



Bridgend County Borough Council Housing Support Programme Strategy 2022-26 Action Plan

Our Housing Support Programme Strategy sets out the Council's strategic direction for delivering homelessness and housing related support services, between 2022 and 2026.

The Strategy sets out six Strategic Priorities, with associated objectives. The six Strategic Priorities are:

Strategic Priority 1: Increase the supply of suitable accommodation to meet the housing needs of applicants

Strategic Priority 2: To implement a Rapid Rehousing Transitional Plan

Strategic Priority 3: Provide an accessible, flexible and responsive service to meet needs, through a skilled and valued workforce

Strategic Priority 4: To improve collaboration with key stakeholders at a strategic level to improve homelessness prevention

Strategic Priority 5: Enhance and increase the services for those with complex needs

Strategic Priority 6: Take an assertive, collaborative and multi-disciplined approach to support rough sleepers

This Action Plan sets out each Strategic Priority and sets specific actions which will be taken forward, with the aim of achieving the priorities and objectives set out.

Strategic Priority 1: Increase the supply of suitable accommodation to meet the housing needs of applicants

Objective	Action	Responsibility	Target Timescale
<ul style="list-style-type: none"> • Increase the supply of suitable social housing, which is available to meet local need. • Increase the availability of suitable private rent sector properties. • Promote and encourage the leasing or rental of private sector properties and the continued engagement of Private Rented Sector landlords. • Work with RSL partners to ensure the best use of current stock to meet local need. 	<ul style="list-style-type: none"> • Work with RSL's to utilise capital income streams, such as the Social Housing Grant to increase suitable social housing stock. 	BCBC, RSL's	December 2026
	<ul style="list-style-type: none"> • Wherever possible to work with RSL's to repurpose existing stock to best meet local need. 	BCBC, RSL's	December 2026
	<ul style="list-style-type: none"> • Utilise available funding streams, including Empty Property Grants to bring Empty Properties back into use. 	BCBC, Private Sector Landlords	December 2026
	<ul style="list-style-type: none"> • To continue and expand on the delivery of a private rent leasing service. 	BCBC, Private Sector Landlords	New Leasing Scheme to be adopted by April 2024
	<ul style="list-style-type: none"> • Explore schemes which incentivise private sector landlords to make their stock available for use to prevent and relieve homelessness. 	BCBC, Private Sector Landlords	December 2026
	<ul style="list-style-type: none"> • Rekindle a local private landlord forum. 	BCBC, Private Sector Landlords	July 2025
	<ul style="list-style-type: none"> • Continue ongoing engagement with RSL's through operational and strategic meetings. 	BCBC, RSL's	December 2026

	<ul style="list-style-type: none"> Develop bespoke solutions to meet identified housing needs of those homeless or threatened with homelessness. 	BCBC, RSL's	December 2026
	<ul style="list-style-type: none"> To explore new ownership models for affordable housing. 	BCBC	December 2026
	<ul style="list-style-type: none"> Ensure engagement with Local Housing Market Assessment and Local Development Plan development to reflect the needs identified for increased units of supply and for Housing Support Grant needs. 	BCBC	Ongoing

Strategic Priority 2: To implement a Rapid Rehousing Transitional Plan			
Objective	Action	Responsibility	Timescale (Short term <1 year, Medium term 1-2 years, Long term >3 years)
<ul style="list-style-type: none"> To work in partnership with stakeholders to implement the various elements as set out in the Rapid Rehousing Transitional Plan. 	<ul style="list-style-type: none"> Adopt a 5 year Rapid Rehousing Transitional Plan and ensure that its purpose and role in supporting homelessness is clearly understood by all stakeholders and partners 	BCBC, RSL's, Commissioned Providers	Plan to be adopted by December 2023
	<ul style="list-style-type: none"> Review, Appraise and amend if required the Councils Social Housing Allocation Policy, taking into consideration the views of key stakeholders. 	BCBC, RSL's	New SHAP to be in place by December 2025

<ul style="list-style-type: none"> • To prevent homelessness and the need for temporary accommodation. • To reduce the need for temporary accommodation and where needed to reduce the length of time households spend in temporary accommodation • To develop a model based on robust data, with clear evidence of need. 	<ul style="list-style-type: none"> • Ensure a programme of monitoring and review is maintained to ensure current housing related support provision is fit for purpose and in line with BCBC's Rapid Rehousing Transitional Plan. Consider re purposing or re modelling provision, if required. 	BCBC	Ongoing
	<ul style="list-style-type: none"> • Identify and agree key data sets, which are frequently monitored and that can inform strategic planning. 	BCBC, RSL's, Commissioned Providers	December 2025
	<ul style="list-style-type: none"> • Take forward the priorities and actions as set out in the Plan. 	BCBC, RSL's, Commissioned Providers, Private Sector Landlords	December 2025
	<ul style="list-style-type: none"> • To explore longer term solutions to temporary accommodation including direct ownership by BCBC. 	BCBC	Ongoing

