Lettings System. The legal and policy context for allocating social rented housing has changed significantly meaning minor adjustments are not recommended.

5. REASONS FOR RECOMMENDATIONS

- 5.1 Enfield's current Allocations Scheme is subject to frequent legal challenge and no longer meets local priorities for allocating social rented housing in the borough.

6. COMMENTS OF THE DIRECTOR OF FINANCE, RESOURCES AND CUSTOMER SERVICES AND OTHER DEPARTMENTS

6.1 Financial Implications

- 6.1.1 The report suggests that due to the revised scheme, approximately 128 additional households per annum will need temporary accommodation. Three options were modelled to find the best and cheapest way of finding accommodation for the 128 households affected. Table 1 below shows the cost of the best, worst and more realistic scenarios for housing 128 additional families in temporary accommodation.
- 6.12 **Option 1** which gives the worst case scenario involves using 78 Nightly Paid Accommodation properties (NPA) and 50 properties found through the bond deposit scheme to house additional homeless families. The total cost of this option is £183,320.
- 6.13 **Option 2** shows the best case scenario and involves using 78 Private Sector Leased Annexes (PSL) and 50 properties found through the bond deposit scheme to house homeless families. The option shows a benefit to the Council of (£115,340). It is cheaper for the Council to use Private Sector Leased properties but this is dependant on the Council acquiring these properties from landlords and in the current market conditions they may not be easily available. As a result of this, this option is not recommended.
- 6.14 **Option 3** shows a mid point scenario which assumes the use of 39 Nightly Paid Accommodation properties (NPA), 39 Private Sector Leased Annexes (PSL) and 50 properties found through the bond deposit scheme to house homeless families. The total cost of this option is £33,990. This option provides a more realistic scenario and is recommended as it best meets the commitment to estate renewals and quotas of the scheme.
- 6.15 Option 3 which is the most realistic option is recommended as it best meets the commitment to estate renewals and quotas of the scheme. The cost of option 3 is £34k plus start up costs of £26k and this can be funded from the Initiative Reserve for the next five years.

Table 1

Cost of Accommodation for households owed a rehousing duty under homelessness law	Nos	Worst Case Scenario	Best Case Scenario	More Realistic Mid-Point
		Option 1	Option2	Option3
		£	£	£
Acquire additional NPAs (£40 per night) or PSL @ Av. cost of 2 bed property of (£10,771) per annum	78	1,138,800	840,140	989,470
Less offset of income from LHA (£247.90 per week for 2 bed)	78	-1,005,480	-1,005,480	-1,005,480
Total TA Cost/Income (-)		133,320	-165,340	-16,010
Homefinder bond deposit scheme (£1,000 per bond)	50	50,000	50,000	50,000
Total Cost of Accommodation for 128 households		183,320	-115,340	33,990

6.2 Legal Implications

6.2.1 Section 167 of the Housing Act 1996 (the Act) as amended by the Homelessness Act 2002, requires all local housing authorities to have an allocation scheme to determine the procedure for allocation of housing accommodation. Part 6 of the Act, as amended by the Localism Act 2011 now allows local authorities some more scope in defining their allocation scheme, so long as they have to regard to the current Code of Guidance (June 2012) and certain categories of persons are given reasonable preference. An allocation scheme may now be framed with a greater emphasis on local priorities.

6.2.2 While equalities legislation should not be breached, local housing authorities now have the flexibility to:

- set criteria around who may and may not be given social and affordable homes in the borough, and thus accepted onto the Register of those seeking such housing
- devise and apply different rules regarding the allocation of council housing to existing tenants, that is, transfers and to new applicants
- among those with reasonable preference, afford greater priority to those who contribute to their community, notably by working, volunteering or in other ways contributing.

