



EVALUATING SOCIAL HOUSING  
SUSTAINABILITY POLICIES IN THE CONTEXT  
OF LOCAL GOVERNMENT: A PUBLIC VALUE  
PERSPECTIVE

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Evaluating Social Housing Sustainability Policies  
in the Context of Local Government: A Public  
Value Perspective

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**By**

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## ABSTRACT

### **Evaluating Social Housing Sustainability Policies in the Context of Local Government: A Public Value Perspective**

#### **KEYWORDS**

**Jawed SADIQI**

Policy-making, Decision-making, Reform, Citizen, Homeownership, Public Sector, Economic, Environment and Social.

The demand for social housing has grown recently more than its supply, particularly in the United Kingdom (UK). The existing literature addresses the lack of a sustainability policy and its contribution to the lack of political intent to support the achievement of social housing homeownership predominantly under the Right-to-Buy. This research highlights that several government projects have failed in the past to deliver satisfying outcomes for the public; thus, their value to social housing tenants and public value has been largely neglected. The main aim of this research project is to evaluate social housing policies through the lens of public value that drives the decision-making process and to construct a conceptual framework to enhance the accountability and efficiency of social housing tenants in the context of local government. This has been achieved through key research objectives and the key citizens, barriers and recommendations have been explored to enlighten social housing sustainability policy. This conceptual framework was tested in UK local government authorities and with local citizens who had recently started to address diverse sustainability factors in terms of social housing policy. The result was a qualitative case study enquiry based on the use of focus group-interviews, the vignettes approach and documentary evidence to explore the validity of the conceptual framework as a tool for supporting the decision-making process in this field. The findings obtained from the in-depth case study provided an insight into the social housing evaluation criteria and the influences of a sustainability policy from both a practical background and an internal organisational perspective. The findings addressed the poor affordability of a whole-life value of a property, insufficient funding due to austerity, poor legal frameworks, poor governance, a lack of suitable designs for social cohesion, poverty, the well-organized use of resources and environmental protection.

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## DECLARATIONS

This is to declare that I, Jawed Sadiqi, to the best of my knowledge and understanding, have not presented any percentage of this work mentioned to in the PhD thesis project in support of any other application for another degree.

The thesis follows British Standard BS 4821: 1990, the 'British Standard Recommendations for the Presentation of Thesis and Dissertations', and also follows the Harvard referencing system.

Thus, some of the material presented below has already been published and is yet to be published in the form of the following publications:

Jawed SADIQI

## LIST OF PUBLICATIONS

### Journal Papers

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## GLOSSARY

ALMOs	Arm's Length Management Organisations
FG	Focus Group
FGD	Focus Group Discussion
FGI	Focus Group Interviews
HA	Housing Association
LC	Local Council
LC	Local Citizens
LG	Local Government
LGA	Local Government Authority
LR	Local Residents
NFA	The National Federation of ALMOs
PV	Public Value
PVT	Public Value Theory
RSLs	Registered Social Landlords
RTB	Right to Buy
SP	Sustainability Policy
UK	United Kingdom
V	Vignette

# CHAPTER 1: INTRODUCTION

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## 1.1. CHAPTER 1: INTRODUCTION

### 1.1 RESEARCH BACKGROUND

World War Two was a global war that continued from 1939 to 1945, but nonetheless began far earlier (Shapely, 2011). Most of the world's population became involved, including the superpowers, creating two different military coalitions and directly involving over 100 million people from over thirty countries. However, according to (Moore, 1995; Moore, 2014), the public value was first introduced and described as a value that an organisation contributes to wider society. Unfortunately, during this time, the public value was not known by the community and has been totally neglected by many scholars. Furthermore, four years after the Second World War, the age of social housing arrived, and there has been a rapid increase in development, particularly in the housing sector (Shapely, 2011).

The primary role of the local government authorities was delivering a welfare system and the key role of local government was transformed solely as a result of the global economic changes that occurred in the latter part of the 20th century (Hodkinson and Robbins, 2013). Also, the key focus was on the old industrial centres, like Liverpool, Manchester, Birmingham, and Newcastle (Shapely, 2011). These cities were targeted and suffered from a very long-term economic failure during the Second World War. They urgently required investment but the local governments were not in the position to afford such a huge investment without the help of private investment. Therefore, the local authorities applied a marketing strategy in order to attract private investment to build cities and council houses but partnerships with local government (Mark Tadajewski, 2012;Pahl et al., 2017).

As a result, the building of social housing continued when the conservative government came to power in 1951 and many people were removed from small, poor inner-city terraces and re-housed in custom-built (Shapely, 2011). The public was introduced to the joys of a new life, like having indoor toilets and gardens. There was a rapid increase in council housing infrastructure.

The founder of the British welfare state adopted a new social approach that drew the Government's attention to public accountability in order to provide homes and his well-known promise of "homes fit for heroes" to the soldiers who were returning from the Second World War (Shapely, 2011, Hodkinson, Robbins, 2013). As Margaret Thatcher's dream was to value the citizens by introducing a "right to buy" revolution, the policy proved very popular in 1979. Thus, council homes have been at the heart of British politics for over an time now (Jones and Murie, 2008,(Mark Tadjewski, 2012).

### ***1.1.1.1 Social Housing after World War Two***

After the Second World War, the public was keen to live a normal life, and, at the same time, the government were trying to add value to the citizens by providing them with affordable housing. Therefore, the government introduced A White Paper - Housing (Cmnd 6609), which combined three different objectives, in order to deliver affordable council housing for vulnerable family at the start (Stromberg, Stromberg 2013). The first objective was to complete very quickly a great pre-war slum clearance. The second was to reduce overcrowding and, lastly, a long-term housing policy had to be in place for the continued improvement of housing stock in order to balance supply and demand (Gupta, et al., 2015). Just one year after the end of the Second World war, in 1946, about a quarter of a million occupied homes and 107,000 un-occupied homes, which had been destroyed by the war, had been restored for occupation. Also, about 52,000, new homes had been built and 80,000 units of pre-fabricated houses created (Shankar et al., 2017)

According to (Kirby 1981), about 800,000 council houses were built in the public sector, and 180,000 houses were built by the private sector, just six years after the end of the Second World War. However, the fact that this total number of houses in the private and public sectors had been constructed in such a short period meant that the national housing stock became overloaded. Therefore, the target which was set by the government was reduced to 170,000 house constructions per year for the next three years, from 1951 to 1954, under the Housing Act 1949 (Gupta, et al., 2015; Priemus, et al., 1999a). Also, the responsibility of the local government to supply social housing, particularly for the working class, was removed under the Housing Act 1949

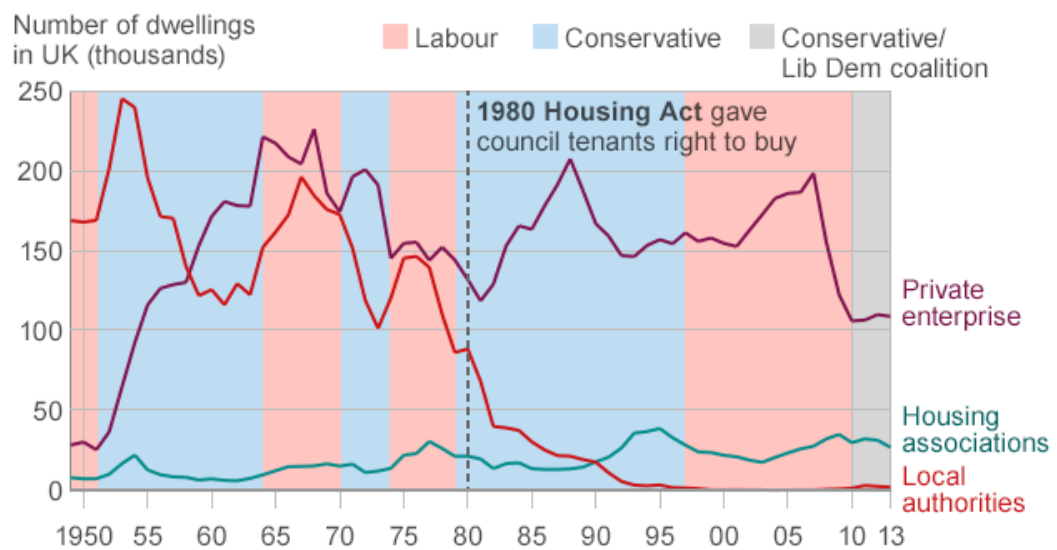
policy. As a result of the policy reform, the local authorities became a general housing supplier, and part of their responsibility was to meet the housing demand for wider society not just the working class (Mei and Liu, 2014).

When the Labour Government returned to power in 1964, it pledged to deliver a new system of affordable housing at a better rate of 500,000, per year until 1970 (Blackler, 2006). However, (Malpass and Murie, 1982) indicated that, by the end of 1964, the Labour Party was out of office. As a result, private home-ownership was totally removed, and it was believed that the private home-ownership of social housing was something to which families would aspire. Thus, the central government decided that there must be an equivalent division of resources between private residential and social housing delivery and home-ownership (Bramley & Fitzpatrick, 2018).

#### ***1.1.1.2 Background of Social Housing Homeownership Policy***

During the 20th Century, Council housing brought about swift progress in building council houses for the citizens which was exceptionally good growth and, more importantly, the main idea was to encourage homeownership (Herbert et al., 2014). This movement was due to green deal expansion, which was considered to be dominated by middle-class owner-occupiers. Also, the main aim of greenbelt development was to give an opportunity for poorer or less fortunate families to live in affordable council accommodation. Nevertheless, (Zyed, Aziz, et al., 2014) indicate that social housing was offered to poorer families due to its poor reputation and low-quality material used in building construction to reduce the cost of the build and facilitate set standard affordable rents. However, the statement above highlights that public value was neglected by the government, and housing policy/legislation was enforced by the local authorities without engaging the citizens (Ram et al., 2017). Also, according to (Shapely, 2011), about 200,000 houses in total were damaged in the Second World War and more than three million homes were destroyed to some degree. The residents were continuously suffering from homelessness, at the same time; people had great hope that, in the near future, the government would provide affordable housing for reasonable rents (McEnhill and Taylor-Gooby, 2018).

### New homes built by private and social sectors, 1949-2013



Source: Dept for Communities and Local Government

BBC

Figure 1.1 new social and private homes built by private and public sectors 1949-2013

Background of social housing (2015) policy. Available at: <http://www.bbc.co.uk/news/uk-14380936> (accessed: 10 March 2016).

Figure 1.1 above shows the new social and private homes built by both private companies and the government, from 1949 to 2013, under the Labour and the Conservative governments in the UK. Also, figure 1.1 indicates that the housing construction developments have been of three different types, such as social housing, housing associations and private enterprises, for the past 54 years in the UK. Additionally, the 1980s Housing Act commenced giving council tenants the right to buy opportunity. Local authorities who were responsible for council housing undertook rapid housing construction from 1949 to 1975/80s; however, when in the 1980s, the Housing Act gave council tenants the right to buy, the local government's national housing stock reduced rapidly from 1980 to 1995 under the Conservative government. Moreover, from 1997 to 2007, the local authority had no social housing supply at all, under the Labour government, while the private enterprise housing stock increased swiftly from 1950 to 2007 and then, after 2007 to 2010, it reduced due to the housing crisis (Dieleman et al., 1999b).



On the other hand, Housing Associations were another provider of social housing for poorer families and played a key role all the way from 1949 to 2013, successfully maintaining its housing strategy in the housing industry (Poon and Garratt, 2012). However, a careful evaluation of figure 1.1 above shows that, from 1949, the local authorities were well managed regarding the public value and well-being of the wider communities. When the 1980s Housing Act was enforced, the number of residents who bought their homes in England increased from 7,000 in 1997 to almost 46,000 in 1972, which was opposed by the Labour government. Labour Housing Minister Peter Shore published a green paper approving council housing home-ownership as a "strong and natural desire" which "should be met" (Gupta, et al. 2015, Hodkinson, Robbins, 2013).

## 1.2 SIGNIFICANCE OF THE RESEARCH

Public value can play a significant role in addressing the issue of public services, such as social housing services, satisfaction, availability, fairness and housing costs for the wider society, (Kincaid 1997; W R Travis Burns and Michael F DiPaola, 2013). Primarily, public value was introduced by Moore (1995) as a lens for better managing the performance of organisations, such as the local and central government, industry and other businesses. Returning to social housing issues, at the end of the First World War (1914-18), the council housing policy was entirely different to what it is today (Hodkinson and Robbins, 2013). From 'homes fit for heroes' (Smith 1977) to the arrival of the Thatcher administration in the late 1970s, policies were announced for the purpose of developing the role of local authorities in providing housing for the citizens (Williamson et al., 2013).

As a result of having a traditional style of social welfare attitude to the new management system of council housing, this has been moved by the market-directed tactic (Debra Satz, 2013). The acceptance of such an approach from the end of the 1970s has rigorously transformed council housing issues into a regulatory approach. This approach should reduce the current role of the local authorities as the key suppliers of council housing (Poon and Garratt, 2012). In regards to improving the housing stock overall, the actual housing stock should be transferred to Housing Associations and Trusts. This strategy

should, under new public management, increase the accountability for improving efficiency as well as the effectiveness of council housing providers (Yukl, 2008; Loertscher and Marx, 2014). However, local authorities have a huge influence on the creation of public value through citizen engagement, but, unfortunately, public value is neglected by many scholars (Mendel and Brudney, 2014).

Although new public management can play a significant role in delivering the issue of public value in organisations to benefit the wider society, at the same time, it can be recognised as a challenge for Government projects (Kinfaek et al., 2012). On the other hand, there should be four million homes within the local authority council housing sector in the UK alone (Gregg et al., 2015). These 4 million homes should accommodate more than eight million citizens; however only 32% of these are managed by the local authorities, while Arm's-length Management Organisations (ALMOs) look after about 20% of social housing and at the same time were accountable for running social housing from 2002 to the present. The National Federation of ALMOs (NFA) now represents 40 ALMOs that currently manage more than 550,000 council homes through forty-three local authorities in the UK. Also, there is a 48% control by housing associations of the council housing stock (Cave, 2005; Haffner et al., 2012).

### 1.3 PROBLEM STATEMENT

Social housing's affordability has been rapidly decreasing in several developed countries around the globe (Harriot and Matthews, 2009; Jones et al., 2011). However, generally, housing affordability has been problematic for both public and governments in the past few decades, and even now housing costs are swiftly increasing (Stone et al., 2011). More importantly, a shortage of social housing has become a major concern, particularly in the UK, because the national housing stock failed to provide enough homes to meet such a high demand. As a result, housing prices vastly increased from the mid-1990s to 2007 across the UK (Barker, 2004; CLG, 2006a; NHPAU, 2009a). Nonetheless, the housing recession reduced the overall housing cost, but at the same time resulted in tougher mortgage rules in terms of deposit payment,

especially making it difficult for first-time buyers who wish to become home-owners (Bramley & Fitzpatrick, 2018; Mattioli, 2017)

However, social housing affordability for low-income families has become tighter and the local authorities' home-ownership policy is unsustainable as well, which made the situation even worse for some families in some boroughs of London. According to Stone (1993), "Housing is not only necessity of life; it has a pervasive impact on all aspects of our existence". Also, housing has a great impact on the citizens' quality of life, health, education, employment and sense of security (CLG, 2007). Housing will have a great impact on factors such as social exclusion and the wellbeing of the wider community. Thus, housing affordability plays a significant role in terms of contributing to the overall economic situation, environmental development and, more importantly, sustainability of the broader society in regards to adding value (Aalbers, Loon, & Fernandez, 2017; Bramley & Fitzpatrick, 2018; Mattioli, 2017; Robertson, 2016) .

The public services literature highlights that the public value focuses on different aspects, such as services, outcomes, trust and legitimacy. Public services indicate various problems, such as justice and accountability ( Doyle et al., 2015). However, public administration practice fails to consider and manage the outcome of the shared value of full trust and legality. Nonetheless, a social housing, particularly homeownership (under the right to buy), sustainability policy can be achieved through the lens of public value, in order to evaluate how society's value could be shaped through the development of suitable decision support systems to prepare decision-makers for ongoing policy reforms, particularly with a local authority's council housing supply and demand for homeownership (Poon and Garratt, 2012)

Also, Housing Trusts should improve the accountability, efficiency, and the effectiveness of social housing within the wider society for the benefit of the citizens (Poon and Garratt, 2012). As a result of this transformation process, council housing providers, also known as 'Registered Social Landlords' (RSLs), would become subject to legal audits, housing regulations, and

council housing inspections for better management, in order to ensure that the service quality requirements meet the standards of the country. Currently, council and housing associations oversee a total national housing stock of four million in the UK housing sector, which accommodates around 8.4 million customer/tenants. Of these four million homes, only 32% are under local authority management, 20% are under ALMO housing management, and 48% are under housing association management (Cave, 2005; Williamson et al., 2013).

