



Ebury Bridge Estate Local Lettings Consultation Report

July 2024

Introduction

This paper has been prepared by Westminster City Council in relation to the Local Lettings Consultation for the Ebury Bridge Estate held for four weeks between 27th June to 25th July.

In accordance with the Council's Allocations Policy, a decision on the final criteria for the Local Lettings Plan (LLP) can be made by the Director of Housing Needs following consultation with residents.

The LLP will define the priorities for letting the remaining Ebury Phase 1 properties after displaced Secure Tenanted households have selected their new homes. The new homes in future phases will be allocated through a new Local Lettings policy and residents will be consulted

Prior to the consultation, decisions for LLP on individual schemes are delegated to the Director of Housing and there remains flexibility within the Allocation Scheme to divert from current policy (pending Director of Housing approval).

With the Phase 1 LLP the only divergence from policy is that temporary accommodation households who have lived on the Ebury Bridge Estate for a minimum of five years would be eligible to bid on surplus properties within the LLP.

This paper demonstrates the consultation process, feedback collected and documents the key issues raised by residents during this period.

Context

For a four-week period all existing residents who resided or still currently reside on the Ebury Bridge Estate, 1 Ebury Bridge Road and Cheylesmore House were consulted. These residents have been established within the red line boundary for the LLP.



Proposed Red Line Boundary for the phase 1 LLP

The Local Lettings Plan Proposal

First Priority:

Council tenants who had to move away from the estate or whose home is being demolished in future phases and have opted to return.

Why:

The council has always said that those returning to a new home would have the highest priority for the new council homes in line with our policy.

Second Priority:

Westminster tenants eligible for social housing living in the LLP area in line with the council's allocation scheme.

Why:

The LLP area has been defined to benefit those tenants eligible for social housing who have experienced disruption from building works.

Third Priority:

Anyone else in the LLP area registered for social housing in line with the Allocation Policy. This includes temporary accommodation households who have lived on the Ebury Bridge Estate for a minimum of five years.

Why:

This is within the council's allocation policy for those registered for social housing in the LLP area. We are also proposing that Temporary Accommodation households already registered for housing who have been part of the community for over five years should be included in this priority. They have been disrupted by the building works and should also benefit from the new homes.

Fourth Priority:

Applicants on the council's waiting lists. Homes will be allocated in line with the Council's Allocations policy.



The LLP proposal set out four priorities for the letting for Phase 1

Consultation Approach

The consultation approach was adopted to ensure all residents were fully informed about the future management of the estate proposals. The council achieved this by:

- Effective communication and information sharing of the proposals to ensure all residents in the LLP received information about the proposals and have the opportunity to comment.

- Informing and raising awareness of the proposals, including its objectives, timeline and rationale
- In person engagement and printed communications to help residents understand the proposals and how they might be personally affected, plus how to get involved in consultation activities
- Establishing ways for residents to be able to communicate their views, questions and concerns
- Providing concise and jargon-free information that is easily accessible, both in print and online and that is also translated to meet resident needs.
- Residents were provided 4 weeks to provide their feedback and documentation was provided to all residents living on and offsite (awaiting to return) of the Ebury Bridge Estate.

Communication and Engagement Methods

Various communication and engagement tools were used during the consultation, aimed at providing specific information and ways for residents to engage. These include:

The Local Lettings Booklet

To ensure all residents were fully informed about the proposals the council prepared and distributed a 'Local Lettings Plan Consultation Booklet'. The booklet explained:

- **Background:** context to the LLP proposal, what is being consulted and why a LLP for Ebury phase 1 and how homes currently allocated
- **The LLP proposal:** the LLP area and four priorities within the LLP proposal
- **Ways to feedback:** Range of ways to feedback for residents were provided from in person events, web, freepost and feedback form. Residents could also request additional translation support and 1-1 meetings. The Independent Tenant and Leaseholder Advisor, Communities First also were available to provide support residents independent from the council.

Local Lettings Plan Consultation Booklet

LOCAL LETTINGS PLAN CONSULTATION

EBURY BRIDGE ESTATE

This booklet provides information for a draft local lettings plan for new council homes for social rent on the Ebury Bridge Estate.
June 2024

লোকাল লেটিংস প্ল্যান কনসালটে- শনের (ভাড়া দেওয়ার ব্যাপারে স্থানীয় পর্বিকল্পনার জন্য পরামর্শের)

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當地租賃計劃諮詢

EBURY BRIDGE ESTATE

這本書旨在為 Ebury Bridge Estate (埃伯里橋屋苑) 的新議會房屋提供
當地租賃計劃諮詢的資訊。
2024年6月



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The booklet was translated in various languages

About

The purpose of this booklet is to set out how new council homes for social rent will be allocated to eligible households following the redevelopment of the Ebury Bridge Estate Phase One. This is a summary of the proposal for consultation with the community prior to the council adopting the final Local Lettings Plan.