6.2.3 In addition, the Allocation of Housing (Qualification Criteria for Armed Forces Personnel) (England) Regulations 2012 require that local housing authorities in England must not apply residency requirement criteria (local connection) to armed forces personnel or their bereaved spouses or civil partners who are required to leave Services Family

Accommodation as a result of the death of their partner spouse or partner in service. Armed forces personnel includes persons who are currently serving in the armed forces and persons who have served in the armed forces in the five years preceding their application for an allocation of social housing accommodation.

- 6.2.4 The proposed Allocations Scheme also reflects the draft The Housing Act 1996 (Additional Preference for Former Armed Forces Personnel) (England) Regulations 2012 expected to come into force in November 2012. These regulations require local housing authorities to give additional preference to former Armed Forces personnel whose housing circumstances fall within one of the statutory reasonable preference categories and have urgent housing needs.
- 6.2.5 Part 2 4.1 (a) of the Council's constitution requires all "big decisions" about Council Services and functions and the policies and strategies within which they operate to be made by full Council. The approval of the Allocations Scheme is a "big decision" as defined by the Constitution.
- 6.2.6 Housing Act 1996 s. 168 (3) states that when the authority make an alteration to their scheme reflecting a major change of policy, they shall within a reasonable period of time take such steps as they consider reasonable to bring the effect of the alteration to the attention of those likely to be affected by it. Also, 166A (13) Housing Act 1996 as amended states that before adopting an allocation scheme, or making an alteration to their scheme reflecting a major change of policy, a local housing authority in England must— (a) send a copy of the draft scheme, or proposed alteration, to every private registered provider of social housing and registered social landlord with which they have nomination arrangements (see section 159(4)), and (b) afford those persons a reasonable opportunity to comment on the proposals. The Council would therefore need to consult if, on review, there were any major changes to the policy.

7. KEY RISKS

- 7.1 There is a risk of legal challenges to decisions made under the new Allocations Scheme. The risk has been mitigated by having regard to Allocations legislation, case law and the new statutory Code of Guidance. An Equalities Impact Assessment has been undertaken to mitigate the risk of a legal challenge on the grounds of direct or indirect discrimination. An expert legal opinion has also been obtained. In addition, the Council will allow for further adjustments to the scheme once it is operating, to take account of any challenges arising on a case by case basis.
- 7.2 The Allocations Scheme is a mechanism for sharing out a very scarce social rented housing resource. There is a risk that elements of the

scheme may be disliked by some Stakeholders. This risk has been mitigated through two rounds of extensive consultation with key stakeholders to inform development of the scheme.

- 7.3 It is important to demonstrate that properties are being allocated fairly under the new scheme. There will be careful monitoring of allocations made after implementation and outcomes will be considered during a further review of the Scheme during its first year of operation. Outcomes will be reported to customers and stakeholders
- 7.4 Significant changes to IT and business process are required to support successful implementation of the new Allocations Scheme. A Business Change Programme has been in place since June 2012 with dedicated resources to support strategic, operational and IT changes. A Communications Plan (Appendix 3) has been developed to provide applicants and stakeholders with Information about the new allocations Scheme and support implementation. Copies can also be found in the Members' Library.

8. IMPACT ON COUNCIL PRIORITIES

8.1 Fairness for all

Fairness for all will be demonstrated in the following ways through the Allocations Scheme:

- Setting the Allocations Scheme within a wider housing advice and options approach
- Assisting applicants with a disability, older people and those with support needs to apply for housing through the Housing Register
- Enabling housing applicants to exercise choice through our choice based lettings system and taking preference into account when we make direct offers
- Maximising the supply of accessible homes for those with a disability

Enabling everyone to understand how social rented housing is allocated through:

- Having a revised Allocations scheme that is transparent and reasonably simple, clear, easily understood and accessible
- Explaining who makes decisions, how long people may have to wait to be housed
- Managing expectations and raising awareness by providing facts and figures about local pressures and the amount of housing available for letting

- Monitoring and publishing better quality information about the people we house and the properties we let
- Explaining what is being done to increase the amount of social rented housing

8.2 Building Strong Communities

Building Strong Communities will be demonstrated in the following ways through the Allocations Scheme:

- Addressing severe overcrowding within social rented homes
- Supporting households back into work and creating a more balanced mix of residents on every housing estate in the borough.
- Requiring housing applicants to have a local connection with Enfield to be considered for affordable and social rented homes in the borough.
- Developing local lettings plans to address specific issues on estates or neighbourhoods.

