

Local Housing Strategy

2023 – 2028

August 2023



Prepared by Housing Policy and Strategy

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COUNCIL
Comhairle Siorrachd Àir a Deas
Making a Difference Every Day

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The following abbreviations have been used in certain tables throughout the report for ease of formatting and to promote legibility:

ASP	Adult Support and Protection
AHSP	Affordable Housing Supply Program
ASHP	Air Source Heat Pumps
ABS	Area Based Scheme
BTS	Below Tolerable Standard
BTR	Build to Rent
COSLA	The Convention of Scottish Local Authorities
EES	Energy Efficiency Scotland
EESSH	Energy Efficiency Standard for Social Housing
EPC	Energy Performance Certificate
EQIA	Equalities Impact Assessment
EAHP	Exhaust Air Heat Pumps
EWI	External Wall Installation
FRP	Family Reference Person
HSCP	Health and Social Care Partnership (South Ayrshire)
HARSAG	Homelessness and Rough Sleeping Action Group
HES	Home Energy Scotland
HMO	Houses in Multiple-Occupancy
HEY	Housing Education for Youths
HMA	Housing Market Areas
HNDA	Housing Need and Demand Assessment
HRA	Housing Revenue Account
IJB	Integrated Joint Board
LA	Local Authority
LHEES	Local Heat and Energy Efficiency Strategies
LDP	Local Development Plan
LDP2	Local Development Plan 2
LHA	Local Housing Allowance
LHS	Local Housing Strategy
LOIP	Local Outcomes Improvement Plan
LTSD	Long-term sick or disabled
MVHR	Mechanical Ventilation with Heat Recovery
NHS	National Health Service
PSED	Public Sector Equality Duty
PRS	Private Rented Sector
PSL	Private Sector Leasing
RRTP	Rapid Rehousing Transition Plan
RSL	Registered Social Landlord (i.e. Housing Association)
SHCS	Scottish House Condition Survey
SHQS	Scottish Housing Quality Standard
SAC	South Ayrshire Council
SHIP	Strategic Housing Investment Plan
UNCRC	United Nations Convention on the Rights of the Child
WWHR	Wastewater Heat Recovery
YHSG	Youth Housing Support Group



Foreword

Councillor Martin Kilbride

Good quality, affordable housing that meets our needs is fundamental to our health and wellbeing. South Ayrshire Council is committed to improving access to housing, supporting people to live well, enhancing the quality and energy efficiency of homes, creating well designed places, and reducing poverty and inequalities by firstly listening to and understanding the needs of our local communities.

Housing plays an important role in supporting the Council to achieve many of our priorities around child poverty, homelessness, fuel poverty, tackling climate change and promoting inclusive growth.

Over the 5 years of our previous Local Housing Strategy (LHS) we have experienced many challenges as a result of the Coronavirus pandemic, Britain's exit from the European Union, the war in Ukraine and now a cost-of-living crisis. However, we have continued to make significant achievements in many areas including the delivery of new build social housing that meets the needs of our local communities and improving the energy efficiency of homes in the public and private sector.

The aim of this Local Housing Strategy over the next 5 years is to ensure:

- People across South Ayrshire can find a good quality home that they can afford, that meets their needs and is in an area where they feel safe and connected;
- People across South Ayrshire have a sense of identity and belonging in the places where they live. South Ayrshire's places are distinctive, safe, easy to move around, welcoming, adaptable, resource efficient and impact positively on those who use them;
- The possibility of homelessness is identified by a range of services at an early stage and homelessness prevention methods are utilised to assist. Good quality accommodation, advice and support will be available where it cannot be avoided;
- People with particular needs are able to live with freedom, choice and control in a home that maximises their health, wellbeing and independence; and
- People across South Ayrshire live in warm, dry, energy efficient homes which they can afford to maintain.

This strategy builds on our successes and recognises the many challenges ahead. It has been developed in partnership with local people and professionals from a wide range of organisations to ensure that our outcomes and actions address local challenges and reflect the priorities of the communities we serve. We would like to thank members of the public and our many partners for their valuable contribution and we look forward to working in partnership to achieve these positive outcomes.

Martin Kilbride

About South Ayrshire

By 2043, the South Ayrshire population is projected to be 105,191 – a decrease of 6.5% compared to the population in 2018. The population of Scotland as a whole is projected to increase by 2.5%.

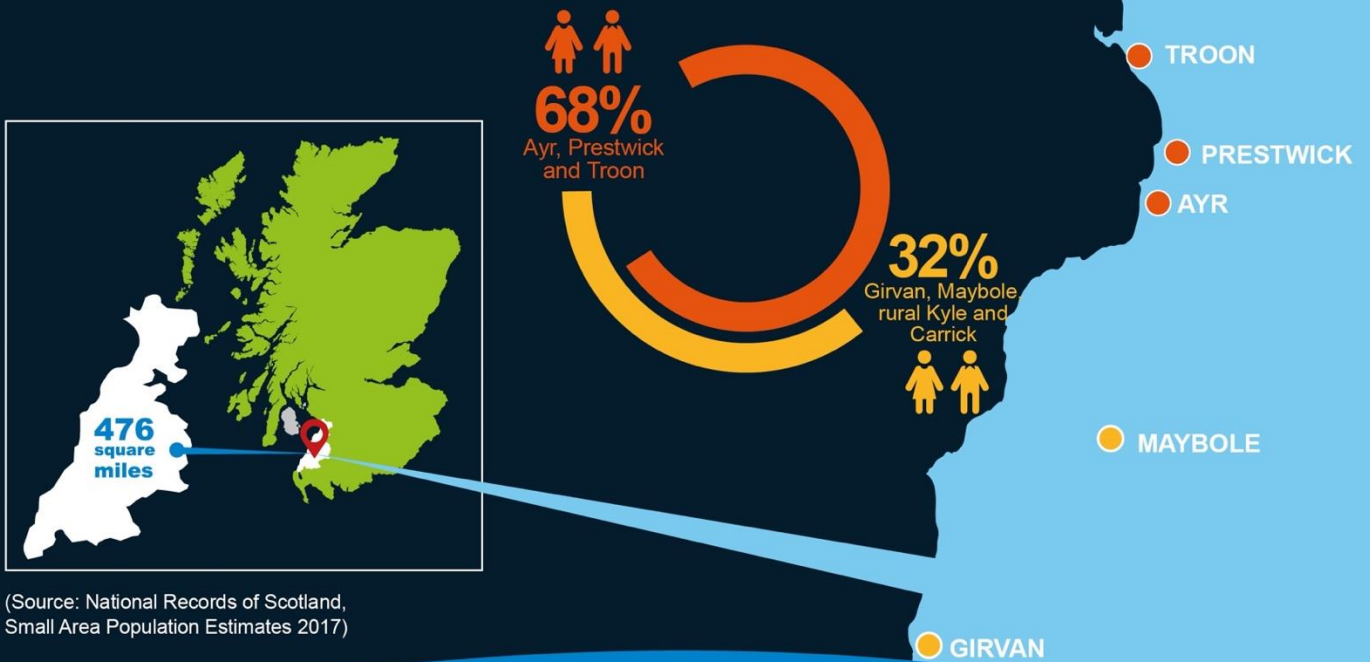
The projected change in South Ayrshire is not evenly spread across the different age groups. The number of children aged 0-15 years is projected to decrease by 17% and our working age population by 14%. The

pensionable age population is, however, projected to increase by 17% by 2043. More dramatically, the South Ayrshire population aged 75+ is projected to increase by 65% by 2043.

These anticipated changes to the population will have considerable consequences for the Council as it strives to ensure social, educational, housing and community services continue to meet the needs of the community.



(Source: National Records of Scotland, 2021 Mid-Year Population Estimates & 2018 Based Population Projections)



(Source: National Records of Scotland, Small Area Population Estimates 2017)

About The Council

Elected Members

CONSERVATIVE 10

SNP 9

LABOUR 5

INDEPENDENT 4



Staff



4,723 full-time equivalent
(as at 31 March 2022)

Introduction to South Ayrshire

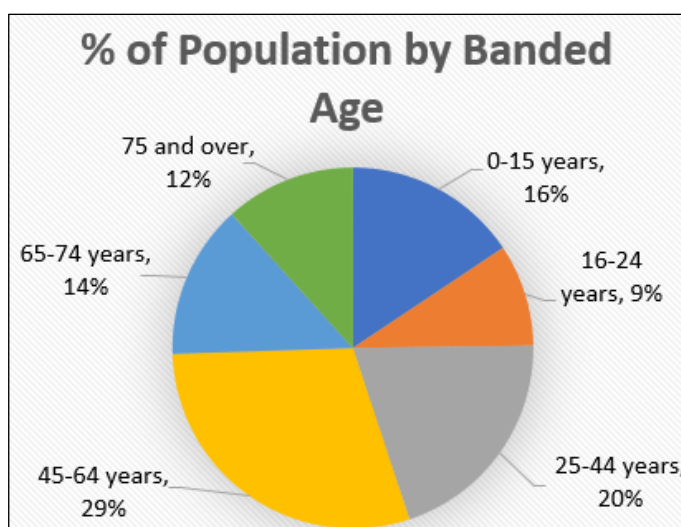
Housing Need and Demand Assessment - Summary Data

Population	112,450	Affordability Ratio	4.7
Households	52,588	Council Housing Stock	8108
Dwellings	56,668	Council Average Lets	770
Average House Price	£156,394	Households on the Council Housing List	>3000
Average Household Income	£32,302	RSL Housing Stock	2263

Population & Households

South Ayrshire has an estimated population of 112,450, representing approximately 2% of the population of Scotland. Almost 70% of our population live in the main towns of Ayr, Prestwick and Troon.

In comparison with all of Scotland, South Ayrshire has an older population. The table shows the estimated population by 65-74 and 75+ age groups in South Ayrshire and Scotland (2019).



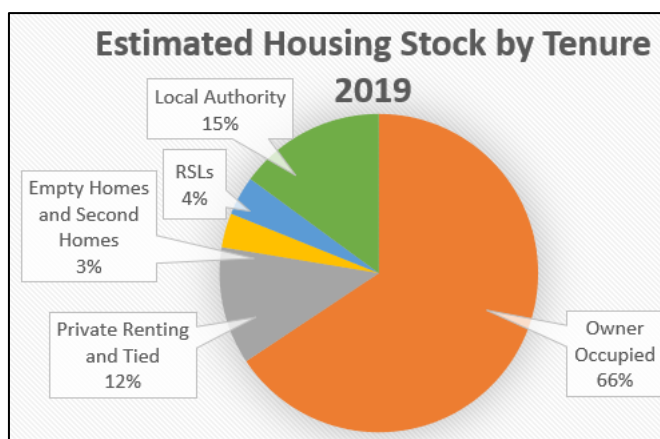
	Age 65-74	Age 75+
South Ayrshire	14%	12%
Scotland	10.6%	8.5%

There are an estimated 52,588 households in South Ayrshire. In 2018, 23% of households within the local authority area are categorised as older smaller households (containing 2 adults, at least one adult of pensionable age with no children in the household). This is significantly higher than the Scottish figure of 14%.

Housing Stock

In 2019, there was an estimated 56,668 dwellings in South Ayrshire. Of this number, 66% were owner occupied and 12% were rented privately or tied accommodation.

South Ayrshire Council's social housing stock makes up 15% of all housing and 4% of housing is provided by several Registered Social Landlords for social rent.



Almost 73% of dwellings in South Ayrshire are houses. Flats make up the remaining 27%.

Property Types in South Ayrshire			
Flats	27.2%		
Houses	Terraced	22.6%	72.6%
	Semi Detached	24.4%	
	Detached	25.6%	

House Condition

The Scottish House Condition Survey (SHCS) provides an indication of dwelling condition across all tenures, using data gathered between 2016 and 2018. It is important to note that this data is based on a small sample size of 226 dwellings. The following includes some of the key findings:

- More than half of all dwellings in South Ayrshire are estimated to have 'any disrepair' defined as "any damage where a building element requires some repair beyond routine maintenance".
- Disrepair is more likely in flats and in dwellings built before 1945.
- Around a quarter of dwellings were likely to require immediate repair.
- 4% of dwellings were estimated to have extensive disrepair where "the damage must cover at least 20% or more of the building element area".
- The estimates suggest that social and private rented tenants are more likely to be in dwellings affected by disrepair than homeowners.

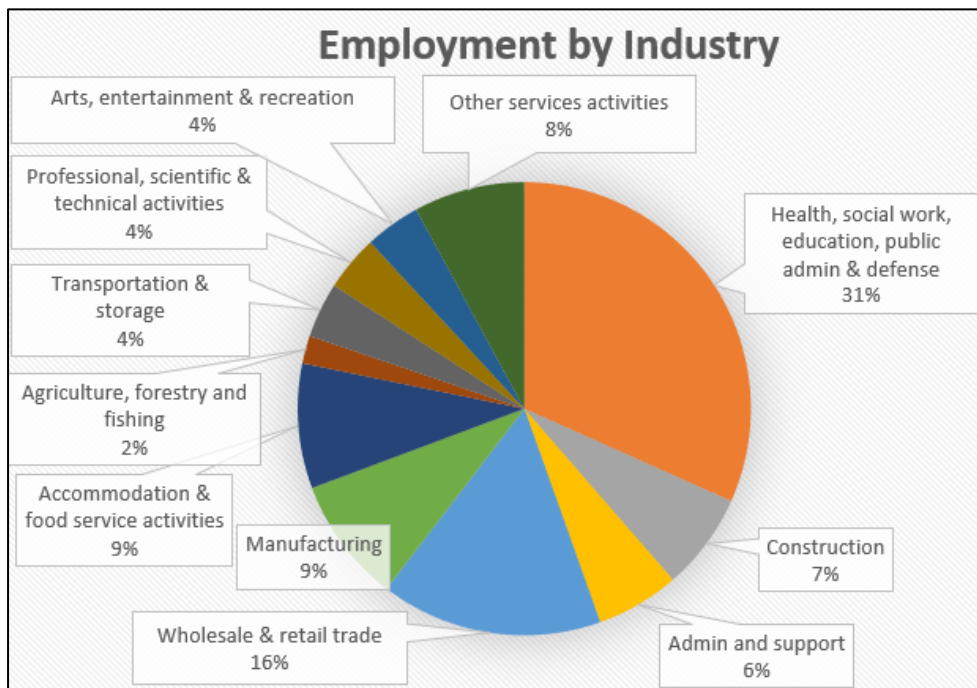
Economy

As of March 2022, the unemployment rate for people aged 16+ in South Ayrshire was 3.8%¹ (1,900 people). This level was higher than Scotland (3.2%²), below North Ayrshire (4%) and equal to East Ayrshire (3.8%).

This chart gives a breakdown of the industries providing employment in South Ayrshire.

¹ Scotland's Labour Market: People, Places and Regions – Statistics from the Annual Population Survey 2020/21

² Statista, Unemployment rate in Scotland from May 1992 to December 2022



Rural Context

An estimated 4% of our population live in an area which meets the Scottish Government’s definition of “remote rural”³, a further 18% live in an area which meets the definition of “accessible rural”⁴ and 6% live in “remote small towns”^{5,6}.

Housing challenges in rural areas often vary from those in urban areas, particularly the prevalence of hidden demand for housing.

A rural housing study was carried out to inform the Council’s Housing Need and Demand Assessment 2021-2026. A high proportion of those who responded to our survey noted a need for additional social housing in rural areas (89%), yet a similarly high proportion were not themselves on a social housing waiting list (83%). This identifies a requirement for a further, more detailed, study of rural housing needs.

Data from Scottish Index of Multiple Deprivation 2020 tells us:

The most **access** deprived rural areas are South Carrick and North Carrick, most notably Barrhill (ranked 13th in Scotland) and Barr. The **access measure** considers travel times by public and private transport to a GP surgery, retail centre, petrol station, primary and secondary schools and post office. Digital access is also taken into account.

³ An area with a population of less than 3,000 people, and with a drive time of over 30 minutes to a settlement of 10,000 or more.

⁴ An area with a population of less than 3,000 people, and within a 30-minute drive time of a settlement of 10,000 or more.

⁵ An area with a population of 3,000 to 9,999 people, and with a drive time of over 30 minutes to a settlement of 10,000 or more.

⁶ Scottish Government Urban Rural Classification 2020.

Our cross-cutting themes

Local government and partner agencies work in complicated legislative and strategic landscapes that often unintentionally result in silo working and inefficient use of resources.

To increase opportunities for effective collaboration and ensure key local and national priorities are always part of our decision-making process, a new integrated impact assessment will be developed. The impact assessment will encourage services to explore where priorities overlap and converge, allowing for a more joined up approach to tackling shared strategic challenges.

Our cross-cutting themes that will be incorporated into our impact assessment include:

Equalities and the Fairer Scotland Duty

The Equality Act 2010 came into force in April 2011 introducing a new Public Sector Equality Duty (PSED) (often referred to as the 'general duty') that requires the Council in the exercise of their functions to have 'due regard' to the need to:

1. Eliminate unlawful discrimination, harassment and victimisation and other prohibited conduct.
2. Advance equality of opportunity between those who share a protected characteristic and those who do not; and
3. Foster good relations between those who share a protected characteristic and those who do not.

As a local authority we must also give due regard to reducing socio-economic disadvantage such as low/no wealth, low income, area deprivation and material deprivation.

Equalities Impact Assessments (or scoping papers) that incorporate the Fairer Scotland Duty are already a requirement for all Council decisions and will continue to be so.

This Local Housing Strategy has been subject to a full Equalities Impact Assessment (EQIA) including Fairer Scotland Duties available at Appendix 1.

Sustainability, climate change and biodiversity

The Council aims to both fulfil and show leadership in relation to our statutory climate change, sustainability, and biodiversity duties across all our services, decision making and work with partners.

We have committed to be net zero by 2045 and to adapt to the already locked in impacts of a changing climate. In doing so we aim to ensure a just transition for people and nature, supporting ecological recovery and wellbeing, reducing inequalities and creating sustainable, liveable places where people are connected to

nature, climate literate and understand the natural systems we rely on, are supported to develop green skills and can work in a fast-evolving local green jobs market, travel less overall and make active and sustainable travel choices first.

Our Ageing Population

South Ayrshire has one of the oldest populations in Scotland and this will get increasingly pronounced. For example, the over-75 population will almost double in the next 20 years.

This results in challenges not just for formal health and care services – like hospitals, primary care and care homes – but also the wider supports that older people may need to keep independent, healthy, active and connected. This means that services that South Ayrshire Council has responsibility for such as housing, leisure, libraries, as well those of wider Community Planning Partners (such as transport, NHS, Health and Social Care Partnership, voluntary groups) will be materially affected by this very significant local demand.

Developing a workforce sufficient to meet this issue will be one of the most significant collective challenges in the locality.

Trauma Informed Practice

The Council has agreed to become a trauma informed organisation. Officers are developing proposals which deliver on the following objectives:

- to become a trauma-informed organisation that recognises the impact trauma can have on people's lives;
- to deliver services in a way that responds to individuals' needs by creating nurturing and supportive environments where people feel valued;
- adopt the trauma informed principles of safety, choice, collaboration, empowerment, and trust in our approach to service delivery; and
- to support our partner organisations in adopting a trauma-informed approach as part of a Trauma Informed South Ayrshire.

A high-level strategic implementation plan has been approved identifying 9 domains, closely mapped to the Scottish Government's Trauma Informed Toolkit, to support the transformation to a Trauma Informed and Responsive Organisation.

United Nations Convention on the Rights of the Child (UNCRC)

The proposed enshrinement of the UNCRC into domestic law requires public bodies and the children's services partnership to act in a manner which is compatible with the UNCRC and report every three years on what they are doing and plan to do to meet the UNCRC requirements.

A Child Rights and Wellbeing Impact Assessment has been undertaken as part of a joint assessment with the EQIA. The outputs from this assessment are available at Appendix 2.

The Promise



In 2020 Scotland made [the Promise](#) that care experienced children and young people will grow up loved, safe and respected. By 2030, that promise must be kept.

South Ayrshire's Parenting Promise is a plan written for those who are care experienced and details what you can expect of us as your Corporate Parents. As Corporate Parents, under the

Children and Young People (Scotland) Act 2014, it is our role to make sure that our attention and resources are focused on upholding the rights, safeguarding and promoting the wellbeing of South Ayrshire's 'looked after children' and 'care leavers'.

We want to make South Ayrshire the best place it can be for children, young people and their families and it matters to us that all young people get the chance to grow up loved, safe and respected to be the very best they can be.

It is important to us that South Ayrshire's Parenting Promise shows how committed we are in South Ayrshire to working together to [#KeepThePromise](#) to all the children and families that we work with and for.

We are leading, collaborating, and driving change through South Ayrshire's 10 improvement areas right now. You will find South Ayrshire's 10 improvement areas within our [Promise outline](#).



National Priorities



Housing to 2040

In 2018, the Scottish Government began their national consultation with people and organisations to establish a 20-year vision for housing in Scotland.

Housing to 2040 was then published in March 2021. The Scottish Government's ambition is that everyone in Scotland should have access to a warm, safe, affordable and energy efficient home that meets their needs, in a community they feel part of and proud of.

The Government has set out their vision and a route map detailing how they intend to achieve it. The route map is set across four parts:

Part 1 – More homes at the heart of great places
Part 2 – Affordability and choice
Part 3 – Affordable warmth and zero emission homes
Part 4 – Improving the quality of all homes

The visions that Housing to 2040 is aiming to achieve are:

A well-functioning housing system
High quality, sustainable homes
Sustainable communities
Homes that meet peoples' needs

The Scottish Government has set an ambitious target to deliver 110,000 affordable homes over a ten-year period to 2031/32, with at least 70% of these for social rent. The intention is for these homes to help create strong and vibrant places and to be high quality and zero emission.

Other Statutory Requirements

Our LHS outcomes and actions are informed by our many statutory requirements and national agendas, policy, and guidance. This includes the following:

- Housing (Scotland) Act 2001, 2006, 2010, 2014
- [Climate Change \(Scotland\) Act 2009 – Tackling the effects of Climate Change](#)
- [Climate Ready Scotland: climate change and adaptation programme 2019-2024](#)
- [Fuel Poverty \(Targets, Definition and Strategy\) \(Scotland\) Act 2019](#)
- [Tackling Fuel Poverty in Scotland, A Strategic Approach](#)
- [Scottish Housing Quality Standard \(SHQS\)](#)
- Energy Efficiency Standards for Social Housing (EESH)
- [Child Poverty \(Scotland\) Act 2017](#)
- Public Bodies (Joint Working) (Scotland) Act 2014 – Housing Contribution Statement
- [Private Rented Housing \(Scotland\) Act 2011](#)
- [Homeless Persons \(Unsuitable Accommodation\) \(Scotland\) Amendment Order 2020](#)
- [Children and Young People \(Scotland\) Act 2014](#)
- [National Planning Framework](#)
- [Scottish Planning Policy](#)
- [Planning \(Scotland\) Act 2019](#)
- [Community Empowerment \(Scotland\) Act 2015](#)
- [Place Principal](#)
- Housing and Regeneration Outcomes Framework

Local Priorities

Council Plan

South Ayrshire’s Council Plan 2023-2028 sets out our vision, 3 high-level priorities and 7 outcomes that the Council will work to achieve. These are as follows:

Our Vision		
To make a difference every day		
Priority one – Spaces and Places		
<i>Moving around and the environment</i>	<i>Play, Sport and Recreation</i>	
Everyone can access streets, places and spaces that make a positive contribution to wellbeing, are well-connected, well designed, and maintained.	Everyone can access a range of high quality, safe, well-maintained, accessible places with opportunities for play, sport and recreation.	
Priority two – Live, Work, Learn		
<i>Education and lifelong learning</i>	<i>Work and economy</i>	<i>Housing</i>
Everyone benefits from high quality education and lifelong learning and is supported to learn and fulfil their potential.	Everyone benefits from a local economy that provides opportunities for people and helps our businesses to flourish.	Everyone can find a good quality home that they can afford, that meets their needs and is in an area where they feel safe and connected.
Priority three - Civic and Community Pride		
<i>Pride in South Ayrshire</i>	<i>Community Engagement</i>	
Everyone has the opportunity to influence and contribute to what happens in their local area	Everyone has the opportunity to influence and contribute to what happens in their local area	

Our LHS links closely with a number of these outcomes and will support their delivery.

The Community Planning Partnership is made up of local service providers and is responsible for producing the Local Outcomes Improvement Plan:

Local Outcomes Improvement Plan (LOIP)

South Ayrshire Community Planning Partnership refreshed the LOIP in 2019. The Plan sets out the journey taken to identify the key strategic improvement themes and priority areas that will be taken forward. Housing has an important role in supporting the delivery of the LOIP.

The two strategic themes within the LOIP are:

- Supporting older people to live in good health.
- Closing the poverty gap.

The priority areas identified within the LOIP are:

- Supporting people living with dementia and their carers;
- Reducing social isolation and loneliness;
- Improving outcomes for care experienced children and care leavers;
- Providing support for young people who are carers; and
- Employability and lifelong learning.

The outcomes and actions within this LHS fit with the themes detailed above.