Therefore, the huge transformation of responsibility from the local authorities to the private sector was not a great success, without local authority funding (Kinfaek et al., 2012). However, the private sector focuses mainly on attaining profits rather than value, while the local government's objectives is to increase efficiency by simplifying housing transfers in the area in order to create value for the public. Despite the transparency and effectiveness of the private funding and individual supervision of council housing, however, public value is neglected and requires evaluation (Wesselink and Gouldson, 2014). Also, housing privatisation by the local authorities brought unique problems to the housing sector, like increasing house prices and at the same time reducing the standard of living for local citizens. This indicates that the local authorities have neglected the concept of public value, so new systems and tactics should be set up in order to support the decision-making processes and make them more transparent (Maegan Zarley Watson and Ruoh-Nan Yan, 2013). This could be achieved at a different stage in the sequence of policy-making development, such as paying attention to citizens' preferences, evaluating the appraisal process and monitoring the organisations on a regular basis (Brown and Dwyer, 2008).

Conclusively, the focus of the research is on constructing an analytical framework to give the public more space in the wider community, where citizens can access social housing, without unjustly increasing the cost of housing (Kull et al., 2014) and, more importantly, build communities with a high value, that is accepted by the local citizens rather than simply aiming to build homes. Recently, the government policies have been failing, so clearly

a new approach is immediately needed to improve policy reform, with the aim of increasing the supply of new, affordable council houses (Kelly, 2007a). However, some of these suggestions above require safe piloting within different organisations, such as local authorities, rather than the central government because local government organisations will be more easily accessible for attaining updated information via qualitative methods (Steen & MacKenzie, 2017) .

## 1.4 RESEARCH AIM

The aim of this research is to evaluate social housing home-ownership sustainability policies in the context of local government through the lens of public value that drives the decision-making process and to construct a conceptual framework as a decision support system to enhance the accountability and efficiency of social tenants across the wider community.

### 1.4.1 Research Objectives

- **To use public value is a lens in order to drives the decision-making process.**
- **To construct a conceptual framework as a decision support system.**
- **To enhance the accountability of social housing tenants across the wider community**
- **To enhance efficiency of social housing tenants in terms of sustainability policy.**
- **To revise the conceptual framework based on the empirical evidence.**
- **To provide the contributions, limitations and recommendations for further research**

## 1.5 RESEARCH QUESTIONS

The PhD thesis will focus on the following key research questions:

- 1 What is the context of public value in the field of the public sector, particularly in the local government authorities' council housing department ?
- 2 What are the key factors affecting the homeownership sustainability (under the Right to Buy) policy related to social housing stock, which requires strategic mechanisms based on land value capture as well as housing allocation?
- 3 How can a conceptual framework support and reform the existing social housing policy within the local government authorities, mainly under the homeownership scheme, in order to meet the demand for social housing in the context of the preference for homeownership schemes?
- 4 What achievable factors are available to meet the challenges posed by the social housing policy reforms in regards to managerial decision-making strategy for the greater transparency and benefit of the public? Where citizens are expected to pay higher rents when their benefits are simultaneously being cut?
- 5 How it is possible to evaluate the independent pros and cons of social housing tenure that are essential for the future of an affordable, sustainable homeownership policy from the economic, environmental and social perspective?

## 1.6 THESIS OUTLINE

This PhD thesis is structured into seven different chapters, using the Harvard referencing system and appendices. The arrangement proposed by Phillips and Pugh (2005) includes background theory, focal theory, data theory and novel contribution:

- Chapter 1 outlines the background theory highlights the extensive research area of social housing homeownership under the Right to Buy sustainability policy through the lens of public value across the globe.
- Chapter 2 evaluates the present research review and identifies the main gaps and areas of concern for further study within social housing homeownership, particularly under the Right to Buy scheme.
- Chapter 3 develops the second part of the thesis (focal theory) in order to construct a conceptual framework that addresses sustainability policy factors through the lens of public value.
- Chapter 4, on the data theory, indicates the key issues, such as the epistemology to adopt, and the checks on the selected suitable research strategy for local government housing departments and local citizens.
- Chapter 5 analyses the raw data from the selected case study of local government and local residents in the UK.
- Chapter 6 revises the conceptual framework according to the findings and connects the findings of the thesis.
- Chapter 7 summarises the research obtainable in this thesis with a summary of the contributions, limitations and further research. Generally, as emphasised, these four fundamentals are demonstrated throughout the thesis.

# CHAPTER 2: LITERATURE REVIEW

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## **2. CHAPTER 2: LITERATURE REVIEW**

### **2.1 INTRODUCTION**

The literature in the field of the public value of policy-making decisions highlights the need for further evaluations by focusing on the role of the local authorities during the implementation phase of the policy-making decision support system (Koschmann and Kuhn, 2012). An evaluation will be carried out of the current opportunities and challenges encountered by local authorities, particularly related to council housing homeownership. The early to mid-20th century witnessed swift development in national house building activity, and exceptional growth in the Building Society program, in order to encourage a larger level of ownership facilities for local citizens (Oxley et al., 2010). This approach has hugely contributed to the development of suburbia in regards to being dominated by the middle-class owner-occupier. However, unfortunate or poorer families only (Nwachukwu, 2017) .

According to Patel (1993), one of the main reasons was that council houses initially began to acquire an unfortunate reputation, mainly because the building quality and materials used in their construction were cheap in order to make the rents affordable by poorer residents. Also, the role of social housing was reduced, because the central government reduced the freedom that the local authorities had earlier enjoyed regarding the full application of policy, mainly the 'Right to Buy' scheme, the transfer of estates to other agencies and the limitations applied regarding the building of new council houses. As a result, these policy changes caused a huge reduction in housing stock in regards to ownership from the beginning of the 1980s ( Williamson et al., 2013).

### **2.2 OPPORTUNITIES AND CHALLENGES RELATED TO SOCIAL HOUSING POLICY**

The changes and challenges in social housing policy involve highly public value because implementing policy without the engagement of the citizens will not succeed in the wider community. Therefore, the central government must play its part and fulfil its roles and responsibility towards the public in order to add value for the public and achieve social housing sustainability (Steen &

MacKenzie, 2017). On the other hand, the local authorities must engage the residents before making any decisions and policies; after receiving feedback from the citizens, the policy can be created. In particular, the social housing policies of each country might differ and use a different model of social housing according to the needs of the public (Aalbers et al., 2017). Finally, the limitations of the research on social housing homeownership's sustainability policy can be identified through the lens of public value.

### **2.2.1 Role of the central Government in Social Housing**

It is vital for all local authorities to play a significant role regarding facilitating and increasing the amount of affordable social housing for residents in order to add value to and consider the well-being of the broader society (Mills, 2014). Thus, the local government must identify the need for social housing in order to ensure that the councils plan a suitable supply of housing and consider a combination of housing in order to meet the local community's needs (Lilley, Davidson, & Alwan, 2017) .

Also, this can encourage affordable housing construction by motivating growth; for example, numerous councils globally are fully involved in new projects in order to construct affordable housing, with the financial support of private and community partners; for instance, Canada Bay Council, Clarence Valley Council and London Council (McEnhill & Taylor-Gooby, 2018) The local authorities play their part in terms of developing a suitable local social housing strategy, like reviewing the social housing demand and providing a sufficient social housing supply in order to fill the gaps in the provision of the national housing stock (Wan Abd et al., 2014).

All local authorities around the world, particularly in social housing departments, possess valuable information regarding how social housing policy preparation works included in a comprehensive database to help and understand the housing needs in different areas (Croucher et al., 2006b). Most importantly, social housing information will highlight the role of the government for citizens, such as discrimination based on national origin, race, religion, and different conditions of dwelling needs.

### 2.2.2 A historical background of social housing in Europe, the USA, Asia, and Australia

The historical background of the social housing sector was significant mainly in Northern Europe and in almost all socialist countries. Social housing schemes mainly began just after the Second World War, and social welfare was started by Lloyd into Britain and focused on the provision of popular resources (Gregg et al., 2015). Therefore, in Western Europe, social housing was part of the common agreement between the local authorities and local citizens, and the welfare state was created (Kirby, 1981).

More importantly, the social housing provision and division of social housing vary from country to country over time in regard to national political.

Interestingly, social housing in Europe over the centuries was delivered by religious scholars, such as charities (Dieleman et al., 1999a). However, the UK played a big role during the 19th century, with the central government increasingly playing a strategic role regarding funding council housing. However, services are always key in the public sector, but outcome and trust are not mentioned or somehow neglected by scholars, and public value is not mentioned either (Logue, 2011). Primarily, the main role and responsibility of the central government have many objectives, such as implementing effective town planning in fast developing urban areas; providing affordable housing for the staff, and retaining political power. Furthermore, the main role of the government is to accommodate social housing for the lower-income, vulnerable citizens. It was highlighted at least until the national statistical council housing shortages were overcome in the 1970s/80s (Kull et al., 2014; Kirby, 1981).

Furthermore, UK council housing is because, prior to 1890, the central government was not involved in council housing policy (Isgrove and Patel, 1993). Then, public housing became desirable in order to supply housing, and the famous quote, “homes fit for heroes”, emerged in 1919, mainly related to the slum clearance (Berry et al., 2008a). However, the reform was intended to ensure that homes were of high-quality, which seems a good indication of public value and wellbeing for the wider community. Interestingly, the Labour

government strongly believed that council houses must be supplied for all citizens while, on the other hand, the Conservative government emphasized that council houses should introduce home-ownership scheme (Gilbert, 2008). Was this a perfectly good initiative for valuing its citizens or could it be used as a politician weapon to gain votes? In 1960, the Labour government built public flats and public houses in addition to the national housing stock (Liyanage et al., 2017), while the Thatcher government gave the public national housing stock to the private sector because the local authorities could rent back the properties to accommodate the homeless. Also, the Thatcher government introduced the right to buy on October 3<sup>rd</sup>, 1980 to give the working class a golden opportunity to own their own home as well as improve the economic situation (Behrens, 1980). As a result, more than 1.5 million council houses and flats were sold at a hugely discount rate from 1980 to 2003, which added value for the public and, at the same time, the council housing stock reduced rapidly and was never fully replaced, meaning that public value was neglected (Hodkinson and Robbins, 2013).

### ***2.2.2.1 Public Housing in America***

During the 19th and 20th centuries, the United States of America's (USA) government engaged in social housing specifically for poorer families and individuals, and the very first social houses were built in 1935, which was the first social housing project (Dieleman et al., 1999b). After the 1930s, social housing policy was (Cook et al., 2016) implemented and houses were continuously developed to facilitate the slum clearance. Private investors were mainly encouraged to build a social housing unit and, at the same time, demolish a unit of private housing (Monk, 2009). However, this particular project was intended to eliminate private communities or houses in order to clear the sources of diseases from the area which had no sanitation initiatives and canalisation (Bullock, 2005). On the other hand, the US government demonstrated proper solidarity by providing decent public accommodation and protecting the public from most types of disease. According to Kelly (2007a), public value is a value that enables somebody to do something better or take entrepreneurial initiatives for the well-being of the wider community. Here, the US government clearly considered these ideas (Cook et al., 2016).

Finally, in 1993, the US central housing and town development scheme indicated great concerns regarding social housing, particularly tower blocks. However, social housing continues to have a high reputation for drugs use, prostitution, and violence, particularly in New Orleans, Philadelphia, Los Angeles, New York City, Chicago, and Washington, D.C. Furthermore, the US government introduced a new social housing policy in 1974 under Section 8 of the Housing Program to encourage the private sector to build new, affordable homes and continue to support and fund social housing (Hodkinson and Robbins 2013; Murie, 1983).

### ***2.2.2.2 Public Housing in Singapore***

Asian countries generally fail to embrace social housing provision, apart from China, Hong Kong, Japan, and Singapore. However, our main focus here will be Singapore, because of its popularity in providing social housing in Asia. Specifically, the planning and development of new social housing as well as the allocation of rental housing and resale of existing home-ownerships is controlled by the Housing and Development Board of Singapore (Hwang and Lee 2012a; Wan Abd et al. 2014). More importantly, 91% of Singaporeans are homeowners, which is the highest rate globally today. However, it is homeownership only on a leasehold basis for 99 years, then the government takes over the home-ownership. Interestingly, all social housing in Singapore is managed by the local authorities, headed by the local MPs (Jean Lee S. K 1992).

Moreover, all the public housing developments are managed and constructed by the Singapore government under the Housing and Development Board (HDB). As a result, the social housing policy in Singapore states that all social housing residents are only tenants for 99 years under a lease agreement (Hwang and Lee, 2012b). On the other hand, from the public value perspective, the government appears to care little about the citizens in the long term (Boerner, 2014). However, since the modernization of Singapore, more social housing has been constructed, mainly in the cities, and numerous families live in limited spaces, while the suburban communities were built in

the traditional way, like Chinese villages or mansions, owned by richer citizens or Europeans under the British colonial rule (Dieleman et al., 1999a).

Conclusively, from 1959 to 1969, the Singapore government and private investors intended to construct 14,000 homes per year simply to meet the demand for national housing stock due to the population increase. However, both the private and public sector built 2,500 homes per year, which were too expensive for low-income families and individuals (Wan Abd et al., 2014). From 1960 to 1965, the Housing Development Board managed to construct 54,430 homes and, due to land restrictions and high-density population, tower blocks were the only option. Fortunately, by 1965, the Housing and Development Board had successfully overcome the housing shortage and, at the same time, supplied affordable housing for low-income families and individuals (van der Heijden, 2002).

### **2.2.2.3 Public Housing in Australia**

Australia's central and local government has overall control of social housing and works under the Commonwealth-State Housing Agreement framework. The national survey for 2006 shows that social housing stock constituted approximately 304,000 homes out of the total housing stock of 7.1 million homes. Moreover, more than half of the social housing was constructed between 1945, and 1980, mainly to accommodate soldiers with their families who were returning from the Second World War (McDonald, 2014; Perolini 2015). Just like any other country that suffered, the conflict caused a huge housing shortage across Australia. However, during the 1950s and 60s, public housing construction was mainly aimed at improving the quality and living condition of the residents of the inner-suburban areas of Australia (Stoker et al., 2013).

### **2.2.3 The different models of social housing used in the UK, US, Singapore and Australia**

Every country has its social housing model and various governments have launched different programs, in order to improve social housing provision (Perolini, 2015). In this chapter, some of the advanced social housing models will be outlined as examples. Table 1.2 below shows two different models of

housing, such as public housing and social housing in England, to identify the models of social housing and each country will have particular social housing scheme that need further evaluation, commencing with the UK model. Also, each country wishes to provide affordable housing for its citizens in order to focus on public value (Davidson et al., 2017).

Several countries follow a traditional social housing system, which provides affordable homes that are allocated by managerial means rather than market mechanisms, and which are usually delivered directly by either municipal governments or independent suppliers. While social housing is equated to social rents, it can also include the provision of affordable homes for sale to households to promote home ownership in the wider community.

### 2.2.3.1 *The UK's social housing model*

These two models could be used as a method for highlighting the current dynamic of social housing and refer to the mid-20th-century model, too, that was introduced between the two World Wars and is now being progressively replaced by the social housing model today (McDonald, 2014). Primarily, the model's role is to facilitate the social housing system of supply and demand. This includes the actual nature of housing acquisition, home-ownership, the management of all social housing and financial activities as well as the tenure term and conditions for social housing tenants (Gregg et al., 2015).

