

Consultation report

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Executive Summary

Barnsley Metropolitan Borough Council consulted on the draft Housing Strategy between 16 October until 13 November 2023.

A number of in-person drop-in and meetings occurred, and the information around the strategy and further support was online (<https://www.barnsley.gov.uk/draft-housing-strategy>) and available in local libraries.

There were 108 responses to the consultation directly, 101 of these were responses to the survey and 7 responses were via email with detailed comments.

The highest percentage of those responding to the survey were those who owned their home (outright) (45%).

In all four pillars, the highest percentage of respondents either strongly agreed or agreed with the aims of the pillar. There was space for respondents to leave feedback about each pillar and provide comments at the end. These were collated and put into themes.

86% of respondents agreed with the aims of Pillar 1, the highest percentage of respondents strongly agreed with the aims (47%) followed by agreeing with the aims (39%). In the comment section, the top theme around Pillar One was a resounding agreement to maximise the use of existing housing stock (5) and that respondents agreed with the aspirations of the Pillar (5).

80% of respondents agreed with the aims of Pillar 2, with 45% agreeing with the aims followed by 35% strongly agreeing. There were 6 key themes that were identified as important in the comment section; the need for more social housing, that there is a rise of anti-social behaviour that needs addressing, there needs to be adequate amenities for communities, there needs to be more support for the private rented sector, there needs to be greater regulation of the private rented sector and there needs to be more support for the private landlords and tenants (3).

For Pillar 3, 83% either agreed or strongly agreed with the aims, with 47% agreed and 36% strongly agreed. Comments around the pillar included: focussed on concerns about the support available for Gypsy and Travellers, people should be living in homes that suit their needs and comments agreeing with the aspirations for the pillar (3).

73% of respondents either agreed or strongly agreed with the aims of Pillar 4, with 41% strongly agreeing and 32% agreeing. When provided space for comments, the top theme was that there needs to be adequate amenities for communities (7).

At the end of the survey there was space for respondents to share any further comments. The top themes included; the need for adequate amenities for communities (5) followed by agreeing with the aspirations of the Strategy (4).

Background

Barnsley is home to 244,580 residents living in 113,625 dwellings. Living in a warm, safe home is essential for staying healthy and well. Living in good quality, affordable housing supports our health and wellbeing and is something every resident in Barnsley should have access to. Having this foundation helps people support their family, be part of their community and contribute to our economy.

The proposed draft strategy works in line with Barnsley 2030, the vision for Barnsley – the place of possibilities. The vision seeks a healthy, growing, learning, sustainable Barnsley. Providing quality, affordable, inclusive and sustainable housing that suits resident needs and lifestyles is critical.

The revised Housing Strategy (2024 – 2028) sets out our current strategic priorities. Our four pillars of success will focus and guide our collective efforts over the next 4 years. Our sustainable Barnsley Theme and Ambitions cut across each of the four pillars.

Feedback on the draft Housing Strategy was consulted on between 16 October until 13 November 2023, this allowed interested members of the community, tenants and officers to help shape the strategy and let us know if there are any missing elements.

Methodology

Key activities

Information about the consultation was displayed on the Council's website. There were multiple ways for people to share their feedback. This included:

- Filling out the online survey
- Emailing with a question or a response
- Speaking to the team at drop-ins
- Visiting libraries across the borough to read paper copies of the strategy or fill out one of the paper surveys
- Sharing feedback in meetings

Key activities included three drop-in events that were in partnership with Berneslai Homes:

- Meadow Crescent community centre in Royston at 1pm – 2pm
- Manor Court Community Centre in Royston at 2:30pm – 3:30pm
- Barnsley Market Stall at 9am – 11am

These events were run by Berneslai Homes and were a chance for us to speak to residents and tenants to hear their views and to further promote the consultation.

Promotion

The engagement was promoted through a variety of different methods. These included:

- Stakeholder emails were sent to key networks.
- Posters displayed in key locations.
- Social media posts.
- Press releases were issued.

- Emails to Berneslai Homes Tenants.
- Briefing to local councillors.
- Drop-in events.
- Attending meetings and Boards.

Inclusive approach

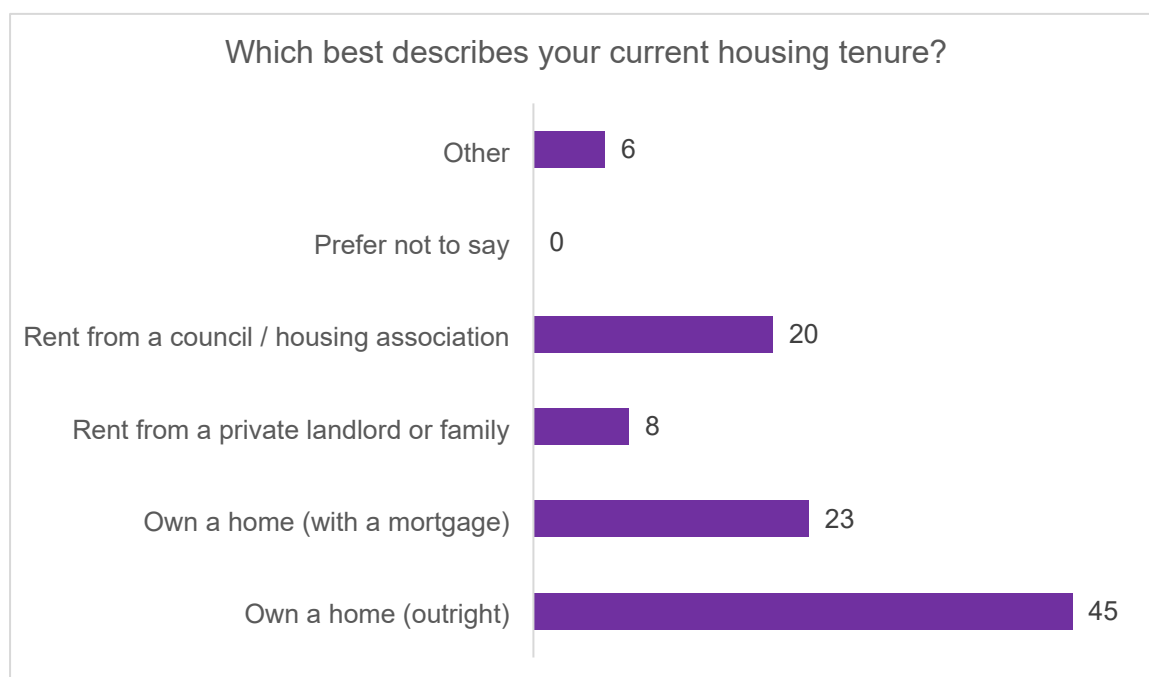
To ensure the consultation was inclusive for all, paper copies were available at all libraries for people to read and fill out the survey. If anyone needed any extra support, they could contact the Strategic Housing team directly via email. The consultation was also promoted in different ways, both online and offline.

