



Borough of Telford and Wrekin

Cabinet

Thursday 4 December 2025

Housing Strategy 2025-2030

Cabinet Member:	Cllr Richard Overton, Deputy Leader and Cabinet Member for Housing, Highways & Enforcement, Cllr Carolyn Healy - Cabinet Member: Neighbourhoods, Planning & Sustainability
Lead Director:	Katherine Kynaston, Director Housing, Commercial & Customer Services
Service Area:	Housing, Commercial & Customer Services
Report Author:	Ravi Phull, Housing Strategy & Regeneration Service Delivery Manager
Officer Contact Details:	Tel: 01952 381731 Email: ravi.phull@telford.gov.uk
Wards Affected:	All Wards
Key Decision:	Key
Forward Plan:	13 November 2025
Report considered by:	SMT – 11 November 2025 Business Briefing – 20 November 2025 Cabinet – 4 December 2025

1.0 Recommendations for Decision:

It is recommended that Cabinet:

- 1.1 Note the outcome and response to the consultation process in relation to the draft Housing Strategy 2025 – 2030.
- 1.2 Approve the final version of the Housing Strategy 2025 – 2030.as set out in Appendix 1.

2.0 Purpose of Report

- 2.1 This report provides an update on the response to the consultation on the draft Housing Strategy 2025 – 2030 and proposes the final Housing Strategy 2025 – 2030 for adoption.

3.0 Background

- 3.1 The Council's draft Housing Strategy 2025 – 2030 was approved by Cabinet in July 2025. This is an overarching Strategy which sets out the Council's commitment to work with partners and communities to ensure every resident has a safe and affordable home. It establishes 3 key objectives:

- To make the BEST use of our existing homes
- To support safe, clean, green, healthy, connected communities.
- To provide homes to support and empower our most vulnerable people.

4.0 Summary of main proposals

- 4.1 On 17 July 2025 Cabinet approved the Council's draft Housing Strategy 2025 - 2030 for consultation. This consultation took place over a twelve-week period between 17 July and 10 October 2025. An initial 6-week consultation was extended due to the summer period.
- 4.2 The Council's Housing Strategy is a high-level, overarching framework that plays a vital role in shaping the future of housing across the Borough. It outlines the Council's strategic priorities to ensure access to suitable housing for all residents, with a particular focus on supporting the most vulnerable. It supports the Council's commitment to protect, care and invest to build a better borough.
- 4.3 This strategy complements other key documents, including the Telford & Wrekin Local Plan, Invest Telford, the Health and Wellbeing Strategy and the Climate Change Action Plan. It also provides the foundation for a suite of supporting strategies such as those addressing Homelessness, Affordable Warmth, Empty Properties, Private Sector Housing, and Supported & Specialist Accommodation which set out detailed actions to deliver the overarching objectives.
- 4.4 Additionally, the strategy informs the Council's direct delivery of housing both as a Registered Provider and through its wholly owned company, Nuplace, and guides development led by external developers and other Registered Providers (Housing Associations).
- 4.5 Consultation on the Strategy was undertaken through the Council's main communication channels, including social media. An invitation to consult was also sent to c.100 stakeholders including national organisations, local representative bodies, commercial and social housing providers, voluntary organisations and Parish & Town Councils.

- 4.6 More than 70 internal and external partners, including registered social landlords, Wrekin Landlord Association, Age UK, Citizens Advice Bureau and a number of specialist housing and care providers such as Maninplace, A Better Tomorrow and Yellow Ribbon were engaged through a face-to-face event.



- 4.7 The Strategy was also discussed at a number of lived experience boards to get feedback directly from our residents most affected by the strategy. These included the Health and Wellbeing Board, Ageing Well Partnership Board, Making it Real Board, Care leavers group and Town and Parish Council Clerks meeting.
- 4.8 Officers further attended a number of Parish Council coffee mornings and meetings speaking directly to residents about the proposed key themes and objectives set out in the strategy.
- 4.9 The outcome of the consultation was overwhelming support for the three main objectives seen as capturing the key priorities for residents in the Borough. A number of sub themes emerged during the consultation process which are highlighted below alongside how we are responding:

Themes from Housing Strategy Consultation

Feedback	Delivery
Affordability and Access	
The need for genuinely affordable housing for both rent and purchase.	The Local Plan secures affordable housing through the use of Section 106 agreements across a range of tenures including affordable and social rent as well as shared ownership. Alongside this the Council has supported RPs and other partners to access Homes England and Combined Authority grant to increase supply of affordable housing and provided direct funding to deliver key sites stalled due to significant viability constraints. The Council work with registered housing providers to support the delivery of affordable homes with