Strategic Priority 3: Provide an accessible, flexible and responsive service to meet needs, through a skilled and valued workforce			
Objective	Action	Responsibility	Timescale (Short term <1 year, Medium term 1-2 years, Long term >3 years)

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Strategic Priority 4: To improve collaboration with key stakeholders at a strategic level to improve homelessness prevention

Objective	Action	Responsibility	Timescale (Short term <1 year, Medium term 1-2 years, Long term >3 years)
<ul style="list-style-type: none"> • Increase in wider stakeholder ownership of homelessness to support upstream prevention. • Increased sharing of data to identify gaps, with the potential for increased jointly commissioned services. • Establish an organisational culture of enquiry where data analysis and interpretation effectively informs service delivery. • To manage risk through stakeholders coming together to find joint solutions and outcomes 	<ul style="list-style-type: none"> • Explore opportunities for Bridgend Joint Commissioning, where appropriate. • Identify and agree key data sets with partner organisations which can inform performance management and monitoring that can inform future strategic planning. • Identify and meet with appropriate representatives to discuss a fresh approach to strategic level collaboration and agree key personnel and the frequency and format of future meetings. • Explore a multi-disciplinary approach for services that meet the needs of children and young people. 	<p>BCBC, Other Statutory Services</p> <p>BCBC, RSL's, Commissioned Providers, Other Statutory Services</p> <p>BCBC, RSL's, Commissioned Providers, Other Statutory Services</p> <p>BCBC, Commissioned Providers</p>	<p>Ongoing</p> <p>December 2024</p> <p>December 2024</p> <p>December 2024</p>

can be taken to prevent such presentations.			
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Strategic Priority 5: Enhance and increase the services for those with complex needs			
Objective	Action	Responsibility	Timescale (Short term <1 year, Medium term 1-2 years, Long term >3 years)
<ul style="list-style-type: none"> Develop services that can effectively support people with highly complex and possibly enduring needs. Take a multi-agency approach to supporting those with complex needs. Work with partners, including social services to prevent homelessness for those with complex needs and or lifelong conditions, such as learning difficulties, mental health or neurodiverse conditions. 	<ul style="list-style-type: none"> Take an evidenced based approach to identify gaps in service provision building an understanding of the multi-agency response required to respond to needs for this client group. 	BCBC, Support Providers, Other Statutory Services	Ongoing
	<ul style="list-style-type: none"> To build on the current Housing First, wider complex needs provision, and assessment centre provision to increase the supply of accommodation and support services for those with complex needs. 	BCBC, RSL's, Commissioned Providers	Ongoing
	<ul style="list-style-type: none"> Explore the development of accommodation models, which provide specialist intensive support, including Wet House provision (long term) 	BCBC, RSL's, Commissioned Providers	December 2026
	<ul style="list-style-type: none"> Build on the current commissioning practice which ensures that those with lived experience have a role in the 		Ongoing

	commissioning of services based on the principles of a co-production model.	BCBC, Commissioned Providers	
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Strategic Priority 6: Take an assertive, collaborative and multi-disciplined approach to support rough sleepers			
Objective	Action	Responsibility	Timescale (Short term <1 year, Medium term 1-2 years, Long term >3 years)
<ul style="list-style-type: none"> To keep the number of rough sleepers low and ensure that where rough sleeping does occur it is rare, brief and non-recurring. To provide assertive outreach to assist in the accurate identification of and support to rough sleepers To ensure a multi-agency approach to supporting rough sleeping. 	<ul style="list-style-type: none"> Continue the multi-agency Homelessness Cell meetings and support to coordinate services for identified rough sleepers. 	BCBC, Support Providers, Other Statutory Services	Ongoing
	<ul style="list-style-type: none"> Work proactively with partners to ensure services support an 'all in approach. 	BCBC, RSL's, Commissioned Providers	Ongoing
	<ul style="list-style-type: none"> Review current outreach arrangements, now funded by the Housing Support Grant. 	BCBC, Commissioned Providers	April 2024