

Cllr John Ennis

Lead Councillor for Housing
Reading Borough Council

How councils are rising
to challenges



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Reading's Perfect Storm

- Strong economy
- Strong commuter links - Crossrail
- Limited land for development
- Roll out of Welfare Reform
- Increased sale prices and rent levels
- High levels of homelessness



Increasing Affordable Housing

- 58% of Reading's housing supply (406 units pa) should be affordable
- Traditional enabling
- Local Authority new build
 - Phase 1 - 148 homes (57 still on site)
 - Phase 2 - 80 units
- Estate Capacity Study



Pheobe Cusden House



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Lowfield Road

- 28 Units of temporary accommodation.



Increasing the supply housing people can afford

- Rent Guarantee Scheme
- Homes for Reading (wholly owned housing company)
- A Rent with Confidence Scheme to drive up quality



Restrictions and opportunities

- Review of the use of viability in S106 negotiations
- Funding for Regeneration projects
- Funding to enable Social Rent
- Relaxation of the rules in relation to Right to Buy Receipts