	Council owned land being used for the delivery of 100% affordable schemes. In addition, the Council have used land, such as that at Wildwalk, Donnington, to secure the delivery of mixed tenure schemes including affordable housing numbers, well above policy requirements, with 186 of the 329 homes built being affordable as well as meeting other specific needs including older people housing, accessible homes etc. Whilst focusing on the delivery of private rent homes, Nuplace have also delivered 76 affordable homes.
Calls for more social housing and for bringing empty homes back into use.	The Council continue working with RPs to shape their development plans and establish nomination agreements to ensure more of our most vulnerable residents access social housing. Telford and Wrekin Long Term Empty Property Strategy has worked to bring 360 affordable empty properties back into use and is set to overachieve the current strategy target. Nuplace are delivering against this objective through Telford & Wrekin Homes, with 56 empty properties having been acquired and refurbished to end March 2025. In addition, Nuplace and the Council have worked in partnership to bring redundant buildings back into use through conversion into new homes through schemes at The Gower, Ketley Bank, Limes Walk and 1 Walker St.
Issues with high rents, especially in the private sector	While we have limited control over rents set by private landlords, the rents on Nuplace properties are benchmarked and are in keeping with the nature, location and management service of similar properties. The demand for Nuplace properties is reflected in the consistently low void rates across the portfolio, year on year. Income generated from the letting of these

	properties is used by the Council to support and protect front line services.
Support for Vulnerable Groups	
More supported living options, especially for adults and young people with learning disabilities, autism, and physical disabilities.	The Local Plan helps to secure a range of accommodation and provides a positive policy framework for a range of supported and specialist housing needs. This approach is further supported by the Homes for All Supplementary Planning Document which gives further advice on the delivery of supported and specialist accommodation. Our Housing Strategy & Commissioning Team continue to work with Social Care Commissioners to understand and respond to the need for supported living across all vulnerable groups. Regular market engagement ensures the need identified for key groups is communicated to housing developers and landlords. Through both Nuplace and directly delivered by the Council provision has been made for young people transitioning from care, older residents including those with dementia and adults with a range of disabilities with further schemes planned. The Council have used land assets on schemes such as Wildwalk, Donnington to drive the delivery of specialist accommodation which directly meets housing need. On this site, 118 of the properties were built to accessible and adaptable standards, enabling people to live independently at home for longer. Nuplace also support adaptations to properties where tenants' needs change.
Emphasis on accessible, adaptable homes and faster, more flexible Disabled Facilities Grants.	The Council invests over £2m annually on providing disabled facilities grants across mixed tenure, providing adaptations to enable clients to live as independently as possible at home. This benefitted over 2,000 individuals or families since the previous strategy. In

	addition, through the Independent Living Centre a suite of support and adaptations including occupational therapy equipment enables people to 'try before they buy' to find the solutions they need to maintain independence in their own homes. Nuplace support adaptations to properties across their portfolio to support tenants as their needs change over time. In addition, Nuplace have delivered 42 accessible and adaptable homes prioritised for people over the age of 55 or with an identifiable need. At Nuplace's development in Dothill, bespoke adaptations (such as raise and lower kitchens) were implemented during the build process to meet end user requirements
Carers and families want to be more involved in planning and decision-making.	The public can respond to planning applications. These comments are taken into account by the (planning) case officers for the development. Developers often do pre-application consultation on schemes which is a useful route for parents and carers to influence proposals at the earliest possible stage. Boards such as the 'Making it Real' board are used as a way to consult and engage with our residents who are experts by experience.
Quality, Safety, and Standards	
Desire for higher standards in both new and existing housing, including maintenance, energy efficiency (e.g., solar panels), and accessibility.	The emerging Local Plan is seeking higher standards in areas such as accessibility through new M4(2) and M4(3) accessible housing and better energy and thermal efficiency of buildings. The policies will inform the determination of planning applications for new development. Nuplace strive to deliver high levels of energy efficiency, exceeding Building Regulation requirements wherever possible. At Wildwalk in Donnington, Nuplace piloted the delivery of 18 homes to Future Homes standards.

