

# Dudley Housing Strategy

2025-2041



# Dudley Housing Strategy 2025-2041

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## Foreword



**Councillor Ian Bevan**

*Cabinet Member Housing and Communities*

This is a 16-year strategy that sets out Dudley's commitments to improving housing within the Borough. It covers all tenures but also sets out some specific commitments to our 21,000 Dudley MBC tenants.

This is a route map that sets out our improvement journey as a landlord, whilst using our strategic strengths to improve the well-being of all homeowners or renters in the borough.



**Kathryn Jones**

*Group Director - Housing and Assets*

As a Council we are facing some extremely challenging times, especially financial challenges.

Spending controls on housing and other services requires us to think creatively and work together to deliver better services with less resources. We face particular challenges with our own housing stock as the majority of it was built pre-1966, and one third of the stock is flats. The age and type of property, alongside the new post-Grenfell fire safety requirements mean that our stock requires significant investment of around £880 million over the next 30 years just to keep it safe and functional. Additional funds will be required to improve housing standards and meet customer expectations. We are listening to tenants and will work with them to prioritise what is important to them.

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## Our vision

### **Dudley - A great place to call home**

*Building upon our rich Black Country heritage, we will aim to provide residents with a wide range of homes that are warm, safe and affordable. Working with communities to ensure that wherever they live, they are surrounded by great spaces and places that they are proud to call 'home.'*

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# All about Dudley<sup>1</sup>

## Population - now



Dudley has a population of **323,488** residents



It has more **0-14 year-olds** and more **people aged 50+** than average.



Around a third of Dudley's households contain **just one person**.

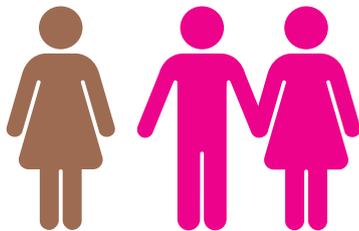


There are higher than average rates of disability as **19% of people have a disability**.

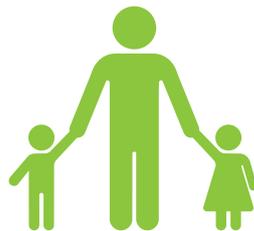


Notably, **52%** (10,945) social rented homes contain **1 or more disabled household members**.

## Population - projected changes<sup>iii</sup>



**One person households and childless couple households** will account for most of the projected household growth.



**Growth of single parent households.** These will be the households most likely to need social/affordable housing assistance.



Given that Dudley already has an above average rate of disabled residents, together with an ageing population, it is reasonable to predict that **more of the future households will contain people with disabilities**.

## Our homes<sup>2</sup>

The borough contains **137,069** households

Dudley has more outright home owners than the England average

Dudley has a larger social rented sector than the England average

Dudley's private rented sector is smaller than the England average

1 Census 2021

2 Census 2021

# Our challenges



The Dudley Local Plan<sup>3</sup> identifies a need for **11,169 new additional homes by 2041**



Dudley has fewer smaller property types with 1 and 2 bedrooms. This means there are **less entry-level properties for households to buy to get on the housing ladder**<sup>4</sup>



The median house price in Dudley is 6.5<sup>5</sup> times the median workplace earnings, so **housing affordability is an issue**



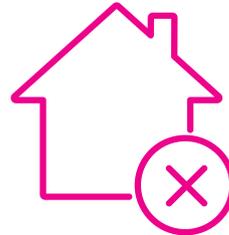
The social housing supply and turnover has reduced over recent years<sup>6</sup>



Within the social housing stock there is a **mismatch between supply and demand**, especially for 1 and 2 bedroom properties<sup>7</sup>



The Dudley Council owned social housing stock requires **investment of around £880 million over the next 30 years**<sup>8</sup> just to keep it safe and functional



Despite having a small private rented sector, it is estimated that **15% of these homes have a serious safety hazard**<sup>9</sup>



Generally, Dudley has an ageing population that **may require home adaptations or specialist housing** to meet their future needs

