

**Cambridge Sub-region Enhanced Housing Options  
Programme 2 Action Plan**

**Action A**

Action	Targets		Cost to Programme (£)	Match Funding (£)
	2009.10	2010.11		
<b>A.1 Employ Enhanced Housing Options Service Development Manager</b>				
<p>A key objective of our bid is to secure capacity to allow us to improve our systems and develop new schemes in order that any Enhanced Housing Options improvements are self-sustaining at the end of the two-year programme. The Enhanced Housing Options Service Development Manager's role would be full time and would essentially be to project manage the implementation of the schemes specified in the Action Plan. Cambridge City would be the host employer and the post would be line managed by the City's Homeless and Housing Needs Manager. The new post would be accountable to the Sub-regional Homelessness and Housing Options Group an existing task group of the Cambridge Sub-regional Housing Board. The post would be the link to the mentor authority and would have a key relationship with the Project Manager of the sub-region's choice-based lettings system (Home-Link) jointly funded by the local authorities.</p> <p>Recruitment cost - £8000</p>	<p>Advertise post - Jan 2009</p> <p>Recruit April 2009</p>		8000	
<p>Remuneration - This would be a mid tier post advertised at Cambridge City Council's salary band £32,436 to £40,953 (pay award pending).</p>			110,000	

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<b>A.2 General Home-Link Web-site Development</b>				
<p>Building on the success of our sub-regional choice-based lettings system, Home-Link, is a key aspect of our bid with the establishment of the Home-Link web-site as a portal for Enhanced Housing Options. Specific improvements in the Action Plan are as follows with further details shown in the sections below.</p> <ul style="list-style-type: none"> <li>• Developing Home-Link IT link connection with Key Homes East</li> <li>• Advertising adapted private homes through Home-Link</li> <li>• Advertising employment related advice through Home-Link</li> <li>• Advertising jobs or employment initiatives through Home-Link</li> <li>• Advertising innovative new solutions to employment i.e. Slivers of Time</li> </ul> <p>Our choice-based lettings software contractor has provided an indicative cost for the development of the Home-Link web-site of £5000.</p>	<p>These web-site enhancements will be ongoing through the two year period</p>		5000	

### Outcome Theme 1 – Meeting Housing Need with a Wider Range of Solutions

Action	Targets		Cost to Programme (£)	Match Funding (£)
	2009.10	2010.11		
<b>1.1 One day a week of the existing Home-Link Manager will be dedicated to Service Development</b>				
The Home-Link Manager post is joint funded by the seven local authorities in the Cambridge sub-region. It is proposed that at least one day a week of the Project Manager's role will involve the development of Home-Link	Locate Enhanced Housing Options in the Home-Link Action Plan	eg Review of the		22,000

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to deliver Enhanced Housing Options, working closely with the Enhanced Housing Options Service Development Manager.	Home-Link Access Strategy to ensure vulnerable people are having fair and equitable access to choice-based lettings			
<b>1.2 Home-Link Mutual Exchange Module</b>				
Sub-regional partners have agreed to joint fund the implementation of the module to enhance a sub-regional approach and raise the profile of exchanges as an effective housing option.	Launch and implement Mutual Exchange Module by March 2009	Review effectiveness of module by end March 2010		15,000
<b>1.3 Home-Link Homeless Module</b>				
Sub-regional partners have agreed to joint fund the implementation of this module to effectively link homeless applicants into choice-based lettings and enable the parallel management of homeless applications.	Launch and implement Homeless Module by March 2009	Review effectiveness of module by end March 2010		25,000
<b>1.4 Developing Home-Link IT link connection with Key Homes East</b>				
An IT link is in place from the Home-Link website to the Key Homes East low cost home ownership website. It is proposed to reverse the link from Key Homes East site to Home-Link and to use Home-Link to promote LCHO opportunities and disseminate publicity material.	Effect reverse link by end March 2010		Costs included in A2 above	
<b>1.5 A Sub-regional approach to Supported Lodgings Schemes</b>				
St Edmundsbury Borough Council has successfully developed a Supported Lodgings scheme with Suffolk County Council and a local RSL partner. The scheme enables young people to receive support from a host family and support worker in a location where they can maintain their network of support ie in relation to	Assess the extent of development of Supported Lodging initiatives and co-ordinate a sub-regional brief and best practice	Audit need for extension of concept to other groups and co-ordinate actions between partners by end March 2011	Costs included in A1 above	

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education and employment. The aim here is to role out a consistent approach to Supported Lodging Schemes across the sub-region including consideration of other groups eg Returning from Forces; Asylum Seekers; Migrant Workers	for the establishment of schemes by end March 2010			
<b>1.6 Sub-regional roll out of low-cost home ownership schemes for disabled people</b>				
Fenland District Council are leading an initiative together with a local RSL partner to develop a programme of low-cost home ownership schemes that are accessible for disabled people. The aim here again is to role out a programme across the sub-region.	Co-ordinate a sub-regional programme and guidance for the establishment of schemes by end March 2010.		Costs included in A1 above	

### Outcome Theme 2 – Using Stock More Effectively

Action	Targets		Cost to Programme (£)	Match Funding (£)
	2009.10	2010.11		
<b>2.1 Advertising private sector properties via Home-Link</b>				
As part of a package of measures to foster best use of the private rented sector we will develop a module to allow private landlords to advertise direct through Home-Link. The aim will be to encourage private landlords & letting agents to advertise good quality homes, with rents within HB thresholds, to applicants on the housing register in need agreeing appropriate advertising fees to cover additional costs that may be incurred.	Develop specification and feasibility of module with software supplier.	Implement module by October 2009. Review effectiveness of module by March 2009.	£20,000	

