



Perth and Kinross Local Housing Strategy

2022-2027

Consultation Outcomes Report

March 2023



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1 Introduction: LHS Consultation Outcomes Report

The Housing (Scotland) Act 2001 requires local authorities to consult on their Local Housing Strategy (LHS), as does the statutory Equality Duty placed on public bodies to involve, consult and engage with as wide a range of local residents, tenants and communities of interest as possible.

A range of consultation opportunities have been provided throughout the course of developing this LHS, with opportunities for early engagement to help ensure local people, communities and wider stakeholders share their views on the most pressing housing challenges facing Perth & Kinross, as well as generating ideas for change and improvement as set out in the Perth and Kinross Offer.

A diverse range of partners, stakeholders and subject matter experts participated in developing the Perth & Kinross LHS 2022-27. An extensive consultation and engagement programme has been delivered to collect a range of views and enable this feedback to systematically inform the LHS development. These include:

- **LHS early engagement survey:** A survey to inform the new LHS was made available to communities and residents across Perth & Kinross, enabling them to express their views on which local housing issues 'matter most'. The survey was open for an 8-week period from 01/12/2021 – 31/01/2022. The early engagement survey was heavily promoted on social media, via the local press and via community networks and councils. The survey was made available in a range of formats including online, via telephone and freepost options.
- **Stakeholder conference:** To encourage and enable widespread participation, the full day conference was held digitally via Microsoft Teams. Over 70 partners and stakeholders attended the event,

including representatives from public, private, third and community sectors. The purpose of the conference was to co-produce an LHS vision, agree the main housing issues that should form the basis of LHS priorities and generate ideas and innovation as a basis for LHS actions. A conference report summarising the outcomes from the day can be accessed in Appendix A.

- **Option identification workshops:** Four half-day workshop sessions were held, to inform the definition of key LHS priorities together with a range of viable options for addressing them. Workshop participants were specialist stakeholders and subject matter experts from across the Council and partner organisations.
- **Option appraisal workshops:** Four half-day workshop sessions were held to systematically appraise LHS options. The outputs from these sessions form the basis of the LHS Outcome Action Plans.
- **Consultative Draft and Feedback Survey:** A final phase of consultation was carried out between 8th August and 9th September where a Consultative version of the Draft LHS was made available to communities and residents across Perth & Kinross, enabling them to express views on whether they agreed with the main vision and priorities for action set out in the draft LHS. This final phase included online and in person engagement with a wide range of stakeholders including Tenants, Residents and interest groups, as well as hard to reach groups. The consultation was heavily promoted on social media, via the local press and via community networks and councils. The survey was also made available in a range of formats including online, via telephone and freepost options.
- **Strategic engagement:** Mechanisms were put in place, as part of the LHS consultation plan to ensure the LHS is fully aligned with local strategies, policies and plans. These include partnership



working around the Housing Contribution Statement, the Local Development Plan and Perth & Kinross Council Climate Change Strategy.

- **Strategic governance:** The LHS development process has been commissioned by the LHS Steering Group which provides a multi-agency governance framework for the development and implementation of the LHS.
- **Peer Group Review:** As part of the validation process of the draft LHS, a review was undertaken of the draft document in December 2022 by the Scottish Government's More Homes Division and a Peer Group local authority, Aberdeenshire Council. This review provided feedback on areas of strength and areas for improvement.
- **Health Impact Assessment:** A Health Inequalities Impact Assessment (HIIA) was undertaken in December 2022, providing an opportunity to review the potential health impacts of the draft LHS, with housing recognised as a key driver of health outcomes. The process was a pilot with NHS Tayside and Public Health Scotland colleagues to integrate Health Impact Assessments into local authority practice.

1.1 Consultation Outcomes Report

This report summarises the outcomes associated with each stage of the Perth & Kinross LHS Consultation Programme detailing the views of residents, communities, partners and stakeholders on the strategy vision and strategic priorities for action. It sets out how consultation feedback and engagement outcomes informed and shaped each stage of the LHS development process, enabling a final strategy which was co-produced and validated by stakeholders.



2 Perth & Kinross LHS Consultation Programme

The Housing (Scotland) Act 2001 requires local authorities to consult on their proposed local housing strategy (LHS). In addition, the statutory Equality Duty on public bodies requires the involvement, consultation and engagement with as wide a range of local residents as possible. The current Scottish Government LHS guidance places significant emphasis on consultation with the public and stakeholders as part of the process of developing the strategy. The LHS Consultation programme was therefore designed to provide inclusive consultation and engagement opportunities to help shape priorities for the future delivery of housing and housing related services in Perth & Kinross.

2.1 Consultation channels and approach

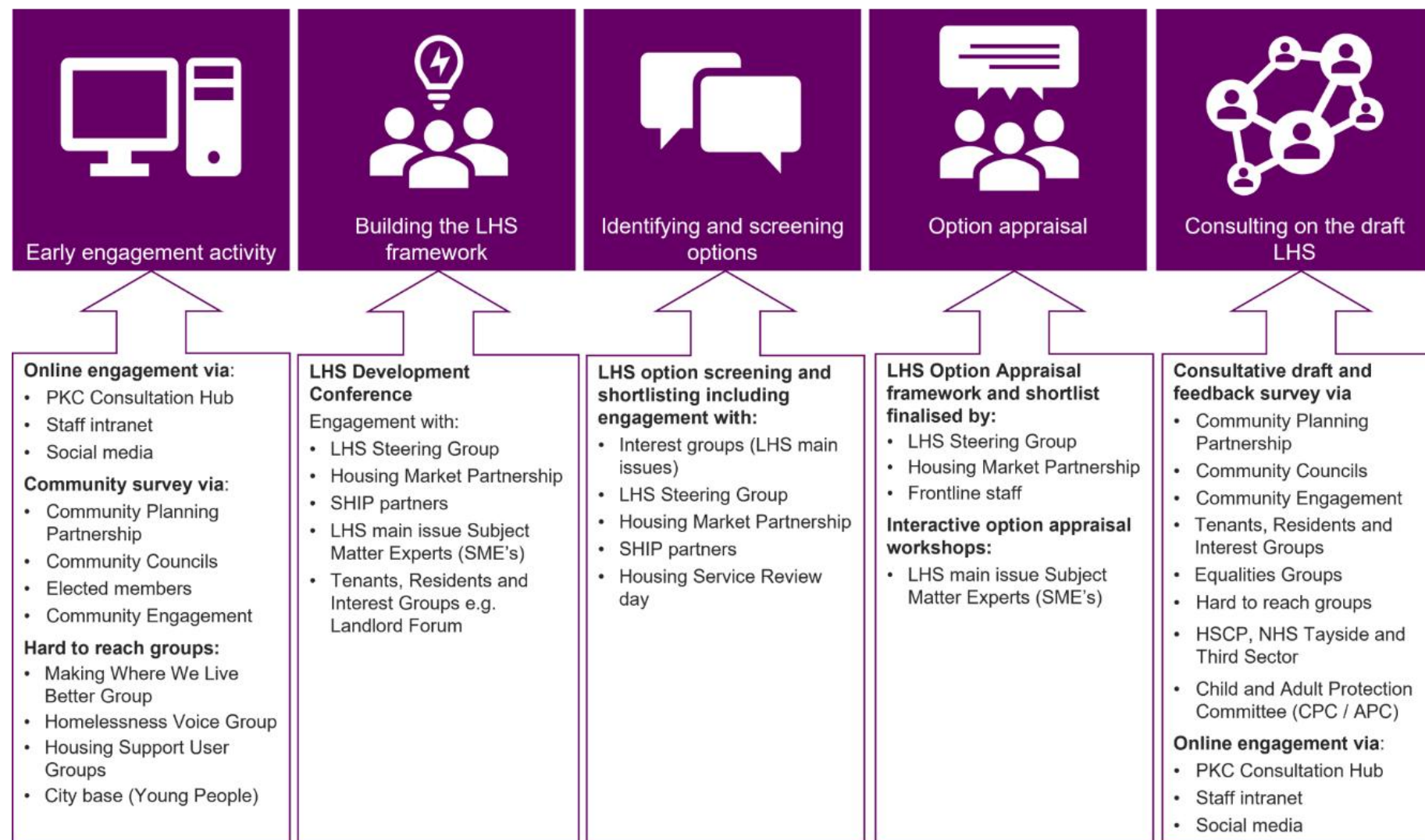
The LHS Guidance encourages early engagement with key partners and stakeholders to identify priorities and agree, through a range of options, how to deal with these priorities. The LHS development process also drew on information obtained through continuous engagement with residents, through tenant organisations, satisfaction surveys and specific topic consultations.