3 The Dudley Local Plan is currently in development

4 Census 2021

5 <https://www.ons.gov.uk/peoplepopulationandcommunity/housing/bulletins/housingaffordabilityinenglandandwales/2024>

6 DMBC internal data

7 DMBC internal data

8 Dudley MBC Asset Management Strategy

9 BRE Client Report – BRE Integrated Dwelling Level Housing Stock Modelling and Database for Dudley Metropolitan Borough Council BRE 31.3.2020

# Our Commitments

**Commitment 1 - Being a high performing landlord**

**Commitment 2 - Meeting a diverse range of housing needs**

**Commitment 3 - Safe and warm homes for all**

**Commitment 4 - Working together to make great places and spaces**

**Commitment 5 - Working with partners to improve homes and lives**



Our vision supports the Borough Vision

**Forging a Future for All**

<https://www.dudleyboroughvision2030.org.uk/>



## Commitment 1

### Being a high performing landlord

- Work towards achieving C1 rating from the Regulator of Social Housing (key priority).
- Review the effectiveness of our Housing Hubs.
- Ensure more effective engagement with tenants and residents in developing our services and in scrutinising our performance as a landlord (key priority).
- Ensure all tenants have the right information from us so that they know how we will respond to their requests by producing comprehensive customer service standards, and ensure all tenants are able to easily access information and advice about our services such as repairs responsibilities and help to access additional support if they need it.
- Become a more data driven decision maker by using our performance data to improve services and customer satisfaction.



## Commitment 2

### Meet a diverse range of housing needs

- Work with developers, planners and regeneration colleagues to deliver at least 10,470 net new homes covering all tenures until 2041. This figure is subject to the outcomes of the Local Plan Examination.
- Deliver at least 154 new affordable homes per year until 2041.
- Recognise the changing needs of the population by encouraging developers to provide more 1 and 2 bedroom homes that will be easily adaptable as people grow older.
- Deliver a new supported housing scheme for older people in Netherton by 2026.
- Review our independent living offer to provide high quality homes within thriving communities. This will include reviewing our housing offer for older people. We will also review the range of supported housing, including temporary accommodation, and housing for households with additional needs/vulnerabilities, especially working with social care services to meet unmet housing needs.
- Prevent homelessness and minimise rough sleeping by maintaining key homelessness prevention services and partnerships and keeping the Homelessness Prevention Strategy under review (key priority).



## Commitment 3

### Safe and warm homes for all

- Finalise and implement the Dudley Council Asset Management and Investment Strategy by 2025/26. This will include a review of the council housing stock to meet future housing needs including the Housing Revenue Account 30 year business plan (key priority).
- Ensure all council owned homes meet the Decent Homes Standard and other regulatory requirements on an annual basis (key priority).
- We will investigate promptly all reports of condensation, damp or mould in Dudley Council owned properties and work with residents to resolve the issues quickly. We will also offer advice and, in some instances, assistance to owner occupiers or private tenants as part of other help we offer such as Disabled Facilities Grants or Warm Homes advice.
- Working with the West Midlands Combined Authority (WMCA) and Dudley Housing Partnership to access funding to upgrade and enhance existing homes of all tenures – especially to reduce fuel poverty, reduce CO2 emissions and work towards no/low carbon homes.
- Ensure all council owned homes meet at least energy efficiency rating 'C' by 2030 and achieve net zero carbon or substantially reduced CO2 emissions by 2041.
- Encourage the sustainable growth of the private rented sector through a combination of actions including:
  - making sure landlords provide safe and warm homes and taking enforcement action where landlords do not comply
  - making sure any licensable properties are fully licensed and suitable homes for our residents
  - encouraging good landlords to increase their portfolios in the borough



**safe & sound**  
Dudley's Community Safety Partnership

## Commitment 4

### Working together to make great places and spaces

- We know from our Tenant Satisfaction Measures (TSM) feedback that our tenants are less satisfied than they should be with the communal areas near their homes. We will take action to make them feel safer and more welcoming (key priority).
- We will work with customers to improve our knowledge base so that we are delivering inclusive services that can make reasonable adjustments for customers when they are required.
- We will robustly tackle ASB (anti-social behaviour) on our estates and take appropriate action against offenders.
- We will ensure that our staff are trained to recognise signs of domestic abuse, child or adult exploitation, modern slavery and the Prevent counter terrorism measures.