**Table 1.2 The Modernisation of the Social Housing model in England**

Peter Malpass and Ceri Victory 2010

	Public Housing Model	Social Housing Model
Role in the housing system	Accommodating a broad social spectrum	Predominantly residual
Ownership	Overwhelmingly municipal	Mix of local authority and other social housing providers
Procurement/ development	Local authority	Mainly non-municipal providers
Governance	Municipal democratic; local autonomy from central control	Managerialist; heavily regulated by the centre
Organisational culture	Bureaucratic/professional	Customer oriented; focus on asset management from private developers
Finance	Public sector loans and subsidies	Mix of public and private loans; use of cross-subsidy
Tenants	Passive recipients	Active consumers
Tenure	Rented	Rented and shared ownership



Also, these two different housing models provide simplicity and clarity to the specific practice of the modernisation of the social housing system in England. This has been a process of changeover from the public housing system to a social housing one (Hodgson and Spours, 2006) which has been ongoing since the 1970s in order to identify the modernisation of the housing system by the Labour party in 1997. Moreover, both models are associated with an in-depth transformation within the UK as well as many other developed countries regarding housing crises, especially in the wider economy. These models are introduced to highlight the difference between the transitional period of public housing between 1919 and the 1970s (Gregg et al., 2015; Poon and Garratt 2012). However, these models' modernisation has taken place for the benefits of the citizen to add value and make the organisation more efficient and transparent. Thus, the UK's local governments were recognised as the main supplier of social rented housing between 1919 and the 1940s, a period of major success for the local authorities (Isgrove, Patel 1993).

### ***2.2.3.2 The US social housing model***

The scattered-site housing model is very popular in the US social housing system, that publicly subsidises low-density units mainly through middle-class neighborhoods. The model also used by private organisations as the most suitable housing model that focuses more on low-income citizens, particularly in New York (Shdaimah, 2009). More importantly, the model was developed as an alternative form of social housing in order to prevent poverty in the wider community where there existed a high-density population, particularly in Chicago in 1969. However, there were some complaints about residential segregation due to some blocks being constructed and occupied by more than 30% of black tenants. However, this change was mainly because of eligibility needs which were based on family income and size (Stone, 2003).

Evaluated through public policy, the scattered-site model is operated by the local authorities in order to increase the accessibility of social housing as well enhance the quality of life for residents. The main concern of public policy was to focus on the wellbeing of the community by decreasing the retail cost of social houses and reducing the rate of crime (Stone 2003; Wandschneider et



al., 2016). However, some white communities, known as 'white flight', fought the local government fiercely to keep social housing out of their wider community. Furthermore, some scholars have suggested that, if social housing were to be concentrated in one particular area, then that would limit the residents from accessing social opportunities in the wider community (Perolini, 2015).

### 2.2.3.3 Singapore's public housing model

Singapore has one of the most advanced social housing models in the world. Thus, about 90% are home-owners and 80% live in government-built homes (Phang 2001). However, the social housing is designed in a clever way that benefits the government more than the citizens because, after 99 years of leasing, the property returns to government ownership. That means that the Singapore government has fully considered public value for 99 years only, and clearly there is no legacy from parents to their children after 99 years, although the Housing Development Board (HDB) does provide affordable housing for those in financial difficulties (Phang, 2001). Also, the Singaporean social housing model has certain eligibility criteria; for example, tenants must be aged over 21 years while, in other countries, such as the UK, social housing is available to individuals over the age of 16 years and plus most social housing is freehold (Robinson, 2013).

### 2.2.3.4 Australia's social housing model

Currently, Australia's public housing authorities are investigating the different housing models in regards to management and home-ownership stock in order to address the real problem "Commonwealth State Housing Agreement" (CSHA) (Simpson and Clifton, 2014). The CSHA has been a key provider of affordable social housing for owner-occupation and rental since 1945. On the other hand, the CSHA, the 1950s to 60s in order to expand home-ownership across Australia (Berry, 1988).

This social housing framework was developed by the Australian industry to meet its requirements, such as achievable outcomes, macroeconomic benefits, fiscal benefits and non-economic benefits for both the organisation and social housing tenants (Monk 2009). The organisation is associated with

the Australian Department of Housing (ADH), the National Affordable Housing Consortium (NAHC), Curtin University and Access Housing Australia (AHA). More importantly, this social housing project existed to deliver an efficient service to the tenant with the achievable outcome between the parties (Williams, 2015).

#### **2.2.4 The social housing policy in the UK, US, Singapore and Australia**

The social housing policy of each country operates according to the housing rules and regulations of that particular country. Housing policy is reformed subject to certain political, cultural, economic and demographic requirements in order to improve and enhance the local authorities (Darcy, 1999). However, after the 1980s, housing policy began to reform, specifically in European countries, moving from central government control to the strengthening of the market (Haffner et al. 2012). This change was due to the modernisation of the social housing scheme in order to benefit the wider community (Fitzpatrick and Pawson, 2007). This research will focus on two countries (the UK and Australia) because both are the main social housing provider with a developed housing policy in place and continuously value the citizens by delivering efficient services with the aim of building strong trust (Kinack et al. 2012).

##### **2.2.4.1 The UK's social housing policy**

European countries are engaged in continual reform, and the social housing policy changes the relationship between the government and social housing provider, such as the local authorities and housing associations in the UK (Berry et al., 2008a). From the public value perspective, social housing policy is rapidly being modernised in order to consider public value regarding better services for achieving a high outcome for society through the development of trust (Wesselink and Gouldson, 2014). However, social housing from local authorities is currently moving towards private housing providers to improve services; for example, in England, the local authorities must provide a race equality system by law to prioritise people's social housing needs and circumstances (Robertson, 2016) .

Among European countries, England is one of the main focuses for evaluating the social housing home-ownership of the national housing stock (Gilbert,

2008). Thus, if any values change over a period in terms of economic, political or technological factors, then the housing policy is likely to be reformed by the policy-makers and politicians. If the reforms take place through public engagement, then it will be a successful policy; otherwise the policy will fail due to the neglect of public value (Haffner et al. 2012). Also, the national housing stock could be considered an extra attribute which will allow a different social housing owner. Additionally, several social housing policies in the UK during the 1980s and 90s in regard to efficiency as well as the cost of council housing home-ownership illustrate the point of housing policies (Logue 2011 and Williamson et al. 2013).

The UK local authorities were continuously encouraged to pursue efficiency by allowing council house owners to continue to claim benefits (Webster and Lai, 2003). On the other hand, council housing ownership policy highlights that council property is a government asset. The fund must be reinvested to build new homes for the wider community (Hart and Moore, 1990). In Scotland, the regulator is the Scottish Executive's Regeneration Agency (SERA) while, in England, these types of roles are divided into two, under the Housing Corporation and English Partnerships (the regeneration agency), respectively (Kirby, 1981).

#### ***2.2.4.2 The US' social housing policy***

The United States' (US) public housing policy started in the 1930s on a temporary basis in order to meet the particular needs of the public immediately after the First World War (Boelhouwer, 1999). However, the US government influenced the housing market to support social housing home-ownership by offering mortgages. As a result, US social housing policy was very active and flourished through the introduction of the home-owner Loan Corporation related to financing families (Midouhas et al., 2015). However, there was some hardship and the US government remained passive for some time before introducing the Federal Housing Administration (FHA) in 1934 in order to offer mortgage insurance (Wolfe, 1998).

Furthermore, most of the public policies in developed countries have some social effects, and social housing has never been an exception. When social

housing home-ownership was promoted and social policy as well as fiscal policy that is similar to that in the US (Whitehead, 2003). For example, changing from being the direct provider of social housing to low-income families to the destroyer of social housing by selling more homes and failing to increase the national housing stock will put the public value under question (Croucher et al. 2006b).

#### ***2.2.4.3 Singapore's public housing policy***

Most Asian countries suffer from a lack of social housing, and poverty is widespread in the cities, which make it even harder for the public to access adequate accommodation (Phang, 2001). However, policy-makers and politicians often pay very little or no attention to poor citizens in regards to improving their quality of life in the wider community (Daniere, 1996). The public value perspective, policy-makers, and politicians should fully consider the involvement of citizens in order to create value and reduce the risk of poverty by providing more affordable housing (Hwang, Lee 2012c). Thus, Singapore has one of the most effective social housing policies in place and, currently, the UK government is considering adopting this model (Wihlborg et al., 2015).

As a result, currently, more than 90% of Singaporeans have full access to social housing home-ownership and the remainder live happily in affordable housing (Phang, 2001). The Singapore government has a far better public housing policy and developments, which makes Singapore's social housing policy outstanding in the world. The government delivers adequate services to the residents by providing affordable housing and that outcome is always trusted between both parties - the government and the citizens (Wan Abd et al., 2014). This highlights how the Singapore government has improved the standard of living within the wider community and continuously functions to formulate housing policy by supplying affordable housing, lively towns and, more importantly, focusing on the wider society and home-ownership system. In 1964, the Singapore government introduced the Home Ownership system in order to give its citizens an opportunity to gain full access to the tangible asset. As a result of the social housing home-ownership system, the overall

economic, political and social spheres hugely improved across Singapore (Fard and Rostamy, 2009).

#### **2.2.4.4 Australia's social housing policy**

Social housing policy in Australia is almost neutral, which makes the policy more flexible regarding ideas and the objectives easy to reform as well as discuss. Also, approaches like this will overlook the level of social housing policy (Pawson and Gilmour, 2010). Again, it will depend on the social development to articulate the achievable outcome through a well-controlled relationship between political and ideological conflicts (Jacobs and Manzi, 1996), despite the fact that, for the past 20 years of social housing policy preparation and reforms a final policy which suitably seeks to highlight the main issue of housing provision and the stock of affordable rental homes (Williams, 2015).

Conclusively, the best policy approach for the Australian local authorities is to consider the public value in terms of the housing policy implementation phase. Nonetheless, it is equally achievable to engage with and find a suitable way of encouraging businesses to create a significant input through motivation (Boerner, 2014). Thus, the central government will regain its popularity and value amongst local councils and communities. However, both the government and industry need to motivate members of the public to be able to support social housing scheme where is necessary. This could be the most suitable solution to affordable housing policy such as planning permission and land value (Logue 2011, 2018). If policy-makers and politicians do not consider the engagement option, social housing affordability will become worse. The public engagement framework for social housing suppliers could be introduced as a useful approach for evaluating the Australian social housing reform and modernisation (Poon and Garratt, 2012).

#### **2.2.5 Academic challenges related to the concepts of social housing policy and public value**

The current academic problems and challenges related to social housing provision around the globe need to be evaluated by highlighting the strengths and challenging the weaknesses for further investigation and formulation with

politicians, policy-makers, and institutions (Poon and Garratt, 2012). More importantly, it is relatively difficult to challenge such a policy, particularly in the sphere of social housing home-ownership (Kulu and Steele, 2013). For example, if the government does not reform the resale restrictions on council homes, like the right to buy, then the number of private sales will increase rapidly, and a black market could develop. However, the government cannot fully manage to balance such sophisticated mechanisms or the right to buy and then enforce another resale restriction for the long term. Currently, UK council homes already have a resale restriction policy applied to them for five years (Poon and Garratt 2012; Williamson et al., 2013).

The government can reform its housing home-ownership policy. For example, first of all, it could ban any freehold sales of council homes and permit only leasehold sales. Therefore, the lease can significantly reduce private sales, and private sales cannot be documented legally by the local authorities (Williamson et al., 2013). Also, the public will be strongly aware that the council housing owners, who are the local authorities, in this case, will reclaim the house if finds out that a council property is being sold privately (Stone, 2003; Xiang et al., 2016). However, looking from the residents' perspective, much negativity is arising from the social housing's neighbourhood. Most people wish to move from poverty into a developed community which has a proper education system in schools and no anticipation of crime, reduced house values and an unattractive environment (Tighe, 2010; Brennan, 2011). Educational performance, particularly for children, is vital from the public value perspective because the quality of education in social housing is gradually declining. The study shows that children living in social housing perform far lower in examinations compared to children living in other non-public housing areas, with the same resources available to all schools. This is mainly due to overcrowded families, health hazards, a lack of adequate after-school programs and continuously moving from one location to another due to homelessness ( Kinfack et al., 2012).

### 2.2.6 Countries adopting a social housing system that addresses Key Characteristics

According to Houghton (2010), accommodation is a vital subject, just like water and food. Thus, a human being cannot survive without shelter and food. However, housing is considered the most basic requirement for the wider community and the government always prioritises housing, although it unclear whether politicians use housing as a political weapon, focusing on public value or social justice. One of the main factors is that the public is forced to live in such poor conditions, particularly in slums, because politicians and policy-makers are not committed to full effective planning strategies (Tibaijuka, 2009; Hull, 1998; Yao, 2010).

Table 2.2 below highlights some of the important points, particular regarding social housing homeownership across the globe since the Second World War up to the present. Table 2.2 shows the main countries that adopt a social housing system, focusing on the key features. The key features are included in the table for each country that adopts social housing provision. Australia has the highest average residential floor space per capita in the world (89 square meters), followed by the US (77 square meters), and finally Canada (72 meters) (Kinfaek et al., 2012).

Hong Kong, meanwhile, has the lowest average residential floor space per capita in the world (15 square meters), with a good social housing system almost like that in the UK, with home-ownership opportunities for the citizens (Grange et al., 2004). However, several major changes occurred to the central government of Hong Kong in 1997, and the economies of other Asian countries were also affected by the financial crisis. The overall Hong Kong public housing model is close to the Swedish, US and UK's social housing model in regards to affordable housing for low-income families who constitute half of the population. Furthermore, social housing policy has been influenced greatly by the economic transformation, which has made social housing even more sustainable, especially for low-income (Kinfaek et al., 2012).

The UK government might consider this housing model in order to enhance the public value in the wider community. The minimum age at which one



becomes eligible for Singapore's social housing is 21 years, and almost 99% of the population have full access to home-ownership. The remainder, who cannot afford this, are accommodated in affordable housing, creating real satisfaction between both parties - the government and the public (Poon and Garratt, 2012). Looking at Singapore's public housing scheme from a public value perspective, it proves that politicians and policy-makers are not using social housing as a political weapon, but focusing more on the public (Schelkle, 2012). However, implementing such strategies and policies, particularly in the social housing sector, could prove profoundly confusing, complex and at the same time very delicate in regards to the process for politicians and decision-makers (Croucher et al., 2006a).

Conclusively, the evaluation of Table 2.2 below indicates that social housing waiting-lists are a phenomenon in most countries which adopt public housing, although there are proper criteria for prioritising the social housing needs of eligible citizens who need accommodation immediately because of critical and homelessness conditions (Phang 2010a); for example, families, the disabled, and those with special needs will suffer even more due to such a long waiting list. In the UK, for example, the average waiting time is seven years plus, in Australia and Russia it is ten years plus, and there are no data available for several other countries (van der Heijden, 2002).



**Table 2.2 Countries adopting a social housing system highlight the key characteristics**

Key Characteristic	Australia	United States	Canada	Norway	Denmark	Germany	Greece	France	Sweden	Spain	Japan	United Kingdom	Italy	Singapore	Russia	China	Hong Kong
Average residential floor space per person in M <sup>2</sup> (data 2009)	89	77	72		65	55	45	43	40	35	35	33	31	25	22	20	15
Social housing	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Home-ownership scheme	✓	✓	✓	✓	✓	✓		✓	✓		✓			✓	✓		✓
Online service	✓	✓	✓			✓						✓		✓			✓
Private housing scheme	✓		✓			✓		✓				✓		✓			✓
Waiting list (Year)	10 +		10								3+	7+			10 +		
Eligibility, Citizen or permanent resident	Age: 18	Age : 16	Age:16									Age:16		Age:21			Age:18
References	(McDonald 2014, Pawson, Gilmour 2010)	(Shlay 2006, ELSINGA, HOEKSTRA 2005)	(Hackworth, Meriah 2006, Wolfe 1998)		(ELSINGA, HOEKSTRA 2005)		(ELSINGA, HOEKSTRA 2005)		(Fahey, Nolan et al. 2004)		(Izuhara 2000)	(Feinstein, Lupton et al. 2008, Shlay 2006)	(Matzner 2002)	(Phang 2001, Phang 2010)	(Tsenkova, Turner 2004)	(Lee 2000)	(Forrest, La Grange et al. 2004)

### 2.2.7 Countries adopting social housing provision address the key drivers

The specific types of key drivers of public housing in several countries are highlighted in Table 3.2 below since the Second World War to the present, which policies are about to challenge the public value in wider communities (Malpass, 1986). The main purpose of the social housing model is to evaluate how these kinds of outcomes can be tackled at the national and international levels in order to provide some useful assumptions for the politicians and policymakers to engage the citizens before creating social housing policy (Crowley, 2003). Although Table 3.2 has addressed some of the key drivers in many developed countries, starting in Australia, the US, and Canada which has one of the finest public housing models with many legs key drivers to be challenged. While Greece, Italy, China, and Russia has the very basic social

housing facilities for the broad society, however, the UK indicated far more key drivers compared to any other country, not only because of the council house crisis, but mainly because of the availability of data (Deluca, 2012). It is worth mentioning that Singapore has the best public housing model across the globe, with more than 90% of the citizens owning their own home and the remainder, who cannot purchase a house, living in decent, affordable housing. (Wan Abd et al., 2014).

