



# Meeting the 2012 Commitment in South Ayrshire

Jill Cronin, Policy and Strategy Manager



- ▶ The South Ayrshire Context – the challenges of meeting 2012 targets for a rural authority
- ▶ What progress have we made towards the meeting the 2012 target?
- ▶ What are we doing to ensure the target is met?
- ▶ Challenges



# The South Ayrshire Context

---

- West Coast of Scotland
- Population of approx 112,000
- 51,000 households
- 8300 Council tenancies
- Main towns – Ayr, Prestwick, Troon, Maybole and Girvan
- Villages ranging from Symington in the North to Ballantrae in the South



# Pressures and Challenges

---

Right to Buy – stock reduction of over 50%

Low turnover, especially in the villages – pressured areas

Higher turnover in very specific areas

Hidden homelessness / potential homelessness in villages

Homeless presentations of around 900 per year



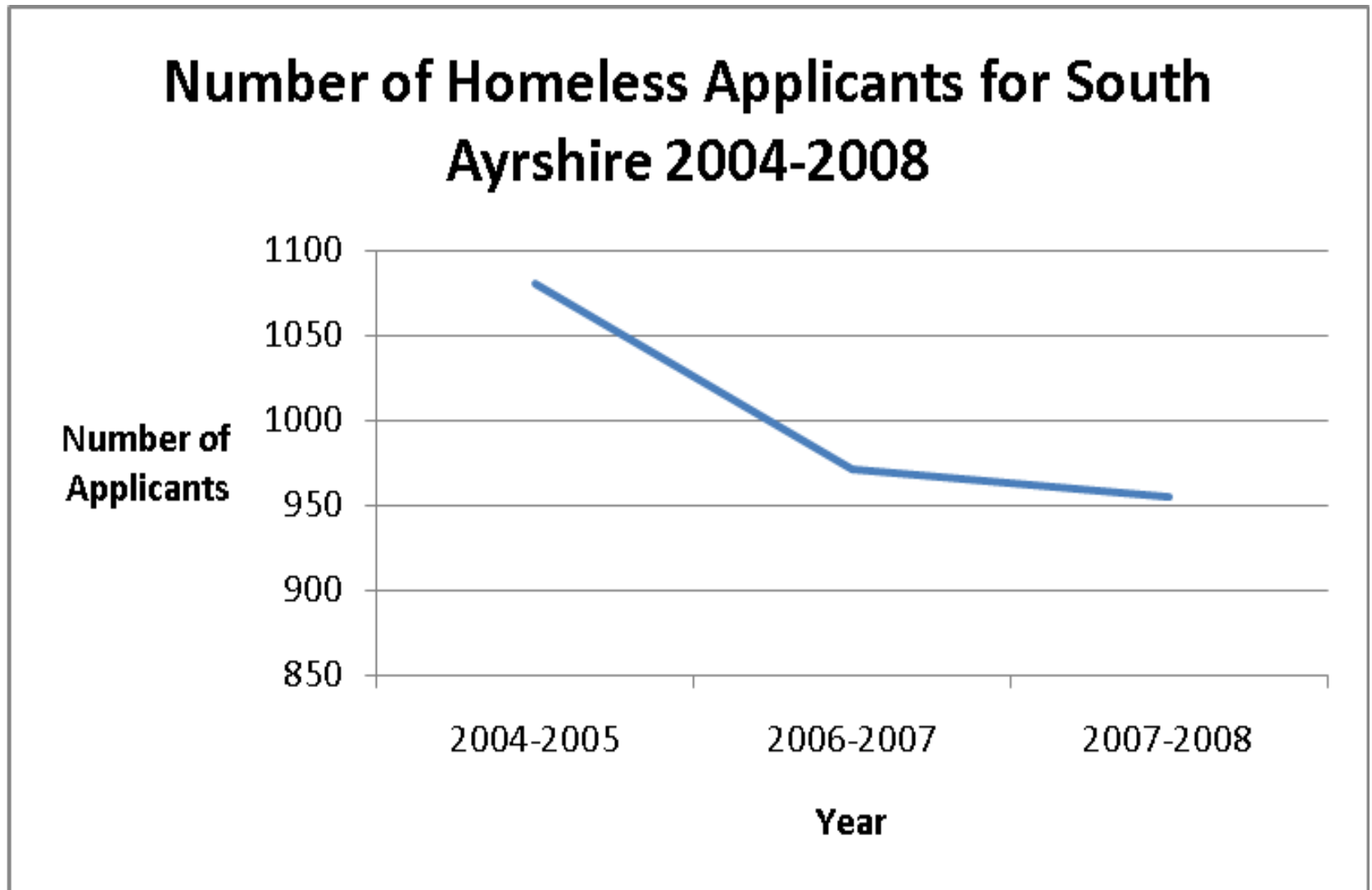
# Progress towards 2012

---

- ▶ Steady phasing out of priority need by category
- ▶ Attempt to synchronise on an Ayrshire basis
- ▶ Specific projects around support and prevention
- ▶ Increased lets to homeless people
- ▶ Interim 2012 target missed by around 2%

