

Consultation on a draft Housing Strategy 2026 - 2031

Southampton City Council (SCC) is consulting on a draft Housing Strategy for 2026 - 2031.

We would like to hear your thoughts on the proposals and any impacts or alternative suggestions you would like us to consider. Now is your opportunity to have your say.

An online version of this questionnaire can be found on Southampton City Council's website at www.southampton.gov.uk/housingstrategyconsultation.

You can also email your consultation feedback or queries to yourcity.yoursay@southampton.gov.uk.

This consultation closes **Sunday 21 September 2025**.

Background

Our housing vision

Our proposed vision is to meet the diverse needs of the people of Southampton, employers and transient population, such as students and ship crews, and to create a thriving, inclusive community where everyone has access to safe, affordable, healthy and sustainable housing. We also want to create an environment where everyone lives in a neighbourhood where they feel safe and happy.

Purpose of this strategy

Our proposed strategy will help to meet the Corporate Plan 2025 priority 'to deliver the homes, sustainable transport, and social infrastructure Southampton needs to thrive'. Specifically, enabling the delivery of new homes across the city, ensuring the right mix of properties to meet our city's needs, and improvement to the Council's housing stock.

Priorities & projects

Our draft 2026-2031 Housing Strategy focuses on three proposed priorities, each with various projects and objectives:

- > *Improving Our Landlord Services* | We are proposing to focus on ensuring homes are safe, healthy, good quality and well-maintained. We need to understand our customer's needs, characteristics, experiences and expectations to shape how we plan, deliver and improve – every day and at every level.
- > *Increasing Quality Homes in the City* | We are proposing that Southampton needs to increase the availability and viable delivery of good quality housing, to meet the growing demand, to support economic growth and reduce adverse health and social impacts, and inequality.
- > *Supporting Strong and Resilient Communities* | Housing is key to creating healthy, thriving communities. We propose to work with partners to prevent homelessness, support independence, and collaborate with residents, businesses, and organisations to make neighbourhoods safe and welcoming for everyone.

By delivering these key proposed actions, from expanding housing options to regenerating neighbourhoods, supporting independence, and improving health outcomes, this draft strategy reflects our commitment to inclusive growth and better living. It proposes to focus on making sure that every resident can access housing that meets their needs, strengthens their wellbeing, and enables them to feel secure, respected, and supported in the place they call home.

We recognise that lasting change depends on collaboration. That is why we are committed to working closely with tenants, delivery partners, businesses, developers, and communities. Building shared responsibility, shaping services together, and ensuring housing in Southampton reflects the needs and aspirations of everyone it serves.

The full draft strategy is available to read on our website: www.southampton.gov.uk/housingstrategyconsultation.

About you

Before we begin it would be helpful to understand a bit about you and your interest in this consultation. This will help us understand your feedback better.

Are you...?

	Yes	No
A resident of Southampton?	<input type="checkbox"/>	<input type="checkbox"/>
Landlord of a property in Southampton?	<input type="checkbox"/>	<input type="checkbox"/>
Someone that works, visits and/or studies in Southampton?	<input type="checkbox"/>	<input type="checkbox"/>
Responding on behalf of a business or organisation (including voluntary and community organisations)?	<input type="checkbox"/>	<input type="checkbox"/>
An SCC employee?	<input type="checkbox"/>	<input type="checkbox"/>

Do you own or rent the property where you currently live?

- ☐ Owns
- ☐ Rents from a housing association
- ☐ Rents from a private landlord
- ☐ Rents from the Council
- ☐ Other
- ☐ Prefer not to say

If other, please specify:

THEME ONE

Improving our landlord services

We are proposing to focus on ensuring homes are safe, healthy, good quality and well-maintained. We need to understand our customer's needs, characteristics, experiences and expectations to shape how we plan, deliver and improve – every day and at every level.