Supporting people to access a good quality home that they can afford, that meets their needs and is in an area where they feel safe and connected can significantly reduce inequalities and supports both identified themes. This aim also supports the delivery of other outcomes relating to health and wellbeing, socio-economic disadvantage, social integration, and educational attainment.

One of our LHS aims is to support the placemaking agenda by ensuring people across South Ayrshire have a sense of identity and belonging in the places where they live. South Ayrshire's places are distinctive, safe and pleasant, easy to move around, welcoming, adaptable, resource efficient and impact positively on those who use them, all key elements of helping older people to live in good health.

Our new build programme prioritises the delivery of housing for older people. Specifically built and designed properties are included within developments to provide for this group and to create balanced communities. Helping older people to remain independent in their own home is a key element in our approach to 'independent living'. Aids and adaptations are offered to help older people and people with disabilities live safely, comfortably and independently at home.

Another aim within the LHS is for people across South Ayrshire to live in warm, dry, energy efficient homes which they can afford to maintain. A good quality, energy efficient home is central to good health and wellbeing and also supports delivery of the LOIP.

Local Development Plan 2 (LDP2)

LDP2 was adopted by the Council in August 2022 and sets out the plan for land use, including the allocation of land for housing. It considers and addresses land use issues arising from the implications of economic, social and environmental change.

The Housing Need and Demand Assessment is developed in partnership with Planning and provides the evidence base used to develop the LHS and the Local Development Plan. This is the evidence base used to set our Housing Supply Target.

Our LHS supports the delivery of the Core Principals within the LDP2, and equally the LDP2 supports the delivery of key outcomes and actions within the LHS. The Core Principals that link directly with the LHS are:

- Development of affordable housing – The LDP2 will facilitate achievement of the Council’s targets for affordable housing provision.
- Regeneration of Town Centres – LDP2 promotes town centre living and regeneration with a more flexible approach to the use of buildings and land. The LHS can support this aim through the Scheme of Assistance and Empty Homes Strategy.
- Rural housing – Proposals for new housing in the countryside that accord with the LDP2 policy will be supported. Within our LHS we highlight a need for an in-depth rural housing study that will better identify housing needs within our rural communities to inform appropriate responses.
- Sustainable Development – Our LHS sets out the Council and our partners’ target to build or acquire 135 units of new affordable housing per year over the next 5 years. New build developments will adhere to and support LDP2 policies around sustainable development while our work on reducing the number of empty homes and increasing our stock through second-hand market purchases will make best use of existing resources to achieve our aims while minimising environmental impact.



South Ayrshire Integration Joint Board Strategic Plan 2021-2031

The Integration Joint Board worked in partnership with Housing Policy and Strategy to set out housing's contribution (2021-2024) to advancing the wellbeing of people in South Ayrshire in its Strategic Plan 2021-2031:

There is a clear link between the quality of people's housing and their health, wellbeing and wider social inclusion. A substantial national and international evidence base has shown that poor and insecure housing can have a negative impact on families' health. Equally health can have an impact on people's housing. Where a property no longer meets a person's health needs, for instance, it often becomes more difficult for them to live comfortably, participate in society, and to sustain their tenancy. Recent analysis of homelessness and healthcare data in Scotland has demonstrated that spikes in health interactions often precede a homeless application, indicating opportunities for early intervention to prevent homelessness, as well as opportunities to address the underlying housing issues that may be contributing to poor health.

Joint working between Health and Social Care Partners (HSCP) and Housing is critical to ensuring positive outcomes for certain populations in particular, including older people, people with disabilities, people with poor mental health, homeless people, people with multiple complex needs and young people leaving care. With regard to homelessness, South Ayrshire is in the process of transition towards a Rapid Rehousing approach, with a focus on prevention, early intervention and targeted programmes to end homelessness at the centre of this. Within this approach there is a clear opportunity for South Ayrshire Council's Housing Service and Health and Social Care Partners to work together more effectively to prevent homelessness where we can, and to ensure our most vulnerable clients receive the assistance and support they need from all relevant services. This approach to homelessness is part of a wider shift within Housing towards pro-active rather than reactive approaches to meeting people's needs.

Recent new build housing developments funded through the Scottish Government's Affordable Housing Supply Program (AHSP), for example, have been designed to be readily adapted to meet the changing needs of the population as a whole and indeed those of individual households. These properties have been built variously to meet the 'Lifetime Homes' and 'Housing for Varying Needs' standards. Arrangements are in place to support adaptations to people's homes in both the public and private sectors, and this continues to represent good practice in working together to make best use of the existing stock...[Read more on page 58 of the IJB Strategic Plan.](#)

This LHS demonstrates our ongoing commitment to working closely with our Health and Social Care partners to improve health outcomes and support independent living locally.

Sustainable Development and Climate Change Strategy 2019-2024

This strategy provides a framework for Council projects, policies and initiatives which promote sustainable development, mitigate climate changing emissions, and adapt to the impacts of climate change.

The overarching aim of this framework is:

“People in South Ayrshire enjoy a good quality of life now and in the future – with a thriving economy, just society and healthy environment – while working to reduce greenhouse gas emissions to avoid the worst effects of climate change and build resilience to adapt to its impacts”.

The LHS supports the achievement of the outcomes and actions contained with the “Sustainable Community” theme:

Outcome	Homes and communities are energy efficient, environmentally sustainable and fuel poverty is minimised.
Action	Retrofit social housing to meet required quality and energy standards.
Action	Provide advice and support to private landlords, homeowners and local businesses to improve energy efficiency and transition to low carbon heat.
Action	Develop a coordinated approach to local planning and delivery of energy efficiency and heat decarbonisation (Local Heat and Energy Efficiency Strategies – LHEES).

These actions will be supported by our LHS through:

- Our contract with the Energy Agency to deliver the area-based programmes providing external wall insulation to address fuel poverty and reduce carbon emissions.
- Provision of good quality energy efficiency information, advice and support to homeowners and private landlords.
- Partnership working with colleagues on the development of a LHEES Strategy.

South Ayrshire's Housing Need and Demand Assessment

Housing Market Areas (HMAs)

A [review of South Ayrshire's Housing Market Areas](#) was undertaken in 2020 and was approved by the Centre for Housing Market Analysis. Our previous Local Housing Strategy included 2 HMAs, Ayr Urban and Girvan and South Carrick. The review concluded that South Ayrshire should be considered one HMA for the development of the Housing Need and Demand Assessment and Local Housing Strategy.

Housing Profile

Tenure

- There are an estimated 55,668 dwellings in South Ayrshire.

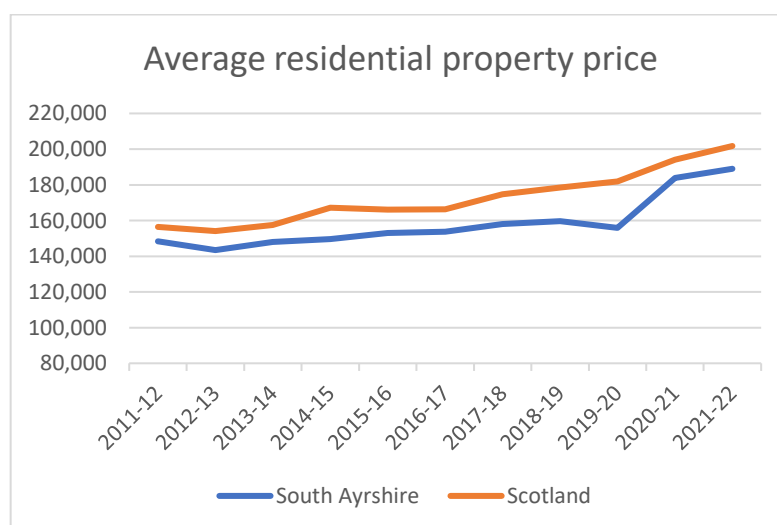
Estimates suggest that:

- 67% of dwellings in South Ayrshire are in owner-occupation.
- 19% are within the social rented sector – 15% Council housing and 4% Registered Social Landlords
- 11% are within the Private Rented Sector
- Almost 2,000 privately-owned properties were estimated to be vacant or used as Second Homes.

House Sales

As detailed within the HNDA and as shown in the graph below, there was an increasing divergence between the South Ayrshire and Scottish average house price until 2019/20. In 2020/21 South Ayrshire's average house price rose by 18% compared to a Scottish average of 7%, this was the greatest percentage increase across all Scottish local authorities⁷. The average residential property price increased from £155,922 in 2019/20 to £183,850 in 2020/21. This compares with a Scottish average of £194,060 in 2020/21. There was a further increase of 3% in 2021/22 taking the average residential property price in South Ayrshire to £188,985.

This growth could be attributed to changes brought about by pandemic and people choosing to migrate from expensive homes in city locations to the coastal areas within South Ayrshire. This increase has an impact on affordability for those trying to access owner-occupation.



⁷ [Property market report 2021-22 - Registers of Scotland \(ros.gov.uk\)](#)

Affordability

Affordability can be an issue in accessing owner-occupation and given the size of this tenure in South Ayrshire this can make it difficult for some households to find suitable housing.

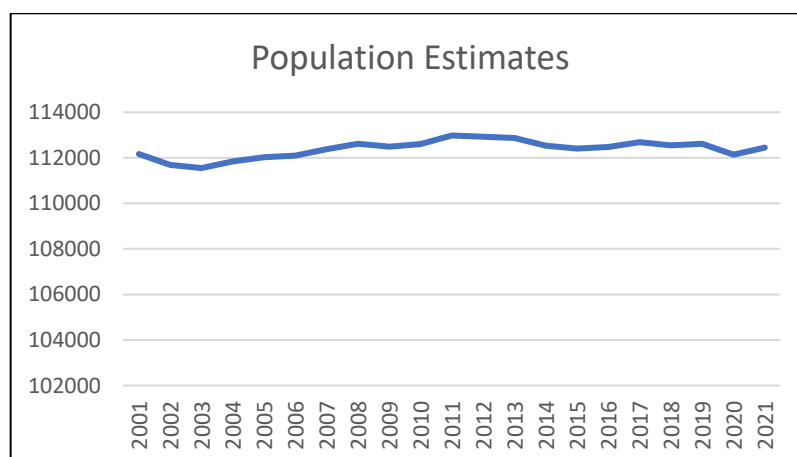
More than a third of households (36%) would not be able to afford a property at the lower quartile sale price (£86,000), while 57% of households would not be able to afford a property at the median sale price (£135,000).

In addition, there has been a reduction in the number of high loan-to-value mortgage products being offered by banks and an increase in interest rates, resulting in additional barriers for low-income households in accessing owner-occupation.

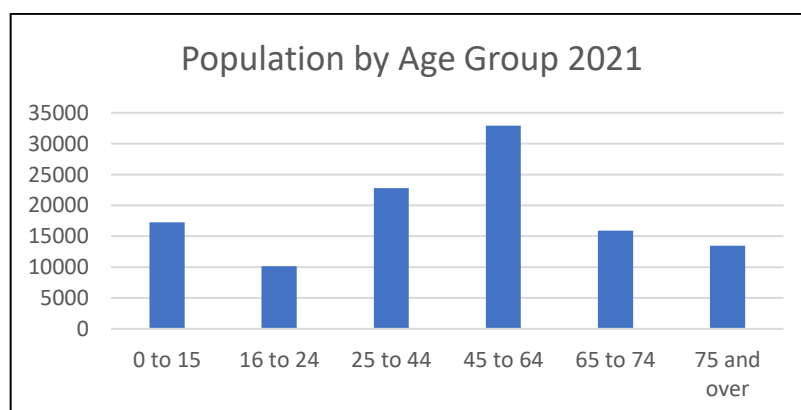
About a third of households would not be able to affordably access a two-bedroom private rented sector property at the lower quartile rent level (£425 per month), while almost half of all households (47%) would not be able to afford a three-bedroom PRS property at the median rent (£550 per month).

Population

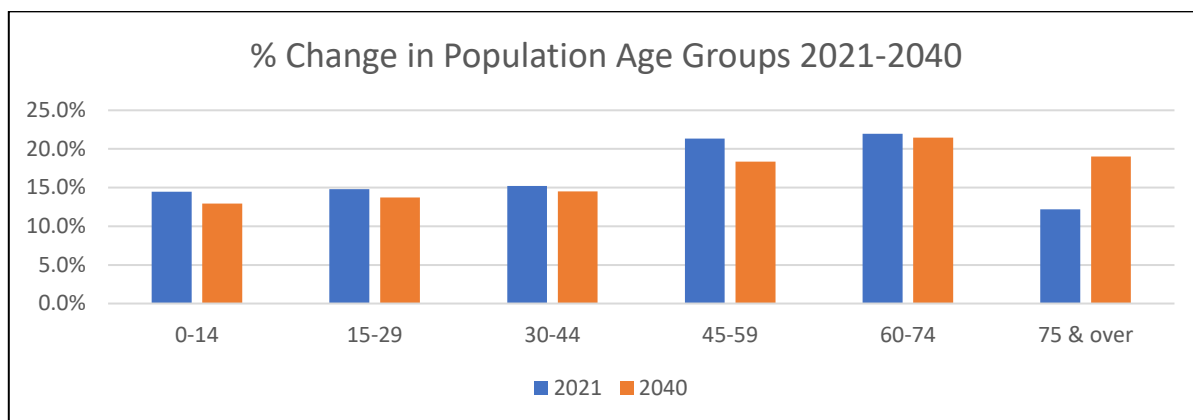
In contrast to other authorities across Scotland, South Ayrshire's population has remained relatively stable over the last 20 years decreasing only slightly. In 2019 the population was estimated to be 112,610. The population is projected to decrease by 5.1% between 2021 and 2040.



South Ayrshire has an older population than Scotland as a whole. In terms of overall size, the 45-64 age group is the largest. In contrast the 16-24 age group is the smallest.

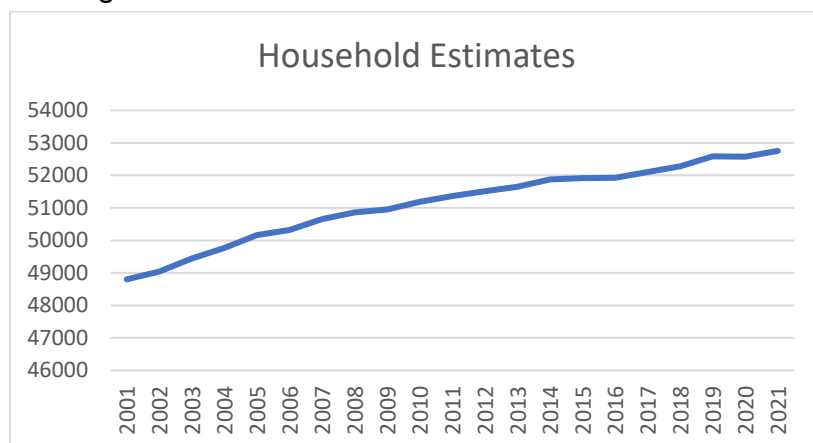


The table below shows the projected percentage change in age group from 2021 to 2040. As can be seen, the 75 and over age group is expected to see the greatest level of change increasing from 12.2% of the population in 2021 to 19% of the population in 2040. All other age groups are expected to decrease in size over the same period with the greatest percentage decrease in the 45-59 age group.



Households

In contrast to the population, the number of households within the local authority area has been increasing over the last 20 years. This tells us that people are tending to live in smaller households.



As would be expected given the information above, South Ayrshire has a significantly higher proportion of ‘older smaller’ households than the Scottish average.

The number of households in South Ayrshire is anticipated to increase by 0.4% between 2021 and 2030 and then decrease by 0.6% between 2031 and 2040.

Summary Headlines

South Ayrshire’s population is ageing, and household size is decreasing.

South Ayrshire currently has an older population than the rest of Scotland, with the difference being particularly noticeable in reductions to the 45-59 age group and increases to the 75 and over age group.

While the total overall population of South Ayrshire has been decreasing over the last twenty years, the total number of households has been increasing. This tells us that people are tending to live in smaller households.

This impacts on housing and related services in the following way:

- Our housing lists show evidence of this change with demand for 1- and 2-bedroom properties exceeding supply, particularly in the Ayr and Prestwick areas with approximately 80% of applications having a need for these property sizes.
- Demand for larger properties is significantly lower with 14% of applications having a need for a 3-bedroom property.
- There is increasing demand for ground level and accessible housing. In 2022 there was 5.5 applicants for every available ground level let.
- The demand for sheltered housing in Ayr, Prestwick and Troon is high.
- Demand for adaptations in the private sector and within Council housing remains to be high. Over the duration of our previous LHS, 759 disabled adaptations were carried out. The Covid-19 pandemic impacted on our ability to enter homes and carry out an assessment for the potential delivery of adaptations reducing the number of approvals in 2019/20 and 2020/21. In addition, inflation and an increase in demand for complex adaptations has significantly increased the average cost of private sector works.

Under-occupancy is common, particularly amongst older households living in owner occupation.

About 72% of South Ayrshire's households were defined as under-occupying, meaning their dwelling has 1 or more rooms in addition to the rooms required to meet their basic needs. Almost half of South Ayrshire's households were estimated to be under-occupying by two or more room.

Under-occupancy is most common in owner-occupation, with the issue being far less prevalent in the social rented sector. In addition, older households were more likely to be under-occupying than families.

Under-occupancy is not necessarily a negative influence on the housing market, as many households will choose to live in a home that has more rooms than they need. Under-occupancy becomes an issue where demand for larger properties greatly exceeds supply.

Overcrowding is an issue but affects a relatively small number of households across all tenures but most commonly in the social rented sector.

Overcrowding is the opposite of under-occupancy and refers to occasions where households are living in accommodation that has too few rooms to meet their basic requirements.

It is estimated that 6% of households in South Ayrshire are overcrowded, affecting all tenures, but most common in the social rented sector.

In July 2022, 325 live council housing applications received an award of points for overcrowding, this is equal to 12% of all live housing applications. 41% of these applicants live in social housing and 27% live in the private rented sector.

There is a small number of concealed households (2 or more households living together) typically affecting younger households.

A 'concealed household' is two or more households living together in a single dwelling. This can often result in overcrowding.

384 households in South Ayrshire were estimated to be concealed. While this can affect families of all ages, the majority of these in South Ayrshire (61%) had a Family Reference Person under the age of 35, as such this issue has a disproportionate impact on younger households.

In July 2022 there was 414 live council housing applications where the circumstances were Living with Parents or Living with Family and Friends. Of these applications 66% had a main applicant aged under 35 years.

House prices remain below the Scottish average but there are affordability issues in the private sector.

South Ayrshire's average residential property price in 2021/22 was £188,985. This compares to a Scottish average of £201,744.

Prior to the housing market crash of 2007/08, South Ayrshire's average house prices were higher than for Scotland as a whole. Since 2009/10 the opposite has been true, and in the years from 2016/17 to 2019/20 there was increasing divergence between the South Ayrshire and the Scottish average. However, South Ayrshire experienced an 18% increase in average house price in 2020/21 and a further 3% increase in 2021/22 bringing South Ayrshire closer to the Scottish average.

Affordability can be an issue in accessing owner-occupation and given the prevalence of this tenure in South Ayrshire this can make it difficult for some households to find suitable housing.

More than a third of households (36%) would not be able to afford a property at the lower quartile sale price (£86,000), while 57% of households would not be able to afford a property at the median sale price (£135,000).

In addition, there has been a reduction in the number of high loan-to-value mortgage products being offered by banks, resulting in additional barriers for low-income households in accessing this important tenure.

Private rented sector plays an important role but there are barriers to entry

The Private Rented Sector (PRS) makes a valued contribution to South Ayrshire's housing market, making up an estimated 11% of dwellings locally. The sector offers several benefits to tenants, and new national regulations have further improved its security and the quality of services offered.

The last ten years have seen relatively limited change in average rents in Ayrshire – a 1% increase for two-bedroom properties compared to the Scottish average of 24%.

Nonetheless, some households still find it more difficult to access housing in the PRS than others. Barriers to entry exist in the sector, including credit checks and the need to put down a deposit, while affordability can also be an issue for some.

About a third of households would not be able to affordably access a two-bedroom PRS property at the lower quartile rent level (£425 per month), while almost half of all households (47%) would not be able to afford a three-bedroom PRS property at the median rent (£550 per month).

Furthermore, for households claiming benefits, other barriers to entry can exist, including landlord preferences, as well as restrictions on the amount of rental costs paid to single people under the age of 35.

Social renting meets many needs, but demand exceeds supply.

There are more than 10,500 properties provided as social housing in South Ayrshire. The majority of these are provided by South Ayrshire Council (more than 8,000 units), while the remainder are provided by several local and national housing associations, sometimes referred to as Registered Social Landlords (RSLs).

Demand for social housing is high, with recent figures showing more than 3,000 people on the Council's housing list.

At the same time, supply is relatively limited with an average of 770 Council properties becoming available each year in the five years to 2019/2020 and between 140 and 200 lets per year from the two largest RSLs.

In terms of South Ayrshire Council's housing stock, there were estimated to be 4 applicants for every let in 2019/20. Most demand is for one- and two-bedroom properties, and this also represents the majority of the Council's stock.

3-bedroom properties accounted for around a quarter of the Council's housing stock, yet only 10% of all applicants were looking for this size of accommodation. This suggests something of a mismatch between demand and supply and supports the trends towards smaller household sizes shown earlier.

Specific housing needs in rural areas need to be explored further.

An estimated 4% of our population live in an area which meets the Scottish Government's definition of "remote rural", while a further 15% of our population live in an area which meets the Scottish Government's definition of "accessible rural".

A study of Rural Housing Needs was carried out in 2019 to inform the HNDA and planning for the Strategic Housing Investment Plan (SHIP). The study found that housing challenges often varied from those in urban areas, and particularly the prevalence of hidden demand for housing.

A high proportion of those who responded to our survey, for instance, noted a need for additional social housing in rural areas (89%), yet a similarly high proportion were not themselves on a social housing waiting list (83%).

High proportions of respondents favoured a house or a bungalow (82%), while more than half of all Council stock is made up of flatted dwellings.

Qualitative responses to consultation on social media highlighted the need for more 'family homes', which, given the increase in smaller households, suggests that there may be a number of larger properties being under occupied. Consequently, developing smaller, amenity style accommodation aimed at older people may free up family accommodation and encourage younger families to choose to settle in (or remain) rural areas.

This study contributed to our understanding of rural housing needs, but we recognise that place planning for each rural community includes consideration of wider issues like access to public transport, connectivity, employment opportunities, play and recreation and maintenance of streets and spaces. It is important that our housing response fits within the context of place planning. We also recognise a need for a further, in-depth study to better identify the appropriate housing responses in each of our rural communities. This will help the Council achieve the vision set out for rural housing in the Scottish Governments Housing to 2040 vision

Over the period of our last LHS, 20% of social housing developments have been located within our rural communities. Further rural developments are currently detailed in our Strategic Housing Investment Plan (SHIP), and the Council will ensure rural housing needs are met by working with our RSL and private sector partners to identify further opportunities to develop appropriate accommodation to meet rural housing needs in the years to come.



Engaging with our partners and communities

To ensure our Local Housing Strategy for the next 5 years reflects the views of the South Ayrshire community and aims to address the issues that they feel are most important, we provided a range of opportunities for people to be involved.

Early Engagement

An online survey was developed and distributed in July 2022 to communities across South Ayrshire via social media on South Ayrshire Council Live and South Ayrshire Council Housing Services Facebook pages.

The survey was also distributed to our partners providing services to those who are less likely to participate, those who have particular needs when it comes to participating and those with, or who share protected characteristics. These services were asked to encourage and support people to participate. The partners contacted included:

- Housing support providers
- Alcohol and Drug Partnership
- Minorities Group Officer
- Housing Services
- Health and Social Care Partners
- Corporate Parenting Lead Officer
- Community Learning and Development
- Employability and Skills
- Elected Members

The survey closed on October 2023 and received 177 responses. A full analysis of the responses is available at Appendix 3.

Responses by area:

- 90 responses from people living in Ayr and the surrounding villages
- 25 responses from people living in Prestwick
- 24 responses from people living in Troon
- 14 responses from people living in Maybole and North Carrick
- 19 responses from people living in Girvan and South Carrick
- 5 responses from people living outwith South Ayrshire

Responses by Tenure

- 40% of responses were received from homeowners
- 29% of responses were received from the social rented sector
- 20% of responses were received from the private rented sector
- 8% of responses were received from people living with family and friends

Other relevant information about our responses

- 14% of respondents told us they had a disability
- 6 respondents told us they use a wheelchair some of the time
- 4 respondents told us they are veterans
- 61 respondents told us they are key workers

- 11 respondents told us they are care experienced
- 5 respondents told us they were living with another household

The top challenges and priorities for people who responded were affordability, housing supply and limited housing options.

All of the feedback received has informed the development of the LHS outcomes and actions.

All Registered Tenants Organisations were invited to participate in the online survey and were offered the opportunity for the LHS Development Team to attend one of their group meetings to provide an information session on the LHS and to gather their views.

A consultation stall was planned for our Communities Fun Day in September 2022 which, in previous years, has had a footfall of around 3000. Unfortunately, the event was cancelled at short notice after the passing of Her Majesty Queen Elizabeth II.

Our continued day-to-day engagement with our customers and communities has also influenced the actions to be delivered through our LHS.