Further engagement will be done during the adoption of the strategy to engage with young people and hear their views. This was following low response rates from younger people despite reaching out to young person’s organisations and extensive promotion.

Survey response

There were 101 responses to the survey that was live during 16 October – 13 November 2023.

Most people who responded to the consultation own their home outright (45) followed by owning their home with a mortgage (23) and renting from the council / a housing association (20).



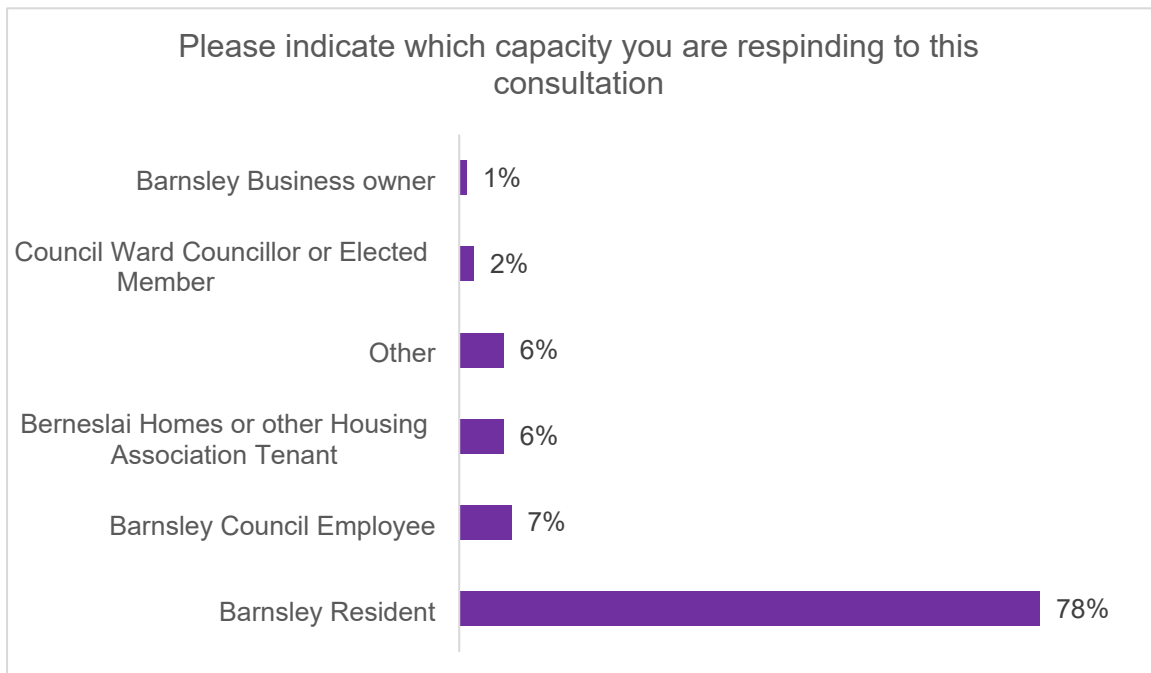
(number of responses 102 – this option was a multiple choice)

For anyone who selected other, there was space for them to provide further information. The responses included:

- Living with parents (who own their home outright)
- I own my own property but also, I am a landlord for eight other properties of which seven are within the Barnsley area

- I don't live in Barnsley, but I'm on the Board of Barnsley 2030
- I am replying as a stakeholder
- Planning agent

We asked respondents to tell us in which capacity they were responding to the consultation. The highest response was as a Barnsley resident (78%) followed by a Barnsley Council Employee (7%) and a Berneslai Homes or other housing association tenant (6%) and other (6%).



(number of responses 101)

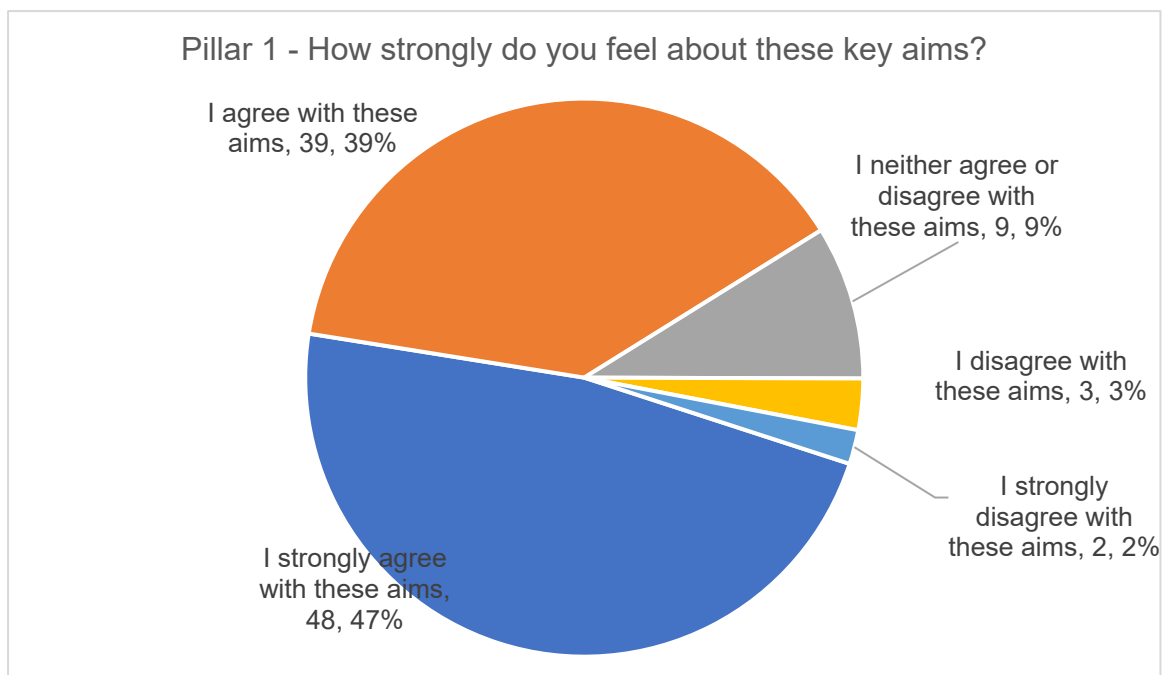
For those who selected other, there was space to expand. The responses included:

- President of the Chamber of Commerce
- Barnsley 2030 Board Member & Inclusive Economy Board Member
- Private Landlord
- The South Yorkshire Climate Alliance
- Barnsley Charitable Trust
- Private Sector perspective

Pillar 1

The survey asked respondents how they felt about each Pillar within the Strategy. Pillar 1 is all about maximising existing borough stock. This includes best existing stock, ensuring sustainable social and affordable housing to meet need, decarbonising existing stock and reducing fuel poverty and improving health and wellbeing.

