

Local Lettings Agreement Ogdens Development Liverpool 6

Background/ Introduction

The Ogden's development is located on West Derby Road, a main thoroughfare leading from North and East Liverpool to the City Centre. This site of local historical interest was originally built in 1899 in the Queen Anne style, with the iconic Clock tower being Grade II listed. Excellent bus routes exist leading to the new Royal Hospital and to the City Centre, which is only 10-15 minutes away on public transport, and also leading away from the city towards West Derby and the recently extended Alder Hey Children's Hospital. The development has an Asda supermarket approximately 10 minutes walking distance away, and also Breck Road and West Derby Road shopping areas, which include banks and Post Offices.

There are two city parks in the vicinity, the recently improved Everton Park and the Victorian Newsham Park, which includes a fishing lake. Several schools are located nearby; Faith Primary, Notre Dame and North Liverpool Academy towards Everton, with at least four more towards the Kensington district. St Michael's Roman Catholic Church is situated across Boundary Street, and All Saints' Anglican Church stands nearby in Sheil Road.

Ogdens stands close to a sister LMH site in Boaler Street, Kensington as testament to LMH's confidence and strong presence in North/Central Liverpool.

This substantial development will be constructed in 3 phases:-

- Phase 1 – 90 Affordable rent houses (50 X 2 beds, 34 X 3 beds, 6 X 4 beds).
30 Shared ownership houses (14 X 2 beds, 12 X 3 beds, 4 X 4 beds)
- Phase 2 – 13 Shared ownership houses (13 X 3 beds)
- Phase 3 – 19 Affordable rent apartments in refurbished Clock tower (11 X 1 beds, 8 X 2 beds).

The development falls within the North Housing Management area and the West Everton Ward which is one of the most deprived areas in England. An extract from the Ward Profiles (produced by Liverpool City Council in Autumn 2015) which includes data from the 2011 Census and Indices of Multiple Deprivation 2010, is attached at Appendix B.

The properties will be let in accordance with a local letting scheme. Liverpool Mutual Homes have already received a considerable amount of interest in these properties, and a robust demand is anticipated for this impressive period building and surrounding modern houses.

The local letting scheme will help to make a significant contribution to the overall sustainability of the area by helping to identify suitable tenants who will



put down roots and contribute to the local community, addressing some of the imbalances that currently exist.

Demand/current letting potential

There are currently over 15,000 people registered on Property Pool Plus (PPP) which is the City Council's Choice Based Letting Scheme and used by LMH to allocate our vacant properties. PPP's data has been based on the City's designated Neighbourhoods and not the management areas of the individual Housing Associations. It is not possible, therefore, to extract demand information for LMH's North area or Everton Ward. However, an analysis has been produced for the North area using demand by the postal codes 3, 5 and 6 and this can be summarised as follows:

Liverpool band	Total
Band A	45
Band B	928
Band C	656
Band D	230
Band E	696
Band F	40
Grand Total	2595

Demand from the Urgent Band is low across the City and we are therefore proposing higher percentage targets to the High and Medium Bands. We are anticipating a robust demand for such a prestigious development particularly in such a popular location.

BME Demand

Ethnic Origin	City Demand		Liverpool 3,5,6	
	No	%	No	%
White			1885	72.5%
BME			532	20.5%
Unknown			71	3%
Other			100	4%
Prefer not to say			7	
Total		100%	2595	100%

Demand from white applicants living in the L3, 5 and 6 areas are similar to the total demand, while demand *from* applicants from the BME varies within each ward when compared to the City demand. We are hoping that by targeting



10% of the properties to BME applicants it will help to redress some of the imbalances that currently exist within each ward.

Aims of the Local Letting Scheme

A local lettings scheme introduces flexibility into agreed allocation policies and the purpose of this local letting scheme for Ogden's Place is to achieve a balanced community and sustainable tenancies. To help us achieve this we will aim to:

- Create a stable environment and feeling of safety and wellbeing within the estate, creating safe places to live that people are proud of and want to live in;
- Maintain current performance in terms of void turnover by improving the quality of the living environment and reducing anti-social behaviour using robust processes and partnerships.
- In accordance with the Common Allocation policy, priority for offers is given to Liverpool residents and no more than 5% of the properties overall should be allocated to applicants from outside the City.