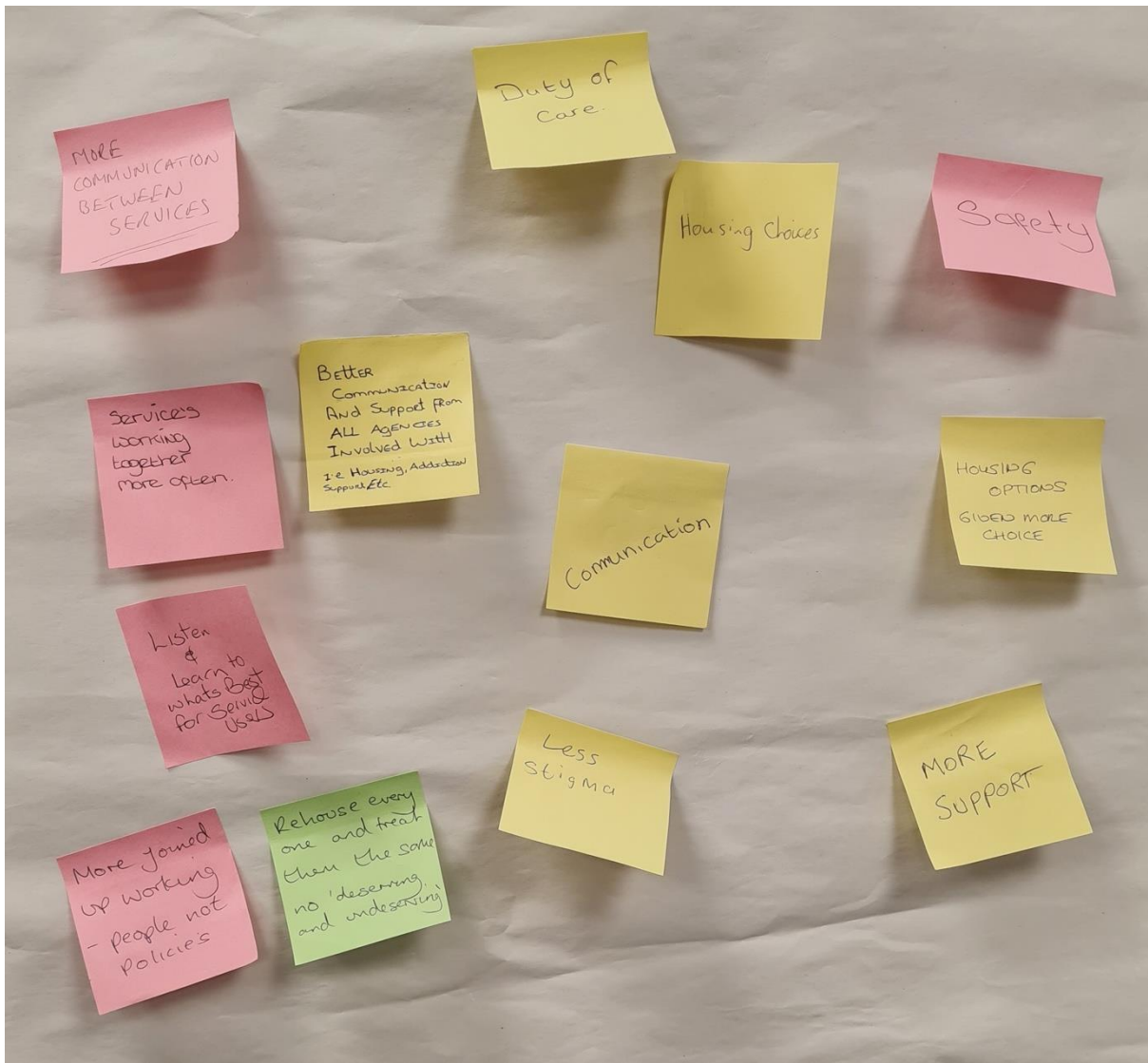
LHS Theme Groups

The LHS Development Team established three theme groups made up of a wide range of partner organisations. The themes are as follows:

- **Placemaking** covering housing delivery, private rented sector, rural housing needs, build to rent, mid-market rent, second-hand market purchases, empty homes and placemaking
- **Prevention, Provision and Integration** covering homeless prevention, specialist provision and housing, health and social care integration.
- **Healthy Homes and Fuel Poverty** covering fuel poverty, climate change, improving energy efficiency, house condition in the private sector and house condition in the social rented sector.



The first meeting of our theme groups allowed partners to discuss the housing related challenges and priorities as they viewed them. Over 100 individuals representing more than 30 local and national organisations participated in our theme groups. A list of organisations is detailed at Appendix 4.



The findings from the HNDA, all of the feedback gathered from the theme groups along with the feedback received from the survey was used to draft a list of outcomes and actions.

A consultation was then held with Housing Operations Senior Management Team in January 2023 to discuss the proposals prior to a second round of consultations with the theme groups.

The drafts were then presented to a second meeting of the theme groups where they were discussed fully and amended accordingly.

South Ayrshire’s Local Housing Strategy 2023 – 2028

Our strategic vision and priorities for housing across all tenures over the next five years is now set following our extensive consultation. The agreed principal and secondary outcomes are as follows:

Housing Delivery <i>People across South Ayrshire can find a good quality home that they can afford, that meets their needs and is in an area where they feel safe and connected.</i>	HS1. 135 units of affordable housing are built or acquired per year to contribute towards meeting local housing needs.
	HS2. 20 units of affordable wheelchair accessible housing are developed per year (to be reviewed annually through the SHIP).
	HS3. New build units are highly efficient and sustainable.
	HS4. New build units provide lifetime homes that can be easily adapted to meet changing needs, where required.
	HS5. Access to the private sector is promoted.
	HS6. Owners are encouraged to bring their long-term empty homes back into use.

Placemaking <i>People across South Ayrshire have a sense of identity and belonging in the places where they live. South Ayrshire's places are distinctive, safe, easy to move around, welcoming, adaptable, resource efficient and impact positively on those who use them.</i>	PM1. The Placemaking principals are promoted in the design of new housing developments and the improvement and regeneration of existing neighbourhoods.
	PM2. Housing works collaboratively with appropriate services and local people to address complex issues within local areas.
	PM3. People with local and lived knowledge of the place have a voice in the future aspirations and plans for their area.

Specialist Provision & Housing, Health and Social Care Integration <i>People with particular needs are able to live with freedom, choice and control in a home that maximises their health, wellbeing and independence.</i>	SP1. Appropriate housing options are available to meet local needs.
	SP2. Housing, Health and Social Care work effectively together to ensure early interventions prevent housing crisis and housing solutions meet the needs of the household.
	SP3. Effective information sharing arrangements between Housing, Health and Social Care support positive outcomes for people accessing services.
	SP4. People across South Ayrshire have access to the information, advice and support they need to help them overcome adversity and live independently.
	SP5. Housing, Health and Social Care work periodically and effectively together to identify and address "service gaps" to ensure that people are adequately supported.

	SP6. Housing, Health and Social Care ensure that people with lived experience have the opportunity to participate in housing related service design.
	SP7. Housing Services and partner agencies have a comprehensive understanding of The Promise and embed the promise values in their approach.

Healthy Homes and Fuel Poverty <i>People across South Ayrshire live in warm, dry, energy efficient homes which they can afford to maintain.</i>	HH1. Social housing stock in South Ayrshire continues to meet the local and national property condition standards.
	HH2. Properties in the private rented sector meet the Repairing Standard and landlords/owners are meeting their legislative responsibilities.
	HH3. Energy efficiency is improved across all tenures utilising local and national funding and reliable sources of energy efficiency related information is shared with the public.
	HH4. Homeowners landlords and tenants are aware of their rights and responsibilities in relation to property condition and are supported to uphold them.
	HH5. Advice is available to help households reduce the risk of fuel poverty and child poverty, and people across South Ayrshire are aware of how to access assistance.
	HH6. Repair, improvement and adaptation advice and assistance is available to homeowners and tenants across South Ayrshire.

Placemaking

The Placemaking Theme covers housing delivery and sustainable places.

Our achievements over the duration of the previous LHS
<u>LHS Outcome 2017-2022</u>
People across South Ayrshire can find a suitable place to stay.
A total of 748 affordable housing units were developed or acquired in partnership with local registered social landlords and private developers. 20% of these units are located within our rural communities.
Completion of an award-winning traveller's site in August 2019 replacing the previous flood-damaged site.
LAR Housing Trust have provided 29 mid-market rental properties within Ayr with support from South Ayrshire Council.
A social lettings agency 'Your Choice' has been set up by the Council to help those at risk of homelessness or households with low incomes access the private rented sector.
97 empty homes have been brought back into use. The pandemic slowed progress, but we are now set to achieve our empty homes targets.
Missing shares powers and BTS grant funding was used to support common roof works in a town centre building containing 2 commercial and 4 residential properties supporting businesses and households to remain in their high street location and preventing homelessness.

Housing Delivery

Housing delivery is about ensuring that new build housing, to meet local needs, is supported as far as possible and that the existing housing stock in the local authority area – whether public or private – is used as efficiently as possible. This section will focus on;

- Setting the housing supply targets
- Making best use of existing stock
- Rural Housing
- The Private Rented Sector (PRS)
- Build to Rent (BTR)
- Self-Build/Custom Build

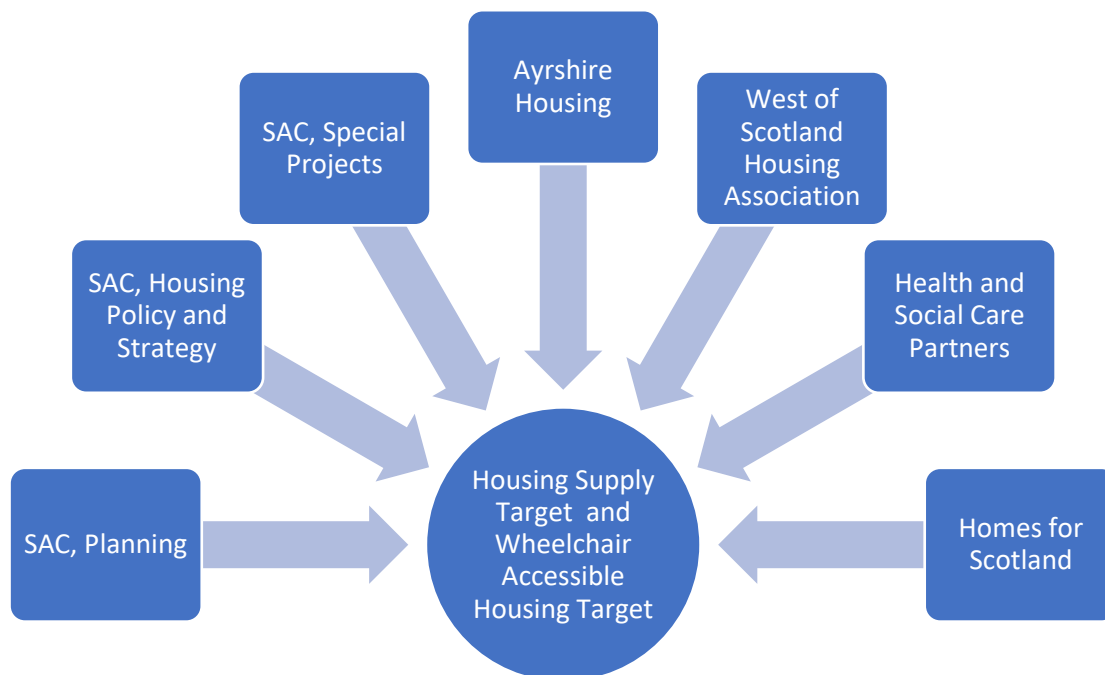
Housing Needs in South Ayrshire

South Ayrshire's HNDA 2021-2026 provides an analysis of local needs and has determined that, in order to meet existing and emerging needs over the next 5 years the following would be required:

- Between 255 and 275 additional units in the social rented sector
- Between 30 and 35 additional units in the below market rent sector.
- Between 670 and 740 additional units in the private sector (owner occupation and private rented sector)

Housing Supply Target

As part of the LHS development process, a group of professionals representing key organisations came together to set the housing supply target and the wheelchair accessible housing target for the next five years.



A wide range of issues were considered as part of this process, briefly shown below:



Key Issues Considered in Setting the Housing Supply Target
The Housing Market Partnership Scenario Selection for the HNDA Tool.
The HNDA Key Findings Template: Estimate of Additional Future Housing Units.
Achievements over the duration of the previous LHS in relation to pace and scale of affordable housing development.
Capacity of the Council and RSL partners to deliver new affordable homes within business plans.
Profile changes in the private rented sector and the likelihood of this sector providing new housing units as estimated.
Limited appetite amongst developers to deliver below market rent accommodation in South Ayrshire as estimated.
Our current and future demographics, specifically our ageing population and the types of housing being developed in response.
The capacity of the construction sector depending on market conditions.
Socio-economic factors likely to impact on development in the social and private sectors.
Figures produced do not account for demolition of social housing stock in serious disrepair. 156 units of Council housing were demolished in 2022/23.
New build social housing is an element for consideration in the regeneration of areas experiencing poverty and deprivation.
The public consultation highlighting the main housing challenges across all tenures as affordability, housing supply and the limited housing options available.

There was discussion around potential options for the housing supply target. There was agreement that 135 units was ambitious but achievable and would allow us to meet housing need.

The group agreed to set the affordable housing supply target at 135 units of additional affordable housing per year.

675 units of affordable housing are built or acquired to meet need by 2028

South Ayrshire Council is committed to meeting the need for wheelchair accessible housing across all tenures. The group considered the evidence contained within the HNDA and gave thought to whether the wheelchair accessible housing target should be set as a number or a percentage of the overall number of additional units per year.

Key Issues Considered in Setting a Wheelchair Accessible Housing Target
SHCS estimates of those who are long term sick or disabled
% of local population with a physical disability
% of population aged over 65
HNDA estimate of wheelchair user households in South Ayrshire
HNDA estimate of net existing need in South Ayrshire
The contribution to be made by private developers

There was agreement amongst the group that further work was required to promote buy in from private developers and for this reason a target of 20 units of new affordable wheelchair accessible housing per year was agreed. This target will be reviewed annually as part of the Strategic Housing Investment Plan (SHIP) and consideration will be given annually to a contribution from the private sector.

**The group agreed to set a target of 20 new units of affordable wheelchair accessible housing per year, to be review annually as part of the SHIP.
100 units of wheelchair accessible housing are built to meet need by 2028.**

The housing supply target for new private sector housing is set based on the figures produced by the HNDA Tool:

**Private sector housing supply target:
Between 134 and 148 new units of private sector housing are built per year to meet local housing need.
Between 670 and 740 additional units in the private sector by 2028**

Level and Type of Housing to be Delivered

The Council sets out the affordable housing strategic investment priorities over a 5-year period in the Strategic Housing Investment Plan (SHIP). This document is reviewed annually and includes detail potential future sites for development. Over the next five years:

- We aim to increase the supply of affordable housing in high priority areas.
- We will carry out an in-depth rural housing study to identify the appropriate housing development responses in our rural areas and remote small towns to build on the success of our previous LHS. We will work with our various partners to ensure that any developments complement finalised local Place Plans for our rural communities and stem rural depopulation.
- We will increase the provision of easily adaptable and wheelchair accessible new build housing.
- Work in partnership with Health and Social Care and our RSL partners to identify opportunities to develop supported housing to meet specific needs.
- The size and type of housing delivered will be in accordance with the HNDA 2022-27.

- We will review housing solutions for older people and consider good practice models from across the country and use our findings to inform our development priorities.

Affordable Housing Policy

One of the ways the Council addresses affordable housing need is through a planning policy framework which seeks a contribution of 25% for all private housing developments of 15 units or more, or equal to or larger than 0.6 hectares. It is the Council's stated preference that affordable housing contributions be made on site, in whole or in part. Where an onsite contribution is not possible there are other flexible alternatives:

- The delivery of unsubsidised affordable housing units on site
- Payment of a commuted sum in lieu of on-site affordable housing
- Provision of a plot on off-site land.

A joint approach is taken to implementing the policy between dedicated officers across Housing, Planning and Legal Services in partnership with the private developer and RSL partners. All parties work together to achieve the ultimate aim of onsite provision, where this is considered to be appropriate.

Scottish Government Support

A More Homes Scotland initiative was introduced by the Government in 2016 with the aim of increasing the number of homes across Scotland supporting the delivery of the Housing to 2040 vision.

To achieve this, a Housing and Planning Delivery Framework has been developed to align housing and planning systems to increase the speed and efficiency of the planning process.

This is accompanied by an Affordable Housing Supply Programme, providing financial support for the delivery of our Council house building programme and second-hand market purchases.

Rural Needs

28% of South Ayrshire's population live in rural areas or remote small towns. Appropriate housing is key to ensuring our rural communities remain sustainable and residents can meet their current needs as well as their future aspirations.

South Ayrshire Council's Local Development Plan (LDP2) notes that we will give support to "development in rural areas which supports prosperous and sustainable communities while protecting and improving the environment". Housing development outside existing developments should primarily involve:

- reusing existing buildings and replacement housing,
- infill development within existing clusters or groups of housing, and
- housing to meet rural business requirements.

The Scottish Government made special mention to the support of rural developments in its vision for Housing to 2040 in an attempt to stem rural depopulation. This includes:

- Extension of modern methods of construction and new technology to assist “challenges in rural areas”
- Change to funding guidance to permit communities to enter long term leasing arrangements with owners of empty property, helping to bring long term empty property back into use.

Over the next 5 years we will work with partners to ensure that any rural developments complement finalised Place Plans and aim to stem rural depopulation.

Private Rented Sector (PRS) South Ayrshire

The PRS in Scotland steadily doubled in size between 2003 and 2017, a change that was evidenced in our previous LHS and in other strategic documents. In response to this expansion and in recognition of the importance of the sector, the Government has, in recent years, introduced enhanced legislation and regulation. These changes have brought about greater security and stability for tenants, enhanced minimum property standards and introduced an accessible First-tier Tribunal to address breaches of tenancy agreement. During the Covid-19 Pandemic the Government introduced a limited ban on the enforcement of evictions to protect tenants experiencing financial difficulty and we are now enduring a cost-of-living crisis with rising energy costs causing the biggest increase in interest rates since 2009. Throughout these challenging times the property market has remained strong, and many private landlords have opted to leave the sector which has resulted in a decline in South Ayrshire’s PRS from 13% of the local housing stock to 11%.

This decline has impacted the ability of local households to secure accommodation for themselves and has resulted in an increase in homeless presentation to the local authority. Anecdotal evidence tells us that demand for private rented sector vacancies is currently high making the sector more challenging to access.

South Ayrshire’s PRS stock remains varied in terms of house type and location. While the sector is broadly concentrated around the main towns of Ayr, Prestwick and Troon there is also substantial numbers of PRS housing stock in more rural locations, including Maybole and Girvan. There are 4,566 registered landlords operating within the local authority indicating that a vast majority of landlords let only one property.

PRS Units in South Ayrshire 2023⁸

Locality	Private Rented Units 2023
Ayr North and Former Coalfield Communities	1280
Ayr South and Coylton	1638
Girvan and South Carrick Villages	463
Maybole and North Carrick Communities	579
Prestwick	1033
Troon	933
Grand Total	5926

⁸ Data extracted from Landlord Registration System, January 2023

PRS stock data in the table above shows the PRS units across all localities at January 2023. The greatest number of properties are located within Ayr and the surrounding villages.

Local Housing Allowance (LHA)

LHA rates are based on the 'broad rental market area' in which a household lives and the category of dwelling considered appropriate for the household size. South, East and North Ayrshire make up one broad rental market area.

LHA Rate 2020/21 – Ayrshire Broad Rental Market Area⁹

	1 Bedroom (Shared)	1 Bedroom	2 Bedrooms	3 Bedrooms	4 Bedrooms
Weekly	£76.99	£80.55	£97.81	£115.07	£159.95
Monthly	£333	£350	£425	£500	£693

Scottish Government PRS statistics show that average rents and LHA rates in the Ayrshires have remained relatively stable when compared to other areas in Scotland.

Rent levels in South Ayrshire tend to be higher than in our neighbouring authorities meaning that LHA will often not cover the rental charge making it more difficult for low-income households to access this tenure.

Over the next 5 years we will gather data to support a request to Rent Services Scotland for reconsideration of the broad rental market area and the LHA calculation with the aim of improving access to the PRS for low-income households.

Average Monthly Rents: Cumulative Changes 2010 to 2020

		2010	2019	2020	2010 -2020 % change	2019 to 2020 % change
1 bedroom	Scotland	£442	£532	£542	22.7%	1.8%
	Ayrshires	£375	£370	£376	0.1%	1.5%
2 bedroom	Scotland	£554	£681	£689	24.4%	1.1%
	Ayrshires	£464	£471	£469	0.9%	-0.6%
3 bedroom	Scotland	£674	£826	£844	25.3%	2.2%
	Ayrshires	£556	£583	£597	7.3%	2.3%
4 bedroom	Scotland	£939	£1,316	£1,342	43.0%	2.0%
	Ayrshires	£758	£848	£906	19.5%	6.9%
1 bedroom (shared)	Scotland	£305	£390	£400	31.0%	2.5%
	Ayrshires	£302	£369	£358	18.5%	-3.1%

In 2013 the Scottish Government issued a PRS Strategy 'A Place to Stay, A Place to Call Home' which sets out a vision for a private sector that provides good quality homes and high management standards, inspires consumer confidence, and

⁹ Scottish Government Local Housing Allowance Rates 2020/21

encourages growth through attracting increased investment”¹⁰. Further ambitions for the PRS are detailed in Housing to 2040.

South Ayrshire Council has demonstrated a commitment to this vision by:

- exercising enforcement powers against landlords who do not meet the required standards,
- supporting regulation,
- submitting third party referrals to the First-tier Tribunal,
- inspecting property condition to ensure there is compliance with the Repairing Standard,
- promoting access to the PRS,
- commissioning independent advice to help tenants sustain tenancies and reduce homelessness and
- providing information, advice, and training to private landlord.

We will continue our work to support the Government’s vision over the period of this LHS.

Meeting the Aims of the PRS

The Council recognises the vital role the PRS has in meeting local housing needs. It currently provides a secure housing option for many households and a source of temporary accommodation for the local authority. We have introduced a range of innovate schemes, detailed below, and we will continue to explore and develop other options to support PRS landlords and tenants in South Ayrshire.

Rent Deposit Guarantee Scheme

A rent deposit guarantee scheme is currently operated by our third sector partner SeAscape to support low-income households to access accommodation within the PRS. A deposit guarantee is offered to private landlords allowing tenant(s) to save their deposit over the 1st year of their tenancy. When the deposit has been saved in full it is passed to the landlord to bank with one of Scotland’s deposit protection schemes.

Social Letting Service “Your Choice”

As part of the Councils transition to Rapid Rehousing, we introduced our own social letting agency called “Your Choice”. This service recognises the importance of the PRS and aims to remove barriers to entry for low-income households to prevent homelessness.

Your Choice offers 2 main services in exchange for a fee; a tenant find service and the option of the service taking on full management of the property.

A relationship-based approach to tenancy management is provided. We take a trusting nurture-based approach to the delivery of advice and assistance to tenants and provide a professional high street style of service to our landlords. Your Choice

¹⁰ Scottish Government (2013) ‘A Place to Stay, A Place to Call Home: a Strategy for the Private Rented Sector in Scotland’

social lettings service is fully registered and compliant with the Letting Agent Code of Practice as well as Scottish Letting Agent Registration and we currently have 5 properties on our portfolio.

We have successfully prevented homelessness in the allocation of our tenancies. Our rents are set at an affordable level, broadly in line with LHA wherever possible. However, the current market conditions have made the expansion of the service more challenging (increased demand, a reduction in supply and increases in rental costs).

Private Sector Leasing (PSL) scheme

This scheme provides the Council with a source of temporary accommodation for homeless households. Landlords are offered the opportunity to lease their property to the Council for a period of up to 10 years. During the lease period, landlords are given a guaranteed rental income and have limited responsibilities. The Council will allocate a non-secure tenancy to households experiencing homelessness and will take on the property management.

23 properties are currently leased under the PSL scheme, a reduction of 24 units of PSL accommodation since the development of our previous LHS. The Scheme has been successful but remains dependent on the circumstances of individual landlords. Many landlords have chosen to take advantage of the market conditions and there has been less of an appetite for the benefits offered by the PSL Scheme.

Bulk Leasing Scheme

The Council has entered a contract with a single supplier of privately owned properties to create, what is known as, the Bulk Leasing Scheme. This approach has enabled the Council to:

- significantly increase the number of private housing units used as temporary accommodation for homeless households,
- reduce pressure on the Council housing stock,
- maximise the number properties available for permanent let, and
- reduce the costs of providing temporary accommodation.

Following a competitive tender process, a partnership was created with a single supplier providing the Council with 41 private sector properties located in South Ayrshire to allocate as temporary accommodation. Some are purchased and others are obtained for use via long-term leasing agreements with owners. This company has supported the Council in achieving Empty Homes targets by taking on lease agreements with private owners for their long-term empty properties. Properties included in the Bulk Leasing Scheme are available to the Council for a period of 10 years.