When asked how they feel about the key aims, 86% of respondents either strongly agreed or agreed with the aims.



(number of responses 101)

There was space to provide comments about the aim of Pillar 1, these were categorised into themes.

The top themes included:

- There is a need to maximise the use of existing housing stock (5)
- Agree with the aspirations of the pillar (5)
- There needs to be more affordable housing (4)

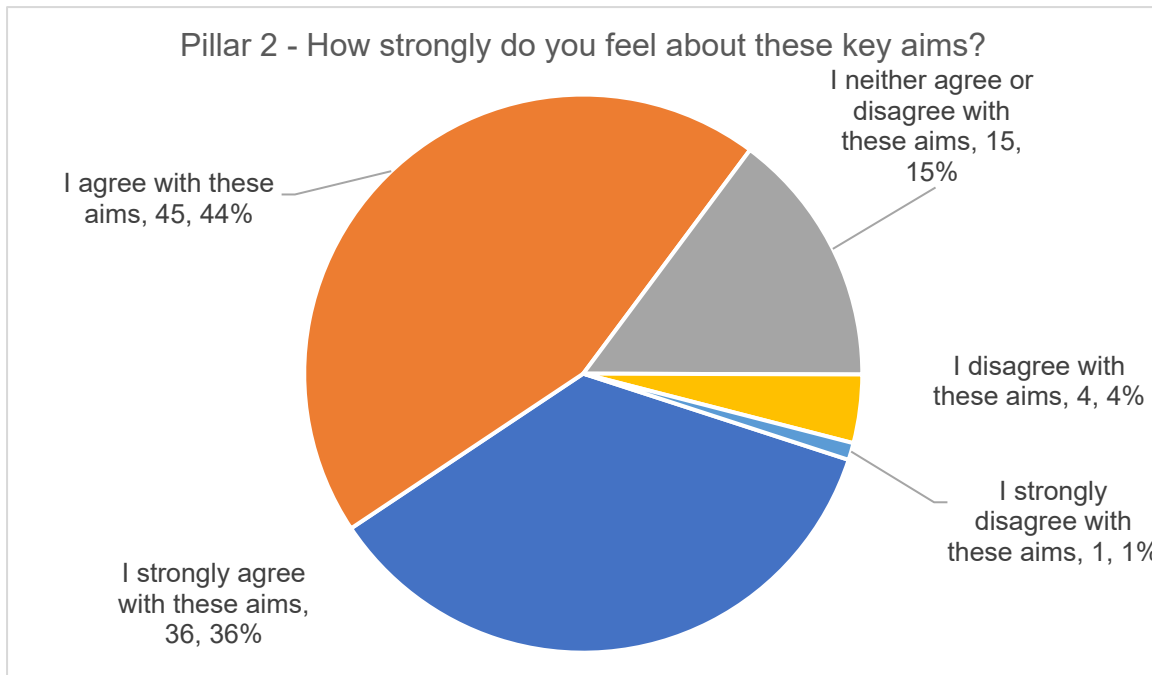
Theme	Number of comments
Need to maximise the use of existing housing stock	5
Agree with the aspirations for the pillar	5
There needs to be more affordable housing	4
There needs to be more social housing	3
Increase the quality of existing homes	2
Unable to access the strategy	2
Need to develop homes on brown field land	2
There needs to be more ambition for sustainable new homes	2
Concerns about building on green belt land	2
Health and wellbeing need to be improved	2
Rent is currently expensive	1
There are no housing needs in Barnsley	1
Need to look after greenspace	1
Not sure	1
There needs to be more detail (general)	1
There needs to be more detail (funding)	1

The strategy is complicated	1
Homes need to be improved for existing residents	1
Buy back homes that were previously sold through Right to Buy	1
There needs to be greater retrofitting on existing homes	1
There is too much emphasis on air source heat pumps	1
Don't agree with the Right to Buy	1
Need to give developers the opportunity to build different types of homes	1
Sound proofing needs to be prioritised	1
Affordable housing options are too expensive	1
There should be support to retrofit homes	1
There should be support for working people	1
Suggestion of support in training and education in communities	1
There needs to be more support for the private developers	1
There needs to be more support for the private landlords and tenants	1
There should be greater access to health and wellbeing activities	1
Maximising existing stock won't achieve enough	1

Pillar 2

The key aims for Pillar 2 is to support strong and resilient communities. This will be done by transforming neighbourhoods and ensuring safer communities, improving access to housing for all, providing support and advice and ensuring community engagement, and maximising the private rented offer.

When asked what they thought about the key aims of Pillar 2, 80% either agreed or strongly agreed with the aims.



(number of responses 101)

When given space to provide further comments about Pillar 2, the top themes were:

- There needs to be more social housing (3)
- The rise of anti-social behaviour needs tackling (3)
- There needs to be adequate amenities for communities (3)
- There needs to be more support for the private rented sector (3)
- There needs to be greater regulation of the private rented sector (3)
- There needs to be more support for the private landlords and tenants (3)

