

# Housing and Homelessness Strategy

2026-2031



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# Key achievements 2018/19-2024/25

## Foreword

Councillor Stephen Price,  
Cabinet Member Housing,  
Regulatory and Audit



Welcome to our new Housing and Homelessness Strategy 2026-2031 which sets out the vision for housing over the next five years.

Access to a suitable, quality home is key to good health and wellbeing, more resilient communities and a population that can contribute fully to society.

Over the last 5 years we have experienced unprecedented challenges affecting housing delivery and causing significant increases in homelessness. Despite the challenges in Conwy, we have delivered positive outcomes for Conwy residents over this period (see key achievements on page 5).

Over the next five years we will work with our partners to build on these achievements and address the challenges in the county. We will continue and strengthen what works well and embrace new ways of working and innovative approaches to achieve our vision that:

***'People in Conwy have access to affordable, good quality accommodation that enhances their lives and that homelessness is rare, brief and unrepeatable'.***



### Secured:

**£65,360,091**

£65,360,091 Social Housing Grant to deliver new affordable housing

### Delivered:



322 social rented homes



178 intermediate rented homes



40 affordable owner occupier homes



22 supported housing units



Launched the first Housing Prospectus



Up-to-date Local Housing Market Assessment

### Empty homes

**£991,240**

Secured £991,240 external funding to deliver the empty homes service



319 empty homes brought back into use (of which 69 affordable housing)

### Housing support

**£48,392,583**

Secured £48,392,583 Housing Support Grant to deliver housing support services



2663 households supported per year



Up-to-date Housing Needs Assessment

### Homeless prevention



Successfully prevented/resolved homelessness for 3015 households



Acquired 29 properties on to the Welsh Government Leasing Scheme

### Private sector



713 homes adapted using Disabled Facilities Grant

# Our Strategy

Our Housing and Homelessness Strategy (the Strategy) sets out Conwy County Borough Council's strategic approach to achieving the following housing vision:

***'People in Conwy have access to affordable, good quality accommodation that enhances their lives and that homelessness is rare, brief and unrepeatable'.***

To realise the housing vision, there will be a focus on five priority areas:

1. Maximise the **supply of a range of affordable housing options** in Conwy ensuring it meets the needs of local people, and enables access to secure, suitable and sustainable homes
2. Bring **empty properties** back into use as quality, affordable housing, contributing to sustainable communities and reducing housing need across Conwy
3. Provide timely, targeted **housing support** that meets the needs of Conwy residents, reducing inequalities and preventing homelessness before it occurs
4. Work with the **private sector** to increase the number and quality of suitable and affordable housing in Conwy, ensuring that all residents live in safe, warm and well-maintained homes
5. Deliver an effective **Homeless Prevention** service by implementing a **Rapid Rehousing** approach.

## Underpinning principles

To guide the delivery of this Strategy, there will be a commitment to the following principles:

### 1. Lived experience at the heart

We will ensure that people who are experiencing or have experienced homelessness are central to the design and delivery of services. Their insights will shape our approach, ensuring services are relevant, trauma informed and effective

### 2. Partnerships to strengthen early intervention and prevention

We recognise that early support is key to preventing homelessness. By working collaboratively across sectors, we will enhance our ability to focus effectively on early intervention and prevention

### 3. Collaborative delivery of homes

We cannot achieve our vision alone and requires strong partnerships. We will build on our existing relationships and seek new opportunities to make best use of existing homes and accelerate housing supply

### 4. Data-informed decision making and digital innovation

We will harness data to guide our decisions, improve service efficiency, and deliver better outcomes. Embracing digital tools and innovation will help us streamline processes and enhance the experience for those we support.

The Strategy integrates the ambitions and actions of the following strategic plans:

- Empty Homes Strategy
- Rapid Rehousing and Transition Plan
- Housing Support Programme Strategy.

Aligning these plans will help to improve service delivery and achieve better outcomes for Conwy residents.

## Local factors

The Strategy is underpinned by robust evidence, including the Local Housing Market Assessment and the Housing Support Needs Assessment. These assessments provide a detailed understanding of the challenges facing Conwy and have been used to inform the strategic priorities and actions.



To ensure effective implementation, the Strategy is supported by five delivery plans, each focusing on the key areas noted above:

1. Affordable housing
2. Empty homes
3. Housing Support Grant
4. Private sector housing
5. Homeless prevention and rapid rehousing.

The Strategy has been shaped through extensive engagement with key stakeholders across the housing, health, social care and third sectors. Through a series of formal engagement events and workshops, valuable insights were gathered. This collaborative approach ensures that the Strategy reflects the lived experiences, professional expertise and shared ambitions of those working to improve housing outcomes in Conwy. The full consultation report can be found [here](#). (link required)





## Resources and funding

The implementation of the Strategy will be supported by internal budgets, Welsh Government funding streams and partnership working arrangements.

*Internal budgets* will be used to support staffing and operational costs, invest in digital transformation and process improvements and match fund local initiatives where necessary.

*Welsh Government* funding programmes frameworks are listed on page 12, these programmes will influence the scale and pace of service delivery.

Funding arrangements will vary annually and therefore, the full detail is provided in each of the delivery plans noted on page 8.

*Partnership working* will include the following:

- Registered Social Landlords to invest in affordable housing development
- Health and Social Care to deliver support services for vulnerable households
- Third sector organisations to provide specialist support services within the community
- Private landlords and developers to improve housing standards and increase supply.

## Governance and implementation

The successful delivery of this Strategy relies on strong governance, collaborative working and clear accountability. To support this a series of thematic working groups have been established, each aligned with the five delivery plans noted on page 8:

1. Affordable Housing Delivery Group
2. Empty Homes Evaluation Group
3. Housing Support Grant Working Group
4. Rapid Rehousing Working Group.

This structured approach brings together key partners and stakeholders across the sector. The working groups will be responsible for:

- Developing and overseeing the implementation of their respective delivery plans
- Monitoring progress against agreed actions and performance indicators
- Sharing best practice, identifying barriers and proposing solutions
- Ensuring alignment with the Strategy's overarching principles and priorities.

This structure ensures that the Strategy remains dynamic and that there is clear accountability to ensure better outcomes are achieved for the people of Conwy. The overall governance of the Strategy will be provided by the Housing and Homelessness Board, a strategic partnership made up of senior leaders from Conwy County Borough Council. The Board will meet regularly to monitor progress against the Strategy's principles and priorities.



## National factors

The development of this Strategy is shaped by a range of national factors including the following:

### Legislation



Social Services and Well-being (Wales) Act 2014

Housing (Wales) Act 2014

Homelessness and Social Housing Allocation (Wales) Bill

Renting Homes (Wales) Act 2016

### Welsh Government Policy A commitment to:



End homelessness

Increase the supply of affordable housing



Decarbonise homes

Net zero

### Welsh Government funding frameworks



Social Housing Grant

Housing Support Grant



Empty homes

### Economic pressures



Rising construction costs

Inflation

Interest rates