

Brent Council Local Housing Strategy



Introduction

The London Borough of Brent is committed to fostering a borough where all residents, despite what tenure they live in, can thrive in safe, secure, and sustainable homes. As we navigate the complexities of housing, climate action, and social welfare, a strategic and integrated approach is required to address the challenges posed by economic uncertainty, environmental degradation, and the growing demand for housing services. This strategy brings together the following six strategic documents;

- The Homeless and Rough Sleeping Strategy (2020–2025)
- The Private Sector Housing Strategy (2024–2029)
- The Housing Asset Management Strategy (2020–2025)
- The Tenant and Leaseholder Engagement Strategy 2024
- The Climate & Ecological Emergency Strategy (2021–2030)
- The Homelessness & Rough Sleeping Strategy (2020–2025).

This strategic document summarises the above 6 strategies into a single document, but more details can be found in each of those strategies.

This document outlines our overarching vision, strategic commitments, and implementation framework for ensuring that Brent remains a borough where people can live safely, affordably, and sustainably.

Vision

Our vision is to create a borough where housing, environmental sustainability, and resident engagement intersect seamlessly, ensuring that all residents have access to **safe, affordable, and energy-efficient homes** while contributing to Brent's **ambitious goal of carbon neutrality by 2030**

Strategic Objectives:

1. Ensure Housing Safety & Quality: Improve and maintain housing stock, meeting the highest standards of fire safety, energy efficiency, and resident engagement.
2. Promote Sustainable Development: Retrofit existing homes and construct new housing to meet carbon reduction targets, ensuring all homes achieve EPC Band B by 2030.
3. Reduce Homelessness and Enhance Social Support: Prioritize early intervention, increase affordable housing supply, and expand partnerships for social care and mental health support.
4. Enhance Community Engagement & Resilience: Develop inclusive decision-making processes that empower residents and community stakeholders.

A local housing strategy for Brent

The Local Government Act 2003 requires all local authorities in England to develop a local housing strategy. This strategy should outline the council's vision for housing in their area and address key issues like homelessness and energy efficiency in homes. The government guidance on developing this strategy gives Council's the flexibility to produce either a single comprehensive document or multiple documents, depending on what best suits the needs and setup of the individual organisation.

Brent Council has taken the decision to set out its local housing strategy across several tailored documents, allowing for more detailed focus in key areas. This document pulls all of these together, providing a high-level summary and links to access where available.

Housing in Brent

Brent has a total of 127,860 homes, with 40% being owner-occupied, 36% privately rented and 24% socially rented. This is a higher proportion of privately rented homes than the London average.

Brent Council is landlord to approximately 8500 council tenanted homes and manages around 4000 leasehold homes. We also manage a small number of supported living and temporary accommodation properties.

You can find out more about the wider housing landscape in Brent by reading our [Census 2021 topic report](#).

[Brent Council Borough Plan 2023 - 2027](#)

The Borough Plan sets out the Council's wider vision for Brent. For housing specifically, it highlights the desired outcome of Safe, Secure and Decent Housing for all, with specific commitments to:

- Deliver 1000 new Council homes by 2028;
- Deliver 5000 new affordable homes, with 1700 being delivered directly by the Council by 2028; and
- Improve the quality of housing in Brent across the private sector and our own housing stock (see the private sector housing strategy and asset management strategy below).

[Homelessness and Rough Sleeping Strategy 2020 – 2025](#)

Reducing the number of households in temporary accommodation has become more challenging and in particular **homelessness remains a critical challenge**. Addressing its root causes requires a **multi-agency, prevention-focused approach**. The Homelessness and Rough Sleeping Strategy outlines the Council's approach to tackling homelessness in the borough. It specifically commits to:

- Use data and feedback to fully understand the lived experience and challenges of homelessness, and use this to target solutions and improvements to services;
- Design and deliver prevention focused services with the right advice and support available for those who need it;
- Increase the supply of and access to stable and affordable homes;
- Minimise the use of temporary accommodation and improve the condition of temporary accommodation where it is in use; and
- Personalise homelessness services to individual needs.

[Climate and Ecological Emergency Strategy 2021 – 2030](#)

Brent has declared a **climate and ecological emergency**, with the goal of achieving **carbon neutrality by 2030**. Given that 43% of emissions in the borough come from homes, housing plays a critical role in achieving this target. The Climate and Ecological Emergency Strategy outlines the Council's commitment to achieving carbon neutrality in the borough by 2030. For housing specifically, it commits to:

- Deliver the first year of the tower block refurbishment programme which includes retrofitting work to improve energy efficiency;
- Commission detailed assessments of our own housing stock to identify possible energy efficiency measures; and
- Undertake retrofit pilots in void properties.

[Asset Management Strategy 2020 – 2025](#)

Brent's housing stock must be managed efficiently to ensure safety, long-term viability, and value for money. With over 10,000 council-managed homes, our housing policies must be responsive to residents' needs while addressing broader socio-economic challenges.

The Asset Management Strategy outlines the Council's approach to managing and improving its own housing stock. It specifically sets out commitments to:

- Improve and maintain property condition data to better facilitate data-driven decision making;
- Ensure all homes are fully compliant with fire safety regulations;
- Prioritise resident engagement and use feedback to drive improvements;
- Efficiently manage and repurpose housing owned land and properties to meet housing need;
- Deliver energy efficient homes and housing services that are mindful of environmental impact; and
- Provide a good quality repairs service.

[Private Sector Housing Strategy 2024 – 2029](#)

By introducing stricter regulations, **Brent aims to transform the private rented sector into a stable and responsible housing option** that ensures tenants are treated fairly and homes meet modern living standards.

The Private Sector Housing Strategy outlines the Council's approach to ensuring the private housing sector in Brent is a safe, stable and accessible housing option for people in Brent. It specifically commits to:

- Increase the availability of private sector homes in Brent to meet housing need;
- Tackle poor property conditions and failing private landlords; and
- Help private sector residents to understand their rights and access support to stay in their home independently.

[Tenant and Leaseholder Engagement Strategy 2024](#)

Through active engagement and inclusive decision-making, Brent will build a housing system where residents feel **heard, respected, and valued**.

The Tenant and Leaseholder Engagement Strategy sets out the Council's approach to ensuring it meets the legislative and regulatory requirements when it comes to engaging with its tenants. It specifically commits to:

- Facilitating a culture that respects engagement;
- Using feedback from residents as a learning tool to drive improvements to services;
- Challenging stigma against social housing tenants;
- Ensuring residents have an opportunity to influence decision making for the Housing Management Service;
- Being transparent with performance information so residents can challenge us and hold us accountable; and
- Working with residents to make a positive contribution to estates and neighbourhoods.

Conclusion

This overarching Housing Strategy crystallises our ambition to make housing in Brent **truly fit for the future**—safe, sustainable, and anchored in the voices of those who live here.

The next five years will be pivotal in shaping the borough's future, and through collaboration, innovation, and community engagement, we can create a **Brent where everyone has a place to call home, where neighbourhoods are safe and green, and where we lead the way in tackling the climate emergency**.

Above all, this strategy reaffirms Brent's commitment to **public service** and to **strengthening communities**. We recognise that housing is a powerful lever for social equality, climate action, and neighbourhood vitality. By bringing together the best ideas and commitments from our key strategic documents—and by trusting in the insight and leadership of our residents—we will work tirelessly to deliver a Brent in which every household can flourish in a **place they are proud to call home**.