8.3 Growth and Sustainability

- Make best use of social rented homes by:
 - Addressing under occupation
 - Bringing empty homes back into use quickly
 - Regenerating Council-owned estates
 - Enabling tenants to participate in mobility schemes

9. **EQUALITIES IMPACT IMPLICATIONS**

- 9.1 An Equalities Impact Assessment has been carried out to examine the effect of the proposed changes to Enfield's Allocations Scheme on those with protected characteristics as set out under the Equality Act 2010. Each of the protected characteristics, Race, Age, Disability, Gender and Marital Status, has been examined by analysing current housing register data and modelling the current and proposed Allocations Schemes for lettings in 2013/14.
- 9.2 For all protected characteristics examined there will be no more than a 4% reduction in the proportion of lettings to any group. The outcomes of the Scheme will be monitored over the year to ensure there are no significant adverse impacts for any particular group.

- 9.3 More detailed data can be found in Enfield Council's Predictive Equality Impact Assessment (EQIA) - Equality Analysis.

10. PERFORMANCE MANAGEMENT IMPLICATIONS

- 10.1 The Allocations Scheme will be kept under review during its first year of operation, with minor changes to address practical issues revealed by the ongoing review or made necessary due to further legislation or case law being approved by the Cabinet Member for Housing.
- 10.2 All lettings will be monitored on a monthly basis by Demand Group and bedroom size to ensure that quota targets are likely to be met.
- 10.3 The number of lettings through the choice based lettings system or by direct offer will be calculated and reviewed at least quarterly, as will the number of bids received for each type of property by each Demand Group.
- 10.4 Enfield's Housing Services Board will have a role in monitoring the first year's operation of the Scheme and receive relevant reports on the operation of the Scheme.
- 10.5 Information will be published on the Council's website and Enfield Homes website about the people we house and the homes we let.

11. HEALTH AND SAFETY IMPLICATIONS

Not applicable.

12. HEALTH IMPLICATIONS

The revised Allocations Scheme will impact positively on health and well-being terms in a number of ways including the mental and physical health of individual households and contributing to building socially cohesive neighbourhoods. Examples are:

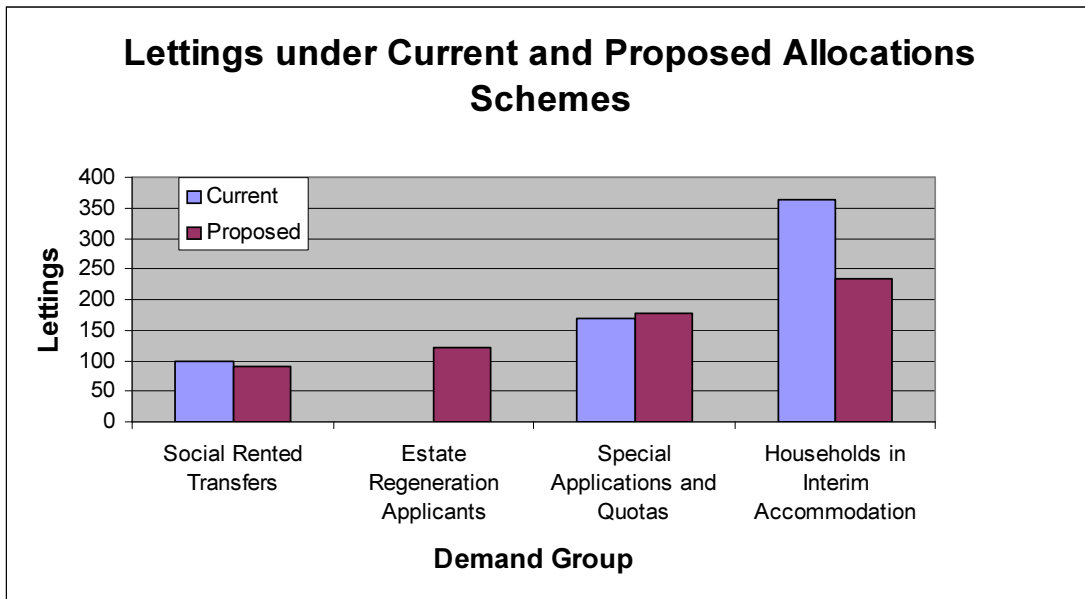
- Ensuring that the best use is made of social rented homes in the borough by giving priority to housing applicants with disabilities who need homes with one or more of these aspects:
 - a home on the ground floor,
 - a home with level access
 - a home which is mobility- or wheelchair-adapted
- A new Health and Well-being Assessment considers health and housing needs holistically and clearly defines and prioritises levels of housing and health need