Divergence from the standard policy

The local letting scheme for this estate differs from our principal Allocation Scheme in the following ways:

- All of the properties on the development will be let at affordable rents (80 % of market rent) but any existing LMH tenant with protected rights who accepts a tenancy will keep these rights;
- Applicants with criminal records or a record of anti social behaviour may be rejected if there is concern their activities have not abated and will affect these properties or surrounding estate. This will be subject to information provided through a police check and any offer will be subject to information obtained via these arrangements;
- Where necessary, supporting information for applicants will be sought from a wider range of sources than usual for previous anti social behaviour, rent arrears etc;
- The provision of two excellent references is a requirement and any offers may be overlooked if this information is not provided but will be considered on an individual basis;

- In the event there is insufficient demand from genuine two bedroom applicants, the two bedroom houses will be made available for households comprising of applicants who describe themselves as being part of a couple who are able to confirm they have the necessary finance in place to pay the rent;
- Priority for 50% of the properties will be given to residents who are employed or full time education or training (where they can demonstrate they have sufficient finance to pay rent);
- Prospective tenants must attend a pre tenancy interview and financial / benefits check to establish applicant's financial status and suitability for the scheme. This approach is being adopted because of both the rent levels and Welfare Reforms;
- Applicants with support needs will only be accepted with a recognised support package ;
- Applicants will be required to sign the **Good Neighbour Agreement (Appendix A)**.

Applicants with a history of any of the following serious criminal offences or anti-social behaviour may be rejected if there is concern their activities have not abated and will affect these properties or surrounding estate. This includes:

- Prostitution (includes convictions for loiter/solicit for purposes of prostitution, tenant/occupier allowing premises to be used as a brothel for prostitution, living off immoral earnings, woman controlling prostitution);
- Robbery (includes convictions for robbery and assault with intent to rob);
- Violent crime (includes convictions for murder, manslaughter, wounding and assaults);
- Drug trafficking offences (includes convictions for production of controlled drugs, supply of controlled drugs, possession with intent to supply controlled drugs, allowing premises to be used for use of controlled drugs);
- Domestic Burglary (includes convictions for burglary of dwelling houses and aggravated burglary dwellings);
- Racially Aggravated offences (includes convictions for racially aggravated assaults, criminal damage and harassment);

- Vehicle crime (includes convictions for theft of vehicle, theft from vehicle, unauthorised take of motor vehicle, aggravated vehicle take, vehicle interference);
- Domestic Violence.

Selection Process

All allocations will be subject to the agreed criteria and all properties will be advertised via PPP. Future voids will continue to be advertised on PPP advising applicants that a local letting scheme is in place and applicants will be required to satisfy the strict criteria already specified. We will continue to give priority to suitable applicants in accordance with the appropriate banding and date order system.

Applicants will be invited to attend a formal interview before an offer is made when the local letting criteria and any additional checks that may be necessary, will be discussed in detail. During this interview, applicants will be required to demonstrate they understand their responsibilities as a tenant to respect their neighbours and are capable of maintaining and sustaining their tenancy.

To help us achieve the letting criteria, the following targets will be applied to the houses:

Band	Sub Band	Proposed target	Size & Type
Urgent 25%	Homeless	7%	4 x 2H 2 x 3H
	Health/Welfare	2%	1 x 2H 1 x 4H
	Decant	1%	1x 2H
	Overcrowd x 2	15%	9 x 2H 3 x 3H & 2 x 4H
High 49%	Health/Welfare	17%	7x 2H 7x3H & 1 x4H
	Overcrowd x 1	21%	7x2H 10x3H 2x4H
	Disrepair	1%	1x3H
	Under occupied	10%	7x2H 2x3H
Medium 17%	Health/Welfare	9%	5x2H 3x3H
	NP Homeless	0%	
	Intentionally homeless	0%	

	Family/friends	8%	5 x 2H 2 X3H
Low 9%	Employed	5%	2x 2H 2 x 3H
	Not employed	4%	2 x 2H 2 x 3H

The help us achieve the letting criteria, the following targets will be applied to the apartments within the Clock Tower:

Band	Sub Band	Proposed target	Size & Type
Urgent 26%	Homeless	5%	1 x 1F
	Health/Welfare	5%	1 x 2F
	Decant	5%	1 x 1F
	Overcrowd x 2	11%	1 x1F, 1x2F
High 42%	Health/Welfare	15%	2 x 1F, 1 x 1F
	Overcrowd x 1	11%	1 x1F, 1x2F
	Disrepair		
	Under occupied	15%	2 x 1F, 1 x 1F
Medium 21%	Health/Welfare	11%	1 x1F, 1x2F
	NP Homeless		
	Intentionally homeless		
	Family/friends	11%	1 x1F, 1x2F
Low 11%	Employed	11%	1 x1F, 1x2F
	Not employed		

- The new build properties will be advertised on PPP and allocations governed strictly by LMH's own allocations scheme. The agreed % targets specified by LMH and LCC will assist the local circumstances and needs which LMH are looking to address by this local lettings plan.
- 50% of properties will be targeted towards those applicants who are employed or full time or training (where they can demonstrate they have sufficient finance to pay the rent).
- Priority will be given to those applicants who can demonstrate full occupation of the property
- 10% of the properties will be targeted to BME applicants (this will assist LMH in working towards its committed target of BME applicants) and will help to redress some of the imbalances that currently exist.