The single supplier has the responsibility for organising any works required to meet the Repairing Standard, ongoing property maintenance and obtaining the appropriate certifications.

Information sharing/Accreditation

One of the ways that we keep the private rented sector informed is by issuing an annual landlord newsletter called "InHouse" which covers a range of information

relevant to landlord business. This includes details of national changes to regulation, reminders of their responsibilities, details of local based initiatives and good news stories. We use landlord email accounts (or postal addresses where email addresses are unavailable) recorded on the Landlord Registration database to reach all landlords registered as operating in South Ayrshire.

We also have a partnership with Landlord Accreditation Scotland, who provide professional, local sessions either online or in person which aim to ensure standards within the sector are maintained to a high level. Our partnership began in 2017 and there are now over 760 properties in the private rented sector in South Ayrshire managed by a landlord or letting agent achieving accreditation via this scheme.

Rent Pressure Zones

As shown in the Average Monthly Rents table earlier in this section, South Ayrshire has not experienced the rent increases that have been seen in other parts of Scotland in recent years. For this reason, there has not been an intention to introduce a Rent Pressure Zone in the local authority area. However, this will remain under continuous review and if there are rent increases impacting on tenants (for example, creating a risk of homelessness) then a Rent Pressure Zone will be considered.

Build to Rent (BTR)

The BTR sector is an important element of the Scottish Government's goal of growing and improving the PRS. The sector looks to provide professionally managed, high quality, well designed and sustainable homes at scale. In theory BTR can complement existing housing delivery models and help address housing need. Rent levels in the Ayrshires are relatively low compared to other parts of Scotland and this is likely to mean BTR developments are unviable. However, we will further explore this as an option.

Mid-Market Rent (MMR)

MMR is a type of affordable housing located mainly in urban centres, with rents being lower than in the private market, but higher than in the Social Housing Sector. There is one housing development in Ayr owned by LAR Housing Trust providing 29 units of accommodation at MMR. Rents are set in line with Local Housing Allowance Rates. We will continue to explore opportunities to support MMR projects, where viable.

Second-hand Market Purchases

To make best use of available Scottish Government subsidy to increase our supply of affordable housing, the Council purchases ex local authority properties. These are sourced on the open market and through private sales and must meet the Council's strategic objectives. This includes consideration of the housing demand within the neighbourhood and Council ownership within blocks of flats (majority ownership within a block of flats supports the Council with the progression of necessary repairs and improvements).

The Council receives subsidy of up to £40,000 per unit of accommodation and funds the remainder from the Housing Revenue Account (HRA). Over the course of the previous LHS the council acquired 98 properties.

When the purchase concludes, the Council is required to fund the costs of bringing the property to the SHQS, meeting our Letting Standard and meeting Energy Efficiency Standards before an allocation can be made.

During the most recent subsidy phase, the Council purchased 21 properties. The average purchase price was £47,000 and the average cost of bringing these properties to SHQS was £14,000. The Council also covers the cost of the valuation (where there is no home report), the additional dwelling supplement (6% of the purchase price) and legal fees.

Properties located within higher demand areas (areas where we have a greater applicant to let ratio) have a higher valuation. We would like to increase our affordable housing supply in these areas and will lobby the government to increase subsidy levels to enable us to widen the areas we are purchasing in.

The Council will continue to engage with owners in blocks of flats where a purchase will meet with our strategic objectives and will continue to identify opportunities for purchases on the open market.

Empty Homes

South Ayrshire Council has developed a package of advice and assistance to encourage owners to bring their empty properties back into use, increasing the available housing stock in the local authority area. In April 2022, a total of 639 private sector properties were recorded as empty homes by Council Tax.

South Ayrshire Council is committed to responding to the issues arising from the presence of long-term empty homes in our area. This represents both a challenge – given the high cost associated with empty homes – and an opportunity – in that empty homes can be used to help increase the supply of affordable housing locally.

The Empty Homes Strategy seeks to deal with these issues by supporting the owners of long-term empty properties to bring them back into use. A full-time Policy Officer is employed with Empty Homes as a central element of their remit, engaging with owners and offering support. This includes:

- an interest-free loan to owners of up-to £20,000 on the condition that the property is rented at an affordable rate for a minimum duration of three years,
- support in accessing a reduced rate of VAT on the costs of building works and materials, and
- advice and support on renting and selling.

At the present time, South Ayrshire Council offers relief on any properties which have been unoccupied for 12 months (50% relief for a maximum of 6 months and then 10% relief from 6-12 months). After this period, the 100% council tax levy will

apply. If the owner is actively marketing their property for rent; or for sale; or is engaging with the Empty Homes Officer to find a suitable outcome for the property, then a 10% discount may be applied for a discretionary period of up to 1 year.

Council Tax income on long-term empty and second homes is used by South Ayrshire Council to help increase the supply of affordable housing. Our Strategic Housing Investment Plan 2023-2028 noted that the balance in the 2nd Homes Council Tax Fund as at 31st March 2022 was £1,481,869. £500,000 of this fund has been committed to the affordable housing site at Mainholm which will deliver 90 units of Council housing. £981,869 remained uncommitted in this fund as of September 2022.

Currently in Scotland there are no specific enforcement powers directly linked to empty homes; however, there are existing powers which can be used, such as Compulsory Purchase Orders which allow authorities to acquire land without the owner's permission, providing there is a strong enough case for this being in the public interest. If undertaken these powers may benefit the immediate population and, in some cases, the wider public by improving the amenity of the area. South Ayrshire Council's approach to Empty Homes is broadly supportive rather than punitive. We recognise that a wide range of circumstances may lead to a home becoming a long-term empty, and as such we always attempt to find solutions that respect owners' circumstances where possible. South Ayrshire Council believes that enforcement should be used sparingly and proportionately and should only occur where every other option has been explored.

Our current Empty Homes Strategy will be reviewed in 2024.

Self-Build/Custom Build

South Ayrshire Council has no specific development plan policy or land allocations expressly relating to self-build or custom-build dwellings, however the same general residential criteria and guiding principles identified in the adopted LDP2 – particularly Core Principles B7 (flexible growth) and B8 (rural housing), strategic policies on 'Sustainable Development' and 'Development Management', and specific subject policies on 'Residential policy within settlements', 'sustainable village growth' and 'rural housing' – will variously apply to self-build and custom-build projects as the circumstances of a given proposal warrant. Furthermore, National Planning Framework 4 is now constituted as part of the development plan alongside South Ayrshire Local Development Plan 2, and any relevant provisions of its own national planning policies will likewise be taken into account in assessing self-build and custom-build proposals – particularly National Planning Policy 16. 'Quality homes'.

As local planning authority South Ayrshire Council acknowledge that self-build and custom-build developments could potentially contribute to housing supply in local contexts, and may provide targeted help in addressing housing need; whereby private households commission and build properties which meet their own individual needs and preferences, both regards location and specification.

Recent planning reform via the Planning (Scotland) Act 2019 is introducing a new requirement for the local planning authority to prepare, maintain and publish a 'list of

persons seeking land for self-build housing' in their area, which shall aid evidence-gathering regards local self-build demand (albeit it does not confer an obligation to consequently release equivalent land exclusively for the purpose of self-build housing). By virtue of The Planning (Scotland) Act 2019 (Commencement No. 12 and Saving and Transitional Provisions) Regulations 2023, the relevant section of the former Act comes into force on 19th May 2023. South Ayrshire Council's Planning Strategy team are presently preparing to accommodate the requirement for a 'self-build list', and more information - including the means by which persons may register expression of interest - will be made publicly available on the South Ayrshire Council website in due course.

Housing Supply Outcomes and Actions 2023-2028

After giving consideration to the HNDA findings, the feedback received during our consultations and progress made during the previous LHS, the Placemaking Steering Group set the following outcomes and actions relating to Housing Supply:

Housing Supply	
<u>Principal Outcome</u>	
People across South Ayrshire can find a good quality home that they can afford, that meets their needs and is in an area where they feel safe and connected.	
Secondary outcomes and actions to support delivery:	
HS1. 135 units of affordable housing are built or acquired per year to meet local housing needs.	Consider innovative ways to increase the housing stock and ensure any new approaches/sites are supported and incorporated within the LDP.
	Implementation and annual review of the Strategic Housing Investment Plan (SHIP) in collaboration with key stakeholders.
	Promote South Ayrshire's assets to private housing developers to encourage the progression of new builds sites.
	Work with a range of partners to identify opportunities to progress housing developments on identified brownfield sites which are currently financially unviable.
	Lobby the Scottish Government for a greater level of subsidy to meet valuations in higher demand areas allowing us and to increase our housing stock within areas where we have a higher applicant to let ratio.
HS2. 20 units of affordable wheelchair accessible housing	20 units of affordable wheelchair accessible housing are developed per year (to be reviewed annually through the SHIP).

are developed per year (to be reviewed annually through the SHIP).	Annually review the contribution to be made by private developers in the delivery of wheelchair accessible housing.
HS3. New build units are highly energy efficient and sustainable.	Work towards achieving net zero carbon emissions in all new build units and consider affordable, innovative, low carbon solutions for each new development to maximise Government subsidy for each unit.
HS4. New build units provide lifetime homes that can be easily adapted to meet changing needs, where required.	Use demographic and specialist provision evidence contained within the HNDA to inform housing developments.
	Consider a range of design features (internal and external) that support the placemaking principal and have a positive impact on the health and wellbeing of people in all new build developments.
HS5. Access to the private sector is promoted.	Promote the social lettings service and rent deposit guarantee scheme and explore shared accommodation options for under 35s.
	Explore opportunities to make use of discretionary benefits to improve access to the private rented sector for low-income households.
	Gather data to support a request to Rent Services Scotland for reconsideration of the broad rental market areas. This would support access to the private rented sector for low-income households.
	Promote affordable home ownership schemes and explore the viability of various models of housing provision including shared equity and below market rent.
	Participate in any national consultations regarding the management and regulation of the private rented sector.
HS6. Owners are encouraged to bring their long-term empty homes back into use.	Review the Council's Empty Homes Strategy and lobby the Scottish Government for additional powers to bring empty properties back into use.

Placemaking & Communities

Place is a combination of the physical and social environment in which we live and spend time. The quality and design of a place influences our ability to live in a healthy and sustainable way. Understanding the existing and potential strengths of a place informs good decision making and helps target resources in the areas where they are most needed. Housing has a vital role to play in creating and improving communities and neighbourhoods.

Creating high quality places, whether new or existing, helps tackle inequalities, allowing communities to thrive. Places that are well-designed, safe, easy to move

around, offer employment and other opportunities and with good connections to wider amenities will help create vibrant sustainable neighbourhoods for people to live, work and play. Quality of place has an important role to play in improving health and wellbeing and reducing health inequalities.

The Scottish Government and COSLA agreed to adopt the **Place Principal** to promote a shared understanding of place, and the need to take a more joined-up, collaborative approach to services and assets within a place to achieve better outcomes for people and the communities in which they live. The Place Principal is not prescriptive – rather it encourages and enables local flexibility in responding to issues and circumstances in different places.

The purpose of Scotland’s National Performance Framework is to:

- Create a more successful country
- Give opportunities to all people living in Scotland
- Increase the wellbeing of people living in Scotland
- Create sustainable and inclusive growth
- Reduce inequalities and give equal importance to economic, environmental and social progress.

The **Place Standard**, developed by the Scottish Government in partnership with NHS Health Scotland and Architecture and Design Scotland, is an easy-to-use tool that provides a simple framework on which to structure conversations with communities about place.

There are 14 questions about physical and social elements each including a list of prompts to support thoughts and conversations when rating the theme. The question posed for Housing and community is “How well do the homes in my place meet the needs of my community”.

Respondents are asked to comment on “what is good now” and “how could we make it better in the future”.

The health protecting and health harming factors of communities are not equally distributed. Those living in deprived areas are likely to experience fewer of the positive benefits that communities can offer. They are also more likely to suffer the consequences of negative aspects of communities.

In order to have the greatest impact on reducing inequality, the deprived communities with fewest health protecting characteristics should be prioritised for support. If not, inequalities could widen. The third sector has a key role in ensuring communities have the skills and resources they need.

South Ayrshire Council is committed to working with communities and partners and planning strategically to improve placemaking across the local authority area. Through our Thriving Places initiative, we aim to support our communities to identify local issues, using the Place Standard, and develop plans to address the issues raised, ensuring our places are something people can feel proud of. A range

stakeholders are integral to the delivery of these plans including Planning, Housing, Ayrshire Roads Alliance, Thriving Communities, Waste Management, Transport Scotland and Police Scotland.

In recognition of importance of prioritising communities experiencing the greatest deprivation, The Council's Thriving Communities Team developed pilot Place Plans collaboratively with local communities for [Ayr North](#) and [Girvan](#) which were then followed by a community lead Plan for [Troon](#) called Troon Together. These plans identify key issues and the actions that can be taken to address them. Plans are currently being developed for many other areas including several rural communities; Annbank, Ballantrae and Lendalfoot, Barr, Barrhill, Colmonell, Craigie Village, Dundonald, Heathfield and Northfield, Loans, Monkton, Mossblown, Pinwherry and Pinmore, Prestwick, Symington and Tarbolton.

Creating Places and Designing Streets

Creating Places is a policy statement on architecture and place. Everyone responsible for Scotland's built and natural environment must recognise that architecture and places are not simply elements of the planning process – they are among the most important outcomes that the process exists to support, and their quality should be a priority.

Scotland's Fourth National Planning Framework (NPF4) sets out the planning priorities for the delivery of sustainable, liveable and productive places. The Strategy aims to support:

- the climate and nature crisis by reducing emissions and supporting nature recovery and restoration,
- climate mitigation and adaptation by minimising emissions from development and enabling places to adapt to the impacts of climate change,
- the protection of biodiversity and strengthening of nature networks,
- the protection, restoration, and enhancement of natural places,
- the protection of carbon-rich soils,
- the protection and expansion of forests, woodland, and trees.
- the protection and enhancement of historic environment assets and places
- compact urban growth and sustainable use of land around our towns and cities,
- use of brownfield, vacant and derelict land and empty buildings to reduce the need for greenfield development,
- the protection of coastal communities and assets from the impacts of climate change,
- renewable energy development onshore and offshore,
- the reduction and reuse of materials in construction and the infrastructure required for zero waste,
- developments that facilitate walking, cycling and public transport use,
- the application of the Place Principal in development design proposals,

- the creation of connected and compact neighbourhoods (20-minute neighbourhoods) where people can meet most of their daily needs within a reasonable distance of their home,
- the delivery of high quality, affordable and sustainable homes,
- the delivery of high quality, affordable and sustainable rural homes in the right locations,
- an infrastructure first approach to land use planning,
- developments with decarbonised solutions to heat and cooling demand,
- the protections and enhancement of blue and green infrastructure,
- spaces and opportunities for play, recreation, and sport,
- strengthened resilience to flood risk,
- the protection from environmental harm and safety hazards,
- the roll-out of digital infrastructure across Scotland,
- a new strategic approach to economic development that provides a practical model for building a wellbeing economy,
- business and industry use and alternative ways of working,
- development in our city and town centres and application of the Town Centre First approach,
- retail investment,
- rural economic activity, innovation, and diversification,
- tourism development which benefits local people, is consistent with net zero and nature commitments,
- developments and industries which reflect our culture and creativity,
- aquaculture and minimise any adverse effects on the environment,
- sustainable management of resources and minimise the impacts of the extraction of minerals on communities

This vision will be supported by new and improved planning policies that bring together services and homes, giving life to the Place Principal and supporting public health and wellbeing and reducing inequality.

Place should have a positive impact on social, physical, and economic connections. A brief of description of the elements of placemaking are detailed below and feature in the design of our new housing developments:

- Active travel ensures everyone can move around using good quality, accessible, well-maintained and safe segregated wheeling, walking and cycling routes. Active travel is evidenced to improve physical and mental health by increasing physical activity and social interactions and reduce risk for all-cause mortality
- Everyone should have access to a sustainable, affordable, accessible, available, appropriate, and safe public transport service. The use of public transport also encourages active travel and connects communities.
- Reducing traffic and traffic speeds in the community is a priority. Traffic management and design ensures car parking does not dominate or prevent other uses of space.

- Buildings streets and public spaces create an attractive place to use, enjoy and interact with others.
- Access to good-quality natural space that supports biodiversity for different population groups.
- Access to a range of places providing opportunities for play and recreation that meet the varying needs of different population groups and the community.
- Access to health enhancing, accessible, affordable, and well-maintained services, facilities and amenities.
- Everyone benefits equally from a local economy that provides essential goods and services, good quality paid and unpaid work, access to assets and resources that enable people to participate in the economy such as good health and education.
- Everyone has access to a home that is affordable, energy efficient, high quality and provides access to private outdoor space.
- Everyone can benefit from a place that has a positive identity, culture and history, where people feel like they belong and are able to participate and interact positively with others.
- People feel safe and secure in their own home and their local community taking account of the experience of different population groups.
- Buildings, spaces and routes are well cared for and good facilities for recycling and well organised refuse storage and collection.
- Everyone is empowered to be involved in strategic planning and decision making for a place.

Within South Ayrshire, a protocol exists between Planning and Housing to ensure early and continuous discussion between these two services before planning applications for Council housing are submitted. The process ensures a smoother transition for applications.

Case Study



South Ayrshire Council's New Build Site – Mainholm Road, Ayr

Approval has been given for a residential development on the former sites of Mainholm Academy and the John Pollock Centre, Ayr on the edge of Ayr Racecourse. 160 dwellings are being built for social rent including a mix of bungalows, two storey houses and 3 storey flats. These have been designed to

meet the standards of general needs, older and ambulant disabled needs and fully accessible homes.



Key design features that support the Placemaking agenda

- Inclusive design and accessibility to meet Housing for Varying Needs.
- Accessible parking spaces are provided throughout the development.
- Many homes are south facing and where possible have south facing habitable rooms to maximise solar gain.
- Landscaped greenspaces and landscaped play and recreation spaces are linked to pedestrian routes allowing people to walk easily from their home.
- Proximity to a local supermarket and schools,
- Integration into existing and planned networks for pedestrians, cyclists and public transport.
- Number of open spaces including a landscaped suds basin and a landscaped walking and cycle path providing a source of local recreation. A play area is located along the path for residents and pedestrians passing through.
- The SUDS basin in the southeast corner will be landscaped and will provide opportunities for amenity, habitat creation and biodiversity.
- Mainholm Road is a main thoroughfare and bus route. 4 pedestrian access points and 2 vehicular are available. 2 additional bus stops will be created on the existing public transport route.
- A residential green and inclusive play area are centrally located.
- Additional green spaces are available to allow the community to meet, socialise and play.
- Amenity housing is provided in the single and 3 story areas to provide easy access for less ambulant residents.
- Gemmel Crescent is a quieter secondary route. 3 pedestrian access sites and 1 vehicular are provided.
- One flat will provide a residential hub space for tenants of the flats and a space has been allocated adjacent to the site for the future provision of a community building.



Illustration of the landscaped suds basin providing opportunities for amenity, habitat creation and biodiversity.



Illustration showing the landscaped walking and cycling path for stronger active travel and connecting the development with the existing community



Illustration of the residential green and play area for the community to meet socialise and play

Town Centres

South Ayrshire's five main towns – Ayr, Prestwick, Troon, Maybole and Girvan – all have a similar nature in that each has a 'core' town centre – mainly providing retail – and 'peripheral' areas – generally for residential use. Town Centres play a key role in South Ayrshire's economy, with local and national retail stores within the area's historic townscapes. Away from the town centres, retail uses gradually give way to residential accommodation.

The Council's LDP2, adopted in 2022, recognises the decline of traditional retailing town centres as a concern and aims to support resurgent town centres.

LDP2 provides a commitment to the established “town centre first” approach to retail, leisure, commercial and office development, and promotes opportunities for town centre living. The Council acknowledges the issues facing our town centres, and has committed funding to support new initiatives and encourage a more diverse range of uses.

Core Principle B4 – provides a commitment to apply a sequential approach for retail, commercial and leisure development; promote town centre living and regeneration with a more flexible approach to the use of buildings and land; and recognise and promote the different functions of the 5 town centres:

- Regeneration of Ayr as the county town and heart of South Ayrshire.
- Promote Maybole's heritage and role as a local service centre.
- Promote Girvan's potential for tourism and as a key rural service centre.
- Recognise Prestwick's strong community focus and its function as a local service centre.
- Recognise Troon's potential for tourism and as an artisan and local service centre

Planning will not support proposals which may have an adverse impact on a town centre's vitality or viability, or conflict with the Town Centre Supplementary Guidance.

Housing contributes to town centre regeneration by improving property condition across tenures through our Scheme of Assistance, Empty Homes Strategy and Capital Programme. New build development within town centres also support regeneration.

The Maybole Regeneration Project is currently progressing to deliver significant regeneration of the historic town. It is a partnership project between Maybole Community Council and South Ayrshire Council with significant financial support from Historic Environment Scotland, National Lottery Heritage Fund and Sustrans. The aim of the project is to make Maybole an even better place to live, work and visit. Some examples of projects underway include the renovation of the Maybole Town Hall, The Charity Shop and Maybole Castle all located on Maybole High Street.

Placemaking and Communities Outcomes and Actions 2023-2028

Placemaking & Communities

People across South Ayrshire have a sense of identity and belonging in the places where they live. South Ayrshire's places are distinctive, safe, easy to move around, welcoming, adaptable, resource efficient and impact positively on those who use them.

PM1. The Placemaking principals are promoted in the design of new housing developments and the improvement and regeneration of existing neighbourhoods.	Housing will apply the Place Principals in new build developments and regeneration projects.
PM2. Housing works collaboratively with appropriate services and local people to address complex issues within local areas.	Work in partnership with Community Planning Partners on delivery of the Place Planning agenda and with HSCP on delivery of a reviewed locality model.
	Identify and deliver improvements in local neighbourhoods that will improve the health and wellbeing of local people.
	Take a holistic approach to anti-social behaviour and provide a tailored and multi-agency response to local issues. Consider innovative, cost-effective solutions that promote a feeling of safety and connectivity.
PM3. People with local and lived knowledge of the place have a voice in the future aspirations and plans for their area.	Ensure place design/redesign is informed by people with lived/living experience and provide a range of opportunities for involvement from provision of information to co-production.

Prevention, Provision, and Integration

This LHS Theme has 3 key elements briefly introduced below:

- **Preventing and addressing homelessness**

The Scottish Government and local authorities are committed to ending homelessness in Scotland. To achieve this, we must identify early opportunities to prevent homelessness and work with our partners. Where homelessness cannot be prevented, we must limit time spent in temporary accommodation and support people to find sustainable housing outcomes.

- **Specialist provision, independent living, armed forces, key workers, and gypsy/travellers**

“People including those with disabilities or long-term conditions, or who are frail, are able to live, as far as reasonably practicable, independently at home or in a homely setting in their community”¹¹. We must consider the specialist provision requirements for those of all ages, in all types of households, across all tenures.

- **Housing, Health and Social Care Integration**

Housing has an important influence on health inequalities in Scotland and can contribute to the achievement of many of the National Health and Wellbeing Outcomes. This element considers housing’s contribution towards improved health and wellbeing and reducing health inequalities.

¹¹ National Health and Wellbeing Outcomes

Our achievements over the duration of the previous LHS

LHS Outcome 2017-2022

Homelessness is prevented where possible and suitable accommodation, advice and support are available where it cannot be avoided.

We developed and implemented a five-year Rapid Rehousing Transition Plan to move from the current model of service delivery to one of rapid rehousing.

We introduced a Housing First Service underpinned by the Housing First principals for people experiencing homelessness with complex support needs.

A Homeless Prevention Team was created to undertake a wide range of prevention activity. This included management of a Tenant Grant Fund for those who accrued rent arrears as a direct result of the pandemic.

We created a prevention fund for innovate homeless prevention related spends.

Funding was secured in 2021/22 from the Council's Covid Recovery Fund for the prevention of homelessness.

The supply of temporary accommodation has been sufficient and flexible. Covid-19 created a bottleneck in temporary accommodation and a need to increase supply. As the flow to permanent housing is increasing the supply is reducing.

LHS Outcome 2017-2022

People across South Ayrshire are able to access advice and support that helps them to meet their needs and aspirations

We implemented the national Housing Options Toolkit for the delivery of housing advice in 2022. 85 licences are currently available within Housing Services.

The Housing Options Service received Type 1 housing advice accreditation from January 2020 to January 2023 – Reaccreditation was awarded in February 2023.

A review of Housing Support Services was undertaken to inform the redesign of new housing support contracts. These contracts began on 1st September 2021.