As part of this we are proposing activities focussed around the following four areas:

- > *Asset Investment Strategy & Plan* | We propose to make sure all council homes are safe, good quality by fixing problems like damp and mould, improving, insulation to keep homes warm, and checking fire, gas, and electrical safety to protect our residents. By upgrading older homes and making them more energy efficient, we would help people to live comfortably while keeping costs down.
- > *Optimising existing stocks* | We propose to make best use of available housing by reducing empty properties, improving repairs, and ensuring fair allocation so more residents can access safe and suitable homes.
- > *Working with you as customers* | By listening to residents and acting on their feedback, we aim to ensure housing support is responsive, accessible, and meets community needs.
- > *Neighbourhood environment* | We propose to continue to invest in shared spaces, promoting community pride, and improving the local environment for all residents.

The full draft strategy is available to read on our website: www.southampton.gov.uk/housingstrategyconsultation.

Currently, how satisfied or dissatisfied are you...?

	Very satisfied	Fairly satisfied	Neither	Fairly dissatisfied	Very dissatisfied	Don't know
...we provide you with a home that is well-maintained?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...we make the best available use of existing properties in the way we allocate housing?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...we listen to your views and act upon them?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...we make a positive contribution to your neighbourhood?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How important do you feel the following suggested priorities are as part of improving our landlord services?

	Very important	Fairly important	Neither	Fairly unimportant	Not important at all
Asset Investment Strategy & Plan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Optimise existing stocks	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Working with you as customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Neighbourhood environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If you disagree with any of the priorities, or have any comments, impacts, suggestions or alternatives you feel we should consider, please provide details:

THEME TWO

Increasing quality homes in the city

We are proposing that Southampton needs to increase the availability and viable delivery of good quality housing, to meet the growing demand, to support economic growth and reduce adverse health and social impacts, and inequality.

As part of this we are proposing activities focussed around the following four areas:

- > *Housing supply* | We propose to deliver more homes to meet growing demand by developing a new Local Plan, allocating land for housing, promoting regeneration opportunities, and ensuring a mix of housing options to support diverse community needs.
- > *Quality of new build homes* | We want to ensure all new homes are well-designed, sustainable, and built to high standards to create safe, attractive, and long-lasting communities.
- > *Delivery of affordable housing* | We are proposing to expand access to affordable housing by working with partners, using our council-owned land, and securing new developments to meet the growing community needs.
- > *Maximise private renting offer* | We aim to improve standards in private rented homes by enforcing regulations, expanding licensing schemes, and holding landlords accountable to ensure safe and high-quality housing for residents.

The full draft strategy is available to read on our website: www.southampton.gov.uk/housingstrategyconsultation.

Currently, how satisfied or dissatisfied are you...?

	Very satisfied	Fairly satisfied	Neither	Fairly dissatisfied	Very dissatisfied	Don't know
...that there are suitable homes available for you and your family in Southampton?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...with the quality of new build homes in Southampton?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...with the affordability of housing in Southampton?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...with the quality of private rented housing in Southampton?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How important do you feel the following suggested priorities are as part of increasing quality homes in the city?

	Very important	Fairly important	Neither	Fairly unimportant	Not important at all
Housing supply	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of new build homes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Delivery of affordable housing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maximise private renting offer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If you disagree, or have any comments, impacts, suggestions or alternatives you feel we should consider, please provide details:

THEME THREE

Supporting strong & resilient communities

Housing is key to creating healthy, thriving communities. We propose to work with partners to prevent homelessness, support independence, and collaborate with residents, businesses, and organisations to make neighbourhoods safe and welcoming for everyone.

As part of this we are proposing activities focussed around the following four areas:

> *Preventing homelessness* | By proposing to provide early support and expanding housing options to prevent homelessness, this ensures stability, and help residents to access secure, long-term homes.

> *Housing as a building block of health* | By proposing to improve housing quality, affordability, and accessibility, we would tackle health inequalities and create homes that support physical and mental wellbeing across all life stages.

> *Enabling independence* | By proposing to provide accessible and adaptable housing, we would support residents to live independently with the right care, facilities, and community support.

We also have a consultation live looking for feedback on a specific draft housing adaptations policy, available online here: www.southampton.gov.uk/consultations

> *Enhancing neighbourhoods* | We aim to create cleaner, safer and more connected communities by tackling problems like anti-social behaviour, and fly-tipping while strengthening community engagement.

