

## Appendix 2 – Appraisal of Potential Measures and Actions

Scheme:													
Option	Strategic Fit	Achievability	WCC Control	Low or zero Capital Cost	Low or zero Revenue Cost	Ease of implementation	Re-organisation not needed	Contributes to effective Partnership	Quick Win 1 - 5 years	Long-Term Gain 5 years+	Durability	Total	Risk
<b>1 – Policy Framework</b>													
More precise and up to date Housing Strategy	10	4	5	5	4	3	5	5	5	7	4	57	
Better integration between Housing Strategy, Development Plan and Community Strategy	7	5	5	5	4	4	3	4	5	3	3	48	
More up to date SPD for affordable housing	7	4	4	5	3	3	5	4	3	5	3	46	
<b>2 – Organising &amp; Resourcing Enabling</b>													
Better definition of the function	7	4	5	5	4	4	5	3	10	7	5	59	
Increasing the number of dedicated staff	10	3	4	5	3	3	3	3	7	7	4	52	
Moving enabling to sit with planning or assets	10	3	4	5	4	4	3	4	7	7	4	55	
Establishing a cross-departmental Housing Delivery Team	10	3	5	5	5	3	1	5	7	10	4	58	
Securing 'on-tap' skills and back-up resources from a specialist	10	4	3	5	3	3	3	5	10	10	3	59	
Expanding the role to be more pro-active and to intervene earlier	10	3	5	5	2	3	3	5	10	10	5	61	
Moving some other 'Strategic Housing' activities to outsourced contracts to improve focus	5	3	3	5	4	3	1	5	7	10	5	51	
<b>3 – Land Supply &amp; Planning</b>													
Mapping potential opportunity sites, identifying ownerships and development constraints	10	4	5	3	3	3	4	5	5	10	5	57	
Leading site assembly including contributing council assets, funding and CPO	7	3	5	3	3	3	4	5	5	10	5	53	
Formulating planning/ development briefs for priority sites and areas	10	3	5	2	2	3	3	5	5	10	4	52	
Clarifying expectations on standards, tenure and management arrangements	7	3	5	1	3	3	4	4	5	7	4	46	
<b>4 – Conventional Enabling Tools &amp; Approaches</b>													
Gearing up (and clarifying) the PSL offer and portfolio	5	2	4	2	2	2	4	4	3	5	1	34	
Social lettings agency	3	2	4	2	1	2	2	4	3	1	1	25	
More effective programme management	7	3	5	5	3	4	3	5	7	10	5	57	
Improving market intelligence	7	3	4	5	3	3	4	5	7	10	5	56	
Closer integration of teams in the council	5	3	5	4	4	3	5	5	5	7	3	49	
Leadership	10	3	5	3	3	3	3	5	10	10	5	60	
<b>5 – New Interventions</b>													
Dedicated land promotion function/ vehicle and CPO	3	2	4	2	2	3	3	5	4	5	5	38	
SPV direct production vehicle	2	2	1	1	1	1	1	2	2	3	3	19	
JVs with private developers/ contractors	2	3	2	3	2	2	3	4	3	4	3	31	
JVs with RPs	3	3	2	3	2	2	3	5	3	3	4	33	
<b>6 – Partnerships &amp; Communication</b>													
Facilitating a RP liaison group for Worcester	7	4	4	5	4	4	4	5	5	10	4	56	
Information hub	7	4	4	5	3	3	3	5	7	10	5	56	
Re-shaping the partnership with Malvern and Wychavon including formal joint working	5	3	2	5	5	3	3	4	5	7	3	45	
Improving the use of communication techniques and methods including marketing new approaches	10	4	5	4	4	4	3	5	7	10	5	61	
Communication strategy	10	5	5	5	5	4	4	5	10	10	4	67	
Partnership protocol with key partners	7	4	3	5	4	3	3	5	7	10	4	55	
Improving joint working with Worcester County and with Homes England	7	4	4	5	5	3	3	4	7	10	4	56	
<b>7 – Specific Supply Side Initiatives</b>													
Formulating a plan to develop an integrated network of young people's accommodation options with	7	3	3	3	3	3	4	5	5	10	4	50	
Agreeing a temporary accommodation strategy	10	3	4	3	3	3	4	4	7	10	3	54	
Identifying preferred partners for specialist roles or portfolios	7	3	3	4	4	3	4	5	7	10	4	54	