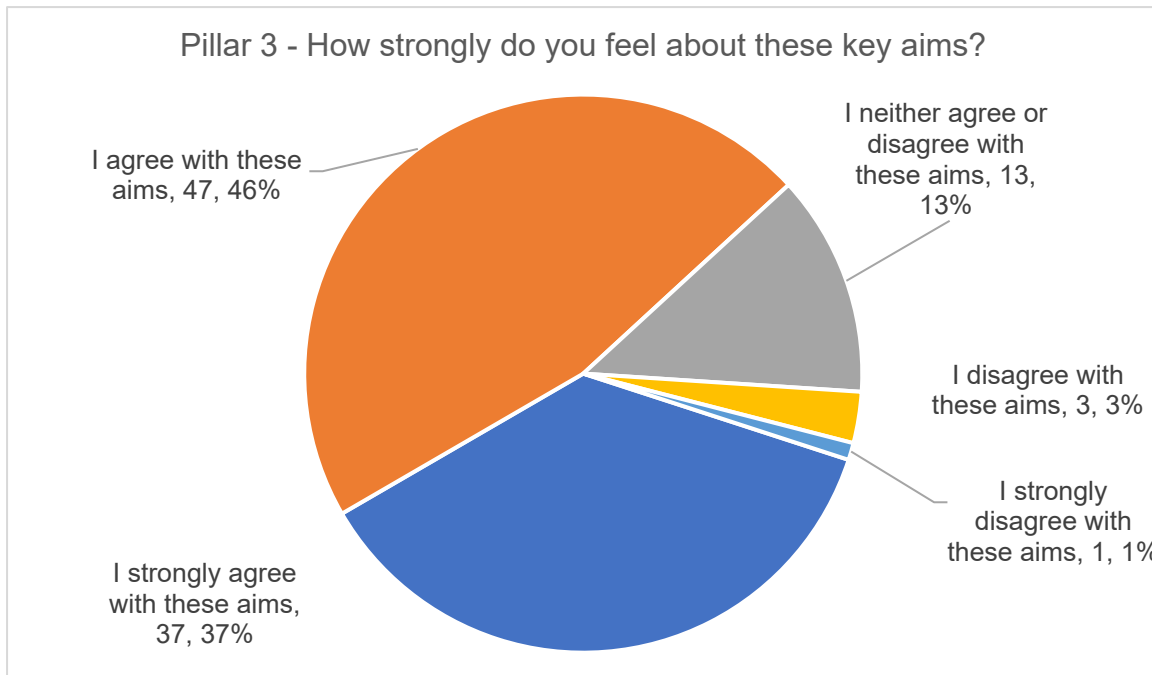
Theme	Number of comments
There needs to be more social housing	3
Rise of anti-social behaviour needs tackling	3
There needs to be adequate amenities for communities	3
There needs to be more support for the private rented sector	3
There needs to be greater regulation of the private rented sector	3
There needs to be more support for the private landlords and tenants	3
Concerns about building on green belt land	2
There needs to be housing for existing residents in the Borough	2
Private rented offers are unaffordable	2
There needs to be more support for the private developers	2
There needs to be more affordable housing	2
Agree with the aspirations for the pillar	2
Need different types of housing tenure	1
The private sector is harder to sustain	1

There should be focus on areas outside of the town centre	1
There needs to be consideration over the allocation of adapted properties	1
There needs to be more detail (funding)	1
There needs to be more background checks for prospective tenants	1
Needs to be greater partnership working with communities	1
There should be more youth clubs	1
There needs to be more detail (general)	1
Unable to access the strategy	1
Sound proofing needs to be prioritised	1
There needs to be consideration around where new social housing is built	1
Different age groups shouldn't be housed in the same space	1
More housing is needed in general	1
Housing aspirations need to be raised	1
Social issues need to be addressed in neighbourhoods	1
Don't agree with the private rented sector	1
Questions around measuring the outcomes	1
There needs to be support for young people	1
Suggestion for more street lighting	1
The planning process should be improved for building developers	1
Strengthen the importance of the private rented section in the pillar	1
There is less access to accessible housing	1
Leisure and wellbeing hubs should be included	1
Offer of support	1
Safety in communities is important	1
There needs to be deliverable sites to help with the shortfall in housing	1

Pillar 3

Pillar 3 focusses on supporting people to live healthy, independent lives. The aim is for this to be done by helping young and older residents to live healthy independent lives, supporting people with additional needs, preventing homelessness, and supporting those with bespoke housing need (including Gypsy and Travellers).

83% of respondents either agree or strongly agree with the aims of Pillar 3.



(Number of responses 101)

In the extra space for comments around Pillar 3, the top comments were:

- Concerns about the support available for Gypsy and Travellers (3)
- People should be living in homes that suit their needs (3)
- Agree with aspirations for the pillar (3)

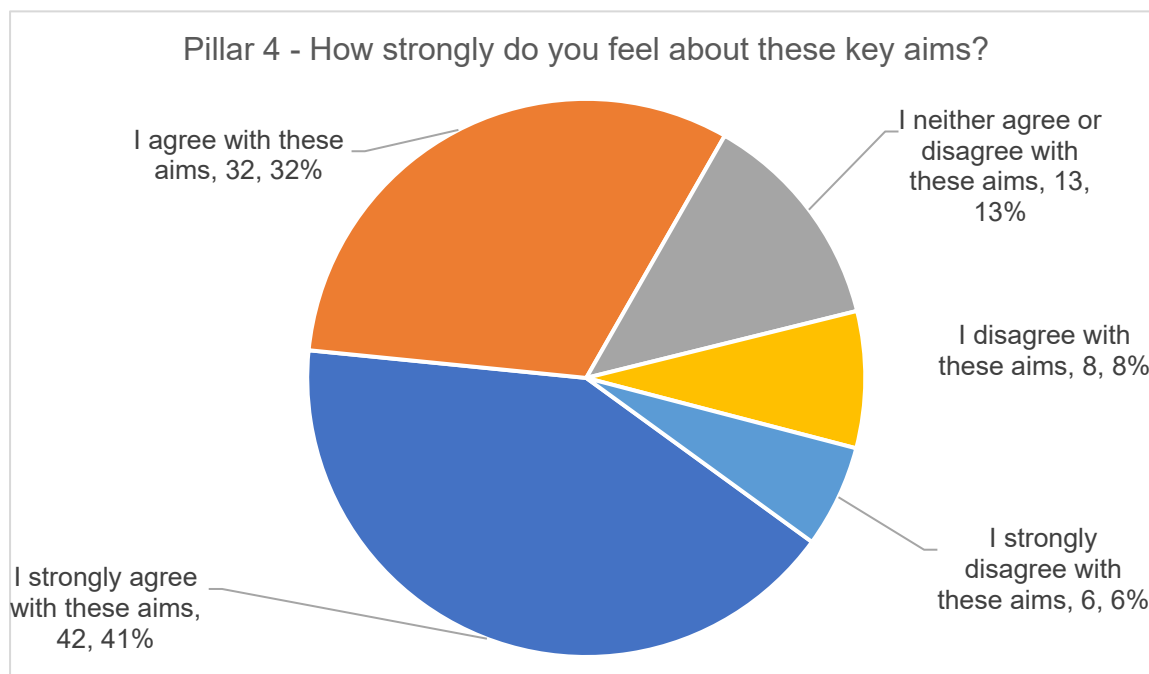
Theme	Number of comments
Concerns about support for Gypsy and Travellers	3
People should be living in homes that suit their needs	3
Agree with the aspirations for the pillar	3
There needs to be more detail (homelessness prevention)	2
There needs to be support for young people	2
There needs to be support for vulnerable people	2
There needs to be more support for the private landlords and tenants	2
Need to give developers the opportunity to build different types of homes	2
Families should be prioritised	1
The cost of housing needs to be considered	1
There needs to be consideration of greenspace	1
There needs to be more support for Gypsy and Travellers	1
BH management of properties and building safety needs to be improved	1
There are varying experiences from BMBC staff	1
Positive, helping the young and elderly	1
Should be aimed at all ages rather than the young and elderly	1
There needs to be mention of help for the disabled	1

