

Housing – Critical Futures.

Statement by: Elaine Bailey, Chief Executive

The Hyde Group. Housing Association

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The Housing Crisis – the view of an Innovative Housing Association.

Housing has been too far down the agenda for too long, yet it impacts every single person.

The Hyde Group supports the National Housing Federation's call for 'an end to the housing crisis within a generation' and supports the whole industry in coming together to put this message to politicians to tackle the issue head on.

We recognise the urgent need for more housing in the UK, particularly across key areas in the South East and plan to deliver 5000 homes by 2017 to residents of varying tenure to support this need.

We believe that the answer to delivering more homes, particularly ones that are affordable or are available for low cost home ownership, is to look for innovative solutions to increase housing capacity across the UK. Hyde works collaboratively with local authorities, setting up a partnership approach which allows local authorities to match their assets with our experience of mixed tenure development and regeneration, to create housing and communities in the most cost-effective and sustainable way.

Now, more than ever before, it is crucial that social housing providers work closer with local authorities to help them unlock the potential in their housing stock in the most cost-effective way. A continuing decline in levels of house building, combined with increased demand, particularly within London and the south east of England, has driven up housing costs significantly and impacted on local communities. Taking a more collaborative approach allows local authorities to tap into social housing providers' financial strength and commercial acumen. Not only does this deliver more affordable homes, it also generates increased revenue for local authorities as well as the other, longer term,

benefits regeneration brings to local economies.

Meeting Hyde's commitment to tackle the housing shortage by developing 1,500+ mixed tenure homes a year, delivering quality management services and maximising life chances for residents, would be helped greatly through working with local authority partners to "identify, assess and deliver regeneration that will enhance places and spaces for communities".

The successful regeneration of Packington Estate in Islington and Bermondsey Square in south east London, have demonstrated to Hyde that developing commercially-viable mixed tenure sites through joint ventures with local authorities is a particularly effective way of working. However, there is also the requirement to be flexible and explore innovative approaches alongside traditional joint venture models to ensure local needs are met. For example, on some schemes, Hyde has developed and sold the commercial elements, while the local authority has developed and retained some or all of the affordable homes. We have also acted as sales agents on behalf of our local authority partners.

We are keen to explore all opportunities to boost the much needed supply of new homes and believe that increasing the supply of all tenures is a key factor in helping to overcome the current affordability crisis in London, the South East, and across the country.

The Hyde Group:

Provider of the Year – National Housing Awards 2013

Hyde is one of the largest housing associations working in England, owning or managing circa 50,000 homes in London, Kent, Surrey, Sussex, Hampshire, the East of England and East Midlands.

Hyde Plus, Hyde's social investment team, provides advice and support to 3,740 residents. Together with Hyde's Benefit Support team, it secures benefit entitlements and additional income for residents many of whom are affected by the Welfare Reform changes. In addition it helps households to downsize, ensuring residents live in a home they can afford, whilst releasing spare bedrooms. It also offers employment, work placements and training to residents. It is a member of G15 – Housing 1 in 10 Londoners.

<http://www.hyde-housing.co.uk/>