Migration is mainly linked with demographic situation, that is very significant and delicate in all developed countries. The current study emphasised that two major factors are driving such a phenomenal rate of migration with its different characteristics and choices (Brown and Dwyer, 2008). The first factor may be economic migrants who desire to live in the better environment, and another possibility is that the migration is not voluntary, but they are forced to claim asylum to survive war and poverty. However, it is challenging to separate the different types of migrant precisely, because there are so many kinds, such as international students, professionals, economic migrants, refugees, and asylum seekers (Williamson et al., 2013). Moreover, the rapid growth of ethnic minority groups is a phenomenal compared to the native citizens in these countries. For example, Table three shows that, in the UK and Australia, there are more aging baby boomers than in any other country in the world, although this growth is not from a native English or Australian ethnic group, but due to recent and previous migration. Regardless of the baby boomers, another main factor affecting affordable housing is the huge increase of elderly people within most families (Cave, 2005).

Homelessness is the second broad aspect that Table 3 below evaluates and some countries that are experiencing a social housing shortage government are finding it difficult to tackle and supply housing for homeless people. The main cause of homelessness, particularly in England, is due to a lack of accommodation (Brown and Dwyer, 2008). Also, individuals or families who live in caravans or boats, who are normally travellers, are also considered homeless because, by law, they do not have a land in which to live. Already, in London, the rate of homelessness is rising faster than in any other urban

area of England and other countries (Fitzpatrick and Pawson, 2007). Meanwhile, Australia, the US, Canada, Norway and Singapore have experienced comparatively little homelessness compared to other nations, possibly due to the availability of public houses, the average residential floor space per person or overcrowding (Luijtelaar et al., 2013). It is also worth mentioning that Singapore does not face much of a problem linked to homelessness because the rate of home-ownership is over 90% and the rest of the population can access affordable housing through the Housing Development Board. More importantly, research has highlighted only one major driving force for Singapore ( DeCandia et al., 2014).

Table 3.2 also highlighted the main key drivers for public housing like the low hourly wage and unemployment across the globe, which have increased mainly in many European countries; the UK, France, Germany, Greece, Spain, Russia and China are prime examples of countries where the housing conditions are growing worse (Shdaimah, 2009). Unfortunately, poor housing conditions can be considered a major housing concern for the citizens, which slowly lead to stress, depression, and alcohol/drug addiction. As a result, the most vulnerable single females, who cannot afford to pay high rents, will fall prey to sexual exploitation, which is known as “catching swathes” (Palona et al., 2012). The study has shown that, in France, particularly in the capital, Paris, there exists a housing crisis and the government admits that it is the grasp of its worst housing crisis since the end of the Second World War. It is almost impossible to say that politicians and policy-makers desire to have public value in the broader society (Malpass, 1986). As a result, many citizens are caught between financial difficulties and homelessness, and are finding it so hard to find accommodation to live in. However, there are huge numbers of empty units within the national housing stock of France and England, and still many people are sleeping rough (Lévy-Vroelant, 2013).

Table 3.3 highlights overcrowding as one of the major drivers of public housing, particular in European countries, China, Hong Kong and Russia. The main factors causing overcrowding in European countries are migration, single parents, teenage parents and families with more than two children, and there is also a regular increase in population growth particularly among the Asian as

well as Muslim communities, which is far higher than any other ethnicities (Dieleman et al., 1999a); for example, if there are two children of the same gender within a family, they can share a bedroom but, if the children are of different genders, they need separate bedrooms. However, overcrowding in different countries varies, so what China and Hong Kong experience may not be the same as what happens in the UK or Germany and Denmark (Poon and Garratt, 2012). Because most European countries have very strict rules and regulations regarding housing occupancy, the number of tenants must be clear before occupying the property, but this policy may not be so strictly applied in China and Russia (Wan Abd et al., 2014).

Table 4.2 below shows that there is an abundance of literature on public housing home-ownership policy. Therefore, combining both social housing and public value will be unique research to focus on to add to the body or knowledge as well paying more attention to the citizens of the wider communities around the world (McGregor, 1997b). The main focus of the study is to evaluate the academic implications of social housing home-ownership policy through the lens of public value. Thus, such home-ownership policy will target the social housing -sector in the UK to highlight social housing welfare as well as the increasing rate of home-ownership, particularly under Singapore's home-ownership system. Such reform in the social housing system will avoid homelessness, reduce the risk of poverty and improve the efficiency of the local authority housing department (Kulu and Steele, 2013).

**Table 3.2 Countries adopting social housing systems, highlighting the key drivers**

Key Drivers	Australia	United States	Canada	Norway	Denmark	Germany	Greece	France	Sweden	Spain	Japan	United Kingdom	Italy	Singapore	Russia	China	Hong Kong
Teenage parent												✓					
Single parent												✓			✓		
Overcrowding				✓	✓	✓	✓	✓		✓		✓	✓		✓	✓	✓
Civil servants	✓	✓				✓					✓	✓		✓	✓	✓	
Unemployment				✓	✓	✓	✓	✓	✓	✓		✓	✓		✓	✓	
Addiction (Drug/alcohol)	✓	✓	✓					✓				✓			✓		✓
Low hourly wage				✓	✓	✓	✓	✓	✓	✓		✓	✓			✓	
Qualification (Not even level 4)												✓					
Risk of poverty	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓	✓
High level of Crime	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓		✓		
Homeless					✓	✓	✓	✓			✓	✓			✓	✓	
Migration	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓	✓		✓	✓	
References		(Bail, Harloe et al. 1988, Shlay 2006, Stone 2003)	(Wolfe 1998, Dietz, Haurin 2003)	(Conley, Gifford 2006, Gulbrandsen 2004)	(Fahey, Nolan et al. 2004)	(Meijer, Van Campen et al. 2000, Boelhouwer 1999)	(ELSINGA, HOEKSTRA 2005; Diaz-Serrano 2006)	(Schaefer 2003, Lévy-Vroelant 2013)	(Fahey, Nolan et al. 2004)	(Pla, Cabrerizo 2004)	(Chida, Kondo et al. 2009)		(Della Porta 2006, Matzreiter 2002)	(Phang 2001, Phang 2010)	(Kosareva 1995)	(Lee 2000)	

## 2.3 GOVERNMENT POLICY SUPPORT ON SOCIAL HOUSING HOMEOWNERSHIP IN THE UK

The UK central government has appropriate legislation in place and aims to make strong improvements to the current social housing conditions and build more affordable homes as well as reform the current home-ownership policy. More importantly, the social housing scheme started just after the Second World War, with the famous quote 'homes fit for heroes' (Smith, 1977). Social welfare was introduced by Lloyd into Britain to focus on the provision of popular resources (Gregg et al., 2015). Therefore, in Western Europe, social

housing was part of the common agreement between the local authorities and local citizens, and the welfare state was created (Kirby, 1981). Therefore, in the late 1970s, the Thatcher government introduced a social housing policy, particularly the right to buy scheme, in order to focus on the public value for the wider community. As a result, public housing was only looked after by the UK government when it was transformed into social housing, than private investors became involved in the management of social housing, but under the local authorities' administration (Wandschneider et al., 2016).

From the late 1970s, the housing policy approach completely changed the overall social housing system through two different procedures, externalism and managerialism, in the UK housing strategy (Jones and Murie, 2008). The main strategy of externalism was to reduce the role of local government by transferring the housing stock to Housing Associations and Arms Length Management Organisations (ALMOs). The managerialism strategy was introduced to increase accountability and at the same time focus on enhancing the efficiency and effectiveness of social housing suppliers across the country. Because of the new housing model, private social housing providers and local government became subject to audits and performance measurement, and so adopted the best value frameworks (Malpass and Murie 1999; Stewart 1996; Detr, 1997). The whole new process provided a new foundation, particularly for the management of social housing by local government and other providers. According to Cave (2007), in the UK alone, there are more than four million social houses and roughly 8.4 million citizens are already accommodated in these. About 32% of these are being looked after by local government, 20% are managed by ALMOs housing providers and 48% are the responsibility of Housing Associations (Berry et al., 2008a).

Politicians and policy-makers should play a significant role in engaging the public on a regular basis before introducing a new policy to leave a long lasting legacy (O'Reilly and Reed, 2010). It is well known that the UK government is facing a serious social housing crisis due to a failure to build an adequate number of new houses in order to meet the current high demand. This number has continued to fall, especially since 2008, when the government only

managed to build less than half of the housing required and the problem of affordability increased (Wan Abd et al., 2014). Also, home-ownership and rent prices are increases the private market; many people are indirectly being forced to leave London and live outside London. More than half of their monthly wages go towards their house rent and, to purchase a home, it will take one person about 20 years to save up, where before it only took 3 to 5 years to save up a full deposit (Bramley and Karley, 2005).

Conclusively, local authorities and housing associations should make a direct investment which will have an enormous impact on the economic expansion across the UK (Wesselink and Gouldson, 2014). Some government officials argue that there insufficient funds available to build more affordable housing, but the recent figures show that, in regards to housing expenditure, about £25 billion is spent on housing subsidies annually in total. On the other hand, about £23 billion goes towards housing benefit and less than £2 billion supports social housing as well as affordable housing (McDonald, 2014). Also, the main purpose of the social housing home-ownership policy is to sell the council homes and build new homes but, for some reason, the central government's Treasury Department receives this and not the local authorities to build new homes (Mello, 2014).

### **2.3.1 Social housing used by politicians as a political weapon**

Affordable housing is the main aspiration of the UK government parties to increase the national housing stock in order to meet the high demand in the wider community (Andersson and Musterd, 2005). Each party has a different strategy; for example, the Conservative government is keen to promote social housing home-ownership through the right to buy, help to buy, home starter, to buy and shared equity (Williamson et al., 2013), while the Labour government prefers to promote traditional social rents through subsidies. However, since both parties use social housing or the National Health Service as a political weapon to attract citizens to vote for them, both parties must keep their promise and build trust as well as affordable homes with efficient and better services, which are an achievable outcome (McDonald, 2014).

The recent evaluation shows that direct or indirect political operation has a great effect on housing prices, which are one of the biggest aspects of the UK economy (Wan Abd et al., 2014). They are a main sources of benefit particularly homeowners, while low-income families are suffering as a result. If house prices fall, government officials will lose elections, which is a political reality around the globe. So far, there have been few improvements in the housing market and now even most greater London housing prices are increasing faster than the rate of inflation (Jones and Richardson, 2014). Finally, the newly-elected mayor of London, Sadiq Khan, from the Labour government, has promised to fix the housing crisis. He has stated that, from 1945 to the present, housing has faced a major threat. Khan has taken up the challenge to supply even more affordable housing for buy and rent with a new vision, by collaborating with housing experts, local authorities, and housing associations. Khan will use public land to build at least 50,000 new homes in London per year to accommodate the needy citizens (BBC 2016).

### **2.3.2 The key suppliers of Social Housing in the UK**

Social housing in the UK has been divided into two different categories: traditional social housing (supplied by the local authorities) and housing associations (Reader, 2004). Previously, the local authorities were the only supplier of public housing, with the bulk of housing legislation aimed at accommodating low-income families (Malpass, 2000). When the Thatcher administration introduced the right to buy scheme and attracted private organisations like housing associations, then it became social housing. Currently, housing associations manage and own the majority of social housing in the UK, followed by local authorities, and ALMOs own a very small proportion (Cave, 2007).

#### **2.3.2.1 Local Authorities/ALMOS**

The local government is applying a different strategy regarding social housing provision because of central government policy (Zychlinski, 2014). However, the local authorities are playing the role of public managers rather than housing providers in order to address the social housing requirements. Therefore, this approach will provide more facilities to supply affordable housing as well as the efficient and effective use of the current national



housing stock (Gregg et al., 2015). The local government White Paper explains the strategic role of social housing in the wider community (DCLG 2006) in order to achieve economic, environment and social aspects to build up a harmonious community. *'Homes for the Future'* (DCLG 2007a) highlights five important key strategic essentials which local governments need, such as: an acknowledgment of the current and future demands of the public across different housing tenures, the efficient use of the current national housing stock, the more effective provision of new, affordable housing, and partnerships in order to secure active social housing (McDonald, 2014).

### **2.3.2.2 Housing Associations**

Housing Associations are entirely independent organisations that provide social housing similar to local authorities in order to help and support citizens within low-income families and those who require more support in England and Wales (Kull et al., 2014). Currently, they have expanded regarding supplying a broad range of social housing, particularly for people on a low-income as well as minority groups (Malpass, 2000, p.16; Balchin and Rhoden 2002). More importantly, they offer a golden opportunity for poor citizens to become home-owners or shared owners, under the Housing Associations Act 1995 and Housing and Planning Act 2016, passed by the UK parliament.

Housing Associations are not-for-profits companies. If any surplus income is generated, it will be reinvested to build more social homes (Maples and Murie 1999; Malpass, 2000). Also, they operate under the governing framework arranged by the UK parliament, the Tenant Services Authority (TSA) that is accountable for most of the regulations, and the Homes and Communities Agency (HCA) that is responsible for the investment of Housing Associations (Cave, 2007). At the same time, the central government policy has changed the development of the housing associations programme and counts as the existing national council housing stock. This is why HAs have become the main supplier of social housing in the UK (Maples and Murie 1999, p.147).

### **2.3.3 Types of housing tenure and categories**

The UK government faces a critical housing shortage, as illustrated by the different range starting from social housing, homeownership, social rents and

private rents (Gilbert, 2008). The UK government is unable to build a sufficient number of properties for the public to meet neither most current needs nor the future needs of the wider community and constantly neglects public value. As a result, the trust between politicians and policy-makers is declining, particularly since the economic recession began in 2008 (Gilbert, 2008). The current government is building less than half of the houses that the public needs, which causes many low-income families and individuals to live in overcrowded homes. It is not just about a housing shortage, but affordable housing is another huge concern because all problems are linked together, like housing prices, purchasing a new home or renting, especially in the private market (Bramley and Karley, 2005).

Figure 5.2 below shows the percentages of the type of tenure in England's housing stock. Also, the figure highlights the tenure movements and provides a basic description of the regions of England (Berry, et al., 2008b). More importantly, it offers an overview of the government policies which have had an influence on social housing tenure across England because the focus of the research is on evaluating social housing home-ownership in England through the lens of public value (Alford and Yates, 2014a). Therefore, government policy reform will affect housing tenure, and recent evaluation shows that, for the past three decades, there has been clear growth, particularly in home-ownership, which has reduced the degree of renting among families in the social sector. The central government of England's policies has greatly impacted on home-ownership tenure across England, such as the right to buy and mortgage tax relief (Poon and Garratt, 2012).

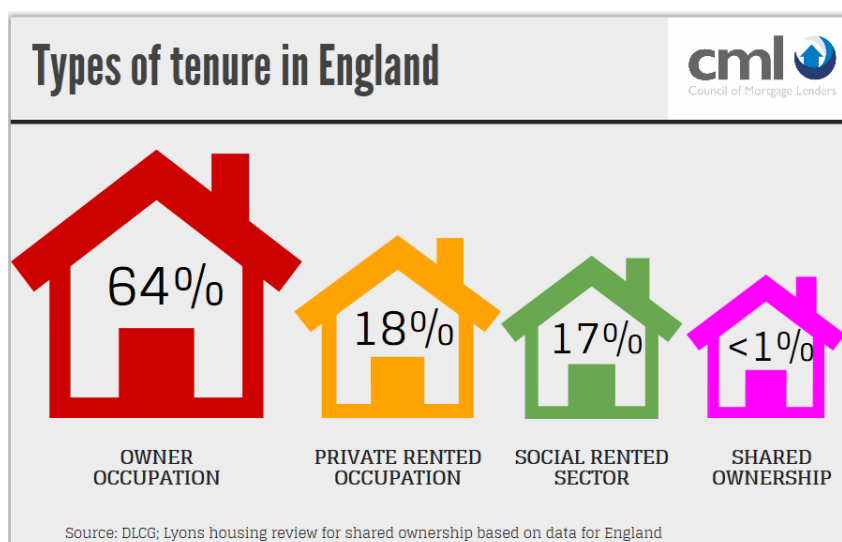


Figure 2.2. Types of tenure in England

Available online <http://www.cml.org.uk/news/news-and-views/707/>

### 2.3.4 Different types of home-ownership initiatives in the UK

Home ownership has expanded swiftly in the UK compared to any other European country since the post-war period (Freeman *et al.*, 1996). This particular development has coincided with trends in the UK public policy that favour ownership compared to private renting. Moreover, the UK is already unique regarding promoting home-ownership and has adopted a unique approach in order to help people who are on the borderline to become home-owners (Freeman *et al.*, 1996; McCrone and Stephens, 1995). This novelty of Great Britain in regards to the home-ownership scheme highlights that the government policy focuses on public value by offering provisions with a good outcome. However, the public value cannot be fully complete and satisfying without the engagement of the citizens which creates trust between both parties: the public and policy makers/politicians (Gilbert, 2008).