Greater partnership working to prevent homelessness	1
Comment, agree with helping those in need	1
There needs to be consideration over the allocation of adapted properties	1
There needs to be more detail (funding)	1
There needs to be more detail (general)	1
Sound proofing needs to be prioritised	1
More housing is needed in general	1
There was previously support for people that is no longer there	1
In the past received no support with housing needs	1
Offer of support	1
Need to consider housing for future generations	1

Pillar 4

The overall focus of Pillar 4 is enabling sustainable housing growth to meet need. The aim is for this to be done through increasing housing supply, including in our urban centre Principal Towns, providing a range of quality homes, ensuring new affordable housing, first homes and supported housing, and developing low carbon new build options.

As with the other three pillars, most respondents (73%) either agree or strongly agree with the aims of the pillar.



(number of responses 101)

When sharing further comments about Pillar 4, the top themes included:

- There needs to be adequate amenities for communities (8)
- There shouldn't be developments built on greenspaces (4)

Theme	Number of comments
There needs to be adequate amenities for communities	8
Shouldn't build on greenspace	4
Affordable housing options are too expensive	3
Homes need to be improved for existing residents	3
Need to maximise the use the existing housing stock	3
Agree with the aspirations for the pillar	3
There needs to be more affordable housing	3
Need to develop homes on brown field land	2
There needs to be consideration of greenspace	2
People should be living in homes that suit their needs	2
There needs to be more ambition for sustainable new homes	2
There should be support to maintain homes	2
More information about policy and government guidance	1
Concerns about the impact of a lot of new homes on the existing community	1
Right to buy money should be used to fund new homes	1
There needs to be more support for the private rented sector	1
There needs to be more detail (funding)	1
The information about safety in homes needs to be strengthened	1
Need different types of housing tenure	1
There is too much emphasis on air source heat pumps	1
There should be public transport links to new developments	1
Sound proofing needs to be prioritised	1
There needs to be more social housing	1
There are plenty of low-cost new housing	1
Changes will have an impact on local wildlife	1
Agree with new housing developments	1
There needs to be more detail (purchasing new stock)	1
Planning and highways need more resource for increased housing	1
There needs to be greater retrofitting on existing homes	1
Suggestion to repurpose empty spaces into homes	1
Need to bring empty homes back into stock	1
Changes should be low carbon	1
Stop building homes in certain areas	1
There is already enough housing in the Borough	1
There needs to be more homes built in certain areas	1
New builds should have a high standard for sustainability	1
Developers should be able to build in rural areas	1
Need to give developers the opportunity to build different types of homes	1
There should be greater access to health and wellbeing activities	1

At the end of the survey there was space for respondents to provide further comments or feedback. The top themes were:

- The needs to be adequate amenities for communities (5)
- Agreement with the aspirations of the Strategy (4)
- There shouldn't be developments built on greenspaces (3)
- There needs to be more social housing (3)

Theme	Number of comments
There needs to be adequate amenities for communities	5
Agree with the aspirations of the strategy	4
Shouldn't build on greenspace	3
There needs to be measurable the outcomes	3
There needs to be more social housing	2
There needs to be more support for the private rented sector	2
Need to develop homes on brown field land	2
There needs to be support for young people	1
There needs to be housing for existing residents in the Borough	1
Important to listen to the views of local residents	1
There needs to be clear communication	1
Suggestion to repurpose empty spaces into homes	1
Provisions for older people is important	1
Social housing waiting lists are too long	1
Affordable housing options are too expensive	1
Local people are being outpriced of areas	1
There needs to be more ambition for sustainable new homes	1
Moving from one social house to another needs to be easier	1
Communal spaces need greater regulation	1
Solar panel batteries should be outside the property	1
Private renting isn't affordable	1
Social housing waiting lists need to prioritise the most vulnerable	1
There needs to be consideration of greenspace	1
Retrofitting doors and windows need to be prioritised	1
General positive	1
Need to maximise the use of existing housing stock	1
Houses shouldn't be built in areas prone to flooding	1
Sound proofing needs to be prioritised	1
The design of the strategy document could be improved	1
The implementation of the strategy is important	1
There is a lack of trust that it will lead to change	1
Concerns around jobs to support the new housing and business	1

Concerns around the plans and farmland	1
Concern Barnsley will become a commuter town	1
Homes should be built near Barnsley	1
Shared ownership isn't a fair system	1
Questions around the consultation	1
Planning and highways need more resource for increased housing	1
There needs to be more detail (private renting)	1
There needs to be more detail (sustainability and environment)	1
Happy to see that decarbonisation has been integrated into the strategy	1
Offer of support	1
There should be a greater commitment to the Future Homes Standard	1
The local plan needs revising to allow housing developments based on need	1
Need different types of housing tenure	1
There needs to be more homes built in certain areas	1
Concerns about building on green belt land	1

Email responses / meeting responses

Throughout the consultation, there was opportunity to email the Strategic Housing team to ask questions or send more detailed comments. 7 emails were received.

Themes of the emails included:

- The strategy should highlight the importance of leisure and wellbeing as it could provide employment, health opportunities and attract more people to the area.
- Links between housing access for older people needs to be strengthened in the strategy.
- There have been challenges finding adapted properties for those who need them.
- Sections should be strengthened around the housing market and young people, and community engagement.
- Provide clearer information about what is within the Local Authority power and social housing.
- The strategy should reference to planning policy support and the commitment to develop on rural exception sites to meet housing needs.
- There needs to be more done to support the armed forces community, by being aware of support for ex-service members, creating exemptions for ex-service personnel around local connections and creating specific housing for ex-service personnel who need it.
- The document should celebrate successes so far.
- It would be useful if there were links to evidence or further information.

- There should be further details about how strategy be financed and link with government funding.
- Mention the local / national collaborators and how other organisations can support the strategy.
- The strategy could include more graphics.

