

# What is the New Council Homes Programme? with Cllr Eleanor Southwood

Cabinet Member for Housing and Welfare Reform



*Dear resident,*

I'm Councillor Eleanor Southwood, Brent's cabinet member for housing and welfare reform.

We have a chronic housing shortage here in Brent, as there is across London, and the people who really suffer because of this are larger families in Brent, who are very often living in unaffordable and overcrowded homes, or in temporary accommodation for many years. There are currently over 1,400 households in temporary accommodation in Brent and although this has been reducing year on year through our efforts, this is still too many families without a permanent home to call their own.

Currently the average wait for a three-bed home here in Brent is 14 years. We are determined to do something about this, which is why the Council has committed to building 1,700 new council homes by 2028.

This is part of a much bigger picture. We are also investing in our relationships with private developers and our housing association partners, to make sure that we really increase the amount of genuinely affordable housing for families in Brent. The overall aim is to see an average of a 1,000 new affordable homes built across Brent, every year for the next five years.

We do not have a huge amount of land to build on here in Brent, which is why we need to look at every opportunity to make the most of what we have. So that might mean better use of smaller parcels of land and looking at smaller developments to determine if they can be expanded.

I do appreciate that building in this way may result in building very close to existing homes and that this can be hugely disruptive. This makes it even more important that we listen to what current residents say and that you are able to have your say when schemes come forward.

I hope my message and the information on our website is helpful.

There are plenty of ways to contact us and we really do want to hear what you think and would welcome your feedback.

Thank you for taking the time to read this message.

*Yours faithfully,*

*Cllr Eleanor Southwood*

For more information and to see our short presentation on the proposals, please visit <https://haveyoursay.brent.gov.uk/en-GB/> or simply scan the QR code

If you want this leaflet in another language please contact 020 4539 7200



# Our vision for Rokesby Place

Located within a 15 minutes walk from Wembley centre, Rokesby Place represents a fantastic opportunity to enhance the provision of housing available on the site.

The site is neighboured by four two-storeyed houses facing to the West on to Copland Avenue. Vehicular access for this site is provided via Copland Avenue.

The area is served by a wealth of public transport networks making it an ideal location for new residential development as it will decrease the need for private car use while offering sustainable alternatives, with Wembley Central station just 0.3 miles away.



## Summary of proposed development

- This site will enable two new family homes to be built directly into Brent's housing stock. Both houses will provide ample space internally and externally ensuring suitable private amenity space.
- Brent Borough Council are proposing no changes to the existing buildings found on site. The very northern tip of the site has been proposed for development, which will provide two new residential units that face westerly onto Copland Avenue and a new shared amenity space for residents.
- Alongside the new residential units, Brent will ensure the frontages and street scene are well landscaped alongside the provision of adequate parking space including rearranged parking to mitigate the loss of existing parking.

For more detailed information about what is happening please visit our website at <https://haveyoursay.brent.gov.uk/en-GB/>

## Why is this development being proposed?

It is widely appreciated that there is a housing crisis in the UK and that we are not building enough new homes. This is especially true in London where private housing is beyond the incomes of many families.

Here in Brent we are proactively building new homes for our residents to help

alleviate the shortage of affordable homes, with a target to build 1,700 new council homes by 2028.

Therefore, Brent Council needs to look carefully at all available land and property assets that we own such as Minterne Road to provide much more needed affordable housing.



As you can see from this aerial photograph, the site where we are planning to build two homes is located at Rokesby Place. It is on an existing estate and will help meet the family housing need in the London Borough of Brent. We hope that you will support our plans and welcome the new residents to your neighbourhood.

## We want to hear from you!

Please visit our consultation page on the Brent Council Website here or simply scan the NHS style QR code on your phone and share your views with us.

<https://haveyoursay.brent.gov.uk/en-GB/>

Please share your views with us before 25th March 2022

If you want to discuss any of the details, please call Henry or Morgan on 020 4358 7200 or e-mail [henry@theccp.net](mailto:henry@theccp.net) or [morgan@theccp.net](mailto:morgan@theccp.net)