- A new system for assessing and prioritising applicants for homes for older people takes into account both housing and support needs including health needs
- Enfield's revised Allocations Scheme prioritises existing tenants in social rented homes who are severely overcrowded through lacking 2 more bedrooms. Being severely overcrowded can impact on the educational outcomes for children in these situations if they do not have a quiet place to study and can also have implications for the mental health of some people.
- The revised Allocations Scheme gives priority for people who are working. Being employed or engaged in training or volunteering has positive effects on a person's mental health and wellbeing and raises aspirations. It is particularly important to encourage young people into work or training to boost their self-esteem. In particular, additional priority is being given in the revised Scheme to young people leaving care who are working and also people moving from supported housing to independent living who are working. A limited number of working adult children of existing Council tenants will be able to move into a social rented home of their own. The revised Allocations Scheme will enable Enfield to join the Mayor of London's pan-London Mobility Scheme, housingmoves, which enables mobility for existing council and housing association tenants to take up work opportunities
- Working age under-occupying social rented tenants and working tenants in temporary accommodation will be prioritised to move to cheaper social rented accommodation. This will help reduce the mental and physical stress of financial difficulties caused by not being able to afford rent payments.
- Prioritising the moves of tenants on estates that are going to be rebuilt to more suitable and better quality homes will significantly improve the well-being of the households involved.
- The introduction of local lettings plans with clear principles set out in the revised Allocations Scheme will assist in build socially mixed and cohesive communities particularly on newly regenerated estates.