## Commitment 5

### Working with partners to improve homes and lives

- **Customer impact**
  - prioritise customer input when shaping service delivery.
  - increased satisfaction rates.
- **Working on shared goals with:**
  - Dudley Housing Partnership to maximise housing delivery.
  - Homelessness Strategy Review Group to prevent homelessness and rough sleeping.
  - Anti-poverty Strategy partners to ensure that people can afford to live in suitable energy efficient homes.
  - Health and Wellbeing Board to maximise healthy outcomes for all of our residents.
- **Reducing costs to other services (key priority)**
  - Working with Adult Social Care, Childrens Services, Public Health and other health services to deliver better overall outcomes for Dudley's residents.
  - Providing easily adaptable homes to meet mobility or other needs. This includes new homes and helping to adapt existing ones.
  - Reducing hospital discharge times by having the right equipment, adaptations and accommodation.
  - Working collectively with others to explore if digital solutions can improve the service to customers and potentially reduce costs/other resource requirements.



**Our Action Plan on Pages 16-18 sets out how we will deliver these commitments**

# Background and links to other strategies and priorities



## Why we need a housing strategy

### A new Dudley

This is an overarching strategy that sets out our key ambitions and housing targets over the coming years. This strategy is not just about ‘bricks and mortar’ and delivering new homes. It is important to recognise the significant part that good housing of all different sizes, types and tenure types plays in making residents feel safe, healthy and happy. What is behind your own front door is important but so is the surrounding environment and the local facilities such as access to green spaces, transport, shops or healthcare facilities. Within the strategy you will see links to other strategies that help us to deliver our key ambitions.

### These include:

- Dudley Council Asset Management and Investment Plan
- Dudley Council Housing Revenue Account Business Plan
- Homelessness Prevention Strategy
- Dudley Council Social Care Supported Accommodation Investment Prospectus
- Dudley Local Plan
- West Midlands Combined Authority (WMCA) Plan for Growth and Deeper Devolution
- Working together for longer, safer, healthier lives – Dudley Health and Wellbeing Strategy
- The Dudley Council Climate Change Action Plan
- Dudley Council Anti-poverty Strategy
- Safe and Sound Community Safety Plan

## Dudley Local Plan and regeneration



We are clear on our spatial priorities for growth and regeneration. This includes five key brownfield sites that have been identified for the delivery of new homes:

- 1. Land at Waterfront Way and Level Street, Brierley Hill - 500 dwellings**
- 2. The Embankment / Daniels Land, Brierley Hill - 300 dwellings**
- 3. Land at King Street / Flood Street, Dudley town centre - 120 dwellings**
- 4. Land at Trindle Road / Hall Street / Birdcage Walk, Dudley town centre - 330 dwellings**
- 5. Land at Ketley Quarry, Kingswinford - 650 dwellings**

It is estimated that there will be a need of between 34 to 46 additional gypsy and traveller pitches.

Alongside these sites there are identified regeneration corridors and areas that have been identified to deliver new homes that are linked to the transport network and town centres.

## West Midlands Combined Authority (WMCA) Plan for Growth and Deeper Devolution Deal



In July 2022 the WMCA published their Plan for Growth which captures the key features of the West Midlands economy. The Plan for Growth pinpoints clusters where the West Midlands has comparative advantage and businesses are confident to invest.

Working in conjunction with local authorities and universities as local anchor institutions the WMCA will deliver conditions for growth through:

- New powers over economic development
- Transport investment
- Housing and land investment
- Pioneering new approaches to regeneration
- Developing skills
- Working with investors
- Committing to Net Zero by 2041

A commitment towards a single funding settlement in the Deeper Devolution Deal will mean:

A landmark housing deal worth up to £500 million with flexibilities around deployment for regenerating brownfield land, a route to full devolution of Affordable Housing Programme funding, and the West Midlands leading a pioneering new approach to maximising government land assets.