Ayr Housing Aid became reaccredited for the delivery of Type 3 housing advice from 2022 until March 2025

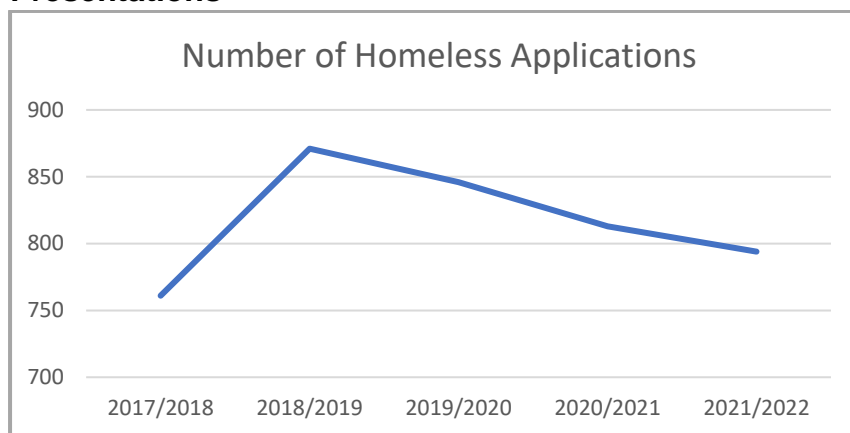
748 housing new build units have been completed across the district meeting lifetime home standards: This includes:

- 2 units with 6 bedrooms to meet the needs of larger families
 - 87 units of amenity housing in Ayr and Prestwick
- 12 units of supported accommodation in Girvan for adults with learning disabilities with staff base for provision of on-site support.
- 4 units of supported accommodation in Ayr for adults with learning disabilities with a staff base for provision of on-site support
- 12 units of supported accommodation in Ayr for adults with mental health support needs with a staff base for provision of on-site support.

More than 1800 adaptations completed in private and council owned accommodation ensuring that people can remain independent in their own home.

Current Profile of Homelessness in South Ayrshire

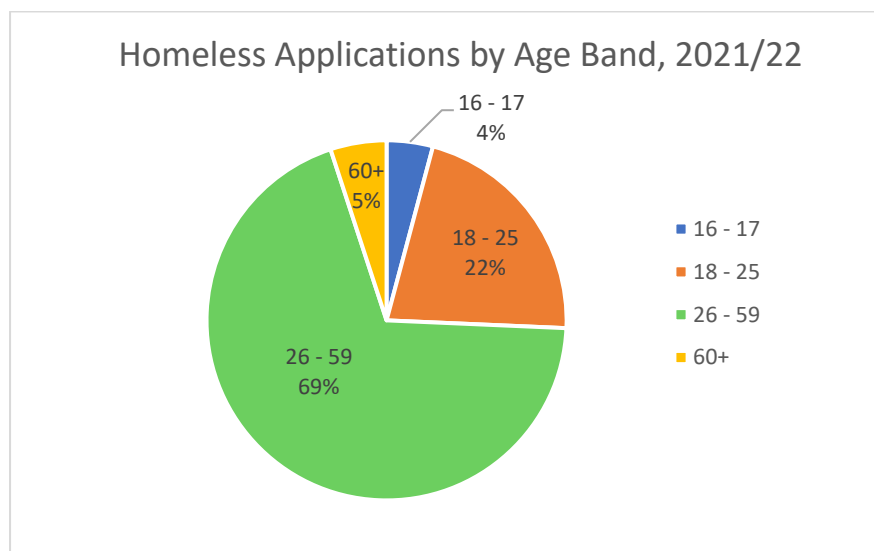
Presentations¹²



Homeless presentations spiked in 2018/19.

The numbers have been declining over the last 4 years.

794 applications were received in 2021/22.

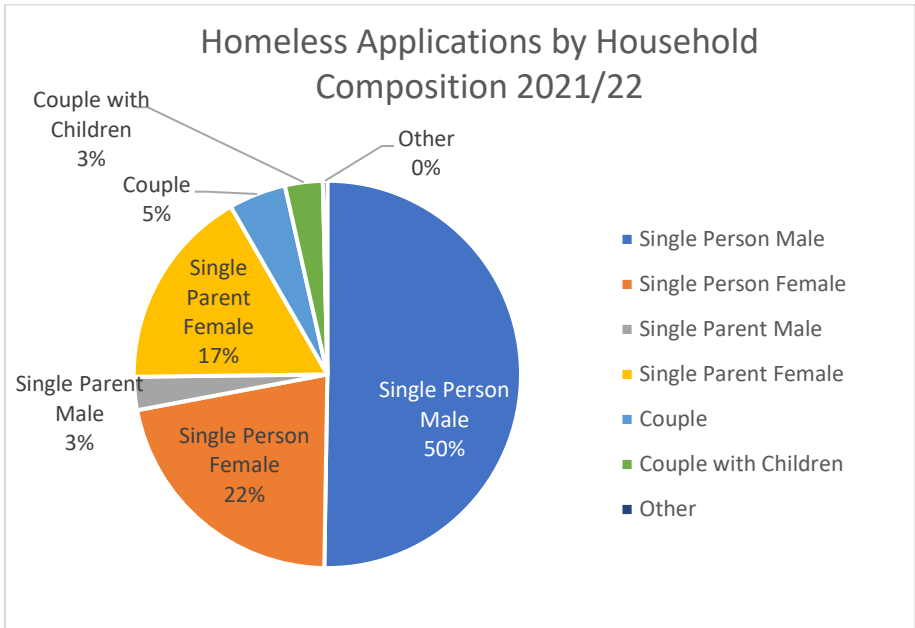


26% of applicants are under the age of 25.

The highest proportion of applications is from the 26-59 age group.

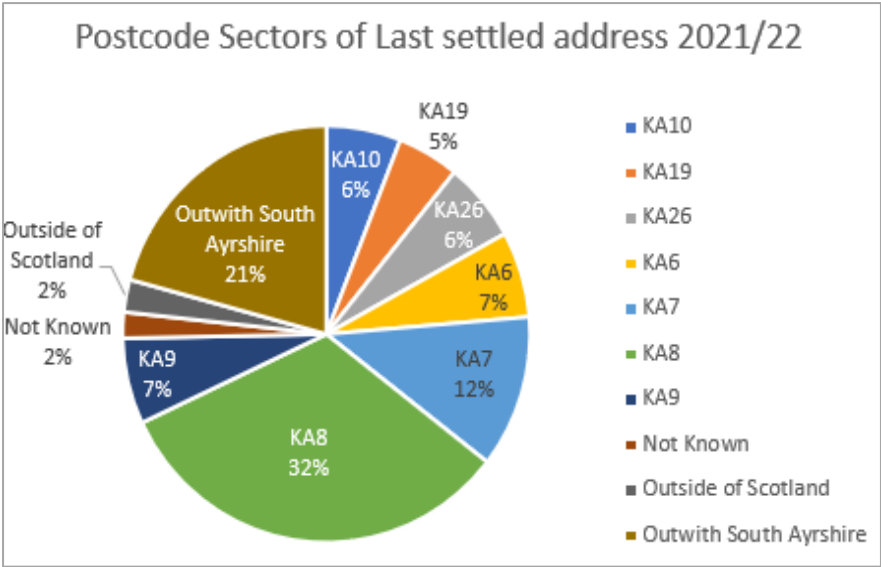
While a small number of applications are received from the 16-17 and the 60+ age groups, it is important to recognise the particular needs of these potentially vulnerable groups when developing homeless services.

¹² Scottish Government, Annual Report for South Ayrshire 2021/22, HL1 Data.



72% of homeless applicants were single people and this has changed little since 2011/12.

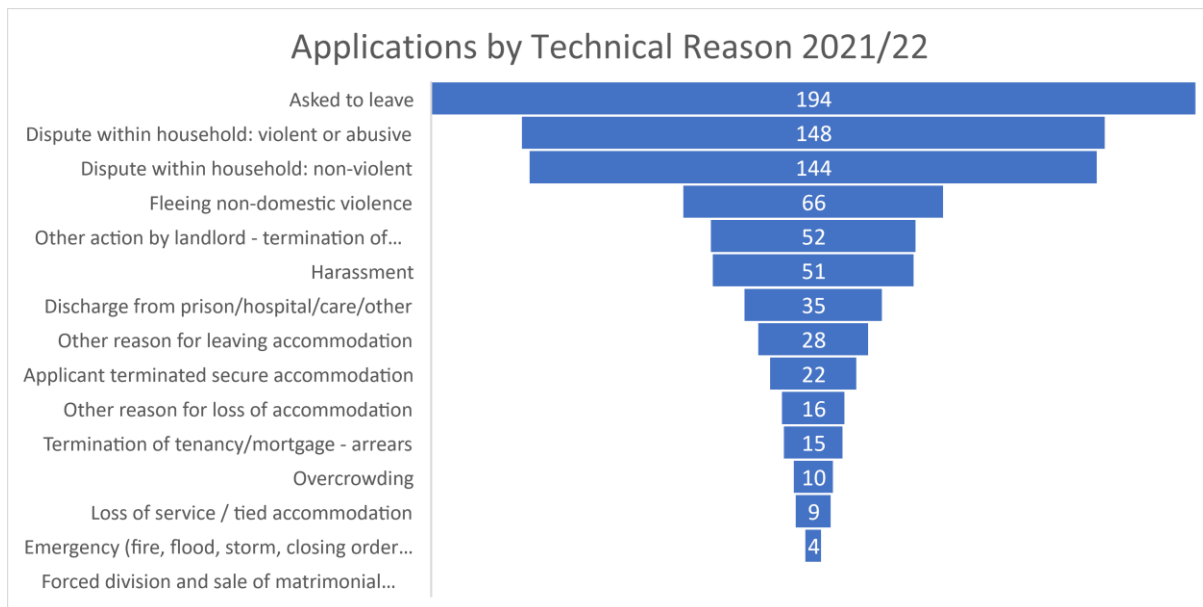
Single parent families are consistently over-represented making up 20% of all applications.



44% of applicants listed a last settled address in Ayr. The majority come from Ayr North (KA8).

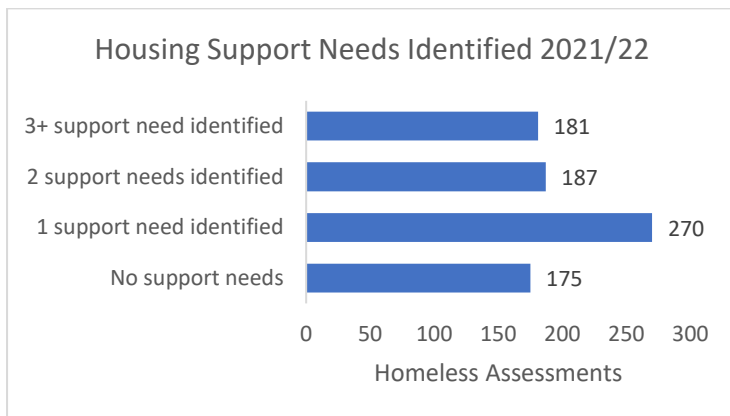
31% had a last settled address elsewhere within South Ayrshire.

23% came from outwith the local authority area.



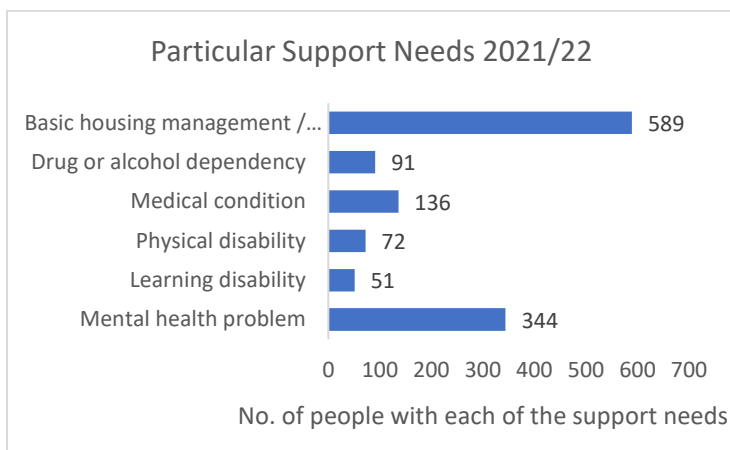
Reasons for homelessness in South Ayrshire in 2021/22

- 'Asked to leave' is the most common reason for homelessness, representing 24% of all applications.
- 'Dispute within household: violent or abusive' has risen from 11% of applications in 2016/17 to 19% of applications in 2021/22. There has been a notable increase in applicants providing this reason for homelessness over the last 5 years.
- The number of applications received from households 'fleeing non-domestic abuse' has increased to 4 times its 2016/17 level. In 2016/17 this technical reason accounted for 2% of applications and in 2021/22 it rose to 8%.
- The Council did not receive any applications due to 'Overcrowding' in 2016/17 but received 10 applications in 2020/21 and a further 10 in 2021/22.
- 'Discharges from institutions, such as prisons and hospitals have reduced since the previous LHS, from 10% of applications in 2016/17 to 4% of applications in 2021/22.
- Homelessness due to mortgage or rent arrears and due to other action by landlord have continued to decrease as a proportion of all applications since 2016/17, representing around 8% of applications in 2021-22.
- The proportion of households applying from the PRS was 21% in 2016/17 and decreased to 16% in 2021/22.



22% of homeless households are assessed as having 3+ support needs.

22% of homeless households have no support needs.



42% of households report having mental health support needs.

72% of households are assessed as needing support with basic housing management and independent living skills.

Other relevant information about homelessness in South Ayrshire

- The average case duration for homeless and potentially homeless households was 33 weeks, a significant increase on previous years highlighting the pressure on the service as a result of Covid-19.
- The level of repeat homelessness (where a person has been assessed as homeless within the preceding 12 months) has been increasing since 2019/20 and was 9% of all applications in 2021/22. This is higher than the Scottish average at 5%.
- 543 (83%) households assessed as unintentionally homeless or potentially homeless were provided with support under the Housing Support Regulations.
- In 2021/22, a Scottish Secure Tenancy was the case outcome for 399 households. 33 households secured accommodation in the private rented sector. 107 households returned to previous accommodation/moved in with friends.

Temporary accommodation for homeless households

The Council is required to provide temporary accommodation where we believe a household to be homeless. To achieve this, we utilise accommodation from a variety of sources, including the Council's own housing stock, from RSLs and through arrangements with private landlords. As at 31st March 2022, 259 households were in temporary accommodation, a 2.3% reduction on the previous year, when 265 households were accommodated.

Homeless households in Temporary Accommodation by type of accommodation as at 31 March.

	2018	2019	2020	2021	2022
LA furnished	78	88	103	174 ^[1]	176 ^[1]
Housing association	9	9	8	5	6
Hostel: LA	45	47	46	3	1
Hostel: Other	11	9	10	11	11
Bed & Breakfast	0	0	0	0	0
Womens refuge	2	5	0	0	6
Other (PSL)	71	65	65	72	59
TOTAL	216	223	232	265	259

[1] Please note that a number of self-contained flats within buildings previously classified as Hostel accommodation are now considered to be Temporary Furnished properties in line with Scottish Government guidance.

As can be seen from the table above, there has been an increasing demand for temporary accommodation since 2018. Lockdown measures created a bottleneck in our temporary accommodation due to a reduced number of homeless households moving from temporary accommodation into a secure tenancy. This resulted in a need to increase the supply of temporary accommodation. In 2022, the number of households occupying temporary accommodation reduced, the first sign of this pressure easing.

As a result of the pressure on temporary accommodation in recent years, there has been instances where the Council has placed households in hotel accommodation. However there has not been any breaches of the Unsuitable Accommodation Order.

In 2021, Council owned hostels were reclassified as a 'LA furnished dwelling' or temporary furnished properties in line with Scottish Government guidance. This accommodation provides high-quality self-contained furnished flats with onsite support and will continue to be available for homeless households.

Supported hostel accommodation for people with complex needs is provided by one of our RSL partners. This accommodation provides shared facilities, and the future use of this hostel will be reviewed in 2023/24.

Reducing the duration of stay in temporary accommodation remains to be a high priority. As can be seen in the table below 36.5% of households spent more than 6 months in temporary accommodation.

Total duration in TA for each closed HL1 application reference

	2018/19		2019/20		2020/21		2021/22	
	No.	%	No.	%	No.	%	No.	%
Up to 1 month	119	18.0%	122	18.9%	108	20.1%	112	18.8%
1 to 2 months	106	16.0%	107	16.6%	69	12.8%	63	10.6%
2 to 3 months	111	16.8%	128	19.8%	50	9.3%	63	10.6%
3 to 6 months	216	32.6%	187	28.9%	144	26.8%	140	23.5%
6 months to 1 year	85	12.8%	77	11.9%	128	23.8%	158	26.6%
1 year or over	25	3.8%	25	3.9%	38	7.1%	59	9.9%

TOTAL	662	100%	646	100%	537	100%	595	100%
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Welfare Reform

Homeless households occupying temporary accommodation continue to receive housing benefit to cover their rent charge rather than Universal Credit. If there is any under-occupancy, discretionary housing payments are made to cover the shortfall.

Our temporary accommodation rental charges support the provision of furnished properties and the delivery of a Housing Options Service.

Single people under the age of 35 are affected by the current Local Housing Allowance (LHA) shared room rate making it difficult for people in this group, on a low income, to secure accommodation in the private sector.

Scottish Social Housing Charter Outcomes

Our Annual Return on the Charter for 2021/22 shows that:

- 327 (53%) of Council housing lets were made to applicants on the homeless list.
- 61 (9%) of homeless households were referred to RSLs under Section 5 (a request for an RSL to provide permanent accommodation).
- 91% of new tenancies allocated to homelessness households were sustained for more than a year.

Preventing and Addressing Homelessness

Housing Options

The Council provides a Housing Options Service which focuses on preventing people from becoming homeless by delivering proactive housing options advice and information.

The service has recently received re-accreditation for the delivery of advice to Type 1 of the Scottish National Standards for Information and Advice. This approach reduced incidences of homelessness and has led to better outcomes for homeless households in South Ayrshire.

National Housing Options Training Toolkit

The Housing Options Training Toolkit provides a wide range of Housing Options related information and training for members of staff delivering this type of advice. The first 3 modules of the Toolkit launched on 31st January 2022 and have been implemented in South Ayrshire. Housing Services has purchased 85 licenses to allow staff across Housing Services to access these training materials.

Ayrshire and South Housing Options Hub

The Ayrshire and South Housing Options Hub is one of five regional Hubs established to promote, develop, and share information and best practice on the prevention of homelessness.

The member authorities of the Ayrshire and South Housing Options Hub are:

- North Ayrshire Council
- Dumfries and Galloway Council
- East Ayrshire Council
- Inverclyde Council
- South Ayrshire Council

The development of each hub is taken forward by the local authority members who work to approved action plans to deliver the aims of the Hub.

The Hub focuses on delivering housing options through a combination of sharing best practice, commissioning joint training and research, and monitoring the implementation of Rapid Rehousing Transition Plans.

The Ayrshire and South Housing Options Hub is currently developing an action plan for 2023/24 which will incorporate shared learning opportunities and identification of common challenges and possible solutions.

Housing Support and Advice

In line with the provisions of the Housing (Scotland) Act 2010, South Ayrshire Council offers an assessment of support needs where we believe the household requires housing support. We then enable the provision of this support to those assessed as needing it.

During 2019/20, we commissioned a review of housing support services in South Ayrshire. This involved considerable engagement with people who have used these services and a range of local services.

Our housing support contracts were then redesigned to:

- meet with the recommendations made within the review,
- better reflect our Rapid Rehousing Transition Plan ambitions,
- include our commitment to delivering trauma informed and responsive services, and
- make best use of our resources.

Our new housing support contracts commenced on 1st September 2021 are as follows:

- A housing support service for those aged 16-25 years, co-commissioned with Health and Social Care Partners. This service includes an accommodation-based model focused primarily on young people with experience of care and an outreach support model providing support to young people at risk of or experiencing homeless and Council tenants in need of tenancy sustainment support. Life skills training has been incorporated into this model.
- A housing support service for those aged 26 year and over. This service is for households at risk of or experiencing homelessness and Council tenants in need of tenancy sustainment support.

- A Homelessness Prevention, Advice and Advocacy Service available across all tenures. This includes delivery of advice to Type III of the Scottish National Standards for Information and Advice, a tenancy sustainment service for people with rent arrears, delivery of housing education in secondary schools and the delivery of housing advice and information within local prisons

We also commission partners to deliver:

- A housing support service within an RSL hostel for adults with complex needs.
- Health and homelessness nursing posts
- Housing support services at 3 specialist housing developments providing supported living.

Housing Education for Youths (HEY)

The delivery of Housing Information and Advice sessions across all secondary schools in South Ayrshire is commissioned through our housing support contracts. Sessions are delivered to educate young people of the housing options available, costs involved in moving in and moving on and to change perceptions and remove the stigma of homelessness.

Sessions are delivered over 2 weeks consisting of age-appropriate housing information and advice on local authority housing, housing associations, private rented sector, student accommodation and homeownership. Examples of income and household costs are explained to encourage discussions around realities, practicalities, tenant responsibilities and tenant's rights. Feedback from teachers and pupils is positive and compliments the ongoing focus on homeless prevention activity at an earlier stage for young people.

Rapid Rehousing Transition Plan

In 2018, the Scottish Government set out a comprehensive and far-reaching vision to end homelessness in Scotland, informed by the recommendations of the Homelessness and Rough Sleeping Action Group (HARSAG). The cornerstone of the Government's vision for homelessness is 'Rapid Rehousing' – a model that focuses on providing people experiencing homelessness with a settled housing option as quickly as possible, and minimising stays in temporary accommodation.

A key element in this approach involves preventing homelessness from happening in the first place. Locally, that means considering what more we can do to prevent homelessness, and how we can better work with our partners to achieve this. Where homelessness cannot be prevented, Rapid Rehousing means:

- A settled, mainstream housing outcome with appropriate support is found as quickly as possible.
- Time spent in any form of temporary accommodation reduced to a minimum, with the fewer transitions the better.
- When temporary accommodation is needed, the optimum type is mainstream, furnished and within a community.

For people with more complex needs, Housing First – that is, mainstream housing in the community supported by ongoing intensive, wraparound support - should be the response for people with complex needs and multiple disadvantages.

South Ayrshire Council's Rapid Rehousing Transition Plan (RRTP) 2019-2024 set out our commitment to this approach, and established the following local outcomes to support delivery:

RRTP1: We will increase our focus on preventing homelessness

RRTP2: We will ensure appropriate housing and support options are available to meet people's needs and support tenancy sustainment

RRTP3: We will ensure stays in temporary accommodation are minimised while supporting sustainable rehousing

RRTP4: We will improve access to various accommodation options for statutorily homeless people, and as a means of preventing homelessness

RRTP5: We will ensure Rapid Rehousing is considered as part of strategic planning, including the development of the HNDA, LHS and SHIP.

Housing First

South Ayrshire Council approved a Housing First pilot in 2018 ahead of the Government's request for the submission of Rapid Rehousing Transition Plans. Our Housing First service has now been operating for over 4 years providing good quality accommodation coupled with intensive, joined-up support to individuals with complex needs and experience of repeat homelessness.

In March 2023, the Housing First project was providing support to 34 households, with the vast majority of these being accommodated in permanent accommodation. In total, 30 Housing First clients are currently in their own tenancy.

A successful multi-agency approach has been established to oversee the operation of the project and to promote effective joint working between services. The multi-agency group meets six weekly, and its core group includes representatives from Housing, Justice, Children and Families, Adult Services, NHS Addictions, NHS Mental Health and South Ayrshire Alcohol and Drug Partnership. Additional 'case-based' discussions are held with relevant services as part of this process both regularly and where required.

The two largest RSLs operating in the area have both demonstrated a commitment to Housing First, with two Housing First tenancies currently being provided by Ayrshire Housing. One of these tenancies has now been in place for more than 3 years, the other tenancy started 2 ½ years ago and have been supported through joint working and effective communication between services.

Increased RSL lets to homeless households

Our RRTP highlighted the need to work with RSL partners to increase the proportion of lets to homeless households. [Research by Indigo House](#) indicated that in 2016/17 only 7% of RSL lets in South Ayrshire were to statutorily homeless households.

RSL partners have been supportive of this shift and the period following the production of our RRTP has seen an increase in the number and percentage of lets to homeless households. The table below provides information on RSL lets to homeless households in South Ayrshire.

	2017/18	2018/19	2019/20	2020/21	2021/22
West of Scotland HA	4 (23% of lets)	7 (21% of lets)	5 (23% of lets)	4 (16% of lets)	23 (22.5% of lets)
Ayrshire Housing	8 (7% of lets)	19 (18% of lets)	28 (16% of lets)	23 (17% of lets)	19 (19.6% of lets)
Blackwood	0	0	0	1 (20% of lets)	0
Link Housing	0	0	0	0	1 (25% of lets)
Riverside Scotland	-	-	-	-	3 (15% of lets)
Total Lets	12	26	33	28	46

South Ayrshire's urban/rural setting and the location of available social stock can impact on the ability of RSLs to achieve targets set. People experiencing homelessness are more likely to request rehousing within the main towns where supports and services are based. While the RSL with the largest social housing stock in South Ayrshire has stock in these main towns it has also developed social housing in rural areas to stem rural depopulation.

Social Lettings Service

The Council's Social Lettings Service 'Your Choice' was developed to support access to the private rented sector for low-income households. RRTP funding supported set-up costs. Further details about this service are available on page 38.