Background

The redevelopment of the Ebury Bridge Estate will create 781 high-quality, energy efficient homes. The renewal plans will see the full redevelopment of the existing 1950s estate, and the scheme will feature a new community hub, nursery, public green squares and retail opportunities.

The Ebury Bridge Estate was identified as one of five key estates in need of significant investment in Westminster City Council's Housing Renewal Strategy 2010. Significant consultation has been undertaken with the community since 2017 prior to approval of a planning application for the comprehensive redevelopment in 2020.

Consultation on the Ebury Bridge Local Lettings Plan

The first phase of Ebury Bridge Estate is due to be completed in 2024, with phase 2 expected to be completed in 2027 and phase 3 in 2030. There will be a total of 370 social rented homes across the new estate, which includes the delivery of an additional 37 new social rented homes on the estate.

The new homes in future phases will be allocated through a new Local Lettings policy and residents will be consulted.



Local Lettings Plan Consultation – Ebury Bridge Estate

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Local Letting Plans (LLP) set out who will be prioritised for the new social rented homes and we would like to know what you think about the LLP proposal for Ebury Bridge Estate. The consultation will run for four weeks from 27 June 2024 to 25 July 2024. You can complete the form attached, attend an in-person event or contact us by email or phone.

How homes are currently allocated

The law is clear about who should have priority for council housing and therefore homes are let according to our published Housing Allocation Scheme. This means that properties will be offered to eligible households from the council's waiting list according to those with the highest priority and who have waited the longest.

The council's Allocation Scheme also makes provision for some properties to be allocated based on a Local Lettings Plan (LLP), subject to resident consultation and council approval. A local lettings plan determines who has priority for available new homes within a specified area.

Why a local lettings plan for Ebury Bridge?

Ebury Bridge has been identified as a Renewal estate and therefore, under current policy, a Local Lettings Plan applies to the new social rented homes. The Local Lettings Plan is intended to facilitate the relocation of eligible households from the current Ebury Bridge Estate as well as those in the LLP area in line with the allocation scheme.

Most tenants of the Ebury Bridge Estate have moved away temporarily to enable the new homes to be built. The council has already made key commitments to council tenants about their Right to Return to a new home on the estate since the outset of the redevelopment plans (see section 'Key Commitments'). Therefore, as part of the council's key commitments, tenants have a Right to Return to a new home on the estate.

Some council tenants have continued to live on the estate during the last three years that it has taken to build the first phase of the new homes and also have a Right to Return to a new home on the estate.

A small number of Temporary Accommodation households have also lived on Ebury Bridge over the past five years, are part of the community and will therefore also be eligible under the draft Local Lettings Plan.

The Local Lettings Plan ensures that existing council tenants on Ebury and council tenants who have moved away temporarily have first priority.

Key Commitments

The below commitments have been set out to existing council tenants of the Ebury Bridge Estate as part of the regeneration process.

- ✓ **A full right of return to the Ebury Bridge estate.**
- ✓ **A right to a new home on the Ebury Bridge estate.**
- ✓ **You will be offered the same tenancy terms you have now and your council rent will remain social rent level.**
- ✓ **We will provide you with a new home based on your needs.**
- ✓ **Reasonable costs associated with your move will be reimbursed by the council, such as removal costs, disconnection costs and redirection of mail.**
- ✓ **You will receive a statutory home loss payment.**

Local Lettings Plan Consultation – Ebury Bridge Estate

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Tell us what you think

Please let us know your views of the proposed Local Lettings Plan for the Ebury Bridge Estate by **25 July 2024**.

Please complete the feedback form on the page opposite which you can post back to us using the enclosed Freepost envelope at: **FREE POST, Floor 13, Westminster City Hall, SW1E 6QP**

Alternatively, you can provide your comments and feedback by emailing us at **eburybridge@westminster.gov.uk** or by calling **0800 011 3467**.

We will also be running the following events in person:

Monday 1 July, 4pm to 7.30pm
Monday 8 July, 10am to 2pm
Saturday 13 July, 11am to 2pm
Tuesday 16 July, 3pm to 6pm

All drop-ins will take place at:

Ebury Lodge Community Hall,
45 Ebury Bridge Rd, London SW1W 8DX

For independent advice and support you can speak to your Independent Resident Advisor, Louise Brown Communities First on **0300 365 7150** or email **ebury@communitiesfirst.uk.com**

You can view this booklet and keep track of the latest news on our website **eburybridge.org**



Local Lettings Plan Consultation – Ebury Bridge Estate

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Feedback Form

Feedback on the Local Lettings Plan for the new social rented homes on Ebury Bridge estate.