### Social Housing (Regulation) Act 2023

Dudley Council is a large social housing landlord in the borough owning 15% of the entire housing in the borough. These 21,000 homes play a vital role in providing safe, warm and affordable homes. As a large landlord we have embraced the recent legislative changes and are working towards making our homes safer and empowering residents to shape the delivery of our services.

In advance of the legislation we made an honest assessment of ourselves and found that we needed to improve key services. We also self-referred to the Regulator of Social Housing (RSH) as we found weaknesses in our data records, particularly around the condition of our homes. We continue to work with the regulator to achieve compliance and are on a journey to improve our homes and increase the level of scrutiny and input that residents have into our daily services.

#### Progress that has been made:

- We have completed stock condition surveys across our housing stock and now achieve building safety compliance. We have up-to-date housing stock data and plans in place to keep it updated.
- The vast majority of Dudley Council homes meet Decent Homes Standard. Currently less than 1,000 properties fail the Decent Homes Standard which are minimum requirements to keep the home free from serious disrepair and have adequate facilities such as heat, light and ventilation.
- We have developed a Dudley MBC Asset Management and Investment Strategy

## Dudley MBC Asset Management and Investment Strategy

This strategy sets out the important work to ensure that the 21,000 homes owned directly by Dudley MBC are safe and meet local housing need.

### Key themes

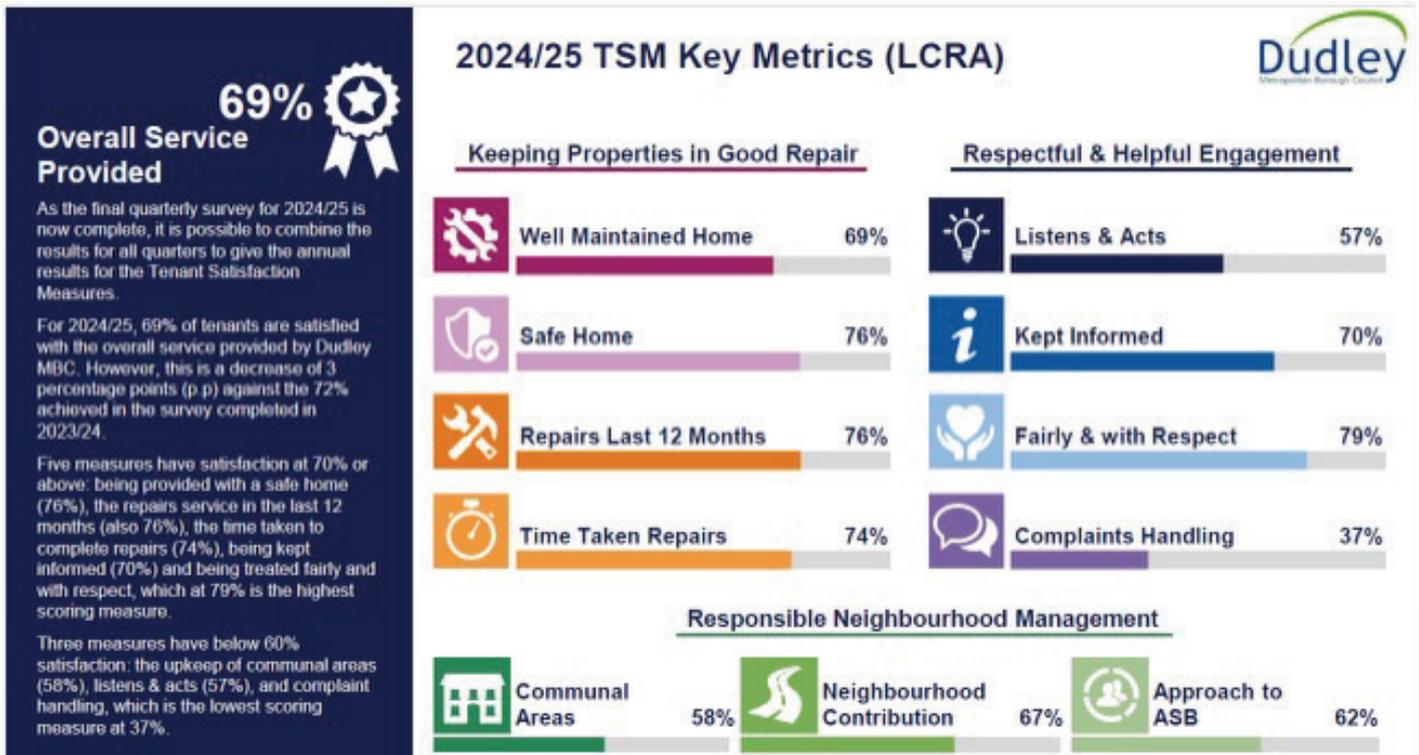
- Invest to retain - Our commitment to retain and invest in existing stock to ensure that it is safe and meets housing needs
- EPC C programme - Reducing the carbon footprint of our assets and ensuring that all properties meet a minimum rating of C (Energy Performance Certificates)
- Demolition programmes - the council will consider high investment need properties which are not viable for the Council, where site clearance would produce benefits such as increased capital to reinvest in homes, where sites are sold, or wider estate regeneration possibilities
- Disposal for sale programme - the council will review high investment need properties which are not viable to repair.
- Strategic review programme - the council will complete the process of determining the future investment requirements of 21 High Rise Blocks of flats
- Estate regeneration programme - the council will consider wider estate regeneration interventions to improve housing and other community benefits
- Future new build housing programme - the council will build new homes funded from a combination of Right to Buy receipts and other grant funding opportunities
- Other strategic projects programme - the council will complete a review of non-tenanted assets such as garages and commercial shops