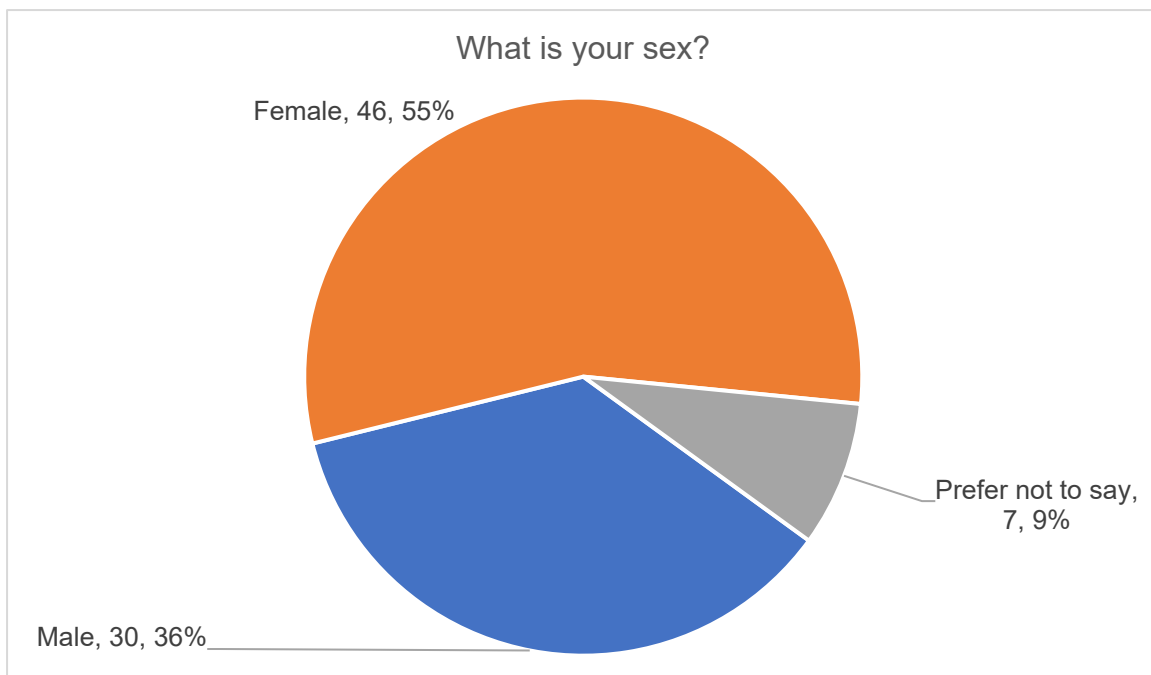
During the consultation period, a meeting was organised with Berneslai Homes engaged tenants to ask questions and share their ideas. Key themes out of the discussion included:

- Retrofitting existing homes and building sustainable new homes.
- Bringing vacant properties and shops back into use.
- Concerns around affordable housing and privately rented homes.
- Discussions around future building plans.

Equality information

During the survey optional equality questions were asked. As a public body, we need to follow the public sector equality duty which means we consider the needs of everyone in our day-to-day work. By asking these questions we were able to monitor who is getting involved in our consultation. All the questions were optional for respondents.

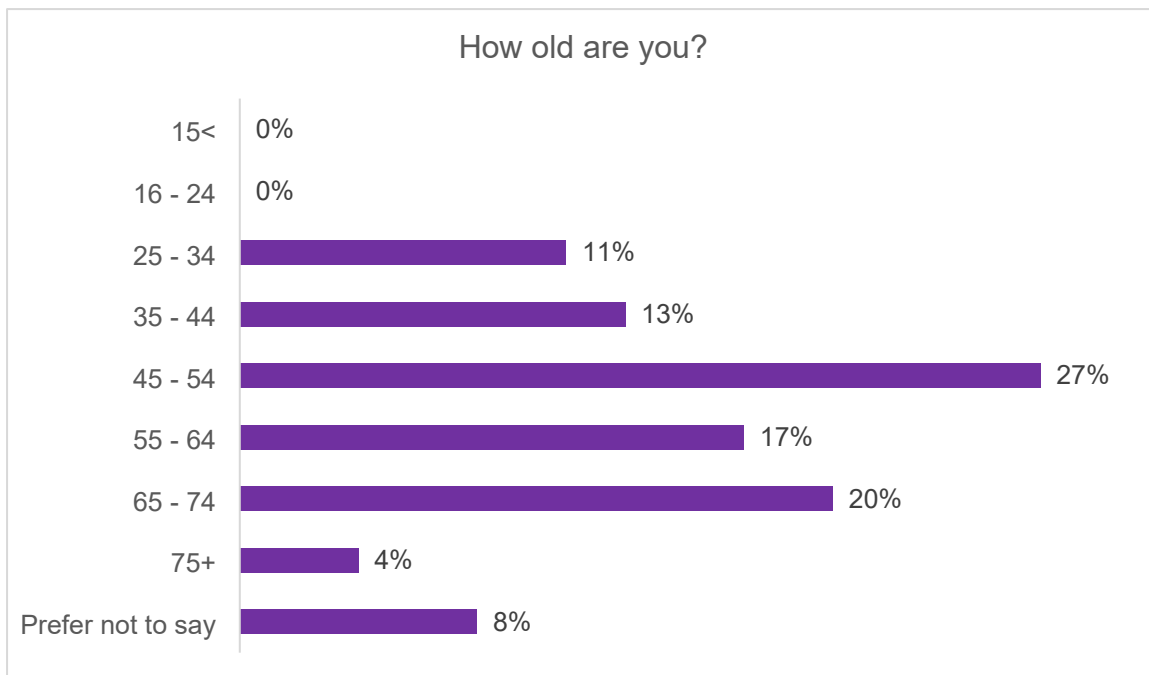
A higher percentage of respondents identified as female (55%).



(number of responses 83)