The evaluation emphasises more on the current role and future of social housing home-ownership initiatives within a wider housing policy framework to create greater efficiency and accountability (Bradley, 2014). These types of creativity in public policy will produce greater value in the wider society and help social housing tenants to become home-owner very quickly. Recently, the Housing and Planning Act 2016 was passed by the UK parliament and obtained Royal Assent. It offers essential rules and regulations for the central

government in order to implement the sales of new quality, affordable homes, such as starter homes, pay to stay and many other approaches to promoting home-ownership as well as increasing the rate at which new homes are being built in England (Blessing, 2016).

#### **2.3.4.1 Starter homes**

The recent Housing and Planning Act 2016, which is a starter homes scheme, is a completely new approach to promoting home-ownership in England and reinvesting the funds generated in building more affordable homes for the wider community (Lawton, 2015). Previously, the UK central government made several announcements in regards to building approximately 200,000, starter homes. Specifically, new buyers who are at the margin of becoming home-owners and aged between 23 to 40 years will be able to buy at 20% below the private market price. However, if the central government keeps its promise and delivers sufficient service to the public, with an acceptable outcome for the citizens, then this highlights public value (Alford and Yates, 2014b). All the local authorities housing and planning departments are responsible for encouraging citizens to purchase through the new scheme and get 20% discount on the market price. The new Act will permit the UK government to fix proper regulations for starter homes to be part of residential locations in order to protect planning permission (Dorey, 2005).

#### **2.3.4.2 Pay to stay**

Pay to stay is another new Housing and Planning Act 2016 which has recently passed by the UK parliament, is like forcing tenants to pay higher rent. However, such Act clearly neglects public value and the government task is to reform public services in order to make them more efficient and effective (Kelly, 2012). However, this Act pushes local authority tenants who receive a higher income to pay higher housing rents. Also, the Act needs social housing occupants to notify their landlord as well as authorise the local authority to share their details with other government organisations, like HMRC, in order to prove that their details are correct (Cordella and Willcocks, 2012). In addition to this, another 15p will be calculated because of the higher rent increase for each extra British pound, if the income is above the threshold. If

the social housing tenants are receiving housing benefit, the rent increase will not apply to them. According to the new Act 2016, all local authorities must return the income produced by the particular policy to the Treasury. While housing associations are not applying the new policy of pay to stay system; if they do, then they will have full access to the HMRC database for the pay to stay scheme only (Köppe, 2017).

#### ***2.3.4.3 Encouraging First-time Buyers***

The UK central government encourages the public to engage in another type of home-ownership, such as the FirstBuy scheme, which is already backed by financing of £250.00 million from the 2011 budget (Kulu and Steele, 2013). However, it is a novel scheme in the UK's government policy, anticipating that about 10,000 new buyers will become home-owner in the next two years. If the process goes well, then value will be created by the policy-makers and politicians through providing better services for the public with acceptable outcomes under the laws and regulations of the central government (Wang et al., 2013). Also, this offers more value to the public by supplying more homes to meet the demand for social housing as well as increasing the rate of home-ownership. The First-Buy scheme offered up to a 20% loan through equity, and the agency and housebuilder will share the actual cost of building the house equally to raise the remaining 80% to pay the mortgage and deposit (Bieker and Yuh, 2015).

#### ***2.3.4.4 Help to Buy through equity loans***

First-Buy scheme, which was introduced in 2011, if assessed from a public value perspective, was not very successful. As a result, in 2013, the First-Buy scheme was replaced by the Help to Buy scheme in order to encourage even more tenants to become home-owners (Gilbert, 2008). However, the scheme is like the previous scheme being up to 20% of the value of new homes only, which is repayable once the property is sold. It targets the wider public who are first-time buyers to become home-owners. Under this Help to Buy scheme, they can purchase a house for up to £600,000, with no income cap restrictions. The equity loan is open only for three-years, while for First-Buy it was up to five years. It offers up to £3.5 billion worth of investment and supports about

74,000 first-time buyers. Moreover, the Help to Buy scheme has been extended by the UK government up to March 2020 in order to help about 120,000 families to become homeowners (Herbert et al., 2014a).

#### ***2.3.4.5 The introduction of a New-Buy Guarantee scheme in 2011***

The UK government introduced new plans in order to create a dynamic housing market and, by keeping the market moving, policy-makers and politicians are reforming the policy on a regular basis (Bartlett, 2013). However, if the policy works well, then automatically value is created. If the citizens are dissatisfied with the policy, then the government will lose their trust. Therefore, this scheme offers a range of policies, like the “mortgage indemnity scheme” managed by the Home Builders Federation (HBF) and Council of Mortgage Lenders (CML), which offer up to 95% loans (Jones and Richardson 2014; Cave, 2005).

#### ***2.3.4.6 Help to Buy through a mortgage guarantee scheme***

The Help to Buy scheme was introduced by the Chancellor in 2013 to improve the new mortgage guarantee scheme to increase the accessibility of mortgages on old and new homes for small deposits (Schelkle, 2012). However, it is just for a short period, which is three years, starting from 2014, in order to increase the offers of a higher loan compared to the value of the mortgage because the UK government promised that all lenders would provide mortgages to the public for only a 5-20% deposit (Mülbert 2009). This shows clearly the policy-makers and politicians’ direct production of wider services and focuses on public value by delivering better services and build strong relationships (Kelly, 2012). Also, the Help to Buy scheme is not only open to new buyers but to current home-owners too, to increase the economic growth in the housing market. No income cap restriction is placed on the buyer and they can also purchase a property priced up to £600,000 in the UK, with £12 billion of central government mortgage guarantees and adequate help of £130 billion loan-to-value mortgages (Stromberg and Stromberg, 2013).

### 2.3.5 A holistic view of the Right to Buy policy from the Thatcher era to the government

All of the local authorities in the UK have always had the ability to sell council houses to their tenants; however, until the 1970s, such sales were very unusual (Jones and Murie, 2008). The Right-to-Buy scheme was announced in October 1980 to provide eligible social tenants with a golden opportunity to purchase their existing rented house at a hugely discounted rate (Behrens, 1980). Previously, public houses were owned and managed by the local authorities only but, after the introduction of the new Right to Buy policy under the Thatcher government, it became social housing. But only to those tenants who have lived in council property for at least five years in the UK (Williamson et al., 2013). The Right to Buy policy was very popular under the Thatcher administration, and it became the Conservative Party's policy across the UK. As a result, Margaret Thatcher was one of the popular vote winners from 1979 to 1983. Furthermore, since the introduction of the right to buy in 1979 to 2003, approximately 1.5 million council homes were sold across the UK because of the hugely discounted rate (Hodkinson and Robbins, 2013).

The Right to Buy system rapidly reduced the national housing stock and, currently, there is an enormous shortage of social housing in the UK (Behrens, 1980). On the other hand, the Labour Party in 1985 released its formal disagreement with the right to buy a policy and, in 2005, council home sales were restricted by the Scottish government to avoid a shortage of affordable homes. Similarly, from 1998 to 2003, the Right to Buy discount was reduced in England from £16,000 to £38,000 and the overall discount rate was restricted to £50,000. More importantly, once again, in 2012, the Right to Buy policy was reformed and the discount rate increased to £75,000 in England to build more affordable homes (Crowley, 2003). In 2013, housing prices increased in London and, thus, the UK government again increased the Right to Buy from £75,000 to £100,000 for social tenants who live in London. Once again, in 2014, the Right to Buy scheme discount price further increased to £77,900 for England and £103,900 for Londoners, due to the inflation rate (McDonald, 2014).

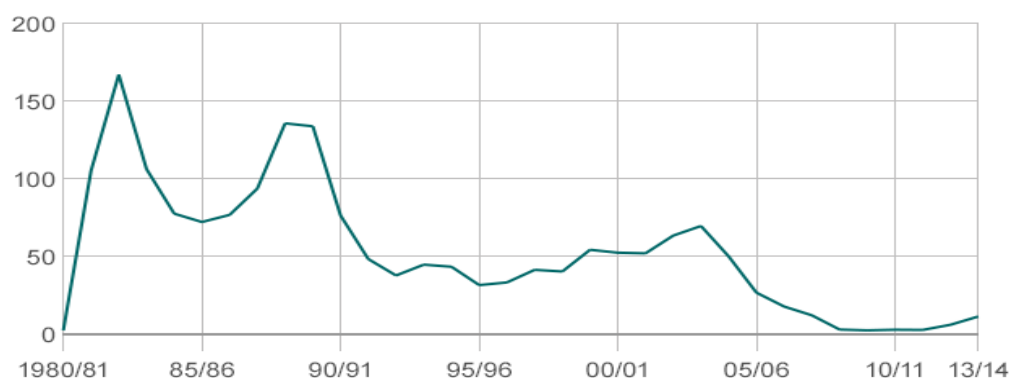


The overall evaluation shows that the UK government desires to increase the value for the public through a range of policy reforms, particularly the Right to Buy or home-ownership schemes (Gilbert, 2008). However, different political parties, like Labour and the Conservatives, have fairly different perspective in regards to the general government operations which are likely to attain this. More importantly, the wider community firmly believes that the value added will maximise the government's creation of services and outcomes. The study shows that, even from the late 1970s, some government services did not add any value to the public, and some with better services delivery and acceptable outcomes for the public have created value for the wider society (Bozeman and Sarewitz, 2011).

Figure 2 below shows the local authority's Right to Buy sales since the 1980s to 2014 in England. At the start, the national housing stock had surplus homes. However, once the Right to Buy scheme was introduced by the Thatcher government, after the 1990s, the housing stock reduced rapidly and never recovered (Behrens, 1980).

#### Council house sales in England since 1980

Local authority right-to-buy sales, England (thousands)



Source: Dept for Communities and Local Government

BBC

Figure 3.2. Local authority right-to-buy sales in England since 1980

Background of social housing (2015) policy. Available at: <http://www.bbc.co.uk/news/uk-14380936> (accessed: 10 March 2016).

## 2.4 PROBLEMS AND CHALLENGES RELATED TO SOCIAL HOUSING THROUGH THE LENS OF PUBLIC VALUE

The UK government faces many problems and challenges to be tackled within social housing policy to increase social housing home-ownership in the UK



with value-added for the wider community (Booth and Crook, 1986). The general evaluation of the current study highlights that, without public engagement, no policy will be very successful because policy-makers create a policy for the public (Bozeman, 2013). The Thatcher government sold the public national housing stock to the private sector because local authorities could rent back the properties to accommodate the homeless. Also, the Thatcher government introduced the right to buy scheme on 3 October 1980 to give the working class a golden opportunity to own their own home as well as improve the economic situation. As a result, more than 1.5 million council houses and flats were sold at a hugely discounted rate from 1980 to 2003 (van Ham, Williamson et al. 2013), which added value for the public. At the same time, however, the council housing stock reduced rapidly and was never fully replaced, so the public value was neglected in that respect (Value Dynamics: Towards a Framework for Analyzing Public Value Changes, 2011). Therefore, the central government must play its part and should fulfill its roles and responsibilities towards the public in order to add value for the public (McGregor, 1997). On the other hand, the local authorities must engage the residents before making any decisions and policy after receiving feedback from the citizens then the policy can be created. In particular, the social housing policies of each country could be different and use a different model of social housing according to the needs of the public (Shdaimah, 2009; Brown and Dwyer, 2008).

Additionally, number of social housing policies are not evaluated to highlight the public value, particularly regarding social housing home-ownership. Most social housing tenants include renters and homeowner families, such as low-income families and people from different classes, live in different areas and do not mix as one harmonious community. Many scholars have highlighted that any possible benefits from such broad social networks cannot be expected, and so this has created unintentional or intentional segregation among communities (Atkinson and Kintrea, 2000; Allen et al., 2005; Silverman et al., 2006). According to Cheshire (2007), the eagerness of the public has neglected the benefit of social networks. Thus, no longer do families share a common interest or sociocultural background (Lupton et al., 2008). Finally,

policy-makers, politicians and the public must get together to engage on a more regular basis to find a better solution for the wider community. However, there are some major challenges to government policy regarding social housing home-ownership and affordable housing (Dorey, 2005).

#### **2.4.1 Evaluation of Benefits, Costs, and Risks Taxonomies**

In any consideration of social housing homeownership policy reform, more attention must be paid to the benefits, costs and risk of policy implementation by policy-makers and politicians (Kelly, 2007a). However, the recent affordable housing shortage has posed many problems and challenges for the UK government and public in the housing market. The population growth keeps increasing among all different ethnic groups more than the native English population, and the government cannot keep up with the high demand of public expectations (Malta et al., 2006) by supplying affordable housing to avoid homelessness and poverty because the public will fully contribute to the wider society regarding economic growth. Therefore, Table 4.2 below briefly summarizes the key point of the benefits, costs and risks involved as well as the scopes listed in the different taxonomies (Poon and Garratt, 2012).

##### **2.4.1.1 Benefits**

The best way to evaluate social housing homeownership policy from a public value perspective is to consider the key points, such as efficiency, effectiveness, accountability and policy formulation (O'Reilly and Reed, 2010). In particular, social housing is used as a political weapon to add value for social tenants and reform the housing home-ownership policy in the UK public sector (McGregor, 1997). However, social housing homeownership policy faces many challenges and opportunities for both tenants and local authorities in the wider community. For example, the central government strongly encourages the accessibility of newly-built affordable homes by focusing on two different key points: the increasing supply of national housing stock and meeting the high housing demand (Clifton et al., 2015).

To meet the high social housing needs, can support rental housing by providing homes for rent for low-income families and individuals who cannot afford private market rents (Haffner et al., 2012). Other assistance could take

the form of paying a deposit for people who desire to become a homeowner to enable them to get onto the housing ladder (Hulse et al., 2014). Recently, the government introduced a series of policies under the Housing and Planning Act 2016 to ensure that council properties and housing associations benefit citizens on a long-term basis (Veiga-Malta et al., 2006). Furthermore, Table 4.2 briefly evaluates some of the key fundamental social housing benefits for both the public and government to further the decision-making process to benefit social tenants. Also, these benefits will have a huge direct and indirect cost, particularly for the government (Maegan Zarley Watson and Ruoh-Nan Yan, 2013).

#### **2.4.1.2 Costs**

The possible benefit of social housing homeownership policy, not all governments have fully engaged the public to consider their views regarding the social housing problem (Kulu and Steele, 2013). Most government agencies find it too difficult to engage the public fully in order to understand their views then come up with a useful strategic decision, due to the high cost involved in the process (McDonald, 2014). Normally local authorities are far slower than private organisation to adopt new policy because of the indirect cost within the local government department and central government (Coley, Kull et al., 2014).

Demand subsidies are usually very attractive because it will cost the central government less for each unit of home provided than subsidies creating a new supply. It echoed England where social rental support and home-ownership initiatives funding have been set as the long term homeownership policy (Schelkle, 2012). For instance, many scholars argue that social housing homeownership subsidies have not been fully evaluated to see if they lead to housing price inflation or not. This is because housing affordability has efficiently been increased by the huge amount of funding provided by the government and investors (Pinnegar, et al., 2012). On the other, hand housing costs have increased rapidly in the private market, which has created ineffective housing in the wider community, particularly for low-income families, whereas demand subsidies could be very attractive in regards to housing cost efficiency (Wan Abd et al., 2014). Local authorities will face a

high-risk regarding housing market risks, competitiveness and policy formation.