## Our performance as a landlord and customer feedback

- Tenant Satisfaction Measures (TSMs) – we have completed our 2024/25 TSMs which indicated an overall tenant satisfaction of 69%. 76% of residents were satisfied that their home is safe and 79% agreed that we treated them fairly and with respect. Areas where we need to improve are complaints handling, upkeep of communal areas in flats and dealing with anti-social behaviour.

Further details can be found at <https://www.dudley.gov.uk/residents/housing/housing-advice-information-and-support/housing-performance/>



- Consumer standards – we know that the Regulator of Social Housing (RSH) will inspect us during the next few years so we are assessing ourselves against their consumer standards and our ambition is to achieve C1 rating
- Tenant assurance, scrutiny and influence – We have committed to widening the opportunities for tenants to influence and shape what we do. This has started with the creation of the Housing Assurance Board.

## Homelessness prevention and rough sleeping



Preventing homelessness is a statutory function that Dudley Council is required to undertake. Preventing homelessness is becoming increasingly difficult as cost of living impacts and the shortage of affordable housing limit the solutions that we can provide.

Our work with partners is detailed in the Dudley Homelessness Prevention Strategy but undoubtedly by implementing our outcome-based commitments in this strategy it will assist our residents to secure safe and sustainable housing.

<https://www.dudley.gov.uk/residents/housing/housing-advice-information-and-support/plans-policies-strategies/>

## Dudley Adult Social Care

The Dudley Supported Accommodation Investment Prospectus identifies the key messages from local people and their supporters:

- People with learning disabilities and/or autistic people are seeking a wider range of housing choices
- Young people with a learning disability and/or autistic young people are seeking supported housing that enables them to transition into adulthood
- There is a need for an increased range of tenure options – e.g. shared ownership
- Housing application and allocation processes need to be more learning disability and autism friendly
- For people with more complex mental health needs, there is a need for more self-contained supported living accommodation
- There is a need for access to and increased provision of ‘move-on’ accommodation. There is evidence that there are people with mental health needs living in supported housing that don’t need to be there
- People with a range of mental health needs report that the existing process for finding alternative accommodation, whether in the private rented sector or through choice-based lettings, is often very challenging which can cause further anxiety and stress
- There is a need for supported accommodation for people with acquired brain injury
- Older people want to remain living in their own homes for as long as possible
- Older people are seeking housing options that enable them to live independently for as long as possible
- Some older people are interested in and willing to “right size/downsize” provided that an alternative home is sufficiently attractive and meets their requirements. Much of the pressure on the Dudley MBC Housing Waiting list is already from smaller households requiring 1 bedroom property types and demand already significantly outstrips supply. Meeting this additional demand will require creativity, especially as older people sometimes seek property attributes that other types of households do not desire or require e.g. smaller gardens that require minimal upkeep or no gardens at all, enhanced security or health and well-being focused support or activities on-site.

Market Position Statement 2023-2028 - Further information on a range of social care needs, including the need for supported/specialist accommodation can be found here: <https://www.dudley.gov.uk/residents/care-and-health/dudley-adult-social-care-market-position-statement-2023-2028/>

## Working together for longer, safer, healthier lives – Dudley Health and Wellbeing Strategy

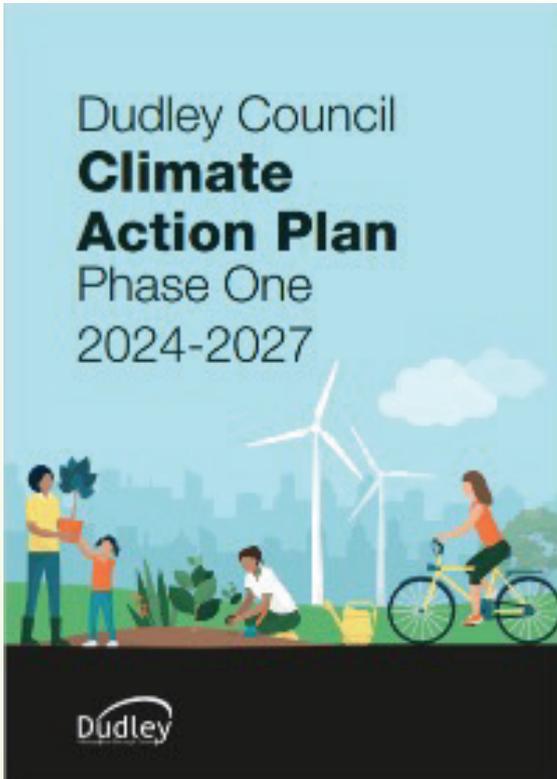


This strategy sets three goals that will have the biggest impacts on people's health and wellbeing in the Borough:

1. Children are ready for school
2. Fewer people die from circulatory disease
3. More women are screened for breast cancer

To be successful in meeting these goals, housing plays a vital role in ensuring that households have a safe, warm and affordable home as there are strong links between the quality and condition of homes that people live in and their health, mental health and general wellbeing.

## The Dudley Council Climate Change Action Plan



This is the Council's commitment to action to address climate change following its declaration of a Climate Emergency in July 2020.

The Council pledged to make all council activities net carbon zero by 2030 and has also pledged to work with partners to make Dudley a net carbon zero borough by 2041.

[www.dudley.gov.uk/climate](http://www.dudley.gov.uk/climate)

<https://www.dudley.gov.uk/council-community/dudley-climate-action/>

## How we will measure the impact

We will produce an annual report setting out our progress and present it to the Housing Assurance Board.