Calls for stronger regulation of the quantity and quality of HMOs in the Borough	The emerging Local Plan contains planning policy to help control HMO's which require planning permission. A Report to Cabinet being presented alongside the final Housing Strategy responds to this theme setting out proposals to consult further on the introduction of Additional Licensing of HMO and an Article 4 Direction to remove permitted development rights for small HMO which would mean all new HMO would require planning approval
Infrastructure and Community	
New housing developments must be matched with adequate infrastructure: schools, health services, public transport, green spaces, and community facilities.	The adopted and emerging Local Plans enable the Council to secure the necessary infrastructure to support development, this includes new or expanded schools as well as new open space, community facilities and contributions towards high infrastructure and public transport.
Concerns about overdevelopment, loss of greenspace, and the impact on local services and the environment.	Telford is one of the greenest towns in the country and the emerging Local Plan will enable this to continue by protecting publicly accessible green space and creating new areas of biodiversity, ecology and open space through new development.
Fairness, Prioritisation, and Inclusion	
Calls for fairer housing allocation, prioritising local people, working families, and those in genuine need.	The adopted Allocations Policy prioritises housing for those with a local connection as well as those with key vulnerabilities including victims of domestic abuse, armed forces veterans and care leavers.
Need for equality and inclusion in housing policy, recognising the needs of all groups.	The existing and emerging Local Plan plan for a mix of housing needs across the borough. Through the Specialist & Supported Accommodation Strategy we have an established baseline of housing needs across key groups which is used to actively shape the housing market
Strategic Delivery, Consultation, and Engagement	
Ongoing, meaningful consultation and co-production with local people, especially those with lived experience (e.g., disabled people, carers).	The Housing Strategy sets our overarching housing policy. We will continue to engage through groups including the Health & Wellbeing Board and Making it Real Board as we

	address individual elements including delivering specialist and supported homes and in shaping new development delivered through the Local Plan. Where we are delivering specific schemes for vulnerable groups, we will engage directly with those with lived experience as part of that development. We will also involve local people with lived experience in the consultation linked to the review of our Specialist & Supported Accommodation Strategy
Environmental Sustainability	
Strong support for energy efficiency, biodiversity, and climate adaptation in housing policy.	The emerging Local Plan has a chapter addressing climate related planning issues including energy efficiency, flood risk and greater standards of water efficiency. New Part L of Building Regulations demands high levels of energy efficiency in any new build schemes.
Calls for all new builds to include features like solar panels, hedgehog access, water catchment, and tree planting.	The emerging Local Plan provides a flexible approach for delivery including use of renewables on a plot or site level as well as the need to protect and enhance biodiversity on sites to provide a 'net gain' on the existing baseline.
Desire to protect green spaces and integrate nature into developments.	A key part of the emerging Local Plan is the need to provide new green spaces and integrate them into existing green networks. National policy now requires developers to deliver a 10% improvement in biodiversity on any schemes either on site or through off site contributions which can be used to enhance biodiversity elsewhere. This requires developers to take a completely different approach to master planning and landscaping which places significantly greater emphasis on green space and habitat, as well as ensuring this is protected on an ongoing basis as part of the development.

Homelessness and Temporary Accommodation	
Suggestions for more hostels, caravan sites, and a focus on preventing homelessness.	We have acquired 84 units of accommodation which is providing flexible provision for those presenting as homeless or with vulnerabilities including those fleeing domestic abuse, while we work with them to find long term accommodation solutions. This includes hostel type accommodation where appropriate. All clients in this accommodation have a Tenancy Sustainment Officer to support them to be ready to move on to long term housing. This has significantly reduced incidences where we have to place people into emergency B&B Our adopted Homelessness Strategy sets out a partnership approach with a multi-agency Taskforce. All Housing Solutions Officers work with clients to prevent homelessness and providing advice and guidance on long term accommodation offers. We will continue to work with supported accommodation providers to expand their stock to provide additional accommodation with support for those most vulnerable.
Concerns about the adequacy and fairness of temporary accommodation provision.	All clients who present as homeless are allocated a Housing Solutions Officer who provides advice and guidance under the Homelessness Reduction Act 2017. All clients who are deemed priority (under Government set rules) and where required, will be offered emergency accommodation in the stock we have available. We have expanded and continue to expand our temporary accommodation provision and use the accommodation more flexibly to ensure clients who are owed a housing duty can access provision and reduce the demand and time spent in B&B.
Design, Quality, and Practical Barriers	
Desire for high-quality, well-designed homes with adequate outdoor space,	The emerging Local Plan supports developments to provide outdoor amenity space for residents as well as parking provision (to be set out in

parking, and integration with local services.	separate highways guidance). The plan also supports developments that are well located and connected to local facilities and services for walking, cycling, public transport and access to the local highway network. Larger Sustainable Communities sites will have a range of services and facilities on site.
---	--

4.10 The feedback from the consultation will be invaluable in shaping the delivery of the strategy and policy developments that will stem from this. It has also opened further conversations with core groups for practical implementation and ensuring that we continue to draw on the knowledge of those with lived experience.