In order to ensure engagement with as many local communities, interest groups and individuals as possible, Perth & Kinross enabled consultation to take place using a range of media and communication channels. This ensured that the make-up of the local population was accurately reflected in the process. Every effort was also taken to engage with hard to reach groups, where traditional methods may not be effective.

A range of consultation methodologies were identified to enable strong engagement with key stakeholders throughout the LHS development process. These approaches were identified to maximise engagement opportunities using well established local communication channels and forums. They include:

- **Digital channels** where widespread consultation across residents and communities was hosted via the Council's consultation hub and digital tools. Digital channels were successful in capturing early consultation outcomes on local housing priorities and also proved to be key in validating that LHS priorities were addressed in the draft LHS document
- **Established consultation groups and frameworks** were used widely to offer perspectives on local housing issues and priorities at a:
 - Strategic level – Community Planning Partnership
 - Community level – Community Council network and Community Development Trusts
 - Expert level – reflecting the specialisms and experience of LHS delivery partners and stakeholders
 - Representative level – ensuring that specific interest groups, hard to reach groups or populations accessed consultation opportunities

These channels were instrumental in supporting the following LHS consultation and engagement programme, with details of the extent and nature of each consultation and engagement activity presented below:





As well as using corporate and community consultation frameworks to carry out regular and wide reaching consultation on emerging LHS issues and priorities; a programme of specific LHS development events, meetings and discussion forums were also developed to enable engagement with key stakeholders on the emerging LHS framework and draft document including:

- Distribution to partners, stakeholders and those who have participated in the development of the consultative draft including range of feedback survey options
- LHS Steering Group: LHS development meetings
- LHS Focus Groups via community or stakeholder interest groups
- Social Media (Facebook and Twitter): promoting consultation opportunities and channels
- Online consultation opportunities.

2.2 LHS stakeholder network

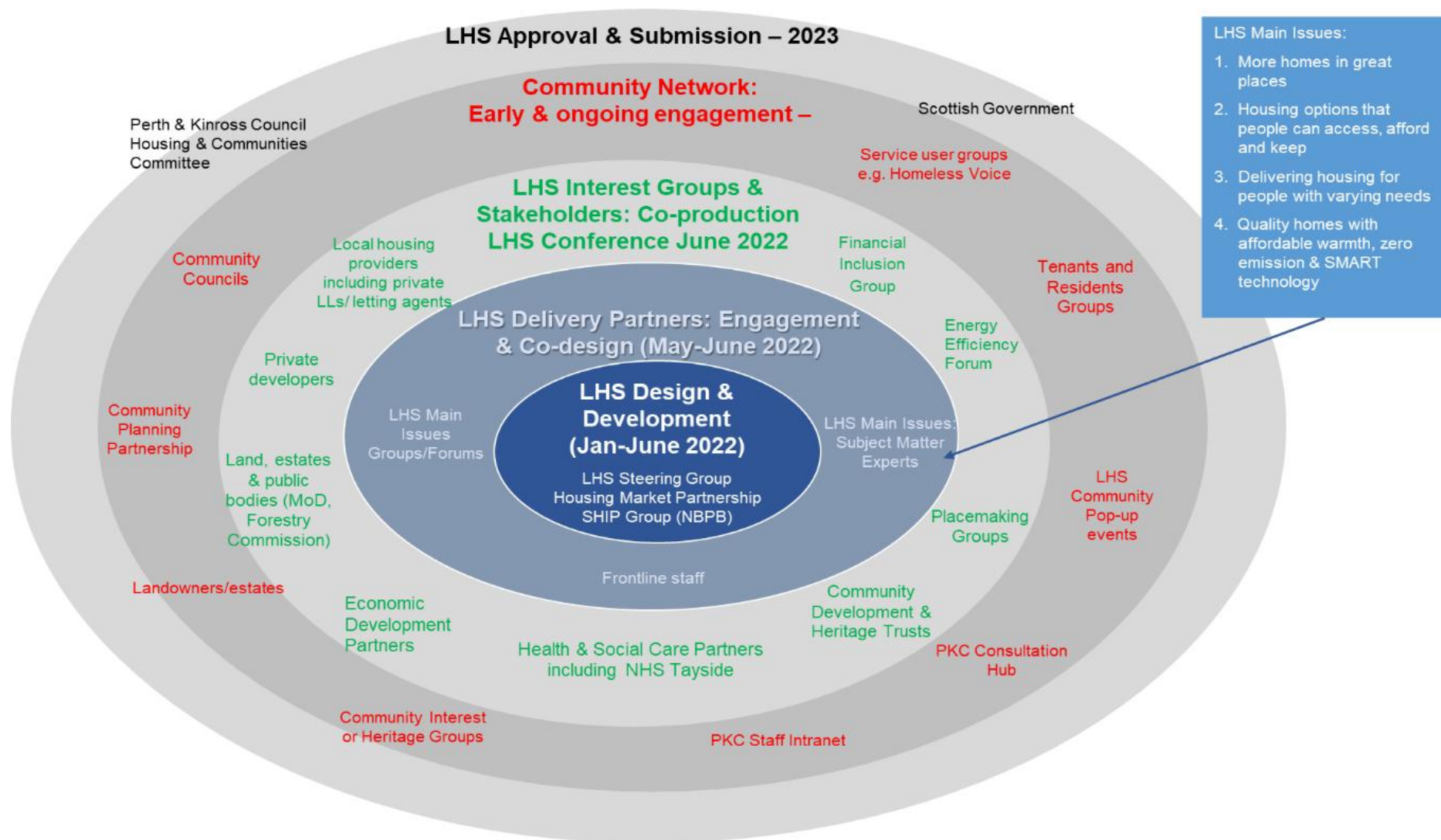
The consultation programme was underpinned by an LHS stakeholder map, which sets out the diverse range of interests and roles involved in developing the LHS ranging from:

- 1) **LHS design and development partners** who will be responsible for the design, development and evaluation of the LHS.
- 2) LHS partners and stakeholder who are **subject matter experts in emerging LHS priorities** and main issues and who will be involved in identifying housing system issues and codesigning potential solutions and interventions.
- 3) **Interest Groups and stakeholders** whose plans and strategies are aligned to or impact on the LHS.
- 4) **Wider community and service user networks** in Perth & Kinross including hard to reach groups.

5) LHS approval and submission including **Elected Representatives and the Scottish Government.**

The LHS Steering Group was responsible for the design, development and delivery of the Local Housing Strategy. Representatives included partners from Housing Services, Planning, Public Health (NHS Tayside), Equalities Team, Economic Development, Community Safety Team, Homes for Scotland and Registered Social Landlords including Kingdom HA, Caledonia HA and Hillcrest HA.