## Help us shape this strategy

**You can comment on this strategy by emailing [joanne.forbes@dudley.gov.uk](mailto:joanne.forbes@dudley.gov.uk)**

If you are delivering services or activities that contribute to the objectives, or you would like to explore joint working opportunities, contact us by emailing [joanne.forbes@dudley.gov.uk](mailto:joanne.forbes@dudley.gov.uk)



# Action Plan

## Commitment 1

### Being a high performing landlord

Proposed actions	Intended outcome	Alignment with strategies or regulatory requirements	To be completed by	Action owner
Work towards achieving the top ratings for all of the Regulator of Social Housing's regulatory standards	A high performing landlord with satisfied customers	Social Housing (Regulation) Act 2023	2027	Group Director - Housing and Assets

## Commitment 2

### Meet a diverse range of housing needs

Proposed actions	Intended outcome	Alignment with strategies or regulatory requirements	To be completed by	Action owner
Work with developers, planners and regeneration colleagues to deliver at least 10,470 new homes until 2041. This figure is subject to the outcomes of the Local Plan Examination.	Deliver enough new homes to meet identified housing need	Dudley Local Plan	Annually until 2041	Dudley MBC Planning, Regeneration, Housing Strategy, Dudley Housing Partnership and developers
Deliver at least 154 new affordable homes per year until 2041	Deliver enough new affordable homes to meet identified housing need	Dudley Local Plan Dudley Housing Market Assessment Dudley MBC Housing Register	Annually until 2041	Dudley MBC Planning, Regeneration, Housing Strategy, Dudley Housing Partnership and developers
Deliver a new supported housing scheme for older people in Netherton by 2026	Provision of a modern supported housing offer for older renters	Dudley Local Plan DMBC Asset Management Strategy Adult Social Care Dudley Supported Accommodation Investment Prospectus	2026	Head of Service Assets and Development

## Commitment 3

### Safe and warm homes for all

Proposed actions	Intended outcome	Alignment with strategies or regulatory requirements	To be completed by	Action owner
Finalise and implement the Dudley MBC Asset Management and Investment Strategy	Clear information on how DMBC housing assets will be utilised	Dudley Local Plan DMBC Asset Management Strategy	2025/6	Head of Service Assets and Development
Ensure all council owned homes meet the Decent Homes Standard and other regulatory requirements on an annual basis	Increased resident satisfaction Compliance with Regulator of Social Housing	Social Housing (Regulation) Act 2023 DMBC Asset Management and Investment Strategy	2024 onwards. Progress reported annually	Head of Service Assets and Development
Ensure all Council-owned homes meet at least Energy-efficiency rating 'C' by 2030	Increased resident satisfaction Increased health and well-being Reduced fuel and other poverty	DMBC Asset Management and Investment Strategy Health and Wellbeing Strategy Financial Wellbeing and Mitigating Poverty Strategy WMCA Plan for Growth	2030	Head of Service Assets and Development
Ensure all Council-owned homes achieve net zero carbon or substantially reduced CO2 emissions by 2041.	Increased resident satisfaction Increased health and well-being Reduced fuel and other poverty	DMBC Asset Management and Investment Strategy Health and Wellbeing Strategy Financial Wellbeing and Mitigating Poverty Strategy WMCA Plan for Growth	2041	Head of Service Assets and Development

# Action Plan Continued

## Commitment 4

### Working together to make great places and spaces

Proposed actions	Intended outcome	Alignment with strategies or regulatory requirements	To be completed by	Action owner
Improve tenant satisfaction with communal areas as it was notably low in the TSM results	Increased resident satisfaction	DMBC Asset Management and Investment Strategy	2026 onwards	Head of Community Housing
We will robustly tackle ASB on our estates and take appropriate action against perpetrators	Increased resident satisfaction	Safe and Sound Community Safety Strategy	2025 onwards - This is reported each year in the Annual Report	Head of Safer Communities

## Commitment 5

### Working with partners to improve homes and lives

Proposed actions	Intended outcome	Alignment with strategies or regulatory requirements	To be completed by	Action owner
Providing more easily adaptable homes to meet mobility or other needs	Increased resident satisfaction Reducing costs to other services	Dudley Local Plan Adult Social Care Dudley Supported Accommodation Investment Prospectus SEND Children's Social Care Commissioning Plan Transitions/Looked After Children Commissioning Plan	2025 onwards. Progress reported annually	Head of Service Community Safety, Head of Assets and Development, and Head of Social Care Access and Prevention