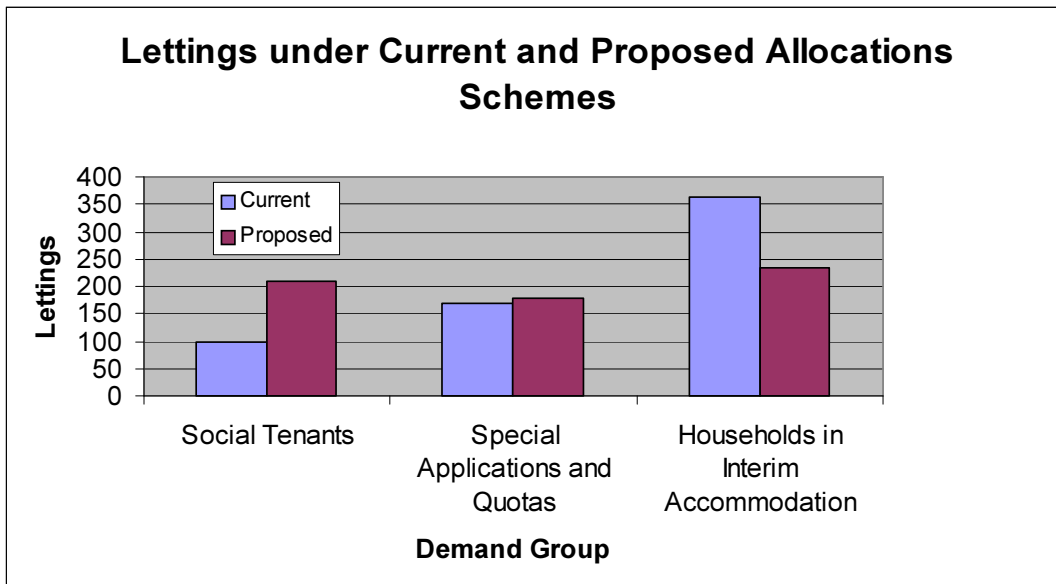
Background Papers

None

**Appendix 1:
Overview of lettings under the current and revised Allocations Scheme**



The Table below is similar to the one above. It shows the outcome of combining lettings to Social tenants and Estate Regeneration Tenants



Appendix 2

Annual Lettings Plan 2013/14

The table below provides an overview of proposed lettings of general needs homes to the main housing Demand Groups

The Lettings Plan is based on a forecast of 622 general needs homes becoming available for letting in 2013/14.

	Council and Housing Association Tenants (Transfers)	Estate Regeneration Council Tenants (Decants)	Special Applications and Quotas	Households in Temporary Accommodation	Total
1 Bed	10%	11%	55%	24%	256
2 Bed	15%	24%	12%	48%	202
3+ Bed	20%	26%	8%	46%	164
Total % of Lettings	14%	19%	29%	38%	100%

- Group 5 Mobility Applicants will be drawn from the above numbers
- 110 Group 6 Older Persons homes are predicted to become available for letting in the year.

Appendix 3
Communications Plan for implementing Enfield's revised Allocations
Scheme

Communications Plan for Implementation of Allocations Scheme – ACTIONS FOR GROUP 1 STAKEHOLDERS

This group includes Members, Local Support Agencies and Council Services responsible for delivering the Allocations Scheme or delivering information about it.

Stakeholders that have:	2012												2013										
	Week Commencing												Week Commencing										
	15 th Oct	22 nd Oct	29 th Oct	5 th Nov	12 th Nov	19 th Nov	26 th Nov	3 rd Dec	10 th Dec	17 th Dec	24 th Dec	31 st Dec	7 th Jan	14 th Jan	21 st Jan	28 th Jan	4 th Feb	11 th Feb	18 th Feb	25 th Feb	4 th Mar	11 th Mar	18 th Mar
<ul style="list-style-type: none"> High contact with our affected customers and can directly help to deliver our message. A high impact on their service. 																							
Internal Department Team Briefings																							
Delivery of Summaries of New Scheme and a "You Said - We Did" summary following review of consultation suggestions.																							
External Council Team Briefings (e.g. Local Support Agencies & Partnership Groups)																							
Delivery of Summaries of New Scheme and a "You Said - We Did" summary following review of consultation suggestions.																							
Websites updated & Other Council Publications.																							
Enfield Council & Enfield Homes websites updated with: <ul style="list-style-type: none"> Announcement of Cabinet & Council Approval Copy of Approved Scheme Scheme summaries "You Said - We Did" summary Enfield Eye (Council) and Staffnet (Enfield Homes) websites updated for staff with the same. Other Council & Enfield Homes Publications and Local Press releases.																							
1st Email to ALL Stakeholders																							
Email to alert High Stakeholders that: <ul style="list-style-type: none"> Websites have been updated Links to online documents 																							
Reception Area Information																							
<ul style="list-style-type: none"> Posters and Leaflets distributed 																							
2nd Email to all ALL Stakeholders																							
Email alert reminder of new scheme sent with attached Briefing Document and FAQs, with links to online documents including: <ul style="list-style-type: none"> Copy of Approved Scheme Scheme summaries "You Said - We Did" summary Enfield Eye (Council) and Staffnet (Enfield Homes) websites updated for staff with same.																							
1-to-1 Training/Meetings (e.g. Local Support Agency Representatives, Panel Representatives)																							
Delivery of <ul style="list-style-type: none"> Scheme Summaries FAQs In-depth Briefing 																							
Workshops (e.g. Members, Assessments Team, Rehousing Team, Housing Options & Advice, Accommodation Services)																							
Workshops delivering training and overview of new scheme to include: <ul style="list-style-type: none"> Refresher training of purpose for new scheme and analysis of differences between current scheme and new scheme Manual assessment of applications under new scheme (excl Members) IT system use under new scheme to process applications (excl Members) 																							
3rd Email to ALL Stakeholders																							
Email sent to inform that new Allocations Scheme about to GO-LIVE with links to: <ul style="list-style-type: none"> Copy of Approved Scheme Scheme Summaries Scenarios Briefing Document Revised FAQs. 																							
ALLOCATIONS SCHEME GOES LIVE																							LIVE