The full draft strategy is available to read on our website: www.southampton.gov.uk/housingstrategyconsultation.

Currently, how satisfied or dissatisfied are you...?

	Very satisfied	Fairly satisfied	Neither	Fairly dissatisfied	Very dissatisfied	Don't know
...with our current support to prevent homelessness?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...with our support in providing accessible and adapted housing?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...with the level of engagement we have with our local residents?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
...with your local area as a place to live?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

How important do you feel the following suggested priorities are as part of supporting strong and resilient communities?

	Very important	Fairly important	Neither	Fairly unimportant	Not important at all
Preventing homelessness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Housing as a building block of health	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enabling independence	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Enhancing neighbourhoods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If you disagree, or have any comments, impacts, suggestions or alternatives you feel we should consider, please provide details:

Reading the draft strategy

Have you read the proposed draft strategy?

☐

Yes - all of it

☐

Yes - some of it

☐

No - none of it

If you have read the proposed draft policy, to what extent do you agree or disagree with the following statements?

	Strongly agree	Slightly agree	Neither	Slightly disagree	Strongly disagree
"The draft strategy is easy to understand"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
"The draft strategy provides sufficient information"	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If there were parts of the draft strategy that you did not understand or you feel need more information, please provide further details:

Overall impact of the draft strategy

If the draft strategy were to be implemented, what impact do you feel this would have on you, your family, your business or the wider community?

- ☐ Very positive ☐ Fairly positive ☐ No impact at all ☐ Fairly negative ☐ Very negative ☐ Don't know

Please use the following space to tell us more about the potential impact the draft strategy and if there is anything else we should consider:

What do you think is the biggest priority for housing in Southampton?

About you (cont'd)

What is your postcode? *This is used for geographical analysis only and will not be used to contact or identify you.*

What is your sex?

- ☐ Female ☐ Male ☐ Prefer not to say

Is the gender you identify with the same as your sex registered at birth?

- ☐ Yes ☐ No ☐ Prefer not to say

If no, please write in your gender identity:

What is your age?

- ☐ Under 18 ☐ 35 - 44 ☐ 65 - 74
☐ 18 - 24 ☐ 45 - 54 ☐ 75+
☐ 25 - 34 ☐ 55 - 64 ☐ Prefer not to say

How would you describe your ethnic group?

- | | | |
|---|--|---|
| <input type="checkbox"/> Asian or Asian British | <input type="checkbox"/> Mixed or multiple ethnic groups | <input type="checkbox"/> White other |
| <input type="checkbox"/> Black, Black British, Caribbean or African | <input type="checkbox"/> White British | <input type="checkbox"/> Other ethnic group |
| | | <input type="checkbox"/> Prefer not to say |

Do you have any physical or mental health conditions or impairments, lasting 12 months or more, that have a substantial effect on your ability to carry out day-to-day activities?

- | | | |
|------------------------------|-----------------------------|--|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Prefer not to say |
|------------------------------|-----------------------------|--|

The next few questions are for those responding on behalf of a business or organisation only.

Can the name of your business or organisation be attributed to your response?

- | | |
|------------------------------|-----------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
|------------------------------|-----------------------------|

Can we contact you about your response to this consultation?

- | | |
|------------------------------|-----------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
|------------------------------|-----------------------------|

If yes, please provide the following details:

Business/organisation name:

Contact name:

Contact email:

What happens next?

The consultation closes on **Sunday 21 September 2025**. After this date, all feedback will be analysed and considered before a final decision is made.

Please return completed surveys to:

*Consultations,
First Floor, West Wing,
Civic Centre,
Southampton,
SO14 7LY.*

Alternatively, please hand completed surveys back to any Southampton City Council-run library.

The information collected about you during this survey will only be used for the purposes of research. We may use it to contact you about this. We will only share your information with other organisations or council departments if we need to. We may also share it to prevent, investigate or prosecute criminal offences, or as the law otherwise allows. Please be aware that any comments given on this form may be published in the report. However, the council will endeavour to remove any references that could identify individuals or organisations. Our Privacy Policy (<http://www.southampton.gov.uk/privacy>) explains how we handle your personal data, and we can provide a copy if you are unable to access the Internet.