### **2.4.1.3 Risks**

Social housing home-ownership policy offers many opportunities; it can also involve risks that local authorities must be aware of it and tackle in a professional manner. Local authorities' risks always relate to most social housing investment, like home-ownership schemes that bring cash to reinvest in new affordable housing (Schelkle, 2012). At the same time, the competition is very high in the housing market, particularly regarding supply and demand, which focuses more on added-value (Bozeman and Sarewitz, 2011). Thus, if the central government does not provide enough housing for the public, the private market will get the benefit and keep increasing the housing price, and the public value will be neglected. Also, more pressure will be on politicians and policy-makers, who may get the blame and criticism and, as a result, could lose the trust of the wider community. However, there will be some concerns among public managers, policy-makers, and politicians in regards to the high risks involved in the social housing needs department (Gregg et al., 2015).

Internal and external in-decisions within the social housing sector may appear between the tenants and public managers. For example, evaluating the organisational performance of social housing providers may create uncertainty for citizens regarding housing eligibility and long waiting list outcomes (Mullins and Murie, 2006). However, it is not always very easy to evaluate the actual outcome of the local authorities' performance, particularly when this involves public value and satisfaction. The best way to add value and reduce the risk is it engage citizen and to work out a feasible outcome for social housing home-ownership policy and attain public views on the overall evaluation as well as the decision-making process (Epstein, 1992). Moreover, evaluating the performance of social housing suppliers is mainly the responsibility of the local authorities themselves. Thus, the local authorities and housing associations of social housing providers should provide better services through strong self-regulation (Murphy et al., 2014).

### 2.4.1.4 Table 4.2.: Evaluations of Social Housing through Benefits, Costs, and Risk Taxonomies

**Benefits, Costs and Risks Taxonomies of social housing**

Taxonomy	Scopes	Brief description	Reference(s)
Benefits	Efficiency Effectiveness Performance	The conceptual framework will offer different types of benefits for practitioners and academics (decision-making process, policy formulation, evaluate the outcome after an innovation has been implemented).	(Malta et al. 2006)
	Operational Managerial benefit Policy formulation Local authorities' benefit	The framework provides a general list of the benefits' scope, which is suitable for evaluating the benefits of a local government system.	(O'Reilly, Reed 2010)
	Policy benefit Strategical benefit Organisational benefit	Policy-makers that hold ex-ante or payment information for evaluation.	(McGregor 1997)
Costs	Direct Costs (labour) Indirect Costs (organisation)	The direct cost is allocated to social housing provision, while the indirect part relates to the effect on the local authorities and the tenants.	(Schelkle 2012)
	Financial events Non-financial dealings	Financial costs are categorised based on the particular events or activities hosted by organisations, like staff development, thus highlighting a causal engagement.	(Wan Abd et al. 2014)
	Acquisition (managed cost) Administration (standard cost)	This cost identifies aspects that fixed costs between the two parties, like tenants' acquisition of home-ownership and local authorities' administration and property cost.	
Risks	Local authorities' risks Social housing competitiveness Housing market risks	Local government risks relate to most social housing investments (home-ownership schemes bring cash reinvestment in a new home). The competition is high in the housing market and there are risks, particularly regarding the supply and demand side. Thus, if the government fails to supply enough houses, the private market will benefit and house prices will increase.	(Schelkle 2012)
	Local authorities fit Different skills mixture Management needs New social housing systems design	Risk factors vary and are identified as helping to evaluate social housing home-ownership provision. Ongoing policy formulation will reduce the trust between the government and citizens.	(Gregg et al. 2015)
	Internal indecisions External indecisions	Internal uncertainties could be risks for the local authorities within the social housing department, like housing needs eligibility. External indecisions or uncertainties relate to risks which exist for the local government from the housing market.	(Poon, Garratt 2012)

### 2.4.2 Approaches to Public Management Paradigms

Table 5.2 below addresses the public value management paradigm which is mainly based on the actual practices with a strong system of governance, and its main objective is to attain public value (Moore, 2005). More importantly, public value management explores three key objectives, such as services, outcome and trust. Thus, better service delivery can achieve public value only

if the citizens and public managers are involved (Stoker, 2006). However, it fully depends on the legality of a broad range of participants, like citizens, policy-makers, politicians and public managers, to collaborate in order to add value (Bozeman, 2002). Table 5.2 below summarises various dimensions, like public value, public interest, engagement and efficiency, focusing more on public management and less on social housing policy.

Thus, Moore (1995) insisted that all public managers must play a key role in creating public value and must understand what public value is and how to engage people. Public engagement highlights to indicate on policy and evaluate to maintain inter-organisational relationships (Boerner, 2014; Parker, MacCormick, 2010). Then, the service and outcome will emerge through social tenant satisfaction to evaluate the local authorities' activities. However, Rhodes and Wanna (2007) criticised Moore's public value framework because the theory places more responsibility on managers. Managers cannot create value alone but must engage the public, the private sector, and government officials on a regular basis to evaluate and get feedback from different age groups and communities. On the other hand, Stoker (2006) fully supported some of Moore's hypotheses and further explored his work.

Therefore, the public value management paradigm mainly involves numerous stakeholders to create solid decisions and manage service delivery effectively as well as an overall operation system (Stoker, 2006; Moore, 1995). Then, the managers must regulate the current operational system in order to create public value in the wider community. Conclusively, the overall aim of the public value paradigm is to operate efficiently (Bozeman, 2002). Table 5.2 shows the top management level of the local authorities to emphasise the responsibility and transparency of duty rather than the distribution of power to function efficiently (Johnson, 2014).



### 2.4.2.1 Table 5.2: Approaches to Public Value Management Paradigms

Approaches to Public Management Paradigms			
Classification	Dimension	Brief Definitions	References
Public Value	Service	Local authorities deliver high quality services to the public which they benefit from and fair service delivery can create value.	(Kelly, 2002, Moore 1995)
	Outcome	Currently, the public defines outcomes by evaluating the delivery of guaranteed quality services, including improving the environment, the education system and poverty reduction.	
	Trust	The main key aspect of public value is trust, confidence and legitimacy, which become the core of the relationship both for government and citizens. Services will impact on the life of the citizens in areas like education, social services and health.	
Public Interest	Public	Respond to the particular team preferences and update order as requested with full trust by providing an assurance of quality services.	(Kelly, 2002)
	Individuals	Respond directly to the citizens' preferences, update mandates or orders as requested with full trust by providing quality services.	
Engagement	Inter-dependent.	Inter-dependent agent can highlight the policy and evaluate in order to maintain inter-organisational relationships. Also, create trust to have good relational contracts which act as the heart of the governance system.	(Boerner 2014, Parker, MacCormick 2010)
	Service outcomes	Service outcomes can be reflected through tenant satisfaction and can be evaluated by local authorities' activities in regards to clear objectives.	
Efficiency	Observable indicators for the top-management	Responsibility and accountability need the transparent task rather than the distribution of power in order to operate efficiently.	(Sims, Ma et al. 2013, Chen 2011)
	Evaluation performance	Responsibility means being accountable for specific tasks and efficiency requires transparency and productivity to complete tasks.	
	Regular competition	Competition can reduce the cost and increase the productivity of task performance between the individual and the organisation.	(Malta et al. 2006)
	Productivity	Being productive requires hard work and more focus on achievable outcomes.	
	Managerialism	Trust in professional managers can create value because managers use their personal skills to deal with the overall management.	

### 2.4.3 The limitations of the research on Social housing and public value

After evaluating the public value management paradigm focused on public value and social housing provision and its policy (Jones and Murie, 2008). Currently, value is more difficult to identify because it involves public and government organisations, and the meaning of value may differ from individual to another. Nonetheless, whenever the overall outcome and cost effectiveness rise at the same level then it is easy to evaluate the local authorities' performance (Anfimiadou and Al-Najjar, 2012). However, these types of connection are often based on a theoretical perspective and neglect service quality, which leads to poor outcomes and diminished trust. Furthermore, the recent literature has identified numerous limitations on public value and social housing policy, which needs more research. However, Table 6.2 addressed these current limitations on public value and social housing home-ownership policy for further investigation, particularly in the UK (Wan Abd et al., 2014).

#### 2.4.3.1 Table 6.2 Current limitations of the research

**Current limitations of the Research area on Social Housing and Public Value**

<b>Public Value and Social Housing Structure</b>	<b>Limitation of Research area</b>	<b>References</b>
Public value, Social housing Life chance	It investigated social housing from the Second World War to 2003, because numerous primary processes and influences run across the generations. More focus was on the historical background of social housing, which indicates an increase in home-ownership and decrease in social housing stock. However, relatively less focus was on public value, so further research is needed to highlight that mixing communities will bring more benefits, and place fewer demands on public services, mainly schools, where networks with people like students lacking of a value, cultural, social, improved reputation and less crime rate and anti-social behaviour.	(Lupton et al. 2008)
Services Outcomes Trust	The services provided by the local authorities to the citizens/tenants have an achievable outcome and develop trust. However, here, the quality of these services has been neglected, and the main focus is on trust but avoids the value of the tenant.	(Rowe, Calnan 2006)
Housing Social/ecological outcome Value creation	The model was focused on achieving policy-making decisions and value creation. However, it ignored the social and ecological outcome in the complex environment, like local authorities, and further research is needed to test practically and evaluate the suitability of different methods, like interviews.	(Kämpf-Dern et al. 2015)



Housing Social/ecological outcome Value creation	The model was focused on achieving policy-making decisions and value creation. However, it ignored the social and ecological outcome in the complex environment, like local authorities, and further research is needed to test practically and evaluate the suitability of different methods, like interviews.	(Kämpf-Derrn et al. 2015)
Affordable housing, housing policy, home-ownership affordability policy	This model adds to the literature on evaluating homeownership affordability in the context of the targeted housing segment to increase the homeownership rate in different countries. However, neglected the housing price change is relatively less driven by the population growth rates and building costs. Further research is needed to evaluate the home-ownership policy in the UK.	(Phang 2010)
Political value Financial value Social housing value	This framework is constructed under the central government to private sector. However, it neglects the core value of social housing tenants and has no guidelines for the evaluation of home-ownership.	(Hodgson, Spours 2006)
Local authority value Political Value Community Value	The government framework is always unfair to the social housing community, although social housing is continuously used as a political weapon. Politicians and policy-makers have increased taxes to improve efficiency and ignored public value.	(Abd et al. 2014)
Public policy, Public failure Public interest	The model is a broad, refining analysis of the technical aspects of choice and public decisions. However, it provides few empirical guidelines for public policy analysis and policy decision-making.	(Bozeman 2002)

## 2.4.3.1.1 Table 7.2 Continuation of current limitations

Social housing services quality, Social housing Policy outcomes, Public trust	This particular framework is only constructed based on service delivery results. It only highlights local authorities' gateways in terms of home-ownership policy and does not focus on the public value perspective.	(Boardman 2014)
Social housing provision, Service related outcomes Housing satisfaction and trust	This framework avoids using any social housing satisfaction which was their selected case study. However, there is a lack of trust between the local authorities and the social housing tenants.	(ELSINGA, HOEKSTRA 2005)
Tenants/citizen value Local authorities staff value Institution values Administration values Community values	This particular framework is wide-ranging which makes it generic and impossible to evaluate. The main themes do not provide any evaluation of public value or social housing.	(Rochette 2015)
Operational value Political value Social value	It ignores the social housing tenants' value, particularly after becoming a home owner. However, it is a theoretical level and requires further empirical evaluation in order to be validated through the lens of public value.	(Sun et al. 2012)
Public Service Value Information quality Housing system quality Housing Service quality	This model focuses on public services value but neglects the other key aspect, and the theoretical model needs further evaluation through empirical investigation. Also, it does not have any measurable research question in order to validate the future value model.	(Wiesel, Pawson 2015)
Public service quality Local authorities' effectiveness Achievable outcome	This specific framework evaluates government performance through the lens of public value but, nonetheless, does not have a focus on the effectiveness of service delivery.	(Kinifack et al. 2012)
Planning gain Affordable housing, Policy development	The model focused more on the supply of affordable housing through the planning system and how the policy currently operates. However, the government demands that the local authorities should identify where and how to develop affordable housing policy, by considering the most important factors, like a high demand in the marketplace and the cost of construction at different locations. Further investigation is required into government policy about the funding of affordable housing and land allocation.	(Crook, Whitehead 2002)

#### 2.4.4 An alternatives approach to social housing home-ownership policy in the UK

After undertaking a careful evaluation of the current research limitations, several useful alternatives approaches, particularly for the social housing home-ownership policy, are proposed in Table 8.2 below. This policy approach will inspire even more social tenants to become homeowners or engage in shared home-ownership (Greve, 2015). Also, the study highlights that the home-ownership policy has been at the top of the government's agenda since

the 1980s, under the Thatcher administration (Behrens, 1980). As a result, the right to buy was one of the most successful policies, and more than 1.5 million homes were sold under the right to buy scheme between the 1980s and 2003 (Williamson et al., 2013). However, this is not enough and more needs to be done to offer more opportunities for social tenants to move onto the housing ladder so that the local authorities can have more subsidies with which to build new, affordable homes (Lupton et al., 2008; Phang, 2010)

Table 8.2 below suggests five different policy approaches for policy-makers and politicians before implementing a policy in order to engage the citizens for further and solid policy reformation (Ingold and Gschwend, 2014). The first approach is the type of tenure for social tenants, and the government could introduce a new alternative policy for mortgages that grants tax release for low-income families to encourage them to become home-owners. At the same time, housing associations and ALMOs can consider offering the same discount rate as the local authorities to increase the building of new, affordable housing. Also, all social housing providers should give a better deal to low-income families and individuals to move into shared home-ownership schemes (Lawton, 2015). This will offer a better opportunity for social tenants to live in one permanent location and they will not need to seek another job that is closer to home (Hills, 2007). Once the tenant becomes a home-owner, their children's education level will improve amazingly because school transfer normally has a negative effect on children's educational performance and lifestyle (Murphy, et al., 2014).

Finally, another alternative is home-ownership policy sustainability, whereby it is crucial for the central government to implement the same social housing home-ownership policy for all local authorities in the UK (Kulu and Steele, 2013). For example, the government should introduce a leasehold policy of 100 years only and offer no more freehold ownership. This would reduce the overall property price and encourage even more social tenants to become home-owner. Therefore, from the public value perspective, the social housing policy framework should be constructed and must consider employment, educational performance, health, and the crime rate. This would reduce

poverty, particularly among children, and social exclusion (Davidoff 2006, Wihlborg, et al., 2015).

**Table 8.2 Alternatives policy approach**

**Alternative approaches (propositions) regarding the social housing home-ownership policy in the UK**

Characteristics of social housing policy	Policy alternatives (Reformation)	References
Type of tenure (Rented only)	Mortgages should be tax released to enable low-income families to become home-owners. Housing Association and ALMOs should consider offering the same discount as local authorities. Local authorities, Housing Associations and ALMOs should offer families and individuals a better discount rate on shared ownership schemes.	(Davidoff 2006, Wihlborg et al. 2015)
Government funding related to home-ownership not tenants	Governments should fully consider a council tax reduction for private rents who receive housing benefit.	Murphy et al. 2014
Ease planning permission	Politicians and policy-makers should consider releasing green belt land and ease planning permission to increase the national housing stock as well as make it even more affordable.	(Crook, Whitehead 2002, Poon, Garratt 2012)
Housing inspection for private landlords and rent control	Some private homes are not up to standard and charge far higher rents than the market price. Also, efficient and transparent rent deposit provision is used in the private housing sector for low-income families in order to avoid them having to move to a different borough.	Murphy et al. 2014
Subsidies offered to registered social landlords on a large scale	Subsidies should be considered to enable registered social landlords to offer standard rents, set by the local authorities.	(Robinson, Walslow 2014)
Home-ownership policy sustainability	All local authorities should implement the same housing homeownership policy in the UK to encourage more citizens to engage in home-ownership or shared ownership schemes with 100 years' leases (NOT freehold houses). Thus, from the public value perspective, the social housing policy framework should be constructed and must fully take into account employment, education performance, health, and crime. This will reduce child poverty and social exclusion, particularly in the UK.	(Lupton et al. 2008, Phang 2010)

### 2.5.5. THEORETICAL BACKGROUND OF THE RELEVANT THEORIES

The research will develop a conceptual framework in order to define the social housing homeownership sustainability policy by outlining public value theory (Kelly et al., 2002; Moore, 1995). The original public value theory was introduced by Moore (1995), then later developed by Kelly et al., (2002). It was claimed that public value could be drawn in three different scopes: services, outcome and trust. These scholars proposed that the actual concept of public value offers a useful way of defining the fundamental aims of public service reformation as well as central government's organisations' performance of the public policies in order to attain these. Also, Kearns (2004) has comprehensively evaluated the influence of government in regards to creating public value based on Kelly's framework. Furthermore, Kearns (2004) suggested that the public value framework explores the added value from public services as well as enhancing the decision-making process in the wider community. Likewise, Boerner (2014) developed an evaluative framework for government projects like the social housing sector, based on the work of Kelly et al., (2002), who define the public value framework in three different dimensions: services, outcome and trust/legitimacy.