Communications Plan for Implementation of Allocations Scheme – ACTIONS FOR GROUP 2 STAKEHOLDERS

This group includes partnership groups - Shelter, housing associations, community and voluntary groups, non frontline Council services

Stakeholders that have: <ul style="list-style-type: none"> Medium contact with our affected customers and can assist in delivering our message. A medium to low impact on their service. 	2012											2013														
	Week Commencing											Week Commencing														
	15 th Oct	22 nd Oct	29 th Oct	5 th Nov	12 th Nov	19 th Nov	26 th Nov	3 rd Dec	10 th Dec	17 th Dec	24 th Dec	31 st Dec	7 th Jan	14 th Jan	21 st Jan	28 th Jan	4 th Feb	11 th Feb	18 th Feb	25 th Feb	4 th Mar	11 th Mar	18 th Mar			
Internal Department Team Briefings																										
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Enfield Council & Enfield Homes websites updated with: <ul style="list-style-type: none"> Announcement of Cabinet & Council Approval Copy of Approved Scheme Scheme summaries "You Said - We Did" summary Enfield Eye (Council) and Staffnet (Enfield Homes) websites updated for staff with the same. Other Council & Enfield Homes Publications and Local Press releases.																										
1st Email to ALL Stakeholders																										
Email to alert High Stakeholders that: <ul style="list-style-type: none"> Websites have been updated Links to online documents 																										
Reception Area Information																										
<ul style="list-style-type: none"> Posters and Leaflets distributed 																										
2nd Email to all ALL Stakeholders																										
Email alert reminder of new scheme sent with attached Briefing Document and FAQs, with links to online documents including: <ul style="list-style-type: none"> Copy of Approved Scheme Scheme summaries "You Said - We Did" summary Enfield Eye (Council) and Staffnet (Enfield Homes) websites updated for staff with same.																										
1-to-1 Training/Meetings (e.g. Local Support Agency Representatives, Panel Representatives)																										
Delivery of: <ul style="list-style-type: none"> Scheme Summaries FAQs In-depth Briefing 																										
Refresher Briefings (e.g. Local Support Agency Representatives, Partnership Groups, Internal Council Teams)																										
Delivery of: <ul style="list-style-type: none"> Scheme Summaries FAQs Briefing Document Scenarios 																										
3rd Email to ALL Stakeholders																										
Email sent to inform that new Allocations Scheme about to GO-LIVE with links to: <ul style="list-style-type: none"> Copy of Approved Scheme Scheme Summaries Scenarios Briefing Document Revised FAQs. 																										
ALLOCATIONS SCHEME GOES LIVE																										

LIVE

Communications Plan for Implementation of Allocations Scheme - ACTIONS FOR GROUP 3 STAKEHOLDERS

This Group includes central, regional and local Government departments, eg, CLG, DWP, GLA, London Councils, Homes and Communities Agency, North London sub Regional Partnership