Support for people leaving prison

A Prison Housing Advice Service is currently delivered through our Housing Support contracts, primarily in HMP Kilmarnock and HMP Barlinnie. This service supports the delivery of the SHORE standards and seeks to engage with people entering prison to ensure benefit entitlement and opportunities to retain their tenancy can be explored. Advice is also available on sentencing and prior to liberation.

Housing Support is also commissioned to engage with people in the prison prior to liberation, collect individuals on the day of liberation and continue to provide support until the person is settled in secure accommodation.

South Ayrshire Council has signed a data sharing protocol with the Scottish Prison Service (SPS) allowing information sharing between these two organisations. The data provides opportunities to prevent homelessness for those entering prison and support transitions from prison into the community, allowing us to better tailor our services to meet the needs of prison leavers. A multi-agency working group has been established to ensure collaborative planning for the delivery of housing support on the lead up to, and following, liberation and to develop a prison prevention pathway.

Over the next five years, we intend to continue to work with Community Planning Partners to ensure housing and homelessness services support the delivery of the Community Justice agenda locally.

Prevention of Homelessness Duties for Public Bodies

The Scottish Government will be including prevention of homelessness duties for public bodies in the forthcoming Housing Bill. These duties are guided by the principals of shared public responsibility and earlier intervention to prevent homelessness and remove the trauma and disruption it can cause to the lives of individuals and families.

This means that a wide range of local public services will have responsibility for considering and asking about a household's housing circumstances and taking appropriate action to prevent homelessness from occurring. It will also change existing legislation to allow a local authority to take action at an earlier stage.

Over the coming year we will work with a range of partners to consider where the opportunities exist to prevent homelessness. We know that many people have increased interactions with other services prior to a homeless presentation.

No Wrong Door Approach and Trauma Informed and Responsive

South Ayrshire Council is committed to progressing this organisational transformation. The aim is to prevent re-traumatisation by reducing the need for a person to repeatedly 'tell their story' and to ensure all required services work together to provide a complementary package of support.

All in for Change and The Change Team

South Ayrshire Council is represented on Homeless Network Scotland's "The Change Team" and supports the collaborative effort to end homelessness in Scotland.

Homeless Prevention Outcomes and Actions 2023-2028

After giving consideration to the HNDA findings, the feedback received during our consultations and progress made during the previous LHS, the Prevention, Provision and Integration Steering Group set the following outcomes and actions relating to the Homeless Prevention:

Homeless Prevention	
Principal Outcome	
The possibility of homelessness is identified by a range of services at an early stage and homelessness prevention methods are utilised to assist. Good quality accommodation, advice and support will be available where it cannot be avoided.	
Secondary outcomes and actions to support delivery:	
HP1. Good quality housing advice is available and accessible to all in South Ayrshire.	Continually review and improve the quality and accessibility of housing advice and information.
	Carry out a tenant led inspection on the accessibility of housing advice and information.

<p>HP2. Services recognise households at risk of homelessness at an early stage and take appropriate action to ensure homelessness is prevented where possible.</p>	<p>Deliver information sessions to the public bodies included within the Prevention of Homelessness Duties to ensure that opportunities to prevent homelessness are identified at an early stage.</p>
	<p>Work with a range of partners to consider where the opportunities exist to prevent homelessness and, where required, explore funding opportunities for the delivery of early intervention, advice and information.</p>
<p>HP3. The provisions of the national homelessness agenda are implemented within South Ayrshire.</p>	<p>Work with public bodies to develop a plan for the implementation of the Prevention of Homelessness Duties in 2023. Develop a protocol for the Ask and Act duties and referral pathways in line with any government guidance.</p>
<p>HP4. Delivery of the Rapid Rehousing Transition principals including:</p> <ul style="list-style-type: none"> - an increased focus on preventing homelessness, - minimising stays in temporary accommodation while supporting sustainable rehousing, - minimising transitions between units of temporary accommodation, - provision of appropriate housing and support options to meet people's needs and support tenancy sustainment. 	<p>When people in housing need are selecting areas for rehousing, they are encouraged to consider their locally based supports (family, friends and services) and the availability of social housing.</p>
	<p>Review procedures and protocols for flipping temporary furnished stock. Consider this in the context of available temporary accommodation, demand and the Allocations Policy.</p>
	<p>Learn from and share best practice via attendance at national and local events.</p>
	<p>Continue to provide Housing Education for Youths in secondary schools and explore opportunities for expanding housing education.</p>
	<p>Complete the review of the Council's Allocations Policy.</p>
	<p>Examine the success of previous homeless prevention fund spends and consider expanding future uses.</p>
	<p>Explore the need for a permanent supported accommodation option for people with a history of repeat homelessness and with health conditions relating to drugs, alcohol, mental health and/or involvement with justice services.</p>
	<p>Continuation of the working group Improving Housing Outcomes for Young Care Leavers to consider alternative housing solutions.</p>
<p>Develop a homelessness prevention pathway for prison leavers, people leaving alcohol and drug residential rehabilitation placements and people leaving hospital settings.</p>	
<p>HP5. Housing First in South Ayrshire is available as a response</p>	<p>Identify long-term funding arrangements for the continuation of the existing Housing First Service and consider future expansion opportunities.</p>

to homelessness for those with complex support needs.	Raise awareness with partners of capacity for new referrals into Housing First for people with complex needs.
	Remain informed of national developments in the delivery of Housing First and review our processes and procedures periodically.
HP6. Services for people who are homeless or at risk of homelessness are trauma informed, person-centred and strength based. Data sharing arrangements between all services prevents retraumatisation, supports a "no wrong door approach" and makes best use of resources.	Review of information sharing protocols and privacy notices with Information Governance to ensure that services can share relevant personal information to prevent the need for people to retell their story.
	Explore and address the challenges with Community Care Grants and the double rent element with a view to reducing timescales and improving the transition from temporary to permanent housing.
	Embed SAC's strategic Trauma Informed and Responsive Implementation Action Plan.

Specialist Provision, Independent Living, Armed Forces, Key Workers and Gypsy Travellers

Summary of Specialist Provision in South Ayrshire		
Type	Description	Units
Sheltered Housing	Specifically built and designed properties intended to support older people and people with disabilities.	712 units of sheltered housing are available within the local authority area. Properties are either bungalows or flats.
Very Sheltered	Similar to sheltered housing but comes with the provision of extra care to support those who are less able to care for themselves.	Trust HA provides 31 units of very sheltered accommodation.
Residential Care	Residential Care homes provide accommodation as well as 24-hours personal care and support for older people and adults who struggle to live independently	31 Care Homes providing 1,214 registered places.
Core and Cluster	A number of properties grouped together with onsite staff support to promote independent living.	South Ayrshire Council <ul style="list-style-type: none"> • 11 units for people with learning disabilities • South Ayrshire Council - 15 units for people with mental health support needs Ayrshire Housing <ul style="list-style-type: none"> • 21 units for people with learning disabilities – 11 of these due to complete in Spring 2023.
Wheelchair Housing	Properties built or adapted to give extra floor area, whole house heating, special features in the bathroom and kitchen and other features.	South Ayrshire Council <ul style="list-style-type: none"> • 9 units of wheelchair housing. RSL Properties <ul style="list-style-type: none"> • 21 units of wheelchair housing
Travellers Site	A permanent site developed to meet the needs of the Gypsy/Traveller community supporting the preservation of their traditions.	8 units of accommodation

Older people and people with a physical disability

Current specialist provision needs

- Estimates suggest that 46% of households living in South Ayrshire have a household member who is long-term sick or disabled (LTSD), while 61% of older households are estimated to include a LTSD person¹³.
- 7.2% of the population of South Ayrshire have a physical disability, compared with 6.7% of the population of Scotland¹⁴.
- There are an estimated 1,810 wheelchair user households living in South Ayrshire. In 2021, there was an estimated 179 wheelchair user households with an unmet housing need.
- South Ayrshire has an older population than is the case for Scotland as a whole. Approximately 26% of South Ayrshire's population is aged over 65, compared to 19% of the Scottish population. The average age of our population is expected to increase over the ten years from 2018 to 2028 with particular increases in the number of people in the 65-74 and 75+ age groups.
- South Ayrshire has also experienced an increase in smaller older households.

Identified gaps in provision

- There is significant demand for 1 and 2 bedroom ground level Council owned accommodation, as detailed within our HNDA. In July 2022 there was 447 housing applicants with a need for ground level accommodation. Of these applications, 258 requested a 2 bedroom property.
- Projections suggest that by 2028 there will be 221 households with unmet needs if no new wheelchair accessible housing is developed.
- A need for service transformation for the ageing population of South Ayrshire and consideration of the need for additional care home places.
- There is a need to explore the longer-term role of sheltered housing to ensure supply meets the changing needs of the population. A full review of housing solutions for older people is also required.

Aids and Adaptations

Supporting people to live safely, comfortably, and independently in their own home remains to be a key element in our approach to independent living. This can involve the adaptations of people's homes to meet their needs. In South Ayrshire, funding for adaptations comes from three separate sources:

¹³ Scottish House Condition Survey 2015-2017

¹⁴ Census 2011

- Adaptations carried out in private sector homes are either part or fully funded by South Ayrshire Council's Scheme of Assistance. Homeowners and private tenants can apply for financial assistance if they have an assessed need and if their home can be suitably adapted. The Council offers practical assistance to homeowners and private tenants to help with the grant application process and to progress the adaptation works.
- South Ayrshire Council's Housing Revenue Account funds adaptations within the Council's housing stock. Adaptations are either delivered in response to an assessed need or as part of a planned modernisation programme.
- The Scottish Government provides funding to support the delivery of adaptations required by tenants occupying RSL housing stock.

Some examples of adaptations include:

- Replacing a bath with a wet floor shower
- Providing ramped access to a home
- Doorway alterations

Delivery of adaptations represents a 'spend-to-save' approach and play a positive role in preventing accidents within the home for older people and people with a disability. Adaptations can also reduce the need for home care services and long-term residential care.

A range of aids, for example, grab rails and shower seats, can also be provided by Occupational Therapy to further support people to comfortably move around their home.

Housing Options Information and Advice

A range of information and advice is offered to older people and people with disabilities through our Scheme of Assistance, Occupational Therapy and our Housing Options Service. This enables households to consider the full suite of options available to them including alternative accommodation that better meets their needs.

New Housing Developments

Provision of housing for older people and people with a physical disability is a main priority in our new build programme. Specifically built and designed properties are being developed and integrated within developments to provide balanced communities.

New social housing development in South Ayrshire has been enhanced by adopting a "lifetime homes" approach. This means that houses are built to achieve the Housing for Varying Need standard and incorporate accessibility features from the outset. These properties are designed to be adaptable over time to accommodate an individual or family's changing needs (which could include the need for a wheelchair).

South Ayrshire Council has been working with HSCP and RSL partners to develop new-build specialist accommodation that allows the care needs of older people and people with disabilities to be met on site.

Sheltered Housing

Sheltered Housing refers to specifically built and designed properties that are intended to support older people and people with disabilities. South Ayrshire Council provides 17 sheltered housing complexes with 539 units of accommodation. There are also Sheltered and Amenity Housing complexes owned by local RSLs. One of these complexes has been specifically designed to meet the needs of people with dementia.

Our Housing Need and Demand Assessment identified a need to consider the longer-term role of Sheltered Housing in South Ayrshire. The Council experiences a high demand for this type of housing in certain areas, but some sheltered housing has been classed as having no or low demand.

Housing with Care

Trust Housing Association, in partnership with the Council, provides a 'Housing with Care' service in Girvan. This provides 31 units of self-contained accommodation with all of the care services that residents require. This service has been designed to promote independent living for as long as possible and delay the requirement for residential care.

Residential Care

As at the 31st March 2021 there were 31 care homes located within South Ayrshire for adults offering 1,214 registered places. There were 968 long stay residents occupying these places and 22 short stay and respite residents equal to 80% occupancy¹⁵.

Telecare

Telecare equipment is available in South Ayrshire for elderly and disabled people if there is an assessed need for this type of 24/7 care. Telecare remotely monitors to identify real time emergencies and lifestyle changes via various sensors and devices in order to minimise the risks associated with independent living.

¹⁵ Public Health Scotland, Care home census for adults in Scotland 2011 to 2021

People with learning disabilities autism and mental health support needs

Current specialist provision needs

In 2019, 470 adults with learning disabilities were known to South Ayrshire Council. Almost two thirds of adults with a learning disability do not live with a family carer.

Adults with learning disabilities known to South Ayrshire Council by age, 2019

	16-17	18-20	21-34	35-44	45-54	55-64	65 and over	Not Known	Total
Males	0	10	94	43	52	48	30	1	280
Females	0	5	50	27	38	38	28	2	190
TOTAL	0	15	144	70	90	86	58	3	470

There were 77 adults on the autism spectrum known to South Ayrshire Council in 2019. Most adults within this group will also be recorded as having both a learning disability and on the autism spectrum.

In 2018/19, 22% of people were prescribed medication for anxiety, depression, or psychosis (ADP) in South Ayrshire which is higher than the Scottish average of 19%. However, this figure varies across South Ayrshire's localities.

In 2021/22, 813 households were assessed under homelessness legislation and 42% (344) of these households disclosed a mental health support need.

Discrimination, income inequality, stress, abuse, alcohol, and drugs are cited as impacting negatively on mental wellbeing and civic engagement, neighbourhood safety, financial security, physical health, education, income equity, green space and social support contribute to mental wellbeing.

Identified gaps in provision

Housing will continue to support the HSCP in the delivery of housing models for people with these particular needs.

There is a need for the Council along with HSCP to consider the delivery of long-term supported accommodation models for the 7-8 homeless households per year who would benefit from this type of accommodation.

The Housing Service has in recent years increasingly worked with the HSCP to offer more specialist accommodation options for people with particular needs.

The South Ayrshire Adult Learning Disability Strategy 2022-2027 commits to the development of a statement detailing the housing and support needed within the local authority area for people with learning disabilities. Housing will work to support the HSCP in meeting these identified needs.

Core and Cluster

South Ayrshire Council and the HSCP have set out a commitment in the Integration Joint Board Strategic Plan and Housing Contribution Statement to work in partnership in the years to come to identify opportunities to meet specific needs as these arise – particularly in relation to people with learning disabilities and people with mental health support needs – as well as a commitment to plan for the future to more strategically address these needs.

In 2021/22 the Council completed a supported accommodation development in Ayr town centre, offering 11 units of accommodation along with a staff base providing 24 hours on-site support for people with mental health support needs.

Since 2019/20 an ‘off-the-shelf’ purchase and subsequent adaptation of 12 new-build properties in Girvan is providing supported living for local people with learning disabilities. These properties allow for round-the-clock support to be provided on-site via a support flat and offer a more appropriate support option to be delivered to this client group than would have been possible in tenancies scattered throughout the community. In addition, this project also resulted in the purchase and repurposing of an existing building to provide 4 properties with support in Ayr for people with poor mental health who require intensive support (first tenancies commencing 2020/21).

It is our intention to consider similar opportunities to accommodate people experiencing homelessness for whom a property in the community would not allow for their support needs to be met.

Our RSL partners are also supporting the HSCP by delivering new build supported accommodation for people with particular needs. One development in Ayr provides 12 units of supported accommodation while another development, under construction, – due to complete in Spring 2023 - located in Ayr town centre provides 10 units of accommodation for people with learning disabilities.

Gypsy/Travellers

A study carried out in 2006 noted the following specific to South Ayrshire:

- While occupancy of the existing public sector travellers’ site was 100%, there was limited evidence of additional demand for accommodation.
- Summer encampment activity in the area.
- Demand for encampments was considered to relate to the Irish ferry route with common encampment locations being Girvan, Maidens, Ayr, Prestwick and Troon.

Our previous LHS detailed the decision-making processes and extensive consultation - with the 8 families who were displaced from the Council owned, flood damaged site at Houdston near Girvan - to establish a new location and model for the type of site to be delivered.

These families now reside in the newly developed, award winning, site at Coalpots, Girvan, completed in August 2019. 8 semi-detached lodges each with a separate

kitchen area, bathroom and open plan living space have been designed to maximise solar gain, be adaptable to meet changing needs and be wheelchair accessible. The accommodation faces inwards to a central common area with space for vehicles and additional space is available for a tow at the top of the site. The construction of lodges has allowed the Council to offer Scottish Secure Tenancies to the residents.

South Ayrshire Council's travellers site received the 'Affordable Housing Development of the Year' at the Scottish Homes Awards in 2019 and the Chartered Institute of Housing's 'Excellence in development for affordable housing award' in 2021.

The HNDA highlights a need to further explore the housing needs of the local Gypsy/Traveller community due to the age of the current data available.

South Ayrshire Council has been considering potential locations for the development of a suitable transit site with plans to deliver this over the period of this LHS.

Travelling Showpeople

The temporary requirements of Travelling Show People are similar to those offered by a Transit site for Gypsy Travellers. There are currently no existing services for Travelling Show People in South Ayrshire, however the Showmen's Guild of Great Britain (Scottish Section) have been contacted by letter and email offering advice and assistance if required.

Ethnic minorities, including migrants, asylum seekers and refugees

South Ayrshire Council will consider the legal framework surrounding the relocation of migrants within the UK when identifying status, determining the leave to remain and assessing the evidence of the right to reside of any migrant applying for housing or requesting homelessness assistance.

Interpreting and translation will be considered at each stage of the process leading to an offer of housing to ensure the applicant is aware of their tenancy obligations. South Ayrshire Council will consider introducing a migrant support plan to ensure affordability is discussed at the start of each tenancy and that the tenant is signposted to other agencies and services which could assist in securing employment or welfare benefit entitlements.

The Council provides a Liaison Officer to support minority groups in South Ayrshire, with a remit to ensure that the housing and support needs of these specific communities are met.

Young people transitioning to independent living for the first time

Current specialist provision needs

On average, 33 young people over the age of 16 left care each year over the five years to 2020.

In 2021/22, the Council received 33 homeless applications from households aged 16-17 years and 171 applications from households aged 18-25 years. People within these age groups are provided with housing support to assist with independent living.

Identified gaps in provision

The Council has recognised a need for further housing options to meet the needs of young people leaving care.

Research studies show that young people leaving care may face more difficulties than other young people. Their journey into adulthood will often be more hazardous than for those young people leaving their family home. They may not only be traumatised by earlier negative life experiences of poor parenting and neglect, but for some young people, the poor quality of care by “the system” may have failed to compensate them for past difficulties. Care leavers need greater support, over a longer period of time, in order to significantly improve their outcomes.

In Scotland it is the responsibility of Local Authorities, as Corporate Parents, to ensure that all their young people living in care fulfil their potential on their journey to adulthood. The Scottish Government has also sought to address this issue in a number of ways, through the publication of Staying Put Scotland (2013c), Housing Options Protocol for Care Leavers (2013b) and through the Children and Young People (Scotland) Bill, that extends the age care leavers are able to receive assistance and support from local authorities up to and including age 25.

The Council also has specific legal duties to provide statutory Throughcare and Aftercare services in relation to people with experience of care. The purpose of Throughcare and Aftercare is to support and help care leavers during their transition from care to adulthood.

The foundations of The Promise; voice, family, care, people and scaffolding are pivotal in the services and care we provide for young people and will drive the future of how South Ayrshire Council deliver care for the next generation and beyond.

Young people leaving care

The Children (Scotland) Act 1995 places a legal duty on Local Authorities to prepare young people for leaving care or ceasing to be looked after and to provide advice and assistance to young people who have ceased to be looked after on or after their 16th birthday. Local authorities will retain a duty to provide support to care leavers until their 19th birthday. Care leavers aged 19 years and over are responsible for seeking

support from services and local authorities have a duty to provide support to meet the assessed needs of care leavers aged up to the age of 26 years old.

Similarly, the Council has a duty to act as a Corporate Parent as set out in the Children and Young People (Scotland) Act 2014. In practice this means public bodies working together to promote the wellbeing of looked after children and care leavers in their care and enable them to achieve the best outcomes. The Council's aims and objectives as a Corporate Parent are outlined in South Ayrshire's Corporate Parenting Plan.

Youth Housing Support Group

The South Ayrshire Council Youth Housing Support Group (YHSG) is a multi-disciplinary group that works together to prevent and alleviate the effects of homelessness for young people in South Ayrshire.

The YHSG allows relevant services to jointly plan support for the young person and also helps to target resources to meet their needs.

A review of our YHSG is currently underway. This group supports young people experiencing homelessness and young care leavers. The intention of the review is to increase the focus on homelessness prevention for these young people and to align with our Rapid Rehousing vision.

Life skills and capacity building

South Ayrshire Council and the HSCP is committed to improving the housing outcomes of our young people, and as such, a specialist housing support service for young people has been co-commissioned and commenced in September 2021. This new housing support service will be delivered with a commitment to the principles of partnership working, particularly in ensuring young people's wider needs – including health, citizenship and access to appropriate opportunities - are met.

Relationship and strength-based practice are central to the delivery of this service, delivering a flexible and trauma-informed Housing Support service that is tailored towards meeting each young person's individual needs and supporting them in pursuing their goals and aspirations. The delivery of the service is informed by the principles of trauma-informed practice¹⁶, the findings of the Care Review¹⁷ detailed in The Promise¹⁸, which put relationships and listening to children and young people at the centre of practice.

¹⁶ Choice, Collaboration, Safety, Trust and Empowerment

¹⁷ See <https://www.carereview.scot/> for information

¹⁸ <https://www.carereview.scot/wp-content/uploads/2020/02/The-Promise.pdf>

People Fleeing Domestic Abuse

Current Specialist Provision Needs

In 2021/22, South Ayrshire saw 110 reported domestic abuse incidents per 10,000 population¹⁹.

In 2021/22, South Ayrshire Council received 148 applications for assistance under homelessness legislation due to a violent or abusive dispute within a household.

Identified gaps in provision

South Ayrshire recognises the importance of reducing time spent in temporary accommodation for all households experiencing homeless. Further work is required for us to move towards a model of temporary accommodation usage more in line with the Scottish Government's Rapid Rehousing agenda. While South Ayrshire has a better offer in terms of temporary accommodation than many other authorities, duration of stay is still longer than we would like.

In order to address this, steps need to be taken to promote greater homelessness prevention activity. This includes working together to improve partnership working and developing homelessness prevention pathways, particularly for groups at greater risk of homelessness, including young people leaving care, people leaving institutions like hospitals and prisons, and people fleeing domestic abuse.

South Ayrshire Council's Housing and Homelessness Services Domestic Abuse Policy sets out our approach;

- We will treat the victims of domestic abuse fairly and with respect.
- We will work with partner agencies to provide services throughout South Ayrshire for men and women who are the victims of domestic abuse, and provide access to accommodation, advice and support where appropriate.
- Where victims of domestic abuse wish to remain within their own home, we will aim to achieve this where possible with appropriate support.

A number of different agencies are involved in providing care and support to households who are homeless as a result of domestic abuse. This includes Women's Aid, Social Work services, children and adult services and health services.

Women's Aid provide temporary safe accommodation with support, for women and their children experiencing domestic abuse. The accommodation available in South Ayrshire includes 8 self-contained units within a Council owned building. A communal area is available for residents. 1 of the units has been suitably adapted to accommodate households with a physical disability.

¹⁹ Scottish Government, Domestic Abuse Statistics, Table 5: Rate of incidents of domestic abuse recorded by the police per 10,000 population, by local authority

South Ayrshire Women's Aid are currently considering options for the addition of dispersed accommodation to their supply of temporary accommodation.

Our Allocations Policy is currently under review and consideration is being given to how we support this vulnerable group. People fleeing domestic abuse are currently awarded additional domestic abuse points when applying for social housing in South Ayrshire.

In 2019, South Ayrshire Council became the first Council in Europe to offer 10 days of paid leave to employees who have suffered domestic abuse to allow them to seek help and support for themselves and their families.

Students

For students, the University of West of Scotland offers accommodation in its Halls of Residence for up to 200 students. There are 4 accessible units for disabled students and 6 studio flats (en-suite, with a large open plan kitchen, lounge and study area) are also available.

Prices start at £114 per person, per week for a large en-suite bedroom with studio flats from £164 per week (based on single occupancy). Prices are inclusive of electricity and contents insurance cover. All prices relate to the 2021/22 academic year.

Any further requirement for shared accommodation by this group will be met in the market.

Armed Forces Communities

Over the last 5 years the Council has received an average of 21 homeless applications per year from former members of the armed services. An average of 6 applicants per year left the forces less than 5 years ago while an average of 15 left the forces more than 5 years ago.

Within the Council's current Allocations Policy there is provision for an award of points for applicants serving in the H.M. forces dating back to the date of entry to the H.M. Forces. Our Allocations Policy review will refresh the criteria and ensure the Armed Forces Communities continue to be supported.

Riverside Scotland, one of our RSL partners, has recently completed a development of 63 modular homes in the village of Dundonald and allocated over 13% of these new homes to veteran households. This has been a unique project providing sustainable homes and support for veteran families.

Our Prevention, Provision and Integration Theme Group was attended by the Clinical Lead for Veterans First Point, Ayrshire and Arran.

Veterans First Point Ayrshire and Arran was established to provide an integrated support network for veterans and their families. This support is vital when finding the means to settle into a new home, work and social environment following military service.

During our consultation it was suggested that with Combat Stress moving from Hollybush House, located close to the South Ayrshire boundary within East Ayrshire Council and provided treatment and support to help with military trauma, there is now

a need to consider local supports for veterans to help with tenancy related issues and trauma.