Contact Details (optional)

Name

Address

Postcode

Telephone

Mobile

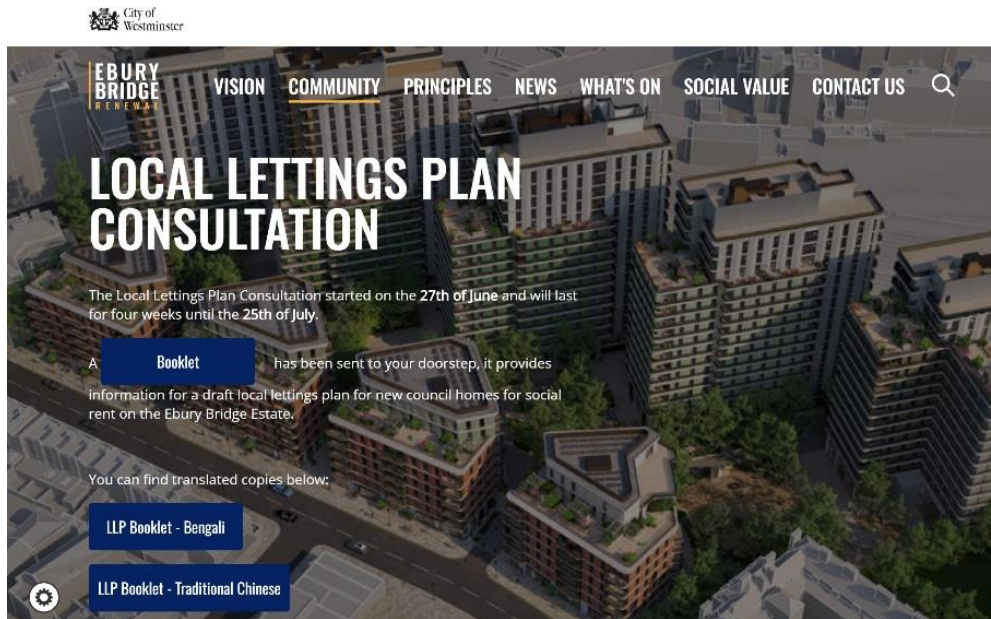
1 Overall what do you think of the proposal for letting the new council homes on Ebury Bridge estate?

Information provided within The LLP booklet

Ways to feedback were documented within the booklet

- **Ebury Bridge Website:** The project website hosted all consultation materials, including a copy of the Section 105 consultation booklet and details for drop ins.
- **Drop ins:** Specific sessions for residents to find out further information from the regeneration team and feedback.
- **Newsletters:** Residents receive a monthly Ebury newsletter with updates about the project. In the May and June edition the consultation was advertised to residents with ways to be involved.
- **Letters and Text Messages:** Posted letters and text message alerts were sent to residents to remind of the consultation events and ways to feedback during the process.

- **CPG:** The Community Partnership Group (CPG) is made up of estate residents and neighbouring community partners who meet every month with the council to act as a sounding board for the development of the scheme. The council met with the CPG before the consultation to run through the proposals, deliver a presentation and allow opportunity for the CPG to ask questions.
- **7 Ebury Bridge:** Residents could drop in to the council's onsite regeneration office every Wednesday to speak to council officers at any time during the consultation period and through the duration of phase 1.



Eburybridge.org landing page

Local Lettings Consultation Period

The formal consultation period took place from 27th June to 25th July 2024. The events were facilitated by council officers, with a representative from Communities First, the independent tenant and leasehold advisor in attendance at all events.

Summary of consultation events:

Activity	Content	Date
CPG	Presentation and discussion with CPG members	4 June and 2 July 2024 6pm-8pm
In person drop in 1	1-1 meetings and support with proposals and providing feedback.	1st July 4pm-7:30pm
Ebury Bridge Monthly Drop In Session	Monthly Drop In Support for residents	2 July 4pm-6pm
Door knocking Visit	Doorknock Residents to collect Feedback	3rd July 3pm-5pm
In person drop in 2	1-1 meetings and support with proposals and providing feedback.	8th July 10am-1pm
X 2 Keeping in touch presentation sessions	Presentation, FAQ run through and Feedback collected	8th July 4pm-7pm
Door knocking Visit	Doorknock Residents to collect Feedback	10 July 10am-12pm
In person drop in 3	1-1 meetings and support with proposals and providing feedback.	13th July 2024 11am-2m
In person drop in 4	1-1 meetings and support with proposals and providing feedback.	16 July 2024 3pm-6pm

In total 31 residents attended drop in events, 52 residents attended the keeping in touch session and 38 residents were spoken to at the doorstep. These events included and were open to secure tenants and leaseholders (onsite and offsite) of Ebury, residents of 1 Ebury Bridge, Cheylsmore House and temporary accommodation residents.