Stakeholders that have:	2012											2013												
	Week Commencing											Week Commencing												
	15 th Oct	22 nd Oct	29 th Oct	5 th Nov	12 th Nov	19 th Nov	26 th Nov	3 rd Dec	10 th Dec	17 th Dec	24 th Dec	31 st Dec	7 th Jan	14 th Jan	21 st Jan	28 th Jan	4 th Feb	11 th Feb	18 th Feb	25 th Feb	4 th Mar	11 th Mar	18 th Mar	
Websites updated & Other Council Publications.																								
Enfield Council & Enfield Homes websites updated with: <ul style="list-style-type: none"> Announcement of Cabinet & Council Approval Copy of Approved Scheme Scheme summaries "You Said - We Did" summary Enfield Eye (Council) and Staffnet (Enfield Homes) websites updated for staff with the same. Other Council & Enfield Homes Publications and Local Press releases.																								
1st Email to ALL Stakeholders																								
Email to alert High Stakeholders that: <ul style="list-style-type: none"> Websites have been updated Links to online documents 																								
Reception Area Information																								
<ul style="list-style-type: none"> Posters and Leaflets distributed 																								
2nd Email to all ALL Stakeholders																								
Email alert reminder of new scheme sent with attached Briefing Document and FAQs, with links to online documents including: <ul style="list-style-type: none"> Copy of Approved Scheme Scheme Summaries "You Said - We Did" summary Enfield Eye (Council) and Staffnet (Enfield Homes) websites updated for staff with same.																								
3rd Email to ALL Stakeholders																								
Email sent to inform that new Allocations Scheme about to GO-LIVE with links to: <ul style="list-style-type: none"> Copy of Approved Scheme Scheme Summaries Scenarios Briefing Document Revised FAQs. 																								
ALLOCATIONS SCHEME GOES LIVE																								

LIVE

Communications Plan for Implementation of Allocations Scheme – ‘LIVE’ Applicant Customer Group

This group includes all those applicants that have been deemed to have a priority need and are 'LIVE' and 'Eligible' to bid for Social Rented Housing through the Council's Choice-Based Lettings (CBL) process.

Breakdown of customers: • Maximum of 2000 applicants	2012												2013										
	Week Commencing												Week Commencing										
	15 th Oct	22 nd Oct	29 th Oct	5 th Nov	12 th Nov	19 th Nov	26 th Nov	3 rd Dec	10 th Dec	17 th Dec	24 th Dec	31 st Dec	7 th Jan	14 th Jan	21 st Jan	28 th Jan	4 th Feb	11 th Feb	18 th Feb	25 th Feb	4 th Mar	11 th Mar	18 th Mar
Enfield Council & Enfield Homes websites updated with: <ul style="list-style-type: none"> Announcement of Cabinet & Council Approval Copy of Approved Scheme Scheme summaries "You Said - We Did" summary Other Council & Enfield Homes Publications and Local Press releases.																							
CBL - Message of the Day module displays a message when applicants log on to place their bids for social rented accommodation properties. This will have links to: <ul style="list-style-type: none"> Final Approved Scheme Scheme Summaries FAQs "You Said - We Did" summary following review of consultation suggestions. 																							
Stakeholder Communication: <ul style="list-style-type: none"> Posters on display and Leaflets available in all stakeholder reception areas. Enfield Council & Enfield Homes Websites updated regularly on countdown. 																							
Re-assessment Letters sent to Applicants with: <ul style="list-style-type: none"> New Rehousing Group Re-Assessed Points level. Points Thresholds for properties. Literature for other Housing Options included. 																							
ALLOCATIONS SCHEME GOES LIVE																LIVE							
Customer Query Hotline: <ul style="list-style-type: none"> Interactive Voice Response (IVR) functionality with option for Allocations Re-assessment queries. Manned by a dedicated Task Force. 																							

Communications Plan for Implementation of Allocations Scheme – ENFIELD’S ESTATE REGENERATION SCHEME Customer Group

This group includes all tenants that are being rehoused as part of the first phase (Phase 1) of the current Alma Towers Regeneration Scheme.