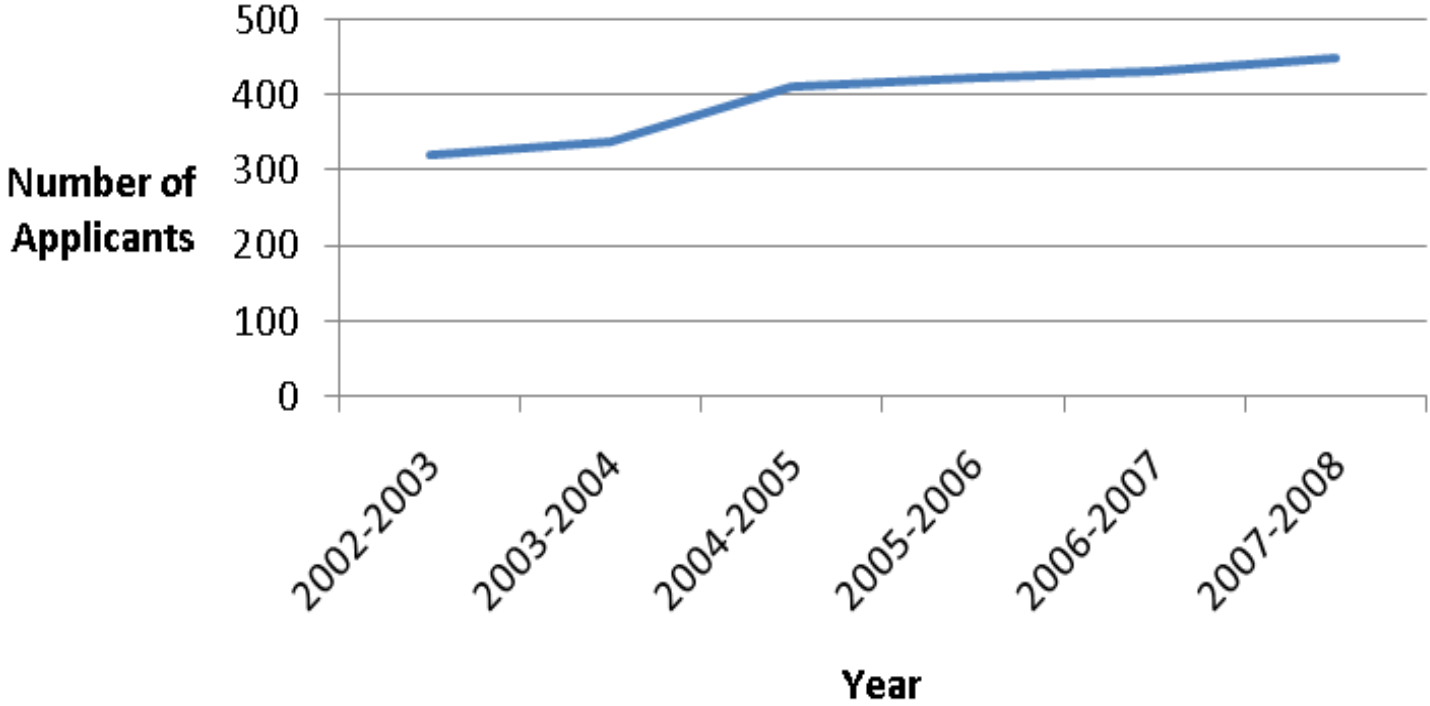


# Progress towards 2012



# Progress towards 2012

## Number of Applicants Assessed as Unintentionally Homeless and in Priority Need 2002-2008



# Impact of Progress

---

- ▶ 31st December 2008 there were 247 households in temporary accommodation - a 6% increase from previous year.
- ▶ Total number of households placed in temporary accommodation was 1,713 in 2006-2007, increasing to 2,086 in 2007-2008.
- ▶ the length of time applicants are spending in temporary accommodation has increased from 13 weeks on average in 2004, to 32 weeks in 2007/8
- ▶ Currently 85 households in B&B – generally unsuitable
- ▶ 2008/9 the average length of time taken to house a homeless person was 47 weeks.





# Meeting the 2012 Target

---

- ▶ **Three key areas**
  - ▶ Increasing the availability of new accommodation
  - ▶ Best use of existing stock and partnerships
  - ▶ Prevention



# Increased housing

---

- ▶ Affordable housing policy
- ▶ Private Sector Leasing
- ▶ Voluntary accreditation
- ▶ Council new build
- ▶ Council land for affordable housing

But.....Funding



# Best Use of existing housing

---

- ▶ RSL partners
  - ▶ Nominations / section 5 referrals
  - ▶ New build
- ▶ New void and allocation procedures
  - ▶ Improve turnaround timescales
  - ▶ Improved allocation policies
  - ▶ Around 44% allocations are made to homeless people

But impact is limited – turnover tends to be in the same areas and can create issues of stability



# Prevention

---

- ▶ Seascape – rent guarantee scheme
- ▶ Home starter packs
- ▶ Young people and tenancies – mediation and ‘options’
- ▶ Education – peer education programme
- ▶ Advice and Information to people leaving prison, hospital or armed forces
- ▶ Housing Options service



# Care and Share – award winning health and homelessness project



# Challenges

---

- ▶ Prevention key to meeting the targets but is not a substitute for supply
- ▶ Knock – on effects of the target
  - ▶ Poorer performance in other areas of homelessness
  - ▶ Concentration of homeless people in areas where there is higher turnover of stock
- ▶ Better use of private rented sector to discharge homeless duties
- ▶ Better integration and co-ordination between agencies
- ▶ Money