In the event there is insufficient demand:

Applications from families in the priority bands, who can provide 1 good reference, will also be considered.

All applicants will be advised in writing of any decision not to accept them as a tenant and of the facility to appeal if they are not happy with the decision

Consultation

In developing this policy, we have consulted with the local Tenants and Residents Association, Community Groups, Ward Councillors, Liverpool City Council, and they will continue to be involved in the ongoing monitoring and review.

Managing the Policy

All new tenants will be visited within 4 weeks of their tenancy date to complete the settling in visit. All tenants will receive further home visits by LMH staff after 3, 6 and 9 months to determine their suitability to continue with the tenancy. The following will be discussed:

- any issues raised by the tenant and/or any support needs;
- any tenancy matters including the rent account, any complaints/ASB, property damage;

Intended Outcomes

It is intended that by implementing changes to the way allocations are carried out and to allow a change of tenure within the area, the aims of the policy will be met and this will help us to:

- create a more balanced and sustainable community;

We will monitor and review the policy every twelve months, using the following as indicators of the success:

- Turnover of voids
- Numbers of offers to let a property
- Average void period



- Rent loss
- Average length of tenancy
- Anti-Social Behaviour
- Customer satisfaction survey

Approved

Angela Forshaw

(Executive Director (Operations))

(Date)

Reviewed.....

.....

(Executive Director (Operations))

(Date)

Ogdens Development
Good Neighbour Agreement

Aims

Residents in Ogdens believe that everyone has a right to live in a clean, tidy and peaceful environment.

This agreement sets out what residents and LMH as the landlord are committed to do to make this happen.

We are all different and need to be tolerant of each others' lifestyles. This agreement aims to provide a set of common principles and standards that we can all meet, in order to achieve a neighbourhood where

- we are happy to live and get along with our neighbours
- we respect each other
- we are given support and good services from our landlord and other partner agencies working in the area

Purpose

By signing this agreement, residents, LMH and partner agencies are committing to the well-being of the estate and understand that a 'Good Neighbour' approach and tolerant attitude is needed from everyone.

We will make a united stand against anyone who does not respect their neighbours, their environment, their homes or the law. This community will succeed if we all work together.

LMH and partner agencies are committed to working with and will encourage any newly created tenants' and residents' association.

- Preventing problems happening in the first place;
- Stating what is and is not reasonable behaviour to anyone who wants to move to the estate;
- Not tolerating crime, nuisance, harassment, or anti social behaviour
- Supporting residents and witnesses who work with us to tackle and prevent nuisance and harassment;
- Taking all complaints of anti social behaviour seriously and dealing with them sensitively, appropriately and as confidentially as possible;
- Helping and encouraging you, as residents, to sort out problems between yourselves;

Ogdens Development Good Neighbour Agreement

- Working closely with other agencies to deal with the whole of the problem;
- Making empty properties safe and secure as quickly as possible and acting promptly when residents report properties empty ;
- Not tolerating wilful damage, neglect or vandalism anywhere on the estate;
- Making sure every resident enjoys the right to peaceful enjoyment of their home;
- Using all the legal tools and powers we have to tackle nuisance and anti-social behaviour.

As a resident of Ogdens, I agree that looking after this estate is not just the landlord's responsibility; what I do is also vital.
I want to live in an area which is clean, tidy and safe, and where neighbours treat each other well.

As a resident of Ogdens I am committed to:

- Respect other people whatever their age, background or lifestyle and being considerate about how my lifestyle may affect others, within my home and the local community;
- Showing tolerance and reasonableness before complaining; and talking to my neighbour to resolve issues in the first place
- Not break the tenancy conditions or the law;
- Letting children play. If children harass or disturb others then complaints are justified and parents must be reasonable in their response;
- Not dropping litter or dumping rubbish and will make sure that my rubbish is properly bagged and put out for collection on the allocated day;
- Not allowing damage to the property of other residents, or areas of this estate, including graffiti;
- Not playing loud music late at night, or at other times to the annoyance of my neighbours or other residents;
- Reporting incidents of nuisance or crime;
- Watching out for other people and their property and keeping a look out generally to help make this estate a safe place to live;
- Making sure that the front of my home and communal areas are kept clean and tidy so that visitors to the estate can see that we care about where we live;
- Keeping my dog/pets under control at all times. I will clean up after my dog/pets and will not let it bark/make noise to the annoyance of other residents.