Over the next 5 years we will carry out a review of accommodation models for veterans to respond to any current gaps in provision.

Key workers

Key workers are people in positions which ensure that essential services can be delivered and cover tasks within the local community which support the vulnerable and aid community resilience.

As previously mentioned, South Ayrshire has an ageing population and projections suggest significant increases in the 75+ age group over the next 20 years. It is likely that the provision of housing for those key workers providing health and care services will have an important role in supporting our HSCP with the employment and retention of people vital to the delivery of care services in the years to come.

The housing needs of key workers are currently recognised within the Council's Allocations Policy which is under review. The existing criteria for awarding points will be considered to ensure that key workers are appropriately supported to access housing in South Ayrshire.

The Council received 61 LHS survey responses from Key Workers. Of these responses:

- 6 live with family/friends
- 11 live in social housing
- 13 live in the private rented sector
- 29 are in homeownership
- 2 have other living circumstances

32 Key Worker respondents highlighted affordability as the top housing challenge facing people who live in South Ayrshire while 20 respondents stated that a shortage of housing and limited affordable housing options including access to the private rented sector was the main challenge.

All of the respondents (19) living with family/friends and living in the private rented sector indicate that they would like to move from their current accommodation. 8 people said they would like to move into the social rented sector.

We will consider the survey findings in more detail as part of the review of the Allocations Policy.

Housing, Health and Social Care Integration

Housing has an important influence on health inequalities in Scotland and can contribute to the achievement of many of the National Health and Wellbeing Outcomes. Health and Social Care Integration, community planning, and community empowerment provide an opportunity for stronger connection between public health and housing. The homes people live in are an important aspect of how they

experience place and community, and everyone should have access to an affordable, safe and warm home.

South Ayrshire’s Health and Social Care Partnership delivers and commissions a broad range of services, meaning it is in contact with citizens at all stages of life. Services delegated by South Ayrshire Council and NHS Ayrshire & Arran cover adult community health and care services, allied health professions, children, family and justice services, planning, performance and commissioning, business support and administration and professional oversight. Comprehensive arrangements are in place to ensure appropriate multi-agency strategic oversight of strategic objectives.

The Integration Joint Board worked in partnership with Housing Policy and Strategy to set out housing’s contribution (2021-2024) to advancing the wellbeing of people in South Ayrshire in its Strategic Plan 2021-2031. Further details are contained on page 18 of this LHS.

Specialist Provision and Housing Health and Social Care Integration Outcomes and Actions 2023-2028

Specialist Provision and Housing, Health and Social Care Integration	
Principal Outcome	
People with particular needs are able to live with freedom, choice and control in a home that maximises their health, wellbeing and independence.	
SP1. Appropriate housing options are available to meet local needs.	Continue to work with HSCP, RSL partners and private housing developers to consider the delivery of further supported accommodation models.
	Review the need for accommodation models for veterans with partner organisations and with veterans.
	Carry out a review of rural housing needs to inform future housing developments.
	Consider transit site provision that supports the cultural needs of the Gypsy/Traveller communities travelling through South Ayrshire.
	Review housing solutions for older people and consider good practice models from across the country.
	Along with HSCP explore the long-term role of sheltered housing and need and demand for very sheltered housing.
	Review funding arrangements for disabled adaptations across all sectors.
SP2. Housing, Health and Social Care work effectively together	Along with HSCP review and identify the appropriate response and support provided for people who do not meet the ASP 3-point test.

to ensure early interventions prevent housing crisis and housing solutions meet the needs of the household.	Consider a collaborative approach for those who have capacity but would have difficulty managing on their own.
	Make use of available data and customer experiences to identify homelessness triggers and opportunities for early intervention.
	Housing will work with HSCP on the development of the locality model to identify opportunities for early intervention and homelessness prevention in each area.
SP3. Effective information sharing arrangements between Housing, Health and Social Care support positive outcomes for people accessing services.	Improved partnership working and communication with colleagues in front line health services to better understand the pressures and to develop appropriate responses to meet clients' needs.
	Develop, with partners, a bank of information on share point and/or on the Council website listing the wide range of available services and the access criteria and referral processes.
	Delivery of co-produced information sessions between Housing and HSCP.
	Explore possibility of linking Housing, Health and Social Care services through shared workspaces.
SP4. People across South Ayrshire have access to the information, advice and support they require to help them overcome adversity and live independently.	Delivery of person-centred, strength based and trauma informed housing and support services that consider a person's wider support needs.
	Provide a range of appropriate training opportunities for housing staff.
	Support is provided to those housed through resettlement programmes in South Ayrshire.
	Wellbeing and welfare checks are carried out for those occupying unauthorised encampments in South Ayrshire.
	Provide a range of housing information on the Council's website relating to stock within neighbourhoods, demand, categories of housing need and the allocations point system.
	Work with web design services to ensure information on the Council's housing pages is accurate, up-to-date and accessible.
	Develop a domestic abuse policy and procedure for use by Housing Service.
	Work collaboratively with Health and Social Care Partnership to consider expansion of peer support.

	Work collaboratively with Health and Social Care Partnership to provide training opportunities for young people living in children's houses to prepare them for independent living.
SP5. Housing, Health and Social Care work periodically and work effectively together to identify and address "service gaps" to ensure that people are adequately supported.	Develop an approach to identify and record the appropriateness of referrals received by local services and any gaps in service provision.
	Review progress towards early intervention and identify actions to move this agenda forward.
	Review the core and cluster model to ensure that it is achieving its intended purpose.
SP6. Housing, Health and Social Care ensure that people with lived experience have the opportunity to participate in housing related service design.	Ensure service design is informed by people with lived experience. A range of opportunities for involvement are available from provision of information to co-production.
	Provide a range of tenant and service user participation opportunities.
	The voices of those with lived experience will be at the heart of all Promise related housing activity.
	Introduce a value for money and design function survey for new build tenants that feeds into future new build design.
SP7. Housing Services and partner agencies have a comprehensive understanding of the promise and embed the promise values in their approach.	Housing's workforce and relevant partners will receive regular communications and briefings on the implementation of The Promise and will have knowledge of this progress.
	Housing Services will adopt The Promise branding.
	Support to families will recognise trauma and its impacts.
	Housing Services will be underpinned by the five foundations of the Promise; family, voice, care, people and scaffolding.

Healthy Homes and Fuel Poverty

This LHS Theme includes:

- Fuel Poverty, Energy Efficiency and Climate Change, and
- House Condition

Good quality, energy efficient housing are essential elements of living a healthy life. Conversely, poor quality housing and neighbourhoods have links to a wide range of issues, including poor health and wellbeing, poverty, disadvantage and inequality. For this reason, improving the quality and efficiency of the housing stock – regardless of whether people own or rent – is one of our key areas of focus over the next 5 years.

Our achievements over the duration of the previous LHS
<u>LHS 2017-2022 Outcome</u>
People in South Ayrshire live in well maintained, energy efficient homes and are proud of their neighbourhoods
We have spent over £8.5 million of Scottish Government Area Based Scheme funding to deliver energy efficiency improvements to private sector homes in the most deprived areas of South Ayrshire.
We have invested in the installation of energy efficiency measures to 1,775 homes - 1,031 in the private sector and 744 in the social rented sector.
These energy efficiency measures have provided tenants and residents with a total estimated lifetime fuel bill savings of £4,955,796 and lifetime carbon emissions savings of 8,709 tonnes of Co2.
We have invested £5.1 million of our capital funding to upgrade the efficiency of our Council housing stock.
We have invested over £850,000 in capital funding to replace roof coverings for 243 Council owned properties.
86.5% of our Council housing stock met the SHQS in 2022.
We have facilitated private sector landlord training sessions to ensure landlords are aware of their rights and responsibilities.
We have issued a newsletter periodically to private sector tenants with a range of information to inform them of their rights and responsibilities.
We completed a review of the Council's Scheme of Assistance.
Our Private Sector Enforcement Officer worked in partnership with Environmental Health to ensure properties in the private rented sector met the repairing standard.
We received approval for our Housing Renewal Area Policy in 2017.

Fuel Poverty

The Fuel Poverty (Targets, Definition and Strategy) (Scotland) Act 2019 established a new ambitious statutory target for reducing fuel poverty that:-

- by 2040, as far as reasonably possible, no household, in any local authority area, in Scotland is in fuel poverty, and
- in any event, no more than 5% of households, in any local authority area, in Scotland are in fuel poverty.
- No more than 1% of households in Scotland are in extreme fuel poverty, and
- the median fuel poverty gap of households in fuel poverty in Scotland is no more than £250 in 2015 prices before adding inflation.

This legislation also sets a new definition of both fuel poverty and extreme fuel poverty, focusing on low-income households and targeting resources at those most in need of support.

Fuel Poverty Estimates in South Ayrshire 2019²⁰

- In 2019, it was estimated that 36% of households were experiencing fuel poverty. This is approximately 19,000 households.
- Of this figure, 13% of households were estimated to be in extreme fuel poverty.
- Fuel poverty in South Ayrshire is more prevalent in properties constructed pre-1945.
- 49% of households living in flats were estimated to be in fuel poverty.
- 52% of households living in social housing were estimated to be in fuel poverty (*Data was unavailable for the private sector but alternative sources indicate that private rented properties are the least energy efficient across all tenures.*)
- 36% of older households were estimated to be in fuel poverty compared with 20% of families.
- Households living in off-gas grid properties and in energy inefficient hard-to-treat homes are more likely to experience fuel poverty. Many of our smaller rural communities in the north and in the south of the district are located off the gas grid.

Increases in energy prices from April 2022 are not reflected in the estimates above. It is likely that current fuel poverty figures are much higher than estimated in the 2019 data.

While fuel poverty places households under financial pressure, it is also a cause of health inequalities affecting people with vulnerabilities. Poor property condition, dampness and low temperatures can impact negatively on the physical and mental health and wellbeing of households. Children living in cold homes are twice as likely to suffer from breathing problems and their ability to thrive in their education can be reduced. Health issues may prevent them from attending school and a lack of warm space prevents them from completing homework.

²⁰ Scottish Household Condition Survey 2017-2019

The Council's primary approach to addressing fuel poverty is targeted investment in the provision of energy efficiency measures for inefficient properties which will reduce the heat demand of properties and support the delivery of climate change targets.

All new build projects proposed in the Council's Strategic Housing Investment Plan (SHIP) will include energy efficiency measures that will reduce the heat demand of properties and assist in addressing fuel poverty and climate change.

Climate Change

Impacts of Climate Change

Warmer drier summers, warmer wetter winters, more intense rainfall events and rising sea levels are some of the Climate Change effects currently being experienced in Scotland.

These trends are likely to continue and intensify over the next century. Average temperatures are expected to increase across all seasons, intense heavy rainfall events will increase in both summer and winter, sea levels will continue to rise, and the weather is likely to become more variable.

The Scottish Government highlights a commitment to supporting the most vulnerable to adapt within their Climate Ready Scotland: climate change and adaptation programme 2019-2024. This programme highlights that the greatest impacts of climate change will be felt by those living in poverty.

Older people, very young people, those experiencing social disadvantage and those with chronic health problems are considered to have less ability to repair, respond and recover from the effects of climate change. Those located within flood prone areas also have an increased vulnerability.

Extreme weather events can cause disruption to travel, and this may impact on those who are reliant on community-based support and care services. Severe storms, flooding and wind driven rain also bring about coastal erosion, risks of flooding and landslides which can cause structural damage and water penetration to the built environment.

Climate Change Targets

Scotland's ambitious climate change legislation sets a target for net zero emissions by 2045 at the latest. Interim targets are also set for reductions of at least 56% by 2020, 75% by 2030 and 90% by 2040.

The Scottish Government's Greenhouse Gas Statistics 2020 shows that greenhouse gas emissions reduced by 58.7% between the baseline year (1990) and 2020 demonstrating the interim target for 2020 was met.

Housing's Greenhouse Gas Emissions

An update to the Government's Climate Change Plan published in 2020 states that heat in buildings accounts for 20% of Scotland's greenhouse gas emissions.

Greenhouse gases in housing are produced by:

- Fossil fuel-based heating systems
- The condition and energy efficiency of the building, and
- The way that people live within their home

Achieving Net Zero

The Zero Emissions Social Housing Taskforce published a report called [Achieving Net Zero in Social Housing](#). This document details a number of recommendations to support delivery including commitment, understanding stock condition, engagement with communities, a fabric first approach, adequate investment and sufficient workforce capacity.

South Ayrshire Council is committed to the implementation of these recommendations for our social housing stock.

Exploring Technology Options to achieve Net Zero

New build social housing will be constructed to meet energy efficiency standards providing homes that cost less to heat and stay warm for longer. This will support the Council in reducing levels of fuel poverty. Some of the measures currently being explored for use by the Council in new build developments to reduce carbon emissions are:

- Enhanced floor and roof insulation
- Enhanced air tightness
- Mechanical Ventilation with Heat Recovery (MVHR)
- Air Source Heat Pumps (ASHPs) to houses
- Exhaust Air Heat Pumps (EAHPs) to flats
- Underfloor heating
- Enhanced rainwater goods
- Wastewater Heat Recovery (WWHR) to bath/shower water

The Council will continue to explore the range of measure that can be used to achieve net zero in social housing through the development and implementation of our Local Heat and Energy Efficiency Strategy this includes the use of district heating systems and solar panelling.

Improving Energy Efficiency

Energy Efficient Scotland: Area Based Scheme

The Energy Efficient Scotland (EES) Area Based Scheme (ABS) is an energy efficiency programme, delivered by the Council, which aims to tackle fuel poverty and reduce carbon emissions, primarily through the installation of external wall insulation (EWI) systems. The ABS programme forms part of the Scottish Government's overarching energy efficiency programme, Energy Efficient Scotland, which aims to make all buildings in Scotland warmer, greener and more efficient, as part of Scotland's route map to becoming net carbon zero by 2045.

The Scottish Government award local authorities ABS grant funding to deliver energy efficiency measures to privately owned properties and we invest capital

funding to enable works to the Council's social housing stock, thus enabling the delivery of a mixed-tenure programme. Since the scheme started in 2013, South Ayrshire Council and our managing agent, the Energy Agency, have designed and delivered programmes to improve the energy efficiency performance of some of the most fuel poor and energy inefficient homes within the region.

The ABS programme has been delivered in line our previous LHS ensuring 'people across South Ayrshire live in well maintained, energy efficient homes'. We have taken a 'fabric first' approach in delivery of the ABS programme by focusing on improving the thermal performance of targeted properties. This reduces the level of heat demand required to keep homes warm, which in turn has helped to lower the cost of fuel bills. This has been of particular importance given the recent cost-of-living crisis. The programme has targeted 'hard-to-treat' properties where the construction type of the building does not allow for the standard approach of installing cavity wall insulation. The delivery of a mixed-tenure area-based approach with EWI has regenerated some of the most deprived areas in South Ayrshire. Properties within whole streets have received new decorative roughcast façades as part of the insulation system, improving the appearance of the area and providing refurbished homes.

The ABS programme will continue to facilitate mixed-tenure EWI programmes, as this measure provides the greatest improvement to the energy efficiency of homes. When planning the programme of ABS works, we consider the need to replace other elements of the building, including roofs, to maximise the impact of the EWI and to address any disrepair while scaffolding is erected, minimising the cost of works. Homeowners within mixed-tenure tenements have also contributed their share of the cost of re-roofing works.

One of the main objectives of our ABS is to enable and support eligible homes to achieve an EPC rating of C or better by 2030.

In addition to EWI and re-roofing works, over 30 properties have benefitted from the installation of loft insulation and energy efficient heating systems. Additional support has also been provided to residents assessed to be living in extreme fuel poverty, with 31 private householders having received fully funded interlinked fire alarms, in line with recent Scottish Government legislation.

Our future ABS programmes will continue to prioritise improvements for the most deprived and energy inefficient areas within the local authority area. While EWI is likely to remain the primary measure, we recognise that alternative approaches will be required if we are to meet the Scottish Government's ambition of net zero emissions by 2045, respond to rapidly rising fuel costs and reduce fuel poverty.

Local Heat and Energy Efficiency Strategies (LHEES)

LHEES provides the link between Government targets and policies and the delivery of energy efficiency and heat decarbonisation allowing local authorities to prioritise and target programmes over a 20-year period.

South Ayrshire Council completed a LHEES technical report in 2021 following a pilot project which summarises the existing targets and objectives relevant to the preparation of the LHEES. The Council is now in the process of developing this 5-year strategy which will be complimented by the Ayrshire Energy Masterplan. This Masterplan is currently being developed by North, South and East Ayrshire Council's, Scottish Enterprise and the University of West of Scotland to present a pathway to net zero that maximises socio-economic benefits for Ayrshire.

Housing will participate in the development of LHEES for South Ayrshire Council and ensure close links with the LHS.

House condition - private sector

Scheme of Assistance

The Council's [Scheme of Assistance](#) 2018-2023 is a strategy for helping homeowners to improve the condition of their home through a combination of grant funding, practical assistance and provision of advice and information. South Ayrshire Council's Scheme of Assistance covers the following areas:

▪ Below Tolerable Standard (BTS) Housing

The Tolerable Standard is a basic level of repair a property must meet to make it fit for a household to live in.

The Council's Environmental Health department carry out assessments of property condition to establish if there are any BTS elements, where requested to do so. A list of properties that have been assessed as BTS is maintained. This list tells us:

- There were 272 BTS dwellings as at March 2023.
- 46% are owner occupied, 33% are in the private rented sector, 15% tenure unknown and 5% are vacant
- 73% of dwellings were constructed pre-1919.
- 50% of these dwellings have rising damp
- 44% have penetrating dampness (many properties have both rising and penetrating dampness)

As part of Scheme of Assistance, the Council offers a discretionary 50% grant (subject to available funding) to owners of properties which fall BTS where the grant criteria are met. These properties are considered to be in the worst state of disrepair.

A range of information and advice is available to support homeowners to maintain, repair and improve their homes.

Our Private Sector Enforcement Officer works in partnership with Environmental Health to address any BTS issues identified within privately rented homes.

▪ Mixed Tenure Communal Repairs

A discretionary 50% grant is available to support essential communal repairs and maintenance in mixed tenure blocks (blocks of flats that include social and private housing)

- **Missing Shares**

Funding to support owners in tenement blocks to progress essential repairs and maintenance works where a majority of owners have agreed and paid to proceed with the works and a minority are unwilling or unable to pay their share.

If works are deemed to be “essential maintenance” the Council will provide support to the lead owner to ensure the legislative requirements are met and will pay the missing share after a notice period has expired. The Council will then place a Repayment Charge on the property title and, where possible, will agree a repayment plan with the non-paying owner.

- **Advice, Information and Practical Assistance**

South Ayrshire Council offers good quality advice and information to homeowners. This information is provided by a number of departments and external partners, including the Housing Policy and Strategy Team, Environmental Health and Building Standards.

A range of leaflets have also been produced, with information covering the following subjects:

- Organising Repairs to your Building
- Organising Common Repairs
- Checking your Building
- Identifying and Preventing Damp and Condensation
- Building Maintenance for the Home you Own
- Paying for Building Repairs and Maintenance
- Aids and Adaptations

In some circumstances the Housing Policy and Strategy Team will offer practical assistance for homeowners who are applying for grants or to assist in progressing common repairs.

Owner Engagement

Our Housing Service has an Owner Engagement Officer who works with owners in mixed tenure block to progress common works. This involves communicating with owners regarding the works required, costs, timescales, contractors and applying for a mixed tenure grant, where appropriate.

Private Landlord Registration and Enforcement

South Ayrshire Council pro-actively monitors private rented sector (PRS) activity in the local authority area to ensure landlords and agents comply with landlord registration. The table below shows a reduction of 492 landlords operating within the area between

2016 and 2023²¹. This demonstrates the current decline being experienced in the PRS.

Number of private landlords operating in South Ayrshire	
LHS developed in 2016	LHS developed in 2023
5058	4566

(Source: Landlord Registration system data.)

Anyone wishing to operate as a private landlord must submit an application for registration to the local authority and meet the necessary criteria. A landlord must pass the 'fit and proper person test' to be admitted onto the landlord register. If information is available to the local authority that raises concerns regarding their 'fit and proper' status, the application is referred to the Council's Regulatory Panel for a decision.

In 2019, the Scottish Government introduced further scrutiny checks giving local authorities the power to request information regarding the safety compliance of a property including copies of safety certifications. South Ayrshire Council aims to carry out property inspections for a 10% sample of new or renewing applications for private landlord registration.

The Housing Policy and Strategy Team works closely with internal and external partners to ensure properties meet the required standard in the PRS. A dedicated Private Sector Enforcement Officer offers advice and assistance to landlords and tenants and to ensure landlords comply with their responsibilities under the Repairing Standard. The Officer will respond to enquiries from private tenants and establish if there are any breaches of the Repairing Standard or tenancy agreement. The Officer will then engage with the landlord to discuss issues and possible solutions and offer an opportunity to rectify the problem. If the landlord fails to comply there are further enforcement actions available to the officer including:

- a request to the Council's Regulatory Panel to reconsider a landlord's registration,
- assisting a tenant to apply to the First Tier Tribunal, or
- applying to the First Tier Tribunal as a third-party.

Houses in Multiple-Occupancy (HMO) Licensing

The Council also acts pro-actively to ensure all landlords within the local authority comply with HMO Licensing arrangements. The Housing Service works with various partners including Environmental Health, Building Standards, Police Scotland and Fire Scotland to ensure that HMO applications are administered efficiently and effectively within appropriate timescales and properties conform to all relevant legislation and regulation. If information is available to the local authority that raises concerns regarding an applicant's 'fit and proper' status or if the property in question would not conform to criteria, the application is referred to the Council's Regulatory Panel for a decision. As at March 2023, South Ayrshire Council had 35 registered HMO's.

²¹ Private Landlord Registration, South Ayrshire

Housing Renewal Areas

South Ayrshire's Housing Renewal Area Policy was approved in 2017. Designating an area in this way allows the Council to utilise additional powers which are only applicable to Housing Renewal Areas. This includes powers to support improvements to:

- The amenity of an area
- Issues of safety and security
- Carrying out works to reduce long-term maintenance costs
- Demolition
- Regeneration

South Ayrshire Council has identified an area in Ayr North where use of this power may be appropriate in the future. If the authority decides to proceed on this basis, our Housing Policy and Strategy Team, Environmental Health, Building Standards, Planning and HSCP will work closely together to achieve the desired outcome.

House condition - social housing sector

Scottish Housing Quality Standard (SHQS)

The SHQS requires all social rented properties to achieve a minimum level of housing quality. To achieve this standard properties must:

- Be compliant with the current Tolerable Standard
- Be free from serious disrepair
- Be energy efficient
- Have modern facilities and services
- Be healthy, safe and secure

Each of these categories includes property elements that must meet the standard for the property to be compliant.

As at 31st March 2022, 7,141 housing units – representing 86.5% of the 8,254 self-contained housing units owned by South Ayrshire Council - met the SHQS compared to the Scottish average of 73.0%.

7% of the housing stock is exempt from SHQS. These exemptions are provided for planned demolitions and where the cost of achieving the energy efficiency elements is disproportionate.

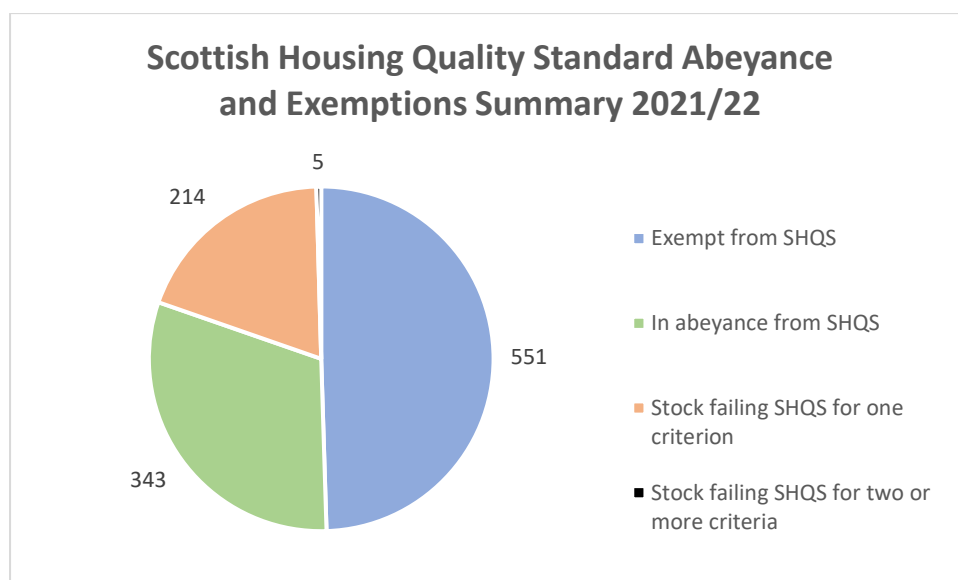
The previous energy efficiency elements of the SHQS were replaced by the Energy Efficiency Standard for Social Housing (EESH) from 1st January 2021. This change impacted the number of our properties achieving the SHQS. At present 2% of our stock is failing on EESH alone (where exemptions are not applied). The Council has been considering the appropriate and cost-effective measures that will bring each property type up to the required standard.