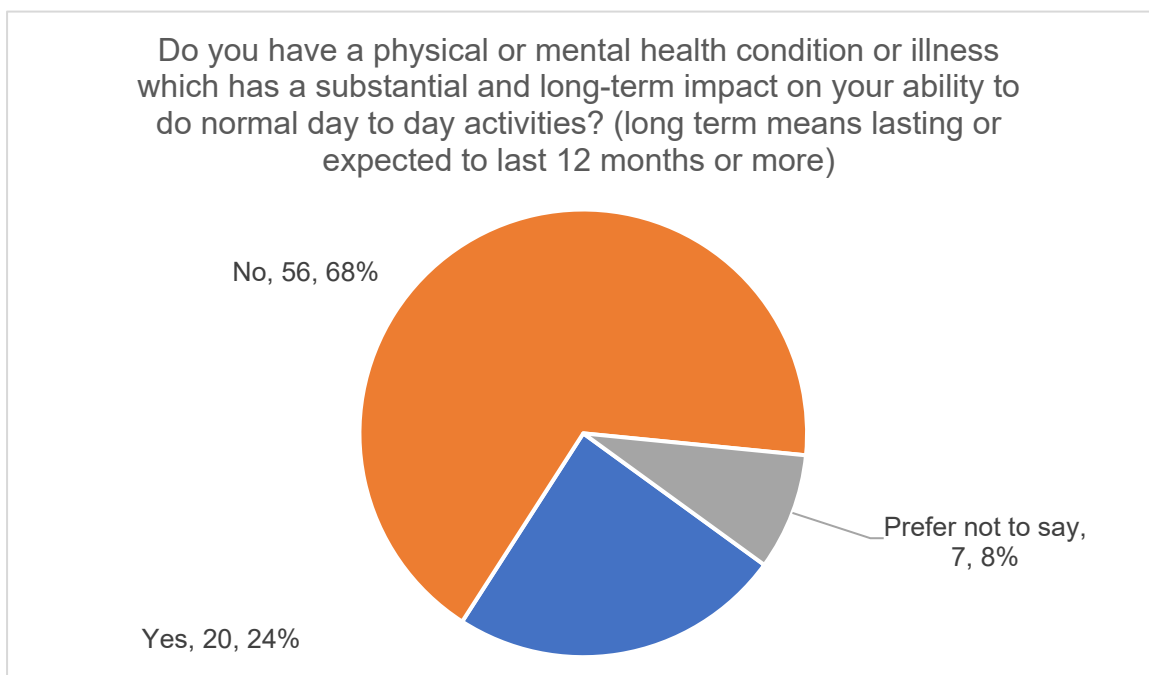
When asked if the gender they identify with is the same as their sex registered at birth, 92% said yes and 8% preferred not to say.

The highest percentage of respondents were aged 45 – 54 (27%), this was followed by 65 – 74 (20%) and 55 – 64 (17%).



(number of responses 84)

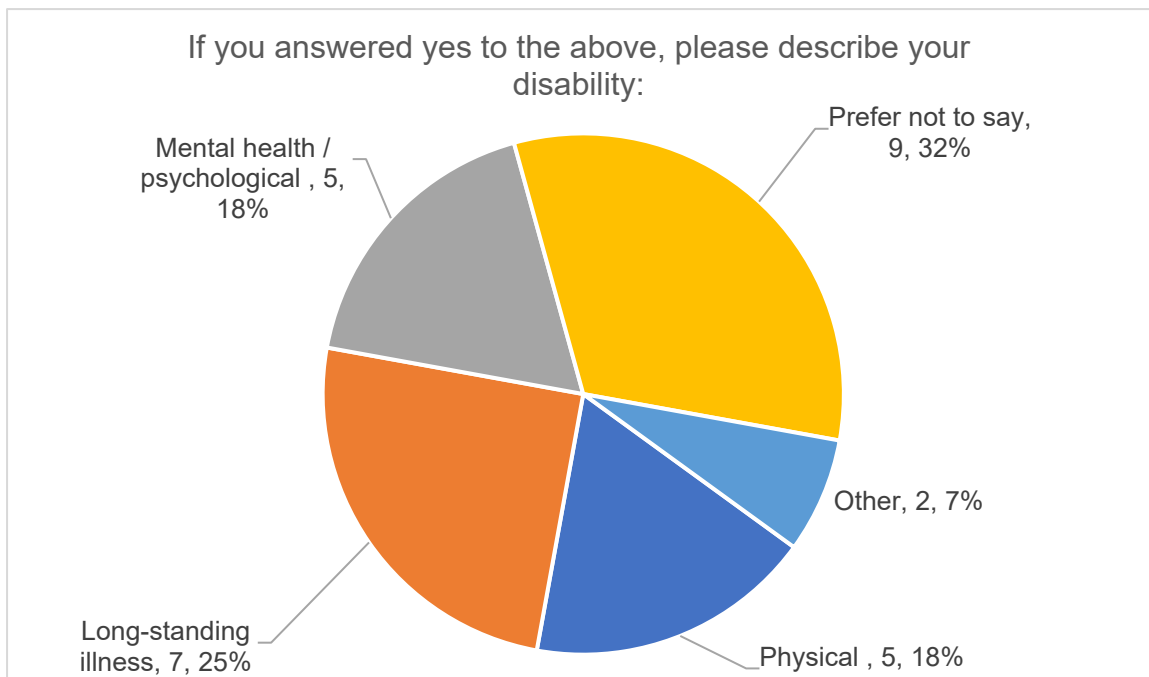
24% of respondents identified as having a physical or mental health condition or illness which has a substantial and long-term impact on their ability to do normal day to day activities.



(number of responses 84)

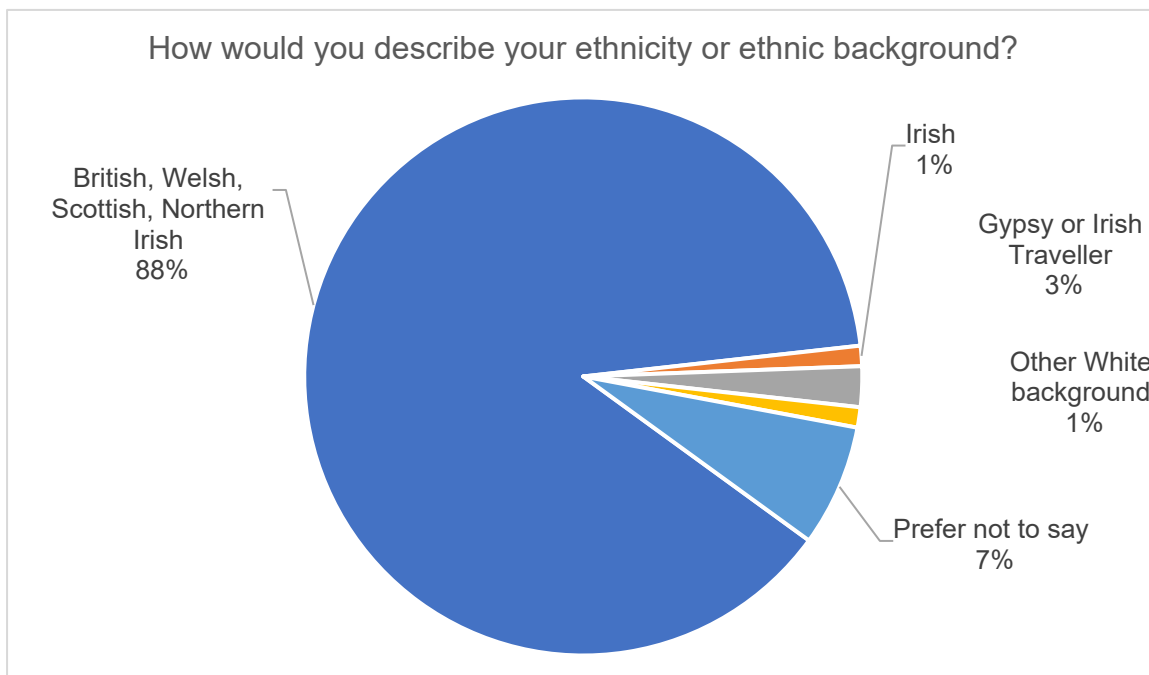
If a respondent said yes to this question, there was space for them to tell us further details.