Ogdens Development
Good Neighbour Agreement

By signing this agreement, I accept responsibility for myself, visitors to my property and any other household members.

I agree with these standards and will abide by them

NameSignatureDate

NameSignatureDate

Signed on Behalf of LMH

Date.....

Appendix B

Extract from the Ward Profile for Everton (produced by Liverpool City Council (Autumn 2012)

Population

- The current population of the Everton ward is 15,010.
- Since 2003, the ward's population has declined by 1.5% - a loss of 228 residents.
- Everton's population did however increase within the period 2012-2013, estimated to be 276 people. This can be considered to be a positive sign that the area is becoming more desirable.

Deprivation

- Everton tops the LCC Deprivation Indices chart for overall deprivation. Everton shows an extremely high level of overall deprivation with almost the entire ward (97.6%) of the ward falling into the most deprived 5% of neighbourhoods nationally.
- More than four fifths of the ward (84.5%) is in the most deprived 1% of areas nationally.

Household Income

- Household incomes are the lowest in all 30 Liverpool wards at £21,441 and are considerably lower than the city wide average of £29,379 and the national average of £36,172.

Child Poverty

- Marginally less than half of the ward's children (48.1% or 1,470 children) are living in poverty. This is the second highest child poverty rate in all Liverpool wards.

Housing

- Over half (54.8%) of all residential properties are socially rented, in relation to a city average of 26.7%.
- 86.0% of all dwellings in Everton are in Council tax band "A"
- 3.7% of all properties are vacant. This is above the city-wide rate of 2.9%, but a considerable improvement on 6.7%, which it has been of recent years.
- House prices in Everton are considerably lower than the Liverpool average; which is most notable in semi-detached property prices where the city-wide average is 73% higher than that of Everton.

Disabled / Pensioner Households

- A fifth (19.9%) of Everton households are pensioner households, compared to 17.2% in the rest of Liverpool.
- 15.3% of households in the ward consist of a single pensioner living alone; while in Liverpool as a whole, this figure is less at 11.9%.
- Everton also encompasses a higher percentage of disabled residents; 41.7%, compared to 31.0% for the rest of Liverpool.

Crime

- At 114.4 crimes per 1,000 population, in Everton overall crime levels are higher than the city average (91.1 per 1,000 people); but have fallen of recent times from 139.7%.
- Despite this decrease, certain crimes have risen between 2012/2013 and 2013/2014. Business robbery increased by 50%, but the city-wide average also went up in this period.
- There is however a fall in the longer-term crime rates for Everton.

Unemployment

- Worklessness and benefit levels are a key issue for the ward. The unemployment rate is 32.6%, which is higher than the Liverpool average at 18.6% (and over three times the national rate of 10.6%) with 3,465 workless residents.
- The highest percentage of unemployed residents (2,215) are claiming Incapacity Benefit / Employment Support Allowance, which is a stark reflection on employment issues in the ward.
- There are also a very high number of lone parents claiming benefits in the ward.
- Everton also has a JSA claimant rate of 5.1%, which is above the Liverpool (3.5%) and nationally (2.0%). This has decreased however in Everton since November 2013, which also reflects a drop nationally.

Health

- The Standardised Mortality Ratio is the third highest of all Liverpool wards.
- There are 70% more cancer deaths in Everton than in England.
- Life expectancy is below the Liverpool and national averages at 75.5 years to the national average of 81.3%.
- Residents of Everton live five years less than the average person in the United Kingdom.
- There is also a high concentration of smokers in Everton, and in addition substantially more alcohol related hospital admissions.

Education

- In 2014, 38.1% of pupils resident in Everton achieved 5+ GCSE's A* - C grades in all subjects including English and Maths, which is below the Liverpool average of 49.7%;
- In the same year, 44.3% of Everton pupils achieved 5*A-C GCSE's in all subjects, 15% points lower than the Liverpool average of 59.2%
- Persistent absence rates remain a huge problem in the ward at secondary school level, but primary school absenteeism is equal to the city-wide average.
- Everton Key Stage 2 results are lower than the Liverpool average.

(Extract from the Ward Profile for Everton (produced by Liverpool City Council))