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<p><b>2.2 Homelessness Prevention ~ assistance for home owners</b></p>				
<p>Agree good practice across the sub-region in relation to minimising mortgage repossessions by agreeing referral protocols with money advice agencies, developing Lay Advocacy schemes at county courts and discussing alternative to possession proceedings with mortgage lenders. Investigate the feasibility of a sub-regional telephone hot-line for private landlords.</p>	<p>Progress against this action to be monitored by the Sub-regional Homelessness and Housing Options Group</p>		<p>See A1. No other resource implications anticipated.</p>	<p>Cost of telephone hot-line to be covered by partners.</p>
<p><b>2.3 Sub-regional Tenants Incentive Scheme marketed through Home-Link</b></p>				
<p>All local authorities in the sub-region have their own version of a Tenants Incentive Scheme aimed principally at freeing up larger socially rented housing. The aim is to enhance the options for people seeking to move as part of a scheme by widening their range of housing options.</p>	<p>Review sub-regional Tenants Incentive Schemes by end March 2010</p>	<p>Advertise local Tenant Incentive Schemes sub-regionally via Home-Link by end March 2011</p>	<p>Costs included in A2 above</p>	
<p><b>2.4 Advertising adapted private homes through Home-Link</b></p>				
<p>Linking with the County Council Disability Housing Strategy, local Home Improvement Agencies and sub-regional Disabled Facility Grant systems, we will develop a process to allow owner occupied and privately rented housing that has been specifically adapted for disabled people to be advertised through Home-Link. This will improve the efficient use of adapted housing and help create a level playing field across tenure in relation to access to appropriately adapted housing.</p>	<p>This will be developed in line with 2.1 above. and any costs have been captured in 2.1 and A2.</p>		<p>Any costs have been captured in 2.1 and A2 above.</p>	

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**Outcome Theme 3 – Tackling Worklessness**

Action	Targets		Cost to Programme (£)	Match Funding (£)
	2009.10	2010.11		
<p><b>3.1 Personalised Employment Support Programmes - a one-stop-shop approach to housing and employment advice</b></p>				
<p>We will build on the successful approach adopted by local RSL, Cambridge Housing Society, which provides a tenure blind employment advice service. The service is financially supported by the regional development agency (EEDA) and the Learning and Skills Council and the project is linked to interventions through Job Centre Plus and other programmes for example; Flexible New Deal; Pathways to Work; Nextstep and the emerging Advancement and Careers Service; Slivers of Time etc</p> <p>We will develop this service by offering more personalised programmes of support and extend the offer across the sub-region and in relation other examples of best practice. For example, Fenland has one of the lowest skills levels in the sub region as defined by the Index of Multiple Deprivation.</p>	<p>Develop a project management group comprising the key stakeholders i.e. district councils, Jobcentre Plus, Greater Cambridge Partnership, Learning and Skills Council</p> <p>Equip customer facing teams across the stakeholder organisations with the skills, information and knowledge to provide a more joined up service, linking housing, employment and money advice. This training will focus on customers' 'moments of truth', where they are referred from one provider to another.</p>			

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<p>We will top up mainstream support programmes by:</p> <ul style="list-style-type: none"> <li>a) tracking a cohort of customer journeys</li> <li>b) spot purchasing additional support e.g. financial capability, where necessary</li> <li>c) learning lessons from customer journeys</li> <li>d) feeding lessons learned back into the system via the Home-Link Manager</li> </ul>			50,000 (top-up funding)	250,000 (mainstream funding)
<b>3.2 Good Practice Guide on the link between housing advice and employment advice</b>				
<p>To complement the programmes developed in 3.1 and as a guide for wider dissemination.</p>		<p>Produce Guide - December 2010</p> <p>Disseminate – end March 2011</p>	10,000	
<b>3.3 Evaluation Project in relation to Personalised Employment Support Programmes</b>				
<p>To aid learning and service development we would commission a formal evaluation of the impact a personalised approach has on outcomes for the customer in terms of sustained housing and employment.</p>	<p>Develop brief for evaluation project - end Sept 2010</p> <p>Commission project – Dec 2010</p>	<p>Evaluation phase – end Sept 2011</p> <p>Report – Dec 2011</p>	15,000	
<b>3.5 Development of Home-Link to facilitate monitoring of employment advice</b>				
<p>Soft-ware to capture records of employment advice and assistance provided to housing applicants and to enable joint reporting of housing and employment advice.</p>	<p>Develop brief for software provider – March 10</p>	<p>Implement module – March 11</p>	20,000	
<b>3.5 Advertising employment related advice through Home-Link</b>				
	<p>In tandem with the development of personalised programmes in 3.1</p>		<p>Costs included in A2 above</p>	

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	begin advertising by end March 2010.			
<b>3.6 Advertising jobs or employment initiatives through Home-Link</b>				
	Begin advertising by end September 2009		Costs included in A2 above	

**Outcome Theme 4 – Improving Customer Service**

Action	Targets		Cost to Programme (£)	Match Funding (£)
	2009.10	2010.11		
<b>4.1 Mortgage Advice to First Time Buyers – ‘Saving Gateway Scheme’</b>				
We will investigate how we can build financial capability into our vision for a one-stop-shop approach. This will include investigating how the Government's Saving Gateway Scheme, due to come on stream in 2010, can potentially link to housing options.		Report on the potential role out of a sub-regional approach by end March 2011	No cost other than time of Service Development Manager.	
<b>4.3 Improved marketing of Home Improvement Agency services through Home-Link</b>				
In line with the County Supporting People review of Home Improvement Agencies take the opportunity to improve the marketing of services on a sub-regional basis.	Begin advertising by end March 2010		Costs included in A2 above	