



# Purpose of the Strategy

This Housing Strategy 2025–2035 provides the framework to influence delivery, improve housing quality, and help create strong, healthy communities over the next decade. It draws on evidence from the Census, the Housing and Economic Development Needs Assessment (HEDNA), internal housing data, and government policy to guide delivery, investment, and partnership working across all tenures. While the Council's direct control is limited to social housing and regulatory functions, the strategy works with partners to influence all housing tenures.

The strategy aligns with the Council's Corporate Strategy and national frameworks, including the Local Government Outcomes Framework (LGOF) and the Social and Affordable Homes Programme (SAHP).



# Overview of the Borough

Following feedback from Scrutiny, the final draft of the strategy will include infographics to reduce the amount of text for the reader. Examples currently being drafted include:

## POPULATION



**CURRENT POPULATION:  
114,400**



**THE POPULATION HAS  
GROWN BY 14.3% BETWEEN  
THE 2011 - 2021 CENSUS**



**RURAL AREAS:  
36,283  
RESIDENTS ACROSS 41 PARISHES**



**IN THE MARKET TOWN:  
78,117 RESIDENTS**

**Population and demographic shifts:** Rugby's population has grown by 14,325 since the last census, with forecasts for further growth and an aging population (+18.4% in residents aged 65+ by 2032)

## HOUSING NEED



**12,978 ALL TENURE HOMES  
OVER THE FULL 2024-2045  
LOCAL PLAN PERIOD**



**4,543 - 5191  
AFFORDABLE HOMES BETWEEN  
2024 - 2025**



**REQUIREMENT FOR  
93 PITCHES FROM  
2024 - 2042**

## EMPLOYMENT



**RESIDENTS IN EMPLOYMENT:  
61% OF RUGBY**



**RESIDENTS WHO'RE RETIRED:  
21% OF THE BOROUGH**



**RESIDENTS WHO'RE UNEMPLOYED:  
2.1% OF THE BOROUGH**



**AVERAGE PAY FOR A SINGLE PERSON:  
£37,273 PER ANNUM**

**LOWER QUARTILE INCOME (HOUSEHOLDS):  
ESTIMATED TO BE £20,900**



# Key Challenges



**Housing market:** Demand outstrips supply, with affordability pressures in both the rental and sales market, especially for under 35s on benefit income and families. Larger affordable homes are in particularly short supply.



**Homelessness:** driven by evictions, domestic abuse, and cost-of-living pressures.



**Private rented sector pressures:** rising rents, landlord exits, and limited supply.



**Delivery constraints:** Regulatory changes, viability issues, and space standards affecting S106 delivery.



# Strategic Priorities

## Priority 1: Help to reduce inequalities by understanding the housing needs of the Borough so that we can align our efforts and work with partners to meet those needs

**Annual housing need:** 618 homes per year (12,978 total by 2045), with 35–40% needing to be affordable (216–247 per year)

### Key actions:

- Use data (Census, HEDNA, Housing Register) to inform planning and delivery.
- Support inclusive housing for older people, disabled residents, and Gypsy and Traveller communities (93 pitches needed).
- Implement Choice-Based Lettings (CBL) to improve transparency and demand insights.
- Deliver affordable housing through planning policy, s106 agreements, and partnerships with Registered Providers.

## Priority 2: Creating healthier and inclusive communities and meet the housing needs by supporting quality housing delivery in targeted areas

### Key actions:

- Support mixed and balanced communities with access to services and green space.
- Improve housing conditions and tackle inequalities in housing access.
- Support independent living via Home Environment Assessment & Response Team (HEART) and Disabled Facilities Grants (DFG)
- Review garage sites for development potential (60 sites under consideration).

## Priority 3: Enhance partnerships by investing in joint solutions that unlock opportunity, meet the broad range of housing needs and help build positive futures

### Key actions:

- Strengthen collaboration with Registered Providers, private landlords, Homes England, and the voluntary sector.
- Work with health and care partners (e.g., HEART project, Integrated Care System, public health) to provide housing with care and support.
- Engage with Homes England, West Midland Combined Authority, and national programmes to secure funding/ opportunities to enable new affordable housing.
- Develop social impact metrics to measure housing outcomes.

## Priority 4: Enhance housing standards across social and private rented homes, and support improvements in owner-occupied homes, to create safer, green homes that support resident wellbeing

### Key actions:

- Maintain and improve council housing stock, meeting EPC C by 2030.
- Invest £20.6m in energy efficiency upgrades for 1,000 council homes (EPC C by 2028).
- Support private landlords and owner-occupiers via Warm Homes: Local Grants and ECO schemes.
- Review empty homes strategy (2026-27) and improve stock condition data (20% annual survey from 2026).
- Respond to new legislation (e.g., Renters Rights Bill, Awaab's Law) and improve enforcement capacity.
- Develop a Financial Assistance Framework.

## How Challenges will be tackled

- **Action Plans:** each priority has a 10-year action plan, setting out delivery steps, lead responsibility, timescales, and success measures.
- **Funding and Resources:** Delivery will use a mix of s106 contributions, the Affordable Homes Programme (£3.9bn nationally), the Local Authority Housing Fund, and other government grants.
- **Policy Alignment:** Links to the Local Plan, Homelessness & Rough Sleeping Strategy, and wider corporate priorities (Healthier, Thriving, Greener, Fairer Rugby).
- **Monitoring:** Annual reviews of progress against key performance indicators, including affordable housing completions, homelessness preventions, and energy efficiency upgrades. The strategy will undertake a full review every 2-years.

## Resources and Funding

### Government Spending Review 2025:

- £3.9bn/year for Social and Affordable Homes Programme (SAHP).
- £13.2bn Warm Homes Plan.
- £1bn for temporary accommodation via Local Authority Housing Fund.

### Council Investment:

- £16m capital programme for stock maintenance (2025/26).
- Match funding for retrofit programmes.