Another change to SHQS is the requirement for satisfactory carbon monoxide, heat and fire detection within homes. As at March 2022 3% of our stock is failing

because, despite all attempts made, access has not been provided to allow for the work to be completed.

Some examples of other reasons for not reaching the standard are:

- Minority ownership in tenements where majority consent for works has not been reached
- Major works are underway
- Personal circumstances of tenants preventing work from progressing.



The Energy Efficiency Standard for Social Housing (EESH)

The EESH sets out the minimum energy efficiency ratings that social landlords are expected to meet across the housing stock.

The standard sets a single minimum energy efficiency rating that varies depending on the property and heating type.

As of 31st March 2022, 93.6% of South Ayrshire Council's housing stock met this standard. 2% of our stock do not meet the standard and 4% are exempt.

The majority of exemptions are required due to the excessive costs associated with the work and a small proportion are identified for disposal.

Healthy Homes and Fuel Poverty Outcomes and Actions 2023-2028

After giving consideration to the HNDA findings, the feedback received during our consultations and progress made during the previous LHS, the Healthy Homes and Fuel Poverty Steering Group set the following outcomes and actions relating to the Healthy Homes and Fuel Poverty Theme:

Healthy Homes and Fuel Poverty

Principal Outcome

People across South Ayrshire live in warm, dry, energy efficient homes which they can afford to maintain.

Secondary outcomes and actions to support delivery:

<p>HH1. Social housing stock in South Ayrshire continues to meet the local and national property condition standards.</p>	<p>Develop an Asset Management Plan for the Council's housing stock.</p>
	<p>Continued investment in social housing stocks to maintain the SHQS.</p>
	<p>Continue to make progress towards the Scottish Government's EESSH.</p>
	<p>Review the findings and implement recommendations from the Tenant Led Inspection on the Letting Standard.</p>
	<p>Work closely with involved tenants and stakeholders to review service feedback and identify opportunities for continuous improvement.</p>
<p>HH2. Properties in the private rented sector meet the Repairing Standard and landlords/owners are meeting their legislative responsibilities.</p>	<p>Support the delivery of enhanced property standards across South Ayrshire's private rented sector.</p>
	<p>Incentivise private owners to invest in building improvements within mixed tenure blocks to support social housing providers in the delivery of the SHQS.</p>
	<p>Promote good practice, industry training and accreditation to private landlords and continue to uphold compliance across the PRS.</p>
	<p>Explore the option of the Council becoming a property factor and charging for maintenance works.</p>
	<p>Develop information for homeowners specifically on the use of missing shares powers in the private sector.</p>
	<p>Provide information, advice and support to private rented tenants reporting property condition concerns to the Council.</p>
<p>HH3. Energy efficiency is improved and instances of fuel poverty are reduced across all tenures by utilising local and national funding.</p>	<p>Explore and develop viable solutions to improve the energy efficiency of the housing stock across the local authority area.</p>
	<p>Consider the viability of low cost/low carbon heating systems in new homes and in retrofitting.</p>
	<p>Provide energy advice and information for people living in all tenures to promote the benefits of maintaining well ventilated, heated homes and how to achieve this efficiently.</p>
	<p>Participate in the development of a local LHEES strategy.</p>

	Promote appropriate funding sources available to incentivise energy efficiency improvements in private sector homes.
	Where possible, align programmes for retrofitting of energy efficiency measures and modernisation works when large scale external upgrade programmes are being delivered.
	Incorporate workforce planning requirements in any large-scale projects in partnership with procurement.
HH4. Homeowners landlords and tenants are aware of their rights and responsibilities in relation to property condition and are supported to uphold them.	Explore funding opportunities for improvements to the delivery of information and practical assistance to homeowners on a range of repairs and maintenance issues.
	Develop a multi-agency approach for assisting people with hoarding tendencies.
	Participate in national conversations regarding meter bypassing to ensure South Ayrshire adopts appropriate responses.
	Explore the powers available to progress common works where commercial premises are unwilling/unable to contribute. Include this in the review of the Scheme of Assistance.
HH5. Advice and assistance is available to help households reduce the risk of fuel poverty and child poverty, and people across South Ayrshire are aware of how to access this assistance.	Work with partners to identify data linkages between child poverty, food poverty and fuel poverty to ensure projects are focused on those with the greatest need.
	Continue to support research projects to consider links between house condition, health and wellbeing.
	Develop appropriate advice, assistance and support to be offered to social housing tenants where there are concerns over utility supply or a person's ability to afford utilities.
	Circulate reliable sources of energy efficiency advice to the general public and promote available advice services.
	Continue to work towards national objectives to reduce fuel poverty where practicably possible.
	Explore opportunities to commission an energy advisor for South Ayrshire.
HH6. Repair, improvement and adaptation advice and assistance is available to homeowners and tenants across South Ayrshire.	Review the Scheme of Assistance for homeowners and private tenants and promote this to the sector when complete.
	Promote the Council's Trusted Trader Scheme to assist homeowners to identify contractors to suitably repair, adapt and improve their properties.

Annex A – South Ayrshire Council Outcomes Action Plan 2023-2028

LHS Outcome: People across South Ayrshire can find a good quality home that they can afford, that meets their needs and is in an area where they feel safe and connected.						
Where the LHS Outcome supports National Priorities, Plans and Targets & links to Local Outcome Improvement Plan/Locality Plans and Local Authority Plan Outcome, please list these here; Housing to 2040, National Planning Framework 4, Fuel Poverty (Targets, Definition and Strategy)(Scotland) Act 2019, Tackling Fuel Poverty in Scotland, A Strategic Approach, Scottish Housing Quality Standard, Energy Efficiency Standards for Social Housing (ESSH), Child Poverty (Scotland) Act 2017, Best Start, Bright Futures: tackling child poverty delivery plan 2022 to 2026, A Place to Stay, A Place to Call Home: a Strategy for the Private Rented Sector, South Ayrshire Council Plan 2023-2028, Local Outcomes Improvement Plan (Supporting older people to live in good health and closing the poverty gap)						
Action(s) and Commitments for Delivery of Outcome	Baseline	Indicator or Measure	Milestone	Target/ End Point	Who/Co-ordinator	Progress
135 units of affordable housing are built or acquired per year to meet local housing need.	748 units 2017 - 2023	Affordable Housing Supply Programme	135 units per annum.	675 additional units by 2028	Co-ordinator, Housing Policy and Strategy	
20 units of affordable wheelchair accessible housing are developed per year (to be reviewed annually through the SHIP).	9 units	Affordable Housing Supply Programme	20 units per annum (to be reviewed annually)	100 units by 2028	Co-ordinator, Housing Policy and Strategy	
New build units are highly energy efficient and sustainable.	Compliance level silver (aspects 1+2)	NPF4 Compliance	Annual review of the SHIP.	Compliance level gold for new developments post 2023.	Appointed Architect	

New build units provide lifetime homes that can be easily adapted to meet changing needs, where required.	Designed to achieve Housing for Varying Needs standard	NPF4 Compliance	Annual review of the SHIP	New build units achieve Housing for Varying Needs Standards	Appointed Architect	
Access to the private sector is promoted.	5 SLS properties	No. of properties available via SLS.	5 per annum	20 properties	Co-ordinator, Housing Policy and Strategy	
Owners are encouraged to bring their long-term empty homes back into use.	97 empty homes brought back into use 2017 - 2023	Empty Homes Database	19 (annually)	94 by 2028	Co-ordinator, Housing Policy and Strategy	

LHS Outcome: People across South Ayrshire have a sense of identity and belonging in the places where they live. South Ayrshire's places are distinctive, safe, easy to move around, welcoming, adaptable, resource efficient and impact positively on those who use them.

Where the LHS Outcome supports National Priorities, Plans and Targets & links to Local Outcome Improvement Plan/Locality Plans and Local Authority Plan Outcome, please list these here; Housing to 2040, National Planning Framework 4, South Ayrshire Council Plan 2023-2028, Local Outcomes Improvement Plan (Supporting older people to live in good health and closing the poverty gap), Community Empowerment (Scotland) Act 2015; the Place Principal.

Action(s) and Commitments for Delivery of Outcome	Baseline	Indicator or Measure	Milestone	Target/ End Point	Who/Co-ordinator	Progress
The Place Principals are promoted in the design of new housing developments and the improvement and regeneration of existing neighbourhoods.	Current policy compliance.	NPF4 Compliance	Continued compliance	Affordable housing developments achieve the Place Principal	Appointed Architect	
Housing works collaboratively with appropriate services and local people to address complex issues within local areas.	3 pilot Places Plans currently being implemented. Housing Services working in partnership to resolve complaints.	Development and implementation of Place Plans for communities. SSHC Annual Return	Implementation of Place Plans Reduction in complaints received.	Improvements delivered to meet the needs of local communities. Reduction in complaints of Anti-Social Behaviour to Housing Services	Service Lead, Housing Services	

<p>People with local and lived knowledge of the place have a voice in the future aspirations and plans for their area.</p>	<p>3 pilot Place Plans developed in South Ayrshire using the Place Standard.</p> <p>Tenant participation structure</p> <p>93.26% of tenants satisfied with opportunities to participate.</p>	<p>Development and implementation of Place Plans for communities across South Ayrshire using the Place Standard.</p> <p>SSHC Annual Return – Satisfaction with opportunities to participate</p>	<p>Development of additional Place Plans.</p> <p>Review of Tenant Participation Strategy and structures.</p>	<p>Local people are satisfied with the opportunities to influence plans for their community.</p>	<p>Thriving Communities & Co-ordinator, Housing Policy and Strategy</p>	
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LHS Outcome: The possibility of homelessness is identified by a range of services at an early stage and homelessness prevention methods are utilised to assist. Good quality accommodation, advice and support will be available where it cannot be avoided.

Where the LHS Outcome supports National Priorities, Plans and Targets & links to Local Outcome Improvement Plan/Locality Plans and Local Authority Plan Outcome, please list these here: Housing to 2040, Housing (Scotland) Act 2001, 2006, 2010 & 2014 Homelessness etc. (Scotland) Act 2003, The Homeless Persons (Provision of Non-permanent Accommodation (Scotland) Order 2004, Ending Homelessness Together Action Plan, Children and Young People (Scotland) Act 2014, Youth Homelessness Prevention Pathway, Equally Safe: Scotland's Strategy to eradicate violence against women, South Ayrshire Council Plan 2023-2028, Local Outcomes Improvement Plan (Supporting older people to live in good health and closing the poverty gap), Community Empowerment (Scotland) Act 2015.

Action(s) and Commitments for Delivery of Outcome	Baseline	Indicator or Measure	Milestone	Target/ End Point	Who/Co-ordinator	Progress
Good quality housing advice is available and accessible to all in South Ayrshire.	Accredited Housing Advice Services available	Accredited Housing Advice Services	Continued delivery of accredited housing advice.	Reaccreditation by 2028	Service Lead, Housing Services	
Services recognise households at risk of homelessness at an early stage and take appropriate action to ensure homelessness is prevented where possible.	817 homeless applications (5-year average)	PREVENT 1 HL1 RRTP Update	Introduction of a partnership approach and increased early intervention to prevent homelessness.	< 817 homeless application per year.	HSCP, Housing Advice and Support Providers, Housing Services	
The provisions of the national homelessness agenda are	Prevention of Homelessness Duties for Public Bodies due to be	Progress reported via RRTP Update	Introduction of a partnership approach and	Annual reduction in homeless presentations to the authority.	Co-ordinator, Housing Policy and Strategy,	

implemented within South Ayrshire.	implemented 2023		increased early intervention methods to prevent homelessness.		HSCP SAC	
Delivery of the Rapid Rehousing Transition principals including: - an increased focus on preventing homelessness, - minimising stays in temporary accommodation while supporting sustainable rehousing, - minimising transitions between units of temporary accommodation, - provision of appropriate housing and support options to meet people's needs and support tenancy sustainment.	817 homeless applications (5-year average) 40% of homeless households spent < 3 months in temp.	PREVENT 1 HL1 HL3 RRTP Update	Annual reduction in homeless presentations.	< 817 (5-year average) > 40% households spending less than 3 months in temp.	Co-ordinator, Housing Policy and Strategy	
Housing First in South Ayrshire is available as a response to	34 households supported	No. of households supported. Tenancy sustainment levels.	Annual increase in cases supported.	50 households	Co-ordinator, Housing Policy and Strategy &	

homelessness for those with complex support needs.					Service Lead, Housing Services	
Services for people who are homeless or at risk of homelessness are trauma informed, person-centred and strength based. Data sharing arrangements between all services prevents retraumatisation, supports a "no wrong door approach" and makes best use of resources.	Housing support contracts currently provide trauma informed, person-centred and strength-based services.	% of workforce attending Trauma Training.	Staff participation in Trauma Training. Involvement in Strategic Groups. Integrated Equalities Impact Assessment. Management Sessions and Service Support. Improved data sharing.	Staff within Housing and Homelessness Services provide trauma informed and responsive services.	Co-ordinator, Housing Policy and Strategy, Housing Advice and Support Providers, Service Lead, Housing Services	

LHS Outcome: People with particular needs are able to live with freedom, choice and control in a home that maximises their health, wellbeing and independence.

Where the LHS Outcome supports National Priorities, Plans and Targets & links to Local Outcome Improvement Plan/Locality Plans and Local Authority Plan Outcome, please list these here: Housing to 2040; Equality Act 2010; Fairer Scotland Action Plan; Age, Home and Community: a Strategy for Housing Scotland's Older People 2012-2021; Age Home and Community: The Next Phase, Public Bodies (Joint Working) (Scotland) Act 2014 and the Integration of Health and Social Care and the Reshaping Care for Older People agendas; Scottish Government Equipment and Adaptation Guidance, National Health and Wellbeing Outcomes, A Fairer Scotland for Disabled People: delivery plan 2016 – 2021; All our Futures: Planning for a Scotland with an Ageing Population; Scotland's National Dementia Strategy 2017-2027; Mental Health Strategy for Scotland 2017-2027; Scotland's Carers Strategic Policy Statement; Scotland's National Performance Framework; National Telehealth and Telecare Delivery Plan for Scotland; Keys to Life – improving quality of life for people with learning disabilities; Scottish Strategy for Autism; Gypsy/Travellers and the Scottish Planning System; Guide for Local Authorities on Managing Unauthorised Camping by Gypsy/Travellers in Scotland; A Place to Stay, A Place to Call Home: a Strategy for the Private Rented Sector; South Ayrshire Council Plan 2023-2028; Local Outcomes Improvement Plan (Supporting older people to live in good health and closing the poverty gap); Community Empowerment (Scotland) Act 2015; the Place Principal.

Action(s) and Commitments for Delivery of Outcome	Baseline	Indicator or Measure	Milestone	Target/ End Point	Who/Co-ordinator	Progress
Appropriate housing options are available to meet local needs.	SLS. Rent Deposit Guarantee Scheme (RDGS). Supported Accommodation. Adaptations. Lifetime Homes.	Expansion of SLS. Number of people accessing the RDGS. No. supported accommodation units	Increase the no. properties managed by the SLS. Delivery of supported housing units for particular groups.	A reduction in homeless presentations, urgent rehousing requests and households with a priority for rehousing.	Co-ordinator, Housing Policy and Strategy	

	Empty Homes. Promotion of LIFT Scheme. Awareness raising of housing options online.	No. of public and private sector adaptations. New affordable housing units. Empty homes brought back into use.	Ongoing delivery of adaptations. Increased supply of affordable housing. Development of information available online.			
Housing, Health and Social Care work effectively together to ensure early interventions prevent housing crisis and housing solutions meet the needs of the household.	817 homeless applications (5-year average)	PREVENT 1 HL1 RRTP Update	Introduction of a partnership approach and increased early intervention to prevent homelessness	Annual reduction in homeless presentations to the authority	Co-ordinator, Housing Policy and Strategy & HSCPs	
Effective information sharing arrangements between Housing, Health and Social Care support positive outcomes for people accessing services.	Data sharing agreement signed with SPS. Privacy notices in place.	Improved information sharing agreements and service planning.	Improved data sharing arrangements in place across Housing, Health and Social Care.	Information sharing enables improved service planning for people accessing service.	Co-ordinator, Housing Policy and Strategy	
People across South Ayrshire have access to the information,	Accredited housing advice services,	No. of people accessing housing advice and support.	No. people accessing	Improved tenancy	Co-ordinator, Housing	

<p>advice and support they require to help them overcome adversity and live independently.</p>	<p>I&A Service delivered by SAC, Housing Support Contracts, Housing First Service. Supported accommodation available for particular groups. Adaptations in Social Housing. Scheme of Assistance for homeowners and private tenants.</p>	<p>No. households supported by Housing First Tenancy sustainment figures. No. of people accessing information and advice via Scheme of Assistance. No. of adaptations delivered across sectors.</p>	<p>information & advice by type. Increasing number of households supported by Housing First. Improved tenancy sustainment. No. adaptations delivered.</p>	<p>sustainment figures. Reduction in support needs and interactions with services. People with a disability can remain independent in their own home with an adaptation and/or support.</p>	<p>Policy and Strategy</p>	
<p>Housing, Health and Social Care work periodically and work effectively together to identify and address "service gaps" to ensure that people are adequately supported.</p>	<p>Housing First Multi-Agency Group. Youth Housing Support Group. Services to those in prison working group.</p>	<p>Review of referral processes and identify any service gaps. Progress early intervention methods to prevent homelessness Review the core and cluster model to</p>	<p>Review processes, methods and models. Identify service gaps. Identify service improvements to ensure best use of resources.</p>	<p>Resources are used effectively to ensure people are adequately supported.</p>	<p>Co-ordinator, Housing Policy and Strategy, Service Lead, Housing Services, HSCPs</p>	

		ensure it meets its intended purpose.				
Housing, Health and Social Care ensure that people with lived experience have the opportunity to participate in housing related service design.	Tenant Participation Strategy and homelessness survey – the right help at the right time.	The voice of lived experience is instrumental in the development of pathways for homelessness prevention and the design of housing support services.	All pathway development as part of the RRTP provides opportunities for people with lived experience to contribute.	Services tailored to the needs of those who use them.	Co-ordinator, Housing Policy and Strategy	
Housing Services and partner agencies have a comprehensive understanding of the promise and embed the promise values in their approach.	Parenting Promise Resource Page for staff.	No. of hits to resource page.	The Promise values embedded in policy and service delivery processes.	Services deliver promise values.	Co-ordinator, Housing Policy and Strategy	

LHS Outcome: People across South Ayrshire live in warm, dry, energy efficient homes which they can afford to maintain.

Where the LHS Outcome supports National Priorities, Plans and Targets & links to Local Outcome Improvement Plan/Locality Plans and Local Authority Plan Outcome, please list these here: Housing to 2040, Housing (Scotland) Acts 2001, 2006, 2014, Private Rented Housing (Scotland) Act 2011, Private Housing (Tenancies) (Scotland) Act 2016, Fuel Poverty (Targets, Definition and Strategy)(Scotland) Act 2019, Tackling Fuel Poverty in Scotland, A Strategic Approach, Scottish Housing Quality Standard, Energy Efficiency Standards for Social Housing (EESSH), Climate Change (Scotland) Act 2009, Climate Ready Scotland: climate change and adaptations programme 2019-2024, Child Poverty (Scotland) Act 2017, Children and Young People (Scotland) Act 2011, Best Start, Bright Futures: tackling child poverty delivery plan 2022 to 2026, A Place to Stay, A Place to Call Home: a Strategy for the Private Rented Sector, South Ayrshire Council Plan 2023-2028, Local Outcomes Improvement Plan (Supporting older people to live in good health and closing the poverty gap).

Action(s) and Commitments for Delivery of Outcome	Baseline	Indicator or Measure	Milestone	Target/ End Point	Who/Co-ordinator	Progress
Social housing stock in South Ayrshire continues to meet the local and national property condition standards.	86.52% - SHQS 93.6% - EESSH	SHQS EESSH	89.90% - SHQS	100% 100%	Service Lead – Housing Services	
Properties in the private rented sector meet the Repairing Standard and landlords/owners are meeting their legislative responsibilities.	SHCS low sample size. Relevant information is provided to landlords and tenants.	Interactions with the private sector enforcement officer and positive outcomes achieved. Further distribution of information relating to	Incentivise investment in building improvements. Promote good practice, industry	Landlords/owners are supported to meet their legislative requirements and tenants live in warm, dry and maintained homes.	Co-ordinator, Housing Policy and Strategy	

		requirements for landlords and tenants.	training and accreditation. Develop missing shares powers information for homeowners			
Energy efficiency is improved and instances of fuel poverty are reduced across all tenures by utilising local and national funding.	Investment in Energy Efficiency Measures to 1,775 homes. £13 million investment across public and private sectors	Secure SG funding for investment in Energy Efficiency measures in private sector homes.	Annual investment in private and social housing.	Reduction in percentage of households living in fuel poverty and extreme fuel poverty. Reduction in Co2 emissions from fossil fuel-based heating systems.	Co-ordinator, Housing Policy and Strategy	
Homeowners landlords and tenants are aware of their rights and responsibilities in relation to property condition and are supported to uphold them.	Newsletter issued to private sector tenants containing information on rights and responsibilities, Information for homeowners is available online and advice and practical	Provision of information, advice and practical assistance via the Scheme of Assistance, Private Sector Enforcement Officer, Environmental Health and Building Standards. Develop a multi-agency approach for	Annual outputs Scheme of Assistance annua reporting Monitor progress towards approaches and responses.	Property condition improvements.	Co-ordinator, Housing Policy and Strategy	

	<p>assistance is available via the Scheme of Assistance.</p> <p>Facilitated private sector landlord training sessions focusing on rights and responsibilities.</p>	<p>assisting people with hoarding tendencies,</p> <p>Develop an appropriate response to meter bypassing.</p> <p>Review the Scheme of Assistance.</p>				
<p>Advice and assistance is available to help households reduce the risk of fuel poverty and child poverty, and people across South Ayrshire are aware of how to access this assistance.</p>	<p>36% of households in fuel poverty, 13% in extreme fuel poverty and child poverty. Information, Advice and Assistance available via Housing Support and I&A Team.</p>	<p>Reduction in number of households experiencing poverty</p>	<p>Continued delivery of EESSH & ABS</p>	<p>Households are removed from poverty through the delivery of energy efficiency improvements and a range of other assistance from services.</p>	<p>Co-ordinator, Housing Policy and Strategy</p> <p>Service Lead – Housing Services.</p>	
<p>Repair, improvement and adaptation advice and assistance is available to homeowners and tenants across South Ayrshire.</p>	<p>Information for homeowners is available online, Practical assistance is available for those with a need for an</p>	<p>Scheme of Assistance Monitoring</p>	<p>Ensure all information available remains to be accurate and up to date.</p>	<p>Homes are maintained, warm, dry and energy efficient.</p>	<p>Co-ordinator, Housing Policy and Strategy</p>	

	adaptation or where their home is BTS. Information is provided to private landlords and tenants. Trusted Trader Scheme available					
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This information can be made available, on request, in braille, large print or audio formats and can be translated into a range of languages. Contact details are provided below.

درخواست کرنے پر یہ معلومات نابینا افراد کے لئے ابھرے حروف، بڑے حروف یا آڈیو میں مہیا کی جاسکتی ہے اور اسکا مختلف زبانوں میں ترجمہ بھی کیا جاسکتا ہے۔ رابطہ کی تفصیلات نیچے فراہم کی گئی ہیں۔

本信息可应要求提供盲文，大字印刷或音频格式，以及可翻译成多种语言。以下是详细联系方式。

本信息可應要求提供盲文，大字印刷或音頻格式，以及可翻譯成多種語言。以下是詳細聯繫方式。

ਇਹ ਜਾਣਕਾਰੀ ਮੰਗ ਕੇ ਬੋਲ, ਵੱਡੇ ਅੱਖਰਾਂ ਅਤੇ ਸੁਣਨ ਵਾਲੇ ਰਾਜ ਵੱਲੋਂ ਵੀ ਲਈ ਜਾ ਸਕਦੀ ਹੈ, ਅਤੇ ਇਹਦਾ ਤਰਜਮਾ ਹੋਰ ਬੋਲੀਆਂ ਵੱਲੋਂ ਵੀ ਕਰਵਾਇਆ ਜਾ ਸਕਦਾ ਹੈ। ਸੰਪਰਕ ਕਰਨ ਲਈ ਜਾਣਕਾਰੀ ਹੇਠਾਂ ਵੱਲੋਂ ਗਈ ਹੈ।

Niniejsze informacje mogą zostać udostępnione na życzenie w alfabecie Braille'a, w druku powiększonym lub w formacie audio oraz mogą zostać przetłumaczone na wiele języków obcych. Dane kontaktowe znajdują się poniżej.

Faodar am fiosrachadh seo fhaighinn, le iarrtas, ann am braille, clò mòr no clàr fuaim agus tha e comasach eadar-theangachadh gu grunn chànanan. Tha fiosrachadh gu h-ìosal mu bhith a' cur fios a-steach.

South Ayrshire Council
Customer Contact Centre
0300 123 0900