In order to categorise the arrangement of the proposed conceptual framework, this is most appropriate for developing the future research's conceptual framework. The following relevant theories were then evaluated by the investigator to classify which were the most suitable to use. The following relevant theories will explore a variety of specific business models that support local authority social housing providers to adopt a business tactic in order to convey social housing services to social housing tenants (Boerner, 2014).

Table 9.2. Taxonomy of relevant theories

Key Objectives	Public Value Theory	Public Choice Theory	New Public Management Theory	Means End Chain Theory	Strategic Decision-Making Theory
Public Interest	Attain public value and effectively addressing individual and public choice	Achieve public choice through neutral selection addressing individual choice	Managed by efficiencies and economies, respond to combined individual choice established by customer preference	Achieve close relationship between consumer's values and their behaviour	It can be characterised as an individual or organisational models
Performance	Numerous outputs and outcomes  Satisfaction Upholding trust/legitimacy	Obvious risk outcome due to truth and selfishness legislative	Managing several inputs and outputs	Individual user value result in their satisfaction which then leads to loyalty	Fast decision-making may produce bad decisions and bad performance
Dominant model of accountability	Several; Citizens as managers of government  Social tenant as user Taxpayers as funder	Costs and benefits of independence, and system of judicial independence requires both to be considered	Adding of performance and services contracts, sometimes through market instruments to customers/ tenants	happiness, security	Collect information; expected costs and benefits
Preferred delivery system	Joint Ventures, Privatisation, Public interest and Government	Government organization and public interest	Addition of private sector and public organisation	Offer high quality of product and services	Involve experience-based mental routines that happen in a flash,
Approach to public services ethos	No one sector has a monopoly on ethos and no one ethos always appropriate	Selfishness  Individual choice	Uncertain of public services ethos like leads to inefficacy and building in favour's or customer services	Customer choice based on price and quality	Give attention to a problem or opportunity;
Role for public participation	Essential and multi-faced like tenant, citizens, key stockholders	Self-interest and rigor behaviours	Improved but limited role in policy development  Tenants satisfactions survey	perceived Value involves a trade-off between give and get components	Misunderstood probabilities, personal biases, and failures of memory
Role of managers	Respond to citizens/tenant choice, renew mandate and trust through guaranteeing a high-quality service	Behaviour of all classes of public officials.  Social tenant preference	Increased customer focus and meet decided routine targets	Respond to customer's choice like price and quality	Answer without rational thought  Freedom of action



### **3.2.1.1 Narratives of the taxonomy of relevant theories**

Table 9.2. (The taxonomy of relevant theories) above illustrates the various key objectives of different theories and decision-making for the conceptual framework. Thus, several theories are highlighted, such as New Public Management Theory, Public Choice Theory, Strategic Decision-Making Theory, Means-End Chain Theory and Public Value Theory. Thus, PVT mainly focused on the characteristic of each theory regarding the public interest, performance, dominant model of accountability, preferred delivery system, approach to public services ethos, role for public participation and role for managers (Evans et al., 2011). Further, the characteristics, definitions of the conceptual framework, types and different mechanisms of the conceptual framework, as well as numerous business models were evaluated in order to identify their suitability and usability in the social housing homeownership sustainability policy (Leach et al., 2014).

Therefore, public value theory has been selected as the most suitable theory for the social housing home-ownership sustainability policy, mainly because some initiatives that PVT has are no longer adequate for the private sector (Alford and Yates, 2014; Crosby, et al., 2014). Further, social tenants who are the potential customers now have more sophisticated expectations than ever before. For example, they want everything to be done far faster than before, at a lower price, with high quality services, after-sales services and tenant/customer satisfaction, which relates to the main research questions. In particular, within the public sector, the reduced subsidies and higher demands for transparency and accountability have strongly contributed to the new public management programme. Now, new public management introduces a new business approach that has changed the public sector financial operations to become more like the private sector (Jones and Caruana, 2014).

## 2.5 CONCLUSIONS

Chapter two has comprehensively outlined the historical background of social housing home-ownership policies around the globe (Priemus, Boelhouwer 1999). By evaluating the different roles of central government in social housing in order to address academic challenges and help the various models of social housing and focused mainly on the social housing home-ownership policy through the lens of public value in the UK (Lupton et al. 2008; Liyanage et al., 2017). Further, alternative approaches to the home-ownership policy have been proposed to enhance effectiveness, and accountability (Karunasena, Deng 2012a). The main purpose was to achieve better efficiency in the local authorities in order to add value for the public in the wider community. Since the Second World War that social housing home-ownership was to be administrated and funded through the best value framework to offer value for money as well as service delivery to social tenants (Darcy 1999; Lee et al., 2014a).

The main problems highlighted in the existing literature in regards to the social housing home-ownership policy are as follows:

- The social housing scheme largely originated shortly after the Second World War when social welfare introduced was by Lloyd into Britain when the government as well as focused on the provision of popular resources (Gregg et al., 2015)
- During the 19th and 20th centuries, the US government engaged in providing social housing specifically for poorer families and individuals and the very first social houses were built in 1935, which was the first social housing project (Dieleman et al., 1999b).
- Australia, the US, and Canada offered one of the finest public housing models, while Greece, Italy, China, and Russia offered very basic social housing facilities for the broader society. The UK, meanwhile, developed far more key drivers in comparison to any other country, not only because of the council house crisis but mainly because of the availability of data (Deluca, 2012; Bramley and Fitzpatrick, 2018).



- However, social housing continues to be strongly associated with drug abuse, prostitution, and violence, particularly in New Orleans, Philadelphia, Los Angeles, New York City, Chicago, and Washington, D.C.
- Furthermore, the US government introduced new social housing policy back in 1974 under the Section 8 Housing Program to encourage the private sector to build new affordable homes and continually support and fund social housing (Hodkinson, Robbins 2013 and Murie 1983).
- The Australian government considered privatizing houses for homeless people in order to improve social housing's quality and affordability. Also, public housing was sold off in order to avoid repair cost, which resulted in a booming housing market and a decrease in social housing stocks, particularly in Melbourne (Perolini 2015; Elsinga et al., 2010).
- Asia countries are not known for their social housing provision, apart from China, Hong Kong, Japan, and Singapore. Overall Singapore has one of the finest social housing models in the world today and the UK is considering adopting this social housing model (Hwang, Lee 2012b)
- The UK central government focuses on privatisation rather than the public because it believes that the private sector will improve efficiency, particularly in the housing area. However, the privatisation of social housing, particularly in the UK, has caused many problems; for example, the quality of housing has reduced for social tenants and the housing price as well as the rents keep increasing (Phang, 2010a)

These types of regulation, local authorities and housing associations, who are the main providers of social housing, now wish to adopt private sector strategies in terms of housing delivery service to add value for the tenants (Wesselink and Gouldson 2014; Bodemann, 2014). The key question is unanswered regarding whether the social housing provider has sufficient operational capabilities and skills to manage this approach or not (Wiesel and Pawson 2015; Mello 2014). Also, the literature found that social housing policy, under the influence of public value, failed to deliver satisfactory outcomes for the wider community and addressed the significance of Public Value Theory (PVT) in order to overcome these limitations of social housing policy (Meynhardt and Bartholomes, 2011) .

## CHAPTER 3: CONCEPTUAL FRAMEWORK

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‘A framework that helps us connect what we believe is valuable ... and requires public resources, with improved ways of understanding what our ‘publics’ value and how we connect to them.’ (Moore, 1995)

## 3 CONCEPTUAL FRAMEWORK OF SOCIAL HOUSING POLICY

### 3.1 INTRODUCTION

In the UK, the public housing concept has changed to social housing in order to reduce the cost, enhance efficiency, increase transparency and encourage citizen participation in government organisations with a view to implementing the most effective and satisfying policy (Cabinet Office, 2013, 2014 and 2015). However, the implementation of government policy followed the same Public Value principles as attempted in the past few decades, but with insufficient citizen participation (Kinfaek et al., 2012). Furthermore, social housing home-ownership sustainability evaluation under the influence of public value will focus even more on environmental, economic and social aspects rather than the reformation of government policy or the democratic process. However, some research has highlighted that local authorities' projects, particularly in the field of social housing, have failed in the past to deliver the desired and achievable outcomes for the public under the public value umbrella (Tajani and Morano 2015; Neagu et al., 2018).

In light of the disappointing result of social housing home-ownership sustainability policy evaluation through the lens of public value, the current research highlights the importance of public value in order to understand the wider outcome of home-ownership transformation and service delivery to the public (Kulu and Steele, 2013). Thus, several studies have highlighted the significance of public value theory in regards to public service delivery, particularly in regard to social housing provision (e.g. McGregor 1997).

However, according to recent studies, there is a clear need to research further the social housing home-ownership sustainability policy through the lens of public value and, more importantly, from the citizens' perspective within the local authority domain (Isgrove and Patel, 1993). Furthermore, these studies have recognised a major limitation in regards to evaluating the social housing home-ownership sustainability policy in order for social tenants to benefit from using local authorities' services (Murphy et al., 2014). Thus, no researchers

have previously evaluated and tested the social housing home-ownership sustainability policy. Also, the literature has highlighted that there is need for further investigation of the social housing home-ownership sustainability policy and its influence on public value in regards to citizens' participation (Gilbert 2008; Koyamada, Kukimoto, 2014).

Chapter 3 evaluates several theories by constructing taxonomies in order to select the most relevant theory for the research. There are several public-related key elements that are combined in the conceptual framework within the local authority social housing homeownership sustainability policy. Thus, this will enable the social housing home-ownership sustainably strategy to develop advanced key components during the construction of a conceptual framework or decision support system in order to highpoint the key potential relationships within the strategic decision-making process (Herbert et al., 2014b; Coulson, 2002). Furthermore, the conceptual framework will be used as the new tool to explore theme in order to classify the relationships, which have not been discovered previously. Thus, the proposed conceptual framework of this particular research is based on five attributes that are evaluated in the next chapter.

### **3.2. New Public Management Theory**

New Public Management (NPM) has been one of the most significant developments in the field of public administration, particularly in the UK, since the 1980s. NPM is practised as a megatrend. Thus, it has no particular founder in order to identify its key principles and mechanisms, as public value was founded by Moore in 1995. However, this kind of nature leads to a broader perspective regarding the characteristics of NPM and it has the same implications for the government, wider community and citizens. Furthermore, new public management was practised in the UK under the Conservative Thatcher government, and Thatcher played a significant role regarding the policy reformation within the government organisation. The term 'NPM' was introduced in order to highlight a new approach to the importance of public management in public service delivery, which is strongly connected to policies

of economic rationalism, just like public choice theory and public value (Hood, 1989 and Pollitt, 1993).

Public management became dynamic in the area of policy-making in several other governments, such as the UK, Australia, New Zealand and Sweden. Also, in the 1990s, public management became the main agenda during Clinton's administration and he introduced the National Partnership law, and the Government Performance and Results Act. However, new public management became the most popular approach among scholars. For example, Christopher Hood first branded the new paradigm in managerial reform as New Public Management, and classified seven different doctrinal mechanisms (privatisation, delegation, enterprise, deregulation, competition, curtailment of trade union powers and service quality) for new public management in order better to manage public services (Hood: 1991). Likewise, Rhodes (1991) highlighted that the strong-minded efforts to implement the "3Es" (economy, efficiency and effectiveness) were the main indicator of new public management and one aspect of sustainability. However, Rhodes set no limit on new public management in regards to the 3Es in order to differentiate between the central policies or doctrines. Further, doctrine highlights general management instead of policy and organisation performance. More details are provided about the various theories about taxonomy below (Chen, 2011).

Also, referring to the Audit Commission's "value for money" focusing on the "3Es" was evaluated under the Thatcher administration application of this particular approach. Another major criticism highlighted that the new managerialism system had demolished the public service ethos and, at the same time, appeared ineffective in its low capacity to reduce costs (Traynor 1996). However, the new public management reforms have seriously damaged the bureaucracy and demolished the key competencies in many developed countries, particularly the UK (Meynhardt and Bartholomes, 2011).

### **3.3. Public Choice Theory**

Public Choice theory (PCT) mainly focuses on economic models in order to create 'public goods' that seek to increase their 'utility' with more benefit or

less cost. Thus, the public can make a formal setting in the public and private sector to make it more interesting as well as motivating by their choice or interest based on collective values (Downs, 1967). However, according to Downs (1967), motivators can be loyal and performance to the government organisations and at the same time can motivate other citizens will have a negative effect in regards to bureaucratic behaviour. This is because self-interest always plays a significant role in terms of personal decision-making and who regularly benefit from such political decision-making (Travis Burns and DiPaola 2013; Agarwal and Bharadwaj, 2013).

PCT has been strongly criticised, however, for being, for example, an "identification of interest and formalising rationality", to "the relationship between individual choice and collective action", to "the information monopoly", and to "underestimating electoral strategies in establishing regulatory policies" (Keraudren, 1995). While the Public Choice and New Managerialism theories appear to be feasible at first glance and politics-administration and local authorities, particularly with regard to social housing policy in the UK (Kalambokidis, 2014). However, drawing on public choice theory from different theoretical dimensions discussed above in relation to the evaluation of social housing policy sets out the conceptual framework for this particular research (Matznetter, 2002; Kalambokidis, 2014).

### **3.4. Strategic Decision-Making Theory**

Several scholars have shown increasing interest in Strategic Decision-Making Theory (DMT), which was introduced by John G Oetzel in the 1990s in order to focus more on groups' participation and decision-making outcomes (Schooley et al., 2013). More importantly, DMT focuses on the impact of the different sociocultural backgrounds of the group members, that governs whether the relationship between the various group members has a proper interaction with high-quality decision-making and organisational performance as well as the effective outcome (Ali E. Akgün, Halit Keskin et al. 2012). Also, the research focuses on the evaluation of social housing home-ownership sustainability policy through the lens of public value and also public value theory focuses on services, outcomes and trust. DMT is for various decision-

making strategies with every individual because of its broad cultural background (Dilts, Pence 2006). However, during the process of decision-making, it could result in disagreement and conflict between the group members (Aggarwal et al., 2008; Maegan Zarley Watson and Ruoh-Nan Yan, 2013).

Nevertheless, because of the major criticism of the models and clarity, many academics (such as Lancaster, 1982; Loomes and Sugden, 1982; Winterfeldt and Edward, 1986; Simon, 1987; Tymstra, 1989; Shortliffe, 1991) have claimed that most public and private organisations should advance their decision-making. Further, this requires essential research particularly, in the case of strategic decision-making. However, sketching Decision-Making Theory from different theoretical approaches discussed above in regards to the evaluation of social housing home-ownership sustainability policy sets out the conceptual framework for this research.

### **3.5. Means-End Chain Theory**

Means-End Chain Theory (MECT) was first coined by Zeithaml (1988) in order to offer a justification for consumers' behaviour and values, while public value focus on services, outcomes and trust, that cover a broader choice. Thus, this particular theory has two different aspects: The Means and the End. Means are a service that frequently involves the public daily whereas Ends are defined as valued states, like security, satisfaction and achievement (Gutman, 1982). Thus, based on these classifications, the means and ends model highlights how services facilitate the success of the desired end conditions. Also, according to Zeithaml (1988), the three variables are observed value, perceived quality and observed price. Further, Zeithaml (1988) claimed that always the consumer or public evaluate the particular services according to their desire, regarding value, quality and price, then make a decision after using the services, which is again closer to new public management theory (NPM), whereas, NPM is business-focused in order to enhance efficiency.

The attainment of value will result in trusting the particular product or service that, in turn, leads to loyalty, as highlighted by a number of scholars (such as

He et al. 2012); Jiao et al. 2012; Karjaluoto et al., 2012; Lam and Shankar, 2014).

Research shows that there is a strong relationship between value, quality and satisfaction. Which will provide a basic understanding and indication in regards to social housing home-ownership sustainability policy within the public sector environment? However, studying the MECT from the different theoretical dimensions discussed above in relation to the evaluation of social housing policy sets out the conceptual framework for this particular research.