4.11 The strategy has been updated to reflect the comments received where required but given the support received for the objectives and actions it has not required substantial change.

5.0 Alternative Options

5.1 As it is not a statutory requirement for the Council to have a Housing Strategy, Cabinet could decide not to proceed. To do so would however limit the Council's ability to meet the needs of local residents by shaping the housing market including reflecting the voice of communities and those with lived experience in policy and development. It would also risk adversely affecting all the excellent work being done in the Borough to help meet the needs of its residents.

6.0 Key Risks

6.1 The introduction of legislative changes such as the Renters' Rights Act 2025, while positive for tenants, will change how landlords can let their properties. This may see a temporary change in the availability of properties for private rent as the market adjusts.

7.0 Council Priorities

7.1 This strategy builds on existing initiatives and links closely to the themes of Telford & Wrekin Council's plan to protect, care and invest to create a better borough with the priorities:

- All neighbourhoods are a great place to live.
- A community-focussed, innovative Council providing efficient, effective and quality services.
- Everyone benefits from a thriving economy.
- Our natural environment is protected, and the Council has a leading role in addressing the climate emergency.
- Every child, young person and adult lives well in their community

- 7.2 The strategy also links closely with the priorities identified in the Health and Wellbeing Board vision – happier, healthier fulfilled lives.

8.0 Financial Implications

- 8.1 The approved Capital Programme includes Disabled Facilities Funding and funding to support the ongoing objectives of Nuplace, the Council's wholly owned Housing Company. The revenue budget includes the Homelessness Prevention Grant which supports the work of the Housing Team addressing issues around homelessness and temporary accommodation. The Housing Strategy will need to be delivered within existing resources.

9.0 Legal and HR Implications

- 9.1 There is no legal requirement for the Council to have a Housing Strategy, the previous duty being removed by the Deregulation Act 2015.

However, preparation of such a strategy is deemed good practice serving as a useful policy document setting out the Council's aims, objectives and intended outcomes in respect of all housing matters.

There are no other legal implications arising from this report.

The proposals contained in this report can be delivered using existing resources.

10.0 Ward Implications

- 10.1 All wards will be impacted by these proposals.

11.0 Health, Social and Economic Implications

- 11.1 It is intended that this programme of work will contribute to improve health and wellbeing outcomes within the borough.

12.0 Equality and Diversity Implications

- 12.1 This strategy is about how the Council can work to deliver housing for all. In setting out its proposals the Council has paid due regard to the Public Sector Equality Duty, ensuring that equality considerations have been embedded throughout the process. The Council has actively considered how its decisions and actions will affect people with different protected characteristics, and has sought to eliminate discrimination, advance equality of opportunity, and foster good relations within the communities it serves, particularly in relation to access to safe, affordable, and suitable housing in line with our statutory responsibilities under s149 Equality Act 2010.

13.0 Climate Change and Environmental Implications

- 13.1 This strategy delivers on a number of actions under the Telford and Wrekin Council Corporate Climate Change Action Plan, such as Affordable Warmth, including work with the Telford Energy Advice line and direct delivery of retrofit programmes to the most carbon inefficient properties in the borough. In relation to biodiversity & carbon sequestration, the review of the local plan considers opportunities to enhance tree and woodland protection and establishes policies that support and promote a move to carbon neutrality. This includes consideration of how development will need to adapt to the impacts of climate change and promotes opportunities to maximise carbon sequestration in the future.

14.0 Background Papers

- 1 Draft Housing Strategy – Cabinet 17 July 2025

15.0 Appendices

- A Housing Strategy 2025 – 2030

16.0 Report Sign Off

Signed off by	Date sent	Date signed off	Initials
Legal	02/11/2025	06/11/2025	SH
Finance	06/11/2025	07/11/2025	MLB
Director	04/11/2025	05/11/2025	KK