

2. The Place to Call Home



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Context

A good, stable home is the foundation of a good life. Our vision for 2050 is that everyone in Greenwich lives in a neighbourhood, not just a home, and that no one goes without a safe, secure and affordable place to live. However, housing affordability remains a significant challenge for residents in Greenwich and across London. Whilst property prices have remained relatively stable over the last 4 years, average property prices are still 12 times the average earnings. As a result, home ownership remains out of reach for many, renting privately is increasingly expensive, and there are over 30,000 households currently on the waiting list for a council home.

Meeting this level of demand requires more than the council can deliver alone. It depends on land availability and the wider housing market as much as local delivery. However, the council is committed to building genuinely affordable homes through Greenwich Builds, which has completed or started construction on 1,275 homes since 2018, making Greenwich the top builder of affordable homes in London for three consecutive years from 2022 to 2025. We are also working with housing associations and developers to

increase the supply of affordable homes more broadly across the borough.

Behind this sits the council's capital programme, one of the largest financial commitments we make. In 2025/26 we invested £290m, around three-quarters of it in housing, £117m building and acquiring new social homes, £71m improving homes we already own, and £21m buying properties to increase our housing stock which helps families who would otherwise be in expensive temporary accommodation.

For residents already living in council homes, our priority is ensuring those homes are safe, comfortable and well maintained. We have begun implementing changes as a result of the Social Housing Regulation Act, designed to better protect tenants from serious hazards and ensure transparency and accountability among social landlords. Awaab's Law, in force since October 2025, sets statutory timeframes for us to investigate and fix damp and mould hazards, and we are working hard to meet these requirements across our stock. Through the Social Housing Decarbonisation Fund (SHDF), we have invested £18m in energy efficiency improvements, reducing bills

for tenants and improving the condition of ageing homes. Through our Repairs Transformation Programme, we have increased communication with tenants and improved our processes, which has led to the lowest number of repairs outstanding in at least five years.

Supported housing provides independence and control for residents with different needs. We'll use new powers under the Supported Housing (Regulatory Oversight) Act to gain greater oversight of supported housing provision across the borough through establishment of a new licensing scheme. These changes, combined with a new supported housing needs assessment, will ensure residents who need our support most can access the housing they require.

With home ownership increasingly out of reach for working people and demand for social housing far exceeding supply, private renting has become an increasingly important tenure for residents across the borough. We will continue to regulate this sector through licensing and step up enforcement action against those that break the rules, as well as supporting landlords to improve housing standards, to create a private rented sector that works for everyone.

The Renters' Rights Act has abolished 'no-fault' evictions from May 2026, with the Decent Homes Standard for private rented homes and a new private rented sector database due to follow later this year, giving tenants greater long-term security. While stronger protections will improve security for many renters, rising housing costs and limited housing supply mean that some households will still face the risk of losing their home. Royal Greenwich has been a leading council in London, making real progress in reducing homelessness pressures. Our use of hotels and B&Bs for temporary accommodation has fallen by over 96% and we have eliminated their use for families, saving the council £10 million through our Temporary Accommodation Cost Reduction Programme.

Nonetheless, rough sleeping remains a serious concern. 406 people were seen sleeping rough in the borough in 2025/26. We must work to prevent homelessness before it starts, through early intervention with residents at risk, and working closely with private landlords, housing associations and voluntary sector partners to secure safe, settled homes for those who need them.

2.1 Everyone can access a safe, secure and suitable home

What this means

- We will build and acquire more genuinely affordable homes for people on a range of incomes and from all walks of life, including homes designed for people with specific needs.
- We will use our planning policies to make sure new development delivers its fair share of good-quality, affordable housing.
- We will keep our homes safe, comfortable, sustainable and well-managed, and work to give renters greater security and stability.

Commitments

Housing Supply

- Deliver 6,000 new council, social rent, and low rent homes over the next decade via our New Housing Supply Programme
- Enhancing our Supported Housing Programme, including developing a Supported Housing Strategy and a review of accommodation for people with learning disabilities, so we can deliver high-quality supported housing for everyone who needs it and to ensure services reflect current and future needs
- Deliver new extra care developments to provide high-quality housing with care on site

Housing Quality and Tenancy Services

- Investing £278 million in our homes so they are more comfortable, safer and better quality — upgrading fire doors, alarms and emergency lighting, cutting energy bills for residents, and reducing carbon emissions

- Deliver a new Housing and Homelessness Strategy 2026-31
- Implement a new Housing Allocations Scheme to provide a more efficient, fair and effective scheme
- Improving our Repairs service through the Repairs Transformation Programme – with better customer service, quicker turnaround on empty homes, and action on damp and mould
- Improving our Tenancy and Income Services through the Rethinking Tenancy Programme, ensuring tenants are effectively supported to maintain safe and suitable tenancies
- Establishing our Estate Regeneration Programme, identifying the estates most in need of investment and improving them for the people who live there now
- Building on our Digital Greenwich Connect joint venture to enable improvements in connectivity for tenants and leaseholders across the borough

Private Rented Sector

- Expanding our licensing programme to new areas of the borough, ensuring that private landlords and registered social landlords are offering safe, well managed properties that provide tenants with secure, high-quality homes
- Establish a private renters' forum, so renters have a collective voice and better access to advice on their rights
- We will protect family homes, take action where too many homes in one area are converted to HMOs, and make sure that private rented homes are safe and well managed

Indicators (5)

Percentage of council homes that are deemed decent
(Council Indicator)

The proportion of council homes which are in a good condition, according to government’s Decent Homes standard

Percentage of homes rated
energy performance certificate
(EPC) C and above
(Borough Indicator)

The proportion of homes in Greenwich which are reasonably energy efficient

Net additional dwellings.
Total number of new homes.
(Borough Indicator)

The total number of new homes, minus any homes which have been lost (eg. because they were demolished)

Supply of housing: % Affordable (Borough Indicator)

The number (or percentage) of affordable homes built in the borough that are affordable

Tenant satisfaction measures - satisfaction with overall service from the council. (Council Indicator)

The percentage of council tenants who are satisfied with the council as a landlord



2.2 No one is homeless or sleeping rough

What this means

- We will act early so that households at risk of homelessness can keep their homes wherever possible, reduce the number of families living in temporary accommodation, and work to end rough sleeping for good.
- We will make sure the right support reaches people at the right time, so that everyone that wants it, has a stable and secure place to call home.

Commitments

Homelessness Prevention and Temporary Accommodation

- Help people stay in their home wherever possible, by working with residents and landlords to prevent homelessness before it happens
- Where temporary accommodation is needed, making sure we have good supply and that it is suitable for the household, building on our success in moving families out of unsuitable, expensive hotel placements



Indicators (4)

Rate of households with children in temporary accommodation per 1,000 households (Borough Indicator)

The number of families with children who live in temporary accommodation per 1000 families with children in Greenwich

Number of families in B&B over 6 weeks (Borough Indicator)

The number of families with children who have been in temporary accommodation with a shared kitchen and/or bathroom for more than 6 weeks

Percentage of duties owed where homelessness was prevented or relieved (Council Indicator)

The percentage of people who tell us that they are at risk of becoming homeless, where we help them to stop it from happening

Number of people sleeping rough on a single night (Borough Indicator)

The number of people who are sleeping outdoors on a single night, from a count by the council team