### 3.6. Public Value Theory

According to Moore (1995), public value is a value that can enable somebody to do something or an organisation to contribute to society by delivering transparent and efficient services to the citizens. Moore (1995) first introduced public Value Theory (PVT), and suggested that it was equal to shareholder value within the public management perspective. Thus, public value was introduced in order to guide managers on how to develop entrepreneurial ideas and innovations. These initiatives should improve the public good as a result, nowadays; public value is no longer adequate for the public. More importantly, it is used by all types of governments, including non-governmental administrations and private sector firms, which makes it even more interesting to consider using it for the research (McGregor, 1997b).

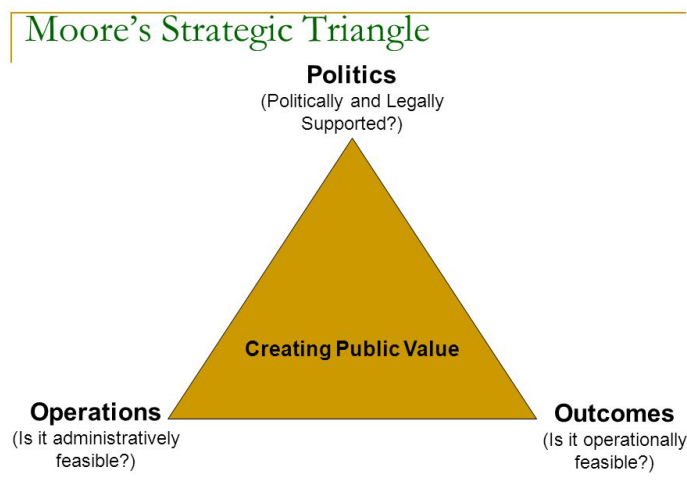
Moore (2003, p. 11) defined his Strategic Triangle model as the 'value circle'. This facilitated even further investigation of public value creation and strategic expansion in the wider community. Commence has the particular aim of increasing the stockholders and citizens' wealth, in order to add value in the public sector as well as the private sector and understand the normal operations of organisations (McGregor, 1997). According to the strategic triangle model, politics represents and supports the authorising environment, such as legality for policy-makers to reform the policy according to the demands of the citizens: otherwise, it would be very difficult to maintain sustainability, especially in the social housing homeownership sustainability policy. Operations are another strong foundation of the model that focuses on the regular administration of the government or organisations to make sure



that is feasible. Such feasibility will improve services and transparency between the citizens or social tenants and the government (Boerner, 2014; Williams and Shearer, 2011). For example, citizens and organisations work to achieve public value goals, which need the backing of main external investors, such as the government and other supporters. Within the public sector, policy-makers should be responsible for involving the citizens, and stockholders in a continuing negotiation over governmental means and ends (Burgess, Radnor 2012) which is very close to the Means and End chain theory, but PVT covers wider dimensions for the research, far better than any other theories (Nepal et al., 2013). The outcomes of the triangle indicate resources such as finance, skills, technology and personal; for instance, how creativity should be managed and organised, to operate in order to attain the research objectives (Moore, 1995, p. 71).

All three aspects of the strategic triangle are similarly ranked equally by Kelly (2007).

Figure 1 shows that a visual depiction of Moore’s model, that will be discussed in the following paragraphs.



**Figure 4.3. Moore’s Strategic Triangle (Moore, 1995).**

Moore himself defines it as:

*“A framework that helps us connect what we believe is valuable . . . and requires public resources, with improved ways of understanding what our ‘publics’ value and how we connect to them”. (Moore, 1995)*

In summary, Moore's Strategic Triangle model of Public Value has been accepted by both academic and public-sector practitioners (Kelly, 2007b). The citizens, organisations and wider community can play a significant role in regard to achieving the main aims of public policy in order to enhance the relationship between the government and the broader society (Wang et al., 2013). The policy-makers can achieve competency, efficiency, as well as value that meet the needs of the public through applying public value as a lens for better efficiency and transparency, particularly within local authorities. Likewise Kelly et al., (2002) indicate that, in the 1980s and 90s, most governments supported their reform ideology behind new public management (NPM).

### **3.7. Public Value Framework**

Kelly et al., (2002) revised PVT and claimed that public value could be drawn in three distinct dimensions that are highlighted as services, outcomes and trust/legitimacy. with specific examples of sub-scopes for each aspect in order to clarify them, which are explained below.

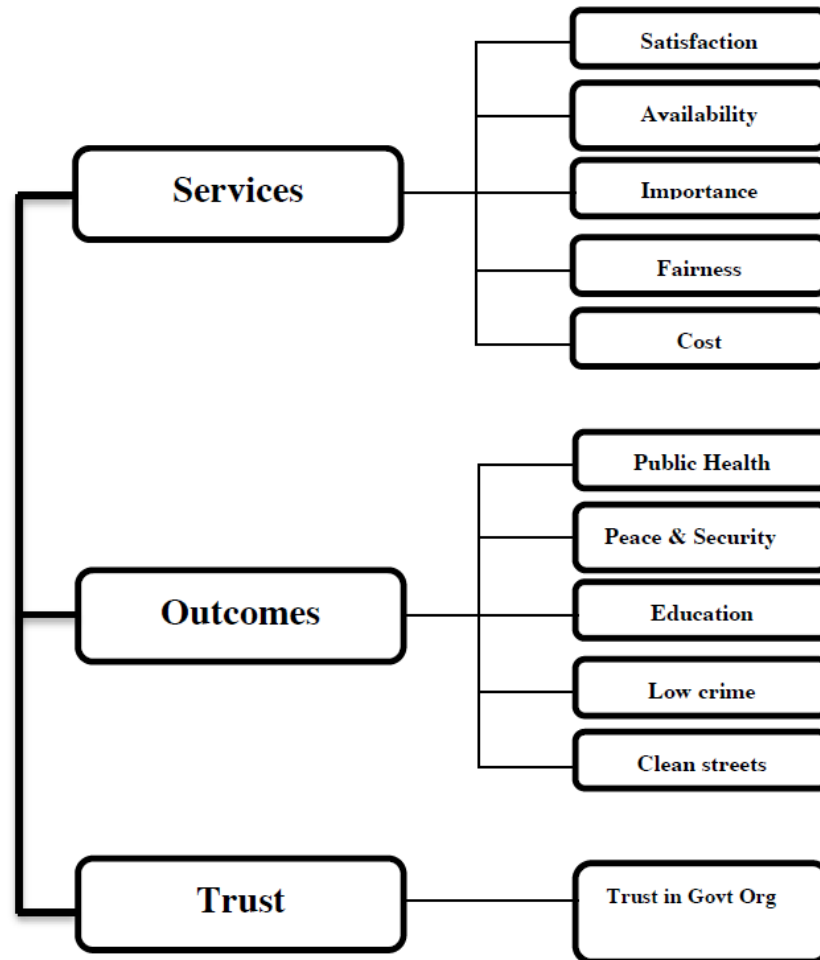


Figure 5.3. Public Value Framework (Kelly, et al., 2002)

### 3.7.1 Services

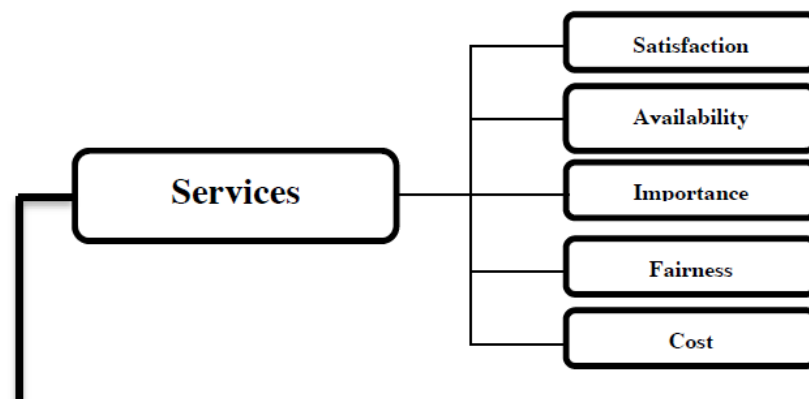


Figure 6.3. Services from the Public Value Framework (Kelly, et al., 2002)

The core of the public sector or private sector is a value that is shaped by services for the public and it is like the benefit achieved from receiving services from the private sector or public sector. Also, service value can be attained

through cost effectiveness, that delivers excellent quality services to the wider community for the social housing sector in which the citizens are engaged (Try and Radnor, 2007; Try, 2008). Further, Kearns (2004) claimed that there are five different factors which have a significant impact on the insight of high standard quality services for the benefit of the public. These factors are the satisfaction of the services for the public, availability of the services for the user, importance of the services provided for the citizens, how fair the services are for the wider community, and most importantly, how cost effective the services are (Kumar, 2010).

Likewise, Kelly et al., (2002) argued that users or consumers' satisfaction is very significant regarding generating value for services, which is the first element of public value. Thus, user satisfaction is shaped by highlighting factors such as the use of services, choice, and customer services, similar to public choice theory. Also, Grimsley and Meehan (2007) defined that satisfaction can have a huge influence in regards to generating service value for the citizens. The research shows that user satisfaction plays a key role in regards to keeping or adding value through services for the public, particularly for social housing tenants. In addition to this, Kearns (2004) claimed that online services can create public value through providing quality services. For example, social tenants who apply for social housing apply for child tax, house rent, and council tax payments, etc., using online facilities 24/7, which clearly add value because of the availability and faster services for both the social tenant and the local government in regards to cost efficiency (Cabinet Office, 2012).

Hence, the research shows that users or social housing tenants who use the high-quality services and at the same time achieve personal or private value will remain loyal to the service. In addition to this, Kelly et al., (2002) suggest that a citizen who has once used the service will be satisfied, which again leads to achievement. Conclusively, Kearns (2004) argued that the attainment of the core value will result in trusting the high-quality services, which again greatly contributes to the government's success.

### 3.7.2. Outcomes

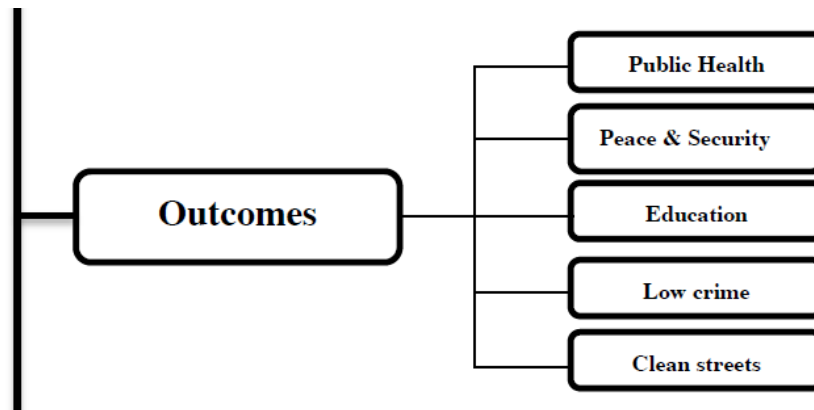


Figure 7.3. Outcomes from the Public Value Framework (Kelly, et al., 2002)

The second major characteristic of public value is outcomes, coined by Kelly et al., (2002), in order to attain the desired outcomes. To evaluate the actual value of outcomes, this can be achieved through the personal experience of the particular user or social housing tenant who uses the services and mutually by the citizens as a wider community (Grimsley and Meehan, 2007). Therefore, social housing tenants expect better quality outcomes from the local government, particularly in regards to peace and security on the social housing estates, better public health, less poverty, a high rate of employment, clean street, a low crime rate and a high standard education system in the wider community. However, these outcomes mentioned above may overlap with services, which are very different elements of public value and must be managed differently by the public managers in order to add value (Kelly et al., 2002).

Moreover, Kearn (2004) highlighted that that influence of online services can create positive outcomes mostly in the education sector, national health services (NHS) and public transport and social housing homeownership scheme in the UK. Strong evidence from research shows that public value can play a significant role regarding better outcomes in the wider community especially in the social housing home-ownership system. For example, to own a house will improve children's education through avoiding them having to move from one location to another and also reduce poverty. Also, it will

facilitate high-quality services and play a key role between students, parents and school teachers because of the permanent residency in one location.

Thus, public value can facilitate innovation which might be used by local governments as a policy tool in order to improve the outcomes in the wider society, particularly for social housing tenants (Kearn, 2004).

### 3.7.3. Trust

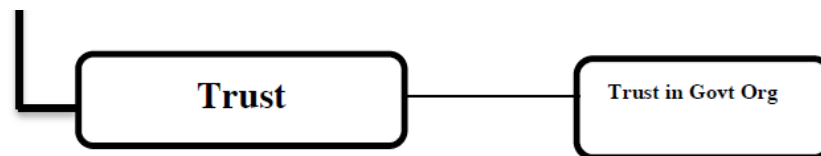


Figure 8.3. Trust from Public Value Framework (Kelly, et al., 2002)

Trust is the third, and most important, element of public value, which is highly valued by the wider community, mainly among social housing home-owners and low-income families. However, public managers are responsible for upholding a high degree of trust between the public and government because this is the main core of a good relationship amongst them (Kearn, 2004). For instance, whenever the degree of trust increases in the wider community over a period of time, then the public will accept and trust the government's activities. However, if there is a failure or rapid reduction in trust in a local government organisation or social service, then the public value will be destroyed, even if the social housing scheme and outcome targets are met (Kelly et al., 2002). Also, it is important for the local government or social housing department to build a strong relationship in regards to trust in different ways; first, by how the policy-makers, politicians and public organisations behave, then how the government manages its budgets and at the same time provides services for the public; and, finally, it is vital for the government to build strong trust such as social trust in the wider community by providing better facilities within the neighbourhood (Kelly et al., 2002; Kearn, 2004).

Public sector organisations that use social housing applications and more often experience a high degree of engagement with the citizens (Snead, 2013). Thus, online facilities have a strong influence on public services in regards to networks and offer opportunities to strengthen the trust in both the local authorities and public because it makes them feel that they are part of

the social housing home-ownership policy making process (Huijboom et al., 2009).

### **3.8. Selected theories underpinning this research**

Figure 7.3 above (Moore's Strategic Triangle; Moore, 1995) emphasises that public value is a value that can enable somebody to do something or an organisation to contribute to society by delivering transparent and efficient services to the citizens. Thus, public value is introduced in order to guide managers on how to develop entrepreneurial ideas and innovations. Thus, Kelly et al., (2002) advanced Moore's public value theory and indicated that public value could be drawn in three different key dimensions: services, outcomes and trust/legitimacy, as shown in figure 2.3 (Public Value Frameworks; Kelly et al., 2002). This can be achieved by focusing on improving the efficiency, effectiveness, and more importantly economy of organisations through promoting tangible and intangible services. The best way to make decisions about sharing public resources is to create and select a suitable way of engaging the citizens in creating public value (Cordella and Willcocks, 2012).

Public Value Theory (PVT) has been selected as the most suitable theory for this research based on the initiatives that PVT offers and is no longer focus on the private sector but to all types of governments, including non-governmental administrations (Alford and Yates 2014; Bryson; Crosby et al., 2014). Also, Table 9.2 (The taxonomy of PVT) highlighted the key objectives and characteristics in the previous chapter 2. After a careful evaluation of the relevant theories above in the field of the public sector, the most suitable theory highlighted was public value theory. Thus, based on the public value theory aspect, such as services, outcomes and trust, the conceptual framework on social housing homeownership sustainability policy can be developed in the next section.

**Table 10.3 Taxonomy of public value theory**

Key Objectives	Public Value Theory
<b>Public Interest</b>	Attain public value and effectively addressing individual and public choice
<b>Performance</b>	Numerous outputs and outcomes Satisfaction Upholding trust/legitimacy
<b>Dominant model of accountability</b>	Several; Citizens as managers of government Social tenant as user Taxpayers as funder
<b>Preferred delivery system</b>	Joint Ventures, Privatisation, Public interest
<b>Approach to public services ethos</b>	No one sector has a monopoly on ethos and no one ethos always appropriate
<b>Role for public participation</b>	Essential and multi-faced like tenant, citizens, key stockholders
<b>Role of managers</b>	Respond to citizens/tenant choice, renew mandate and trust through guaranteeing a high quality services



### 3.9. INITIAL CONCEPTUAL FRAMEWORK OF SOCIAL HOUSING POLICY