Comments were collected from 51 residents during the consultation period, either through events, drop-ins and the feedback form. The majority of the 51 residents were secure tenants from the Ebury Bridge Estate, but included 5 temporary accommodation residents.

From the feedback there was no correspondence against the introduction of the proposed Local Lettings Plan. From the 51 residents who provided feedback, the large majority supported the Local Lettings Plan, with only 3 residents wanting further information by attending the Keeping in Touch sessions. Main feedback themes are captured in the 'main findings from the consultation table' on the following page.



Keeping in Touch session at Ebury Edge Community Hall

Reasons for Supporting the Plan

Reasons residents supported the plan included:

- Returning residents to Ebury should be first priority as they have a right to return and this 'right to return' has been a commitment from the council to residents since the beginning of the regeneration.
- The prioritisation seems fair and allows those nearby who meet the criteria who have been disrupted by the building works to benefit from the plan.
- Temporary accommodation residents who have lived at Ebury for over five years welcomed their inclusion with the Local Lettings Plan, as they were previously uncertain if they would be eligible.

Theme Of Comments about the Plan

Theme of Comment	Number of Comments
In favour of plan/positive comments about plan	48
Want to move in/remain in area	16
Benefit for Temporary Accommodation residents	5
Wanted further information by attending future events	3

Main Findings of the Consultation

A summary of main findings from the consultation is contained in the below table gathered from consultation events and feedback forms:

Key Themes Raised	Context	Feedback Raised By Residents
TA responses	Temporary accommodation residents have been waiting to see if they would be eligible for the LLP	<p>Direct feedback comments on feedback form:</p> <p>‘LLP is finally here which are all glad and thank for those people worked hard so LLP comes to action’</p> <p>‘Temporary accommodation households in Ebury Bridge Estates should have second priority over other westminster council tenants who are not from the estates. Even though they are eligible for housing in the LLP area (those temporary accommodation households who are waiting over ten years and at lease over five years in the Ebury Estate.</p> <p>‘Happy TA on there as priority- looking to find out if they we are able to move in phase 1’</p> <p>‘Very glad TA is on the local lettings’</p> <p>Further feedback from TAs included: When would they know they would be eligible</p>

		<p>Would they also be applicable for phase 2 if there no flats available in phase 1 from them</p>
<p>Positive feedback on the LLP from tenants under first priority</p>	<p>Existing tenants already have a right to return to the estate and are positive that phase 1 is nearly complete.</p>	<p>Direct comments on form: ' I am happy with the proposal and all the information provided' 'It was a helpful event and happy with the priority' 'The proposal for letting the new council homes I support it as I am a tenant whose property will be demolished' 'I believe tenants that thave been waiting the longest should be a priority. Especially Doneraille House tenants. ' I believe that it is an excellent idea' (Views on the exceptions in allocating council homes on Ebury Bridge) 'I believe the council is not going to disappoint the tenants of Doneraile House.' 'The LLP looks reasonable and is ok' 'No problem with, want to move in' 'No comment, I agree with' 'Looks Good, no problems' 'Happy about prioritaisation' 'As a leaseholder it doesn't affect me but fine' 'Overall I think it is a good idea. Returning tenants do not have to worry about their homes and should feel secure' 'This is a first,the allocating system is ok, returning tenants should be given first priority and so on and so forth. When is the first phase going to complete?What date will returning residents move in?</p>

		<p>'I think they should be rehoused as they have to put up with all the disruptions to their lives (on the exceptions being allocated)</p> <p>Some residents wanted to confirm their first priority with the team if they live at Doneraile House.</p>
Next Steps in the programme	Of all residents spoken to no negatives were recorded directly of the LLP but wanted to speak about next steps in the programme	<p>Comments included: Questions asked about Block demolition and VP</p> <p>In response to this the Regeneration Team has started its Housing Needs Assessments with residents regarding the return to phase 1.</p> <p>We also held Keeping In Touch Presentation Session which not only focused on the LLP, but a programme update, what to expect from the moves and FAQs answered.</p>

CPG Feedback

The CPG supported the proposals set out in the consultation document. They welcomed LLP as part of the process, and that the rehousing process for tenants in phase 1 would begin.

Conclusion

The consultation provided an opportunity for residents to feedback regarding the LLP of the estate, which was overwhelmingly positive, including from TAs. Moving forward, the council will continue to engage residents with updates through various communication and engagement channels on future estate management matters.