The highest percentage of respondents preferred not to say 32%, the second highest percentage of respondents said they had a long-standing illness 25%.



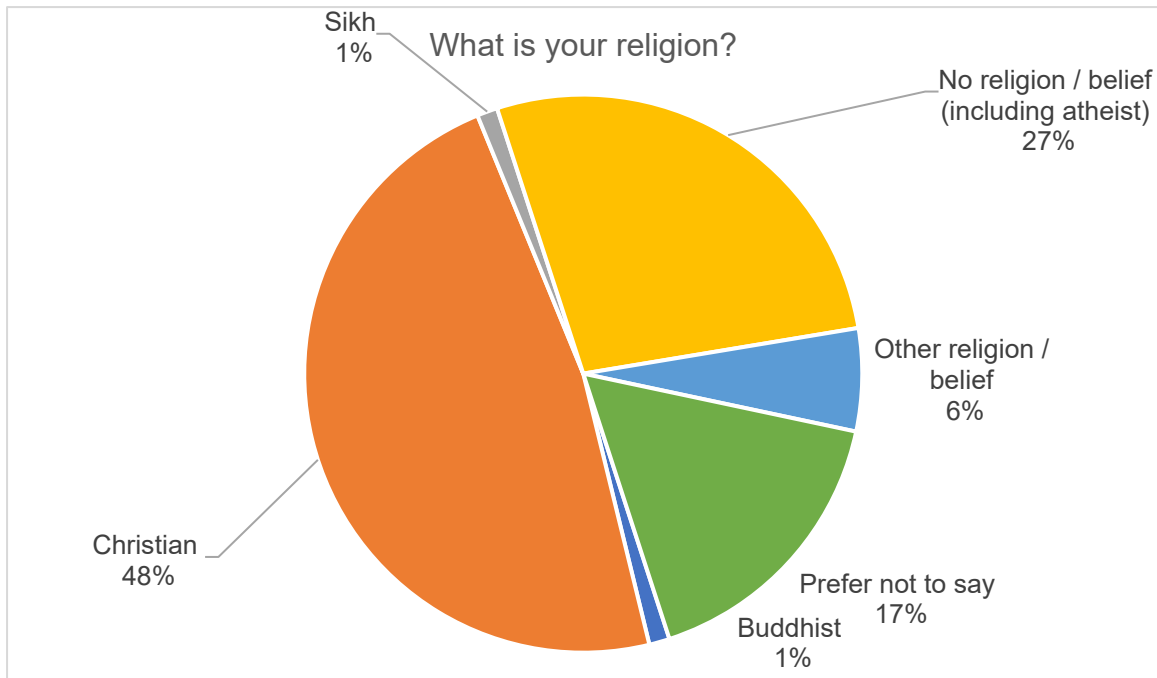
(number of responses 28)

The highest amount respondents identified as British, Welsh, Scottish, Northern Irish (88%).



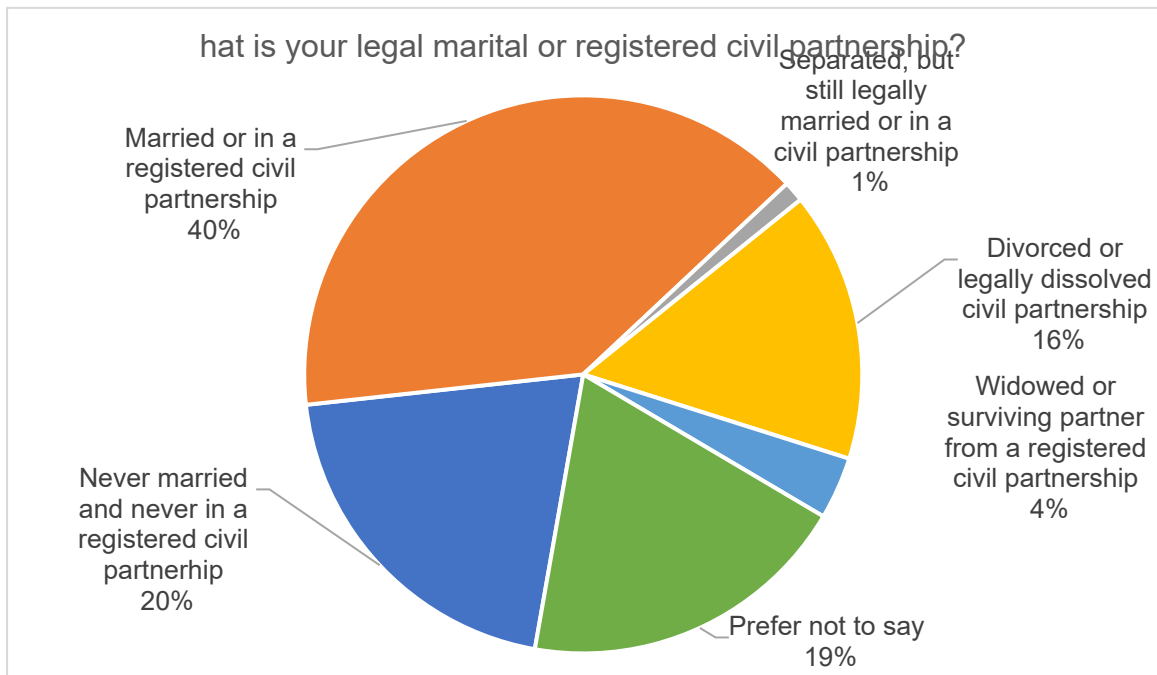
(number of responses 85)

The highest percentage of those who responded identified as Christian (48%), followed by no religion / belief (including atheist) (27%).



(number of responses 84)

When asked what their marital or civil partnership status is, the highest percentage of respondents said they were married or in a registered civil partnership (40%).



(number of responses 83)

Next steps

Now the consultation has closed, all feedback will be collated and analysed. The feedback will be used to update the draft Housing Strategy so that it reflects key themes identified. This will then go through the Council's approval process and if

approved will be put into place. The Strategy will help to inform future strategic housing plans.