Breakdown of customers:	2012												2013										
	Week Commencing												Week Commencing										
	15 th Oct	22 nd Oct	29 th Oct	5 th Nov	12 th Nov	19 th Nov	26 th Nov	3 rd Dec	10 th Dec	17 th Dec	24 th Dec	31 st Dec	7 th Jan	14 th Jan	21 st Jan	28 th Jan	4 th Feb	11 th Feb	18 th Feb	25 th Feb	4 th Mar	11 th Mar	18 th Mar
<ul style="list-style-type: none"> Approx 120 Applicants 																							
One-to-One's carried out by the Regeneration Team, linking with the current Regeneration Communications Strategy, with distribution of: <ul style="list-style-type: none"> Scheme Summaries FAQs 																							
Enfield Council & Enfield Homes websites updated with: <ul style="list-style-type: none"> Announcement of Cabinet & Council Approval Copy of Approved Scheme Scheme summaries "You Said - We Did" summary Other Council & Enfield Homes Publications and Local Press releases.																							
CBL - Message of the Day module displays a message when applicants log on to place their bids for social rented accommodation properties. This will have links to: <ul style="list-style-type: none"> Final Approved Scheme Scheme Summaries FAQs "You Said - We Did" summary following review of consultation suggestions. 																							
Stakeholder Communication: <ul style="list-style-type: none"> Posters on display and Leaflets available in all stakeholder reception areas. Enfield Council & Enfield Homes Websites updated regularly on countdown. 																							
Re-assessment Letters sent to Applicants with: <ul style="list-style-type: none"> New Rehousing Group Re-Assessed Points level. Points Thresholds for properties. Literature for other Housing Options included. 																							
ALLOCATIONS SCHEME GOES LIVE																							
Customer Query Hotline: <ul style="list-style-type: none"> Interactive Voice Response (IVR) functionality with option for Allocations Re-assessment queries. Manned by a dedicated Task Force. 																							

Communications Plan for Implementation of Allocations Scheme – Assessed Applicants with No Priority for Housing & General Public Customer Group

This group includes all those applicants that have not been deemed to have a priority need for Social Rented Housing, yet their application has been accepted and recorded within the last 12 months.

Breakdown of Group:	2012												2013										
	Week Commencing												Week Commencing										
	15 th Oct	22 nd Oct	29 th Oct	5 th Nov	12 th Nov	19 th Nov	26 th Nov	3 rd Dec	10 th Dec	17 th Dec	24 th Dec	31 st Dec	7 th Jan	14 th Jan	21 st Jan	28 th Jan	4 th Feb	11 th Feb	18 th Feb	25 th Feb	4 th Mar	11 th Mar	18 th Mar
Assessed non-priority Applicants																							
Enfield Council & Enfield Homes websites updated with: <ul style="list-style-type: none"> Announcement of Cabinet & Council Approval Copy of Approved Scheme Scheme summaries "You Said - We Did" summary Other Council & Enfield Homes Publications and Local Press releases.																							
Stakeholder Communication: <ul style="list-style-type: none"> Posters on display and Leaflets available in all stakeholder reception areas. Enfield Council & Enfield Homes Websites updated regularly on countdown. 																							
Letters sent to Applicants informing that: <ul style="list-style-type: none"> The councils Allocations Scheme has changed. Scheme Scenarios. Literature for other Housing Options included. 																							
ALLOCATIONS SCHEME GOES LIVE																LIVE							
Customer Query Hotline: <ul style="list-style-type: none"> Interactive Voice Response (IVR) functionality with option for Allocations Re-assessment queries. Manned by a dedicated Task Force. 																							
General Public																							
Enfield Council & Enfield Homes websites updated with: <ul style="list-style-type: none"> Announcement of Cabinet & Council Approval Copy of Approved Scheme Scheme summaries "You Said - We Did" summary Other Council & Enfield Homes Publications and Local Press releases.																							
Stakeholder Communication: <ul style="list-style-type: none"> Posters on display and Leaflets available in all stakeholder reception areas. Enfield Council & Enfield Homes Websites updated regularly on countdown. 																							
ALLOCATIONS SCHEME GOES LIVE																LIVE							

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