The following map sets out the categories of stakeholders and interest groups the consultation programme targeted at stage in the process:

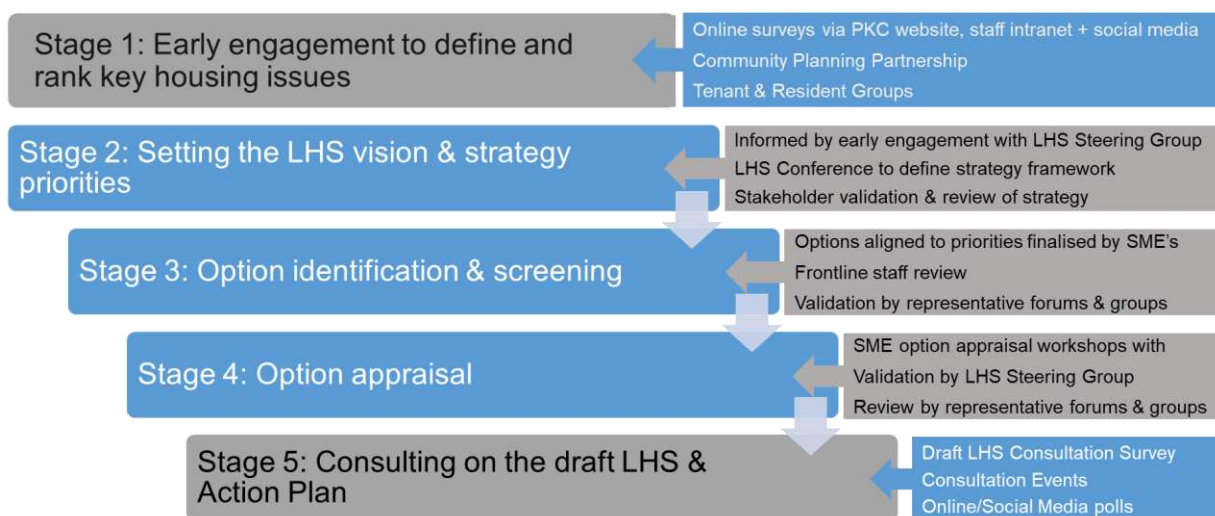




2.3 Stages in the LHS Consultation Programme

The LHS consultation programme details the range of approaches deployed to help shape the content of the LHS and to ensure that the principles of co-production were achieved in its development. The consultation programme ran in a series of phases from January 2022 – September 2022 offering a wide variety of methods and media to maximise participation and engagement. The Council engaged Arneil Johnston, independent housing consultants, to support the consultation and engagement process underpinning LHS development.

The consultation programme was structured into the following stages:



The remainder of this report details the feedback and outcomes associated with each stage in the LHS Consultation Programme.



3 Early Engagement Survey

Prior to defining and ranking the main issues that stakeholders considered to be LHS priorities; an early engagement exercise took place encouraging communities and residents across Perth & Kinross to express their views on 'what matters most' on local housing issues.

A short, interactive electronic survey was developed to encourage stakeholders to define and rank key housing system issues in Perth & Kinross; and to encourage respondents to identify issues, options or key questions for further analysis and debate. Residents also had the opportunity to identify important local issues which have been omitted from consultation options.

The online survey was made available to communities and residents across Perth & Kinross, enabling them to express their views on which local housing issues 'matter most'. The survey was open across an 8-week period from 1st December 2021 to 31st January 2022 and was made available in a range of formats including telephone and hard copy options for those who did not want to engage with digital channels. In total, 490 responses were provided by residents and community groups.

3.1 Early Engagement Survey Outcomes

The purpose of the early engagement survey was to identify issues, options or key questions for further analysis and debate through the LHS process with respondents having the opportunity to identify important local issues. The survey questionnaire focused on the following key areas:



There were 490 responses to the survey, the majority of respondents were in the following categories:

- 62% respondents lived in owner-occupied housing
- 33% were households with children
- 42% lived in Greater Perth

The first question respondents were asked was as follows:

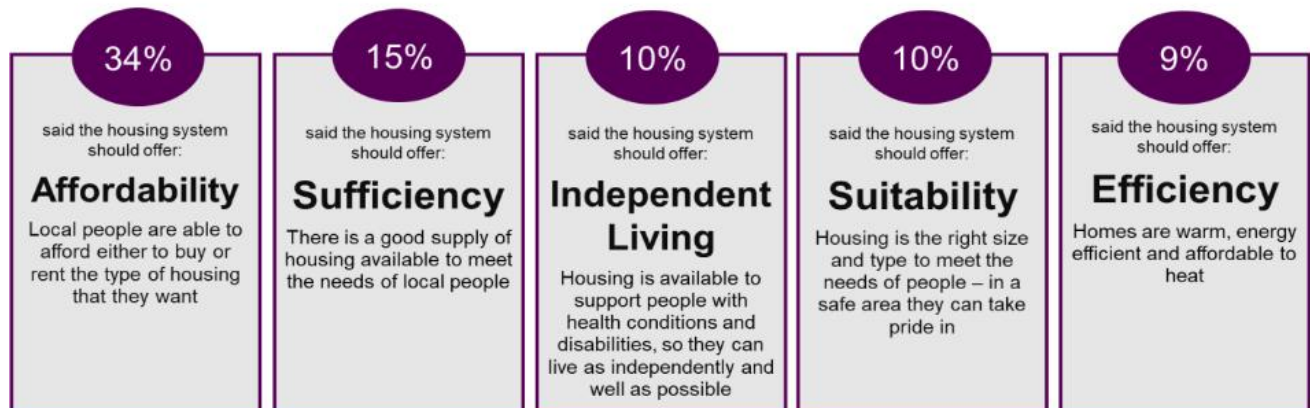
Household Survey Question 1

The aim of our Local Housing Strategy is to deliver a housing system that works well for Perth and Kinross. What do you think are the most important things housing should offer local residents and communities?

To answer this question, respondents were asked to select up to five priorities from a list of housing system characteristics to identify what 'mattered most' in terms of housing options and




experiences. If the LHS is successful, it will enable the delivery of a local housing system which functions well. The survey asked local residents and community groups how they would define a well-functioning housing system. The top priorities were defined as follows:



What mattered most to local residents was a housing system that could offer 'affordability', where local people could afford to buy or rent the type of housing they want. This was followed by priorities around a sufficient supply of homes to meet local need and homes that enable independent living for people with health conditions and disabilities. The final priorities in the top 5 focused on homes which are the right size and type of meet the needs of local communities and homes which are warm, energy efficient and affordable to heat.

The second question respondents were asked to consider was as follows:



Household Survey Question 2
What would you say are the top five housing challenges facing people who live in Perth and Kinross?

Again, local residents were asked to rank the top housing challenges currently facing people who live in Perth & Kinross from a long list of 20 potential housing challenges. The top 10 results were as follows:





The top five housing challenges in Perth & Kinross were dominated by options that focused on a lack of housing options and limited housing choice. Overwhelmingly, residents identified the biggest housing challenge in Perth & Kinross as 'a shortage of housing that people can afford' (59%). This primary challenge was followed by a general shortage of housing (36%), which perhaps drives affordability issues, followed by challenges around restricted housing choice including:

- limited options for young people and families
- limited alternative housing options such as low cost home ownership, share equity or mid-market rent

Fuel poverty and poor energy efficiency of homes was defined as a key housing challenge for almost one in three residents, as were challenges associated with wider community and neighbourhood issues, such as anti-social behaviour (30%) and poor transport or local amenities (24%). Again, the issues associated with a lack of accessible housing were raised as a key challenge (28%). Finally, one in five respondents identified poor housing quality and disrepair as a major housing challenge. Key issues for action, investment and partnership that according to residents should inform Local Housing Strategy activity include improving:

- improving housing choice and extending housing options
- improving housing condition, energy efficiency and tackling fuel poverty
- access to accessible housing for those with health conditions or disabilities
- community safety and connectivity

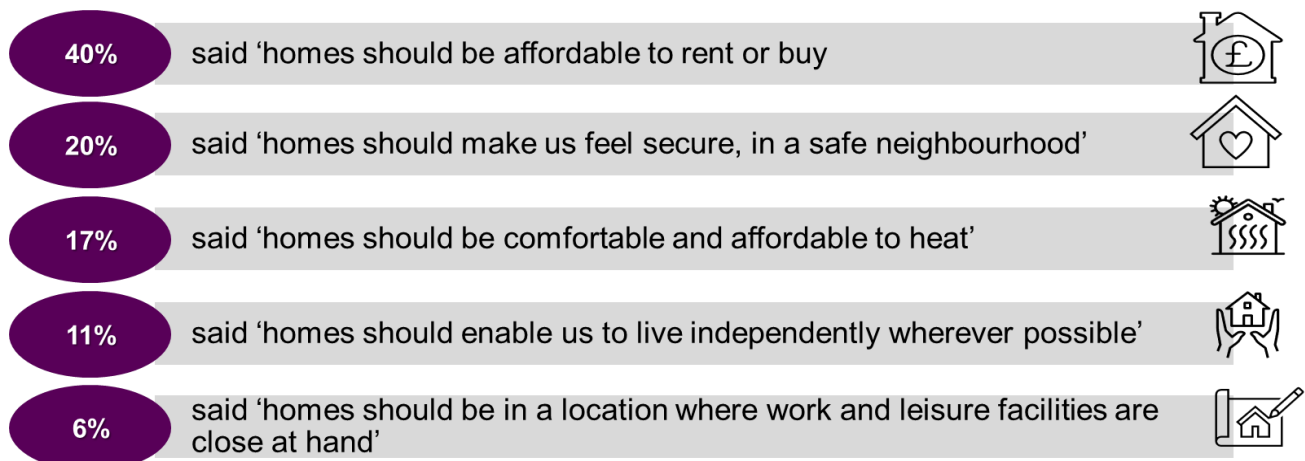
The third question respondents were asked to consider was intended to offer resident feedback on what might guide the delivery of the new Local Housing Strategy vision as follows:



Household Survey Question 3

In an ideal world, what should homes and communities look and feel like in Perth & Kinross in 2030?

In this question, residents were provided with five options and asked to choose which best reflected their preferred vision for homes and communities. The responses were as follows:





Whilst again, housing priorities focus on housing affordability, community safety and fuel poverty, different tenure groups appear to have a different perspectives on the future vision for homes and communities. 60% of private renters suggested that homes should be affordable to rent or buy whilst higher proportion of social housing tenants (27%) prioritised 'homes that are affordable to heat'. Almost one in four owner occupiers (24%) prioritised homes that 'make us feel secure, in a safe neighbourhood', higher than the overall sample at 20%.

Finally, survey respondents were asked:



Household Survey Question 4

If we could deliver one single thing that would have a major and positive impact on meeting housing need in Perth & Kinross, what would it be?

This was an open response question, where local residents could share their views freely. Whilst a wide range of responses were offered, the main themes that emerged from the consultation were as follows:

Challenges around housing affordability for local people

"The provision of affordable homes in locations that provide local services (schools, shops, GP practice, dentists etc.) and efficient/effective transport links in close proximity to the home is a priority. (We need to...) find some way to reduce the number of second and holiday homes"

"Local people cannot afford to buy homes. It would be great if there were new homes to buy that were for locals and key workers"

"(We need...) houses for local people who already live and work here. There are so many second and even third homes here which is a huge issue. Local people, even those with good paying local jobs are completely priced out of the housing market"

Increasing housing supply

"Build affordable, energy efficient housing for local people in their home areas ensuring there are sufficient local amenities to cater for a growing population"

"Build more and better new housing, able to meet the demands of the future in terms of heating, adequate space, suitability for disabled people and a safer community"

Energy efficiency and stock condition

"Well insulated homes, quicker maintenance of existing stock, building homes for families"

"More larger housing (needs) to be available. It's at a shortage at the moment which means longer waiting times for families who are in unsuitable, overcrowded, mouldy homes. Homes that are affecting family's mental health"

Community Safety

"There are many occupiers of flats or 4 in a blocks whose lives are made miserable by anti-social behaviour. A duty patrol to turn out and intervene to respond to incidents with continuity and time to take positive steps, rather than the short staffed Police Scotland, where there no continuity".



4 Local Housing Strategy Stakeholder Conference

Informed by early stakeholder engagement feedback from local communities and residents the LHS Steering Group designed and hosted an LHS development conference. Arneil Johnston facilitated a full day conference event to define and agree the draft LHS vision, strategic priorities and housing system interventions. On the day, a range of consultation methodologies were used to stimulate the debate and achieve genuine coproduction and engagement including structured discussion groups, system thinking techniques, interactive activities and electronic voting.

LHS Development Conference was held on Wednesday 4th May 2022. To encourage and enable widespread participation, the conference was held digitally via Microsoft Teams. Over 70 partners and stakeholders attended the event, including representatives from public, private, third and community sectors.

The objectives of the LHS Conference were to prompt thinking and aid debate on:



The LHS vision for a 'well functioning housing system' in Perth & Kinross



The main housing issues the LHS should tackle in the next 5 years



The ideas, options and innovation we should consider to guide action, investment & partnership



The one single action that should be prioritised to address the housing challenge in Perth & Kinross

Prior to the event, draft LHS aims were defined and agreed with the LHS Steering Group based on the main housing system issues which required stakeholder consideration and action. These issues were defined through housing systems analysis and early engagement outcomes. Briefing papers which detailed the main LHS issues, were provided to stakeholder in advance of the conference to structure stakeholder consultation activity with a number of questions posed in advance to aid and stimulate thinking and debate. To validate

LHS priorities, each draft LHS aim was used as a basis for structured focus groups to examine the impact of key housing system imbalances and validate the main LHS issues.

4.1 Developing a Local Housing Strategy Vision

Stakeholders were asked to consider the headline findings from the feedback received from the LHS household survey, including the five most important housing system characteristics defined by Perth & Kinross residents. 'Affordability' emerged as the characteristic with the greatest popular support; with over a third of residents ranking this as their top priority. 'Sufficiency', 'independent living', 'suitability' and efficiency ranked as the remaining characteristics in the top five.

Informed by these consultation outcomes, LHS stakeholders were split into three groups to consider and rank these characteristics in more detail, with the aim of defining a draft vision for the new LHS. The outcome of this exercise provided a number of draft vision options that were considered by the LHS Steering Group.

The final LHS vision agreed by the Local Housing Strategy Steering Group was:



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

4.2 Validating LHS Priorities

Prior to the LHS Development Conference, stakeholders were pre-allocated workshop sessions (based on their expertise and preferences) focusing on the main housing issues in Perth & Kinross. Four main issues have been identified from analysis of the Perth & Kinross housing system, which are



proposed as strategic priorities in the new LHS, namely:

1. Providing more homes to support liveable and sustainable communities	2. Providing a range of housing options that people can easily access, afford and keep	3. Delivering housing for people with varying needs	4. Delivering quality homes with affordable warmth, zero emission & SMART technology

In order to support attendance at the conference, stakeholders received briefing papers which presented housing system evidence on the main housing issue under consideration. These briefing papers also posed a series of discussion questions that stakeholders were asked to consider prior to attending the LHS Development Conference.

The four sections below outline the key issues along with the agreed outputs from each focus group session detailing the range of options and ideas generated to tackle the proposed strategic priorities for the new Perth & Kinross LHS.

More homes at the heart of great places

Based on the evidence presented on housing supply and placemaking, partners unanimously agreed that 'more homes at the heart of great places' should be a strategic priority within the new LHS for Perth & Kinross. Stakeholders suggested a number of key drivers which make prioritising the more

homes in great places agenda so important, including a need for the LHS to:

- respond proactively to changing demographics in Perth & Kinross including new households moving to the area and the growing population of older households
- control escalating house price inflation and address housing market barriers through increasing supply
- use a strategic commitment to housing supply and place to leverage funding opportunities
- further develop the placemaking agenda at a local level and a strategic ambition to achieve 20-minute neighbourhoods
- replace housing that may no longer be fit for purpose including older properties that may never meet energy efficiency targets or modern design standards.

Focus group discussion, allowed partners to identify the main barriers to delivering more homes in sustainable communities as follows:



Key issue:



Overcoming development barriers such as land availability and development constraints is key to increasing the scale and pace of delivery

Key issue:



Ensuring a strategic approach to planning and land assembly, including master planning approaches and developing new partnerships will be important

Key issue:



Construction innovation should explore the ability of offsite construction technology to improve the pace, scale and cost of development

Key issue:



A locality approach to placemaking that includes a community led approach to housing masterplans will be beneficial to the success of developing sustainable communities

Key issue:



Making better use of existing buildings to meet housing need including bringing redundant buildings or low demand housing assets back into effective use should be a priority

Key issue:



Providing a wide range of housing options that deliver tenure diversity, this includes development and growth of PRS through Build to Rent and MMR properties



A range of further views were expressed as follows:

“A workforce development strategy is needed in the construction sector - we need to build capacity. There are opportunities to look strategically at programmes to attract business and skills to the area given the pipeline of available work across both public and private housing developers in the area”.

“There are system barriers including infrastructure planning which create delay and barriers to development, but we should overcome these through partnership working. The options are there - tenure models, finance options - we just need to get better at using them and use partnership to reduce the risk”

“There are households who are excluded from social housing as they don't meet allocations criteria but also don't have the income to access home ownership. Intermediate housing options should be an ambition in meeting the needs of these households over the next 5 years”.

“We should aspire to delivering a more diverse housing mix for the full range of household types living in Perth & Kinross. And this should look beyond new build options but towards retrofitting opportunities too. Could we subdivide larger units to improve housing options and choice?”

Informed by focus group discussions, each participant was invited to identify a priority for action, investment or partnership that would be instrumental in tackling the barriers associated with LHS Priority 1. Six key themes emerged within the action points suggested including:

- Improve the pace and scale of housing delivery
- Invest in people and skills

- Strategic land assembly
- Make better use of existing homes and buildings to increase housing supply
- Prioritise placemaking
- Housing design and innovation.

As a result of focus group discussion a long list of LHS actions points were generated for potential inclusion in the LHS Action Plan.

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

Based on the evidence presented on improving housing options, choice and affordability, partners unanimously agreed that ‘providing a range of housing options that people can easily access, afford and keep’ should be a strategic priority within the new LHS for Perth & Kinross.

Stakeholders suggested a number of key drivers which make improving housing choice and affordability so important, including a need for the LHS to:

- address the clear affordability pressures facing many households, particularly in rural areas, which is exacerbated by cost of living pressures
- increase the supply of affordable housing in both urban and rural areas
- tackle poor affordability and options in the private rented sector
- build on the success of the Home First model which has transformed the delivery of homelessness services in Perth & Kinross.

Focus group discussion, allowed partners to identify the main barriers to improving housing options, choice and affordability as follows:



Key issue:

The affordability of the PRS is problematic. Opportunities to deliver quality market and mid market rent options should be explored

Key issue:

Housing options, choice and affordability will be impacted by the deepening cost of living crisis and the on-going recovery from the COVID-19 pandemic

Key issue:

Access to affordable housing options is severely limited in many rural areas of Perth & Kinross

Key issue:

Tenancy sustainment for homeless households accessing settled accommodation through appropriate continued support should be considered

Key issue:

Addressing the mismatch in supply and demand of social rented housing should be explored

Key issue:

Funding availability to meet new supply, condition & energy targets will be a difficult balance for social landlords particularly with constrained land supply

A range of further views were expressed as follows:

"We are just starting to feel the impact of COVID through a rise in volume of homeless presentations and it is only likely that this will significantly increase in the next 6 months. We are seeing that many households have built up personal debt during COVID. Anecdotal evidence suggests that the average household debt levels across Perth is now £16k per household which is greater than the Scottish average."

"There is real growing concern regarding the condition of some Private Rented Sector (PRS) stock in Perth and Kinross and the level of investment which will be required to bring this stock up to the required energy efficiency standard. We need to actively engage more with landlords and provide support and advice on legislative requirements and potential funding opportunities. If we don't, there will be a real risk that landlords start to sell up properties due to the future investment requirements placed on them".

"The impact of new build targets and improvement standards will undoubtedly put pressure on the Housing Revenue Account

(HRA) and on RSL business plans, meaning that there may need to be further increase rents to support these targets. There needs to be a financial balance struck between what is viable for the landlord and affordable for the tenant."

"As the Council has significant under occupation of some of its stock, we should be looking at alternative options to encourage people to downsize and release larger properties to create a better match of households to homes"

Informed by focus group discussions, each participant was invited to identify a priority for action, investment or partnership that would be instrumental in tackling the barriers associated with LHS Priority 2. Four key themes emerged within the action priorities suggested including:

- improving housing affordability
- improving access to housing and support services
- creating a more diverse range of intermediate housing options
- tackling imbalances between households and homes.



As a result of focus group discussion, a long list of LHS actions points were generated for potential inclusion in the LHS Action Plan.

Delivering housing for people with varying needs

Based on the evidence presented on the need for specialist housing, partners unanimously agreed that 'delivering housing for people with varying needs' should be a strategic priority within the new LHS for Perth & Kinross. Stakeholders suggested a number of key drivers which make prioritising the housing for varying needs agenda so important, including a need for the LHS to:

- assess shortages of wheelchair, accessible and adapted housing in both urban and rural areas
- prioritise the timely delivery of adaptations to enable people to live independently and well at home
- address limited access to health and support services in rural areas
- maximise the opportunities for technology based care.

Focus group discussion, allowed partners to identify the main barriers to delivering housing for varying needs as follows:



Key issue:

There is a lack of awareness of in-situ solutions can lead to unnecessary housing applications

Key issue:

Accessibility of and connectivity to community-based support and advice services including outreach and digital services is problematic

Key issue:

Gaps in support and care services across to assist with tenancy sustainment as well as health and wellbeing are evident

Key issue:

There is a need to improve design guides for all types of housing for varying needs and all housing tenures

Key issue:

Ensuring a sufficient supply of housing options for older people as demographics change and elderly population grows is crucial

Key issue:

Enabling households to remain in their homes for longer by embedding technology enabled care should be a priority

A range of further views were expressed as follows:

"It's a burning issue, there aren't enough wheelchair homes and there are lots of people on waiting lists"

"Needs may become more challenging as demographic changes happen, particularly with an ageing population. We will see more physical and mental health challenges in terms of long term health conditions such as dementia and Alzheimer's."

"Creating a database of homes that have been adapted could enable us to match households to suitable homes and recycle scarce equipment and resources which enable independence"

"We need to support older people to embrace TEC, showing them the advantages of this. We should be more confident that older people are ready for this, making it a key part of our housing strategy. For my Mum, Alexa is a lifesaver!!"

"We need to engage individuals and their families in the design process too, ensuring that they are at the heart of the design process. Culture change is needed in how we design homes – we need to empower service users to direct the process"

Informed by focus group discussions, each participant was invited to identify a priority for action, investment or partnership that would be instrumental in tackling the barriers associated with LHS Priority 3. Four key themes emerged within the action points suggested including:

- To improve design guides for all forms of specialist housing
- To ensure adequate budgets available for adaptations
- To continue to develop joint working across health, housing and social care to improve access to services
- To develop creative solutions that provide households with advice, information and support that meets their needs.

As a result of focus group discussion, a long list of LHS actions points were generated for potential inclusion in the LHS Action Plan.

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

Based on the evidence provided on housing quality and affordable warmth, partners unanimously agreed that 'delivering quality homes with affordable warmth, zero emission and SMART technology' should be a



strategic priority within the new LHS for Perth & Kinross. Stakeholders suggested a number of key drivers which make prioritising housing condition, energy efficiency and digital connectivity so important, including a need for the LHS to:

- recognise statutory requirements and Scottish Government targets in relation to climate change
- help address the inequalities that rural households face in particular, in relation to housing quality and fuel poverty
- link with strategic priorities regarding the roll out of technology enabled care to support the growth in care at home
- offer solutions to address disrepair and support homeowners to overcome the barriers to remedying disrepair and improving the energy efficiency of their homes
- take cognizance of escalating fuel costs following an increase in the energy price cap with further increases expected.

Focus group discussion, allowed partners to identify the main barriers to improving housing quality, energy efficiency and digital connectivity as follows:



<p>Key issue:</p> <p>Significant demand for advice, assistance and financial support from homeowners in relation repair and maintenance with insufficient resources to meet required demand</p>	<p>Key issue:</p> <p>Limited and fragmented advice to homeowners what they can do to improve the condition and energy efficiency of their homes</p>	<p>Key issue:</p> <p>Funding restrictions and rising costs are jeopardising the delivery of housing quality, net zero and energy efficiency targets</p>
<p>Key issue:</p> <p>Skill shortages within in emerging technologies that could impact on future proofing of social rented housing</p>	<p>Key issue:</p> <p>Robust and reliable data in relation to stock condition and energy efficient to ensure targeted delivery of resources and delivery plans</p>	<p>Key issue:</p> <p>Digital connectivity, especially in rural areas, is leading to inequality and digital exclusion</p>

A range of further views were expressed as follows:

“We are seeing not just increasing costs of materials but supply shortages especially in new technologies.”

“Funding of new builds needs to include maintenance of energy efficiency measures and consider if staff are trained to maintain systems and in the case of social tenants support them to use the new technology to maximise its effect.”

People don’t know where to start to improve their homes so need trusted advice and contractors.”

“The average age of a gas installer is 55 so workforce planning needs to start now so we have the skills we need in the not too distant future.”

“Compliance with PAS2035 is now mandatory and there just isn’t the skilled and certificated trades available to install retrofitted energy efficiency measures.”

Informed by focus group discussions, each participant was invited to identify a priority for action, investment or partnership that would be instrumental in tackling the barriers associated with LHS Priority 4. Four key themes emerged within the action points suggested including:

- improve digital connectivity
- invest in skills to support energy efficiency programmes
- enhance data insight and partnership working to target interventions and promote support services
- develop a Local Heat and Energy Efficiency Strategy and delivery plan for Perth & Kinross.

As a result of focus group discussion, a long list of LHS actions points were generated for potential inclusion in the LHS Action Plan.



5 Option screening and identification

Informed by the outcomes of the LHS Conference, the LHS Steering Group finalised the draft LHS vision and strategic priorities as the basis of the LHS framework.

To assess and refine the range of LHS actions defined by partners and stakeholders, four short life working groups were assembled to screen and shortlist options for inclusion in the LHS Action Plan. Each working group comprised subject matter experts in each LHS Priority, to enable a credible shortlist of LHS interventions and options to be developed. Subject matter experts reflected a wide range of stakeholder and sector interests including:

<p>1. Providing more homes to support liveable and sustainable communities</p>	<p>PKC Housing Strategy, Planning, Community Planning, Community Safety, Economic Development RSLs: Caledonia HA, Hillcrest HA and Kingdom HA Homes for Scotland Communities Housing Trust, Gannochy Trust</p>
<p>2. Providing a range of housing options that people can easily access, afford and keep</p>	<p>PKC Homelessness Team, Child Poverty, Equalities Team, Revenues & Benefits, Welfare Rights Scottish Association of Landlords NHS Tayside RSLs: Caledonia HA, Hillcrest HA and Kingdom HA CAB Perth, Third Sector Support Providers</p>
<p>3. Delivering housing for people with varying needs</p>	<p>PKC Housing Services, Equalities Team, Planning RSLs: Caledonia HA, Hillcrest HA, Bield HA, Blackwood Independent Living Panel Partners Health & Social Care Partnership/NHS Tayside Centre for Inclusive Living Perth & Kinross</p>
<p>4. Delivering quality homes with affordable warmth, zero emission & SMART technology</p>	<p>PKC Property Management, Energy Team, Climate Change Team RSLs: Caledonia HA, Hillcrest HA, Energy Savings Trust, Zero Waste Scotland, Warmworks Scotland</p>

A programme of half-day workshops were held so that the options defined at the LHS Conference could be examined, refined and finalised for further scrutiny at option appraisal workshops. To facilitate this, a longlist of the ideas and interventions was assembled under each LHS Priority based on Conference outcomes, related strategy material and ideas from other Local Housing Strategies in Scotland.

Each long list was subject to refinement by subject matter experts to ensure only the most credible ideas were selected for subject to detailed option appraisal. The shortlisted

options selected by subject matter experts under each LHS Priority are summarised below:

Providing more homes to support liveable and sustainable communities

1. Engage utility partners to align, prioritise and coordinate housing and infrastructure investment programmes
2. Seek opportunities to deliver a wider range of affordable housing options (e.g. shared equity and shared ownership), including testing the feasibility of an institutional investment model to fund market or mid-market rent developments
3. Invest in staff resources to develop and deliver the LHS Action Plan, developing capacity to pursue innovation in placemaking, master planning, construction innovation and housing design
4. Develop a coherent, multi-agency workforce strategy for the construction sector in Perth & Kinross ensuring that skills development supports capacity for investment in new and existing homes
5. Invest resources in locality leadership to stimulate and develop place planning processes, building capacity to support masterplanning, delegated decision making and budget management
6. Pursue a proactive master planning approach and effective land assembly mechanisms which use placemaking principles to engage urban and rural landowners, developers, infrastructure providers, funders, planning and communities
7. Maximise the potential to generate more homes through brownfield regeneration which encourages mixed developments and change of use for vacant properties
8. Consider Short Term Let control areas to restrict market growth in areas where local housing pressure is evidenced
9. Prioritise targeted investment in in the Council's empty homes strategy in areas where local housing pressure is evidenced



10. Develop clear definitions for liveable /20-minute neighbourhoods that enable partners, stakeholders and investors to pursue placemaking which improves connectivity through investment in physical, social and digital infrastructure
11. Develop collaborative partnerships which test innovation in housing design and modern methods of construction
12. Test the development of flexible tenure models which enable households to create individual housing journeys as their needs and circumstances change

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

1. Explore existing data and insight to develop a risk framework which can be applied to target individuals' households who are financially vulnerable and offer them a tailored package of support (e.g. crisis support, income maximisation and employability support)
2. Continue to provide tailored debt advice and welfare assistance to households across Perth & Kinross
3. Target income maximisation and fuel poverty support to households living in the PRS
4. Increase transitional housing support to homeless households with moderate to high support needs from supported accommodation to settled housing
5. Provide communication materials in accessible formats to raise public awareness of available housing options, support and homelessness prevention services
6. Increase the range of affordable housing options in Perth & Kinross including shared equity, shared ownership and mid-market rent options
7. Research market appetite/development feasibility of Build to Rent models that could deliver high quality, energy efficient market rent options
8. Increase the range of affordable housing options in rural areas working in partnership with landowners, developers, funders and local communities
9. Increase engagement with private landlords in Perth and Kinross to improve awareness of proposed PRS reforms and

funding that may be available e.g. Home Energy Scotland, interest free loans

10. Continue to work with partners to offer housing and support options to refugees and asylum seekers in response to national dispersal and resettlement programmes
11. Develop a range of options that achieve a better match of households to homes
12. Regenerate St Catherine's Square and create a vibrant, mixed community by transferring all of the properties into our mainstream letting stock

Delivering housing for people with varying needs

1. Consult, review and update design guidance and standards for all types of housing for people with varying needs (aligned to the national review of Housing for Varying Needs and Building Standards), using feedback from planners, commissioners, frontline staff and service users
2. Ensure planning policy, placemaking and housing investment programmes contribute to improved and sustainable homes, outdoor space, health and wellbeing for all households including with varying needs
3. Ensure the effective provision and promotion of Care and Repair and Occupational Therapy services to owner occupiers and private tenants to support the delivery of property repairs and adaptations
4. Continue to improve working relationships, training, collaboration and knowledge exchange on equalities, advice, care and support services to enable independent living across Perth and Kinross
5. Work jointly with Health and Social Care Partnership (HSCP) and third sector agencies to address workforce capacity, transport and accessibility issues in the delivery of specialist care and support services across all areas with a focus on areas of deprivation and rural communities including use of outreach and digital services
6. Continue to develop information and advice in accessible formats for those that require them in relation to independent



- living advice, information, options and support
7. Consider different models and develop information, advice and support in relation to provision of housing and related services for older people and those with dementia which enhance independence, provide greater tenure choice and avoid crisis interventions at a later stage
 8. Continue to work collaboratively to promote the benefits, increase awareness and make better use of technology within a housing setting to enable people to live independently in their own home
 9. All affordable homes are built to housing for varying needs standards with 10% of all homes being built to suitable standards for wheelchair users and determining future targets across all specialist requirement after reviewing outcomes of new Housing for Varying Needs Guidance
 10. Test development of flexible tenure models for households with varying needs to create individual housing journeys as their needs and circumstances change
 11. Consider widening the Open Market Purchase Scheme to purchase 'specialist homes' for households with varying needs to ensure adapted properties are matched to households with specific requirements
 12. Work with Gypsy/Traveller community members to have a better understanding of their accommodation needs and preferences

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

1. Work with the Scottish Government to improve digital infrastructure particularly in rural communities
2. Develop a community benefits framework and training academy in conjunction with the private sector, to encourage apprenticeship opportunities, especially in renewables, linked to wider workforce development programmed for the construction industry

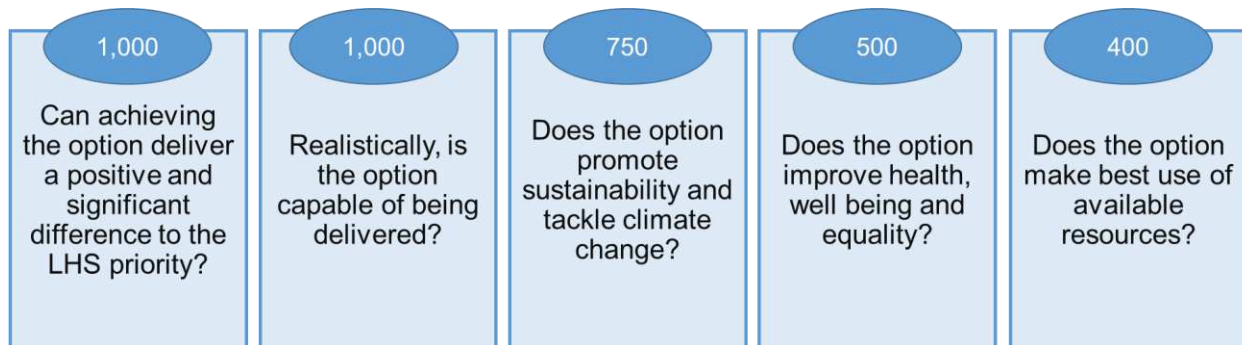
3. Integrate existing information sources (e.g. Home Analytics, Property Energy Analysis Tool, HES, SHCS, SSE mapping, benefits) to enhance intelligence to target interventions to households most in need
4. Improve information on existing support services to help all agencies signpost households to assist with energy efficiency and property condition challenges
5. Develop collaborative partnerships between Perth and Kinross Council, Local Energy Scotland and ECO 4 installers to test district heat network programmes with communities, setting targets to track success
6. Develop exemplar pilot projects to looking at transformational rather than incremental solutions that incorporate net zero planning including fabric first, retro fitting and transport planning etc.
7. Build new affordable housing to enhanced energy efficiency standards and encourage private developers to do so too
8. Improve energy efficiency across all tenures by maximising the use of national funding programmes
9. Encourage and support owners and private landlords to improve the energy efficiency of their properties to meet specific targets, reduce fuel bills and carbon emissions; accessing funding opportunities as appropriate, to achieve this
10. Take action to ensure that housing is resilient to the possible effects of climate change and flooding, and makes a positive contribution to reducing the risks and impacts of flooding and climate change in the longer term
11. Set out plans covering any housing with abeyances for meeting the Scottish Housing Quality Standard



6 Option appraisal workshops

Using the shortlisted options developed for LHS priority, a programme of half day option appraisal workshops were held with Subject Matter Expert Working Groups to define the range of actions to be programmed to deliver LHS outcomes.

Prior to option appraisal workshops, the LHS Steering Group defined the option appraisal criteria that should be consistently applied to all options in each LHS Priority as follows:



Option appraisal is a technique for considering strategic alternatives and analysing their relative costs and benefits against pre-agreed criteria. This approach was used to support LHS Subject Matter Experts to collectively assess the proposed LHS options from an impact, deliverability, resource and community perspective.

Subject matter experts were invited to a programme of Option Appraisal Workshops so that the options identified to tackle each LHS priority could be scored and prioritised for implementation. The methodology applied at each workshop was consistent, enabling an objective and evidence based approach to assessing LHS options to be achieved. The option appraisal methodology applied is set out as follows:

- each option is systematically assessed against the same criteria
- criteria are weighted by importance
- options are marked out of 10 against ability to meet criteria
- marks multiplied by weightings provide overall score
- high scoring options prioritised for implementation and inclusion in the LHS Action Plan.

This process enabled each subject matter expert group to identify the most effective range of actions under each LHS Priority for inclusion in the Perth & Kinross Local Housing Strategy Action Plan. Detailed Option Appraisal matrices which set out the scoring rational for each option against criteria are available in the Appendix B-E of this consultation report.

Using this framework has allowed each LHS Action Plan to be fully coproduced with LHS partners and stakeholders, in a transparent and evidence based manner.



7 Consultation on the Draft Perth & Kinross Local Housing Strategy

Following the LHS development process and delivery of the LHS consultation and engagement programme, the draft LHS document was made available for public consultation for 5 weeks between August and September 2022. The purpose of the survey was to find out from local people, communities and stakeholders whether the draft LHS vision and priorities were the right ones, and whether these priorities would make a positive difference to meeting housing need in Perth and Kinross. Respondents were also offered the opportunity to identify any missing priority actions that should be tackled in the LHS.

A consultation document was developed to provide respondents with an overview of the LHS process and to support them to answer a number of questions regarding the draft strategy. The LHS consultation strategy is available in Appendix F. The consultation was hosted on the Perth & Kinross Council online Consultation Hub, with a range of alternative formats including telephone interviews and paper copies available on request. The consultation process was promoted widely on the Council's social media channels, and via community development and Community Council networks.

As well as online consultation, the draft LHS document was subject to qualitative review by subject matter experts and Housing Market Partnership members including:

- HSCP Strategic Planning Group
- Community Equalities Advisory Group
- NHS Tayside
- Homelessness Voice
- Older Person's Sheltered Housing tenants
- Making Where We Live Better Group (MWWLB)
- Tenant & Residents Forum

- Aberfeldy and Dunkeld & Birnam Development Trusts.
- Scottish Government and Local Government Peer Group Review.

A number of questions were posed to seek consultation responses on the proposed LHS vision, priorities and actions. In total, 194 responses were received including online feedback and qualitative responses. Analysis of each aspect of the consultation process is set out below.

7.1 Draft LHS Consultation Findings and Outcomes

Analysis of the overall outcomes arising from the feedback produced by the consultation programme for the draft LHS, concludes that residents, partners and stakeholders are very positive and supportive of the LHS vision, priorities and outcomes.

A very high percentage of respondents (73%) agreed or strongly agreed with the LHS vision. Analysis of the comments of those who did not agree, focused on the vision being too ambitious which in turn could leave Perth & Kinross Council open to criticism, as well as raising questions around expectations, deliverability and finance. Other themes include concerns about the wording with a small number of respondents stating that they didn't understand what was meant by the words 'right home' and 'right cost'. Respondents also felt wording relating to the quality of housing and its impact on the environment and infrastructure was also missing, as well as the importance of sustaining local communities.



There was also a very positive consultation response to the four proposed LHS Priorities, with a high percentage of respondents (72%)



agreeing or strongly agreeing that they reflect the main housing issues which require to be tackled in Perth and Kinross. Seven key themes were emerged from analysis of respondent's comments.



Of the 20% of respondents who expressed some disagreement with proposed LHS Priorities, feedback analysis identifies the main themes and gaps as:

- challenges around infrastructure and access to local services
- impact of second homes/holiday lets/short-term lets
- housing challenges in rural areas of Perth and Kinross
- the repurposing of empty properties in town centres.

1.1. Draft LHS Consultation on Priority Actions

The positive support for the draft LHS strategy framework continued to be expressed from analysis of the consultation responses to questions on the key actions for each LHS Priority. The percentage of respondents agreeing or strongly agreeing with the Key LHS actions ranged from 75% of respondents for Priority 1, 76% for Priority 2, 85% for Priority 3 and 84% for Priority 4.

The main themes emerging from respondents who did not support the 5 top actions are highlighted in the following table, with similar themes to those identified from responses to the survey questions for the vision and the 4 priorities.



LHS Priority 1: Key Emerging Themes

- Actions do not address infrastructure and local services to ensure community connectivity
- A policy is required for second home/holiday lets and short term lets in rural areas
- There is a need for more focus on rural issues within the actions
- The LHS should identify areas requiring housing-led regeneration
- More focus on modernising existing social housing.

LHS Priority 2: Key Emerging Themes

- Consider other options to resolve homelessness e.g. provision of micro houses/pods
- Provide temporary accommodation in each local community
- Encourage and work more with the private rented sector
- Encourage people to take more responsibility for housing sustainment
- Consider higher density developments to provide more efficient use of land

LHS Priority 3: Key Emerging Themes

- Build more than 10% of new build affordable housing to wheelchair standards
- Include supporting living for people with learning disabilities and mental health issues
- Provide more community facilities for older people/disabled people in the community
- Improve the planning process to allow the adaptations of existing homes
- Provide more support to private sector landlords to assist tenants with varying needs

LHS Priority 3: Key Emerging Themes

- Incorporate more information on the climate emergency for Perth and Kinross
- Make it easier and clearer to homeowners on ways they can improve energy efficiency
- Include a statement about improving the energy efficiency of all housing in the area
- Resolve the issues with rural internet connectivity
- Look at other housing construction methods such as kit housing used in Sweden and Norway
- Funding and training concerns for implementing LHS priority 4.

1.2. Proposed Amendments and Next Steps

Analysis of the draft LHS consultation outcomes has identified that a very high proportion of respondents to the survey agree with the LHS vision, all four LHS priorities and key actions. It is therefore concluded and recommended that no fundamental changes need to be made to the LHS Strategy framework. However, there are some proposed amendments recommended for further consideration by the Council given the key emerging themes identified in the sections above. This should form next steps and complete the LHS draft consultation process.



LHS Draft Vision

- include the words 'quality' and 'communities'
- provide a definition to the words 'right home, right place and right cost'

LHS Draft Priorities

- ensure linkages with infrastructure, local amenities and service such as transport are clear in the LHS
- consider the suggestion for second homes policy and/ or short term lets/holiday homes
- explain the timescales associated with the LHS
- explain funding resources associated with the LHS
- provide a glossary with definitions

Priority Actions

- include actions which link with infrastructure, local services and amenities
- include focused action on rural areas
- ensure focus on modernising existing stock is clear
- ensure other housing options includes exploration of timber kit and pod/micro housing
- review the need for temporary accommodation in each local community
- review the target set for wheelchair and accessible housing
- undertake gap analysis for supported living models



8 Key LHS Consultation Themes & Outcomes

Opportunities for consultation and engagement have been a fundamental part of the development of the new LHS for Perth and Kinross and have been provided from the early engagement stages through to final validation of the LHS draft. To ensure a robust and inclusive representation of views, a wide and diverse range of stakeholders have been encouraged to be involved in the process including residents, communities, partners, subject matter experts and other stakeholders such as hard to reach households. The emerging themes and outcomes from analysis of consultation feedback has helped to shape and finalise a coproduced LHS vision, priorities, and action plan for Perth and Kinross.

Feedback from early engagement process with residents and communities assisted with identifying the key LHS priorities and views on a preferred LHS vision. Overwhelmingly feedback related to the affordability of housing to buy or rent in Perth and Kinross including a shortage of affordable housing; with limited alternative housing options, housing for people with varying needs and fuel poverty/energy efficiency also providing dominating the feedback.

The headline findings from the early engagement was used to develop the LHS vision and validate the four LHS priorities through the LHS Stakeholder Conference. The outcomes from early engagement survey were considered and ranked to define the draft LHS vision for further consultation. Through a series of briefing papers and discussion groups, key issues and outputs were developed for the new LHS. This approach helped to shape a co-produced LHS vision and list of actions under each LHS Priority for option refinement and appraisal, which was delivered through a series of workshops using subject matter experts.

Consultation and engagement on the draft LHS document concluded that local residents, partners and stakeholders were very supportive of the new LHS vision, strategic priorities and actions. On this basis, it has been concluded and recommended that no fundamental changes need to be made to the LHS Strategy framework.

The overall strategy priorities derived from each consultation process, which reflect resident, partner and stakeholder feedback can be summarised as follows:

- provide more affordable homes in both rural and urban areas to address the affordability pressure facing people
- increase the supply of new affordable housing using brownfield sites and opportunities for town centre regeneration
- provide affordable homes in places where people need them with access to local services and amenities through further development of the placemaking agenda
- provide a range of housing options to rent and buy which meet the needs of households in Perth and Kinross which people can afford
- deliver more housing for people with varying needs including the delivery of more wheelchair and accessible housing as well as adapting more existing homes to enable people to live independently.
- deliver and improve the quality and energy efficient homes through modernising and repairing existing housing stock in the public and private sector
- deliver warm affordable homes through the meeting climate change statutory requirements and national targets
- use SMART technology and new technologies to support independent living and to improve digital connectivity.



To conclude, the LHS engagement and consultation process has been instrumental in gathering information and feedback from a wide range of stakeholders to coproduce the new Local Housing Strategy. This has been delivered in an inclusive manner to ensure the key housing issues, challenges and ideas have been fully debated, considered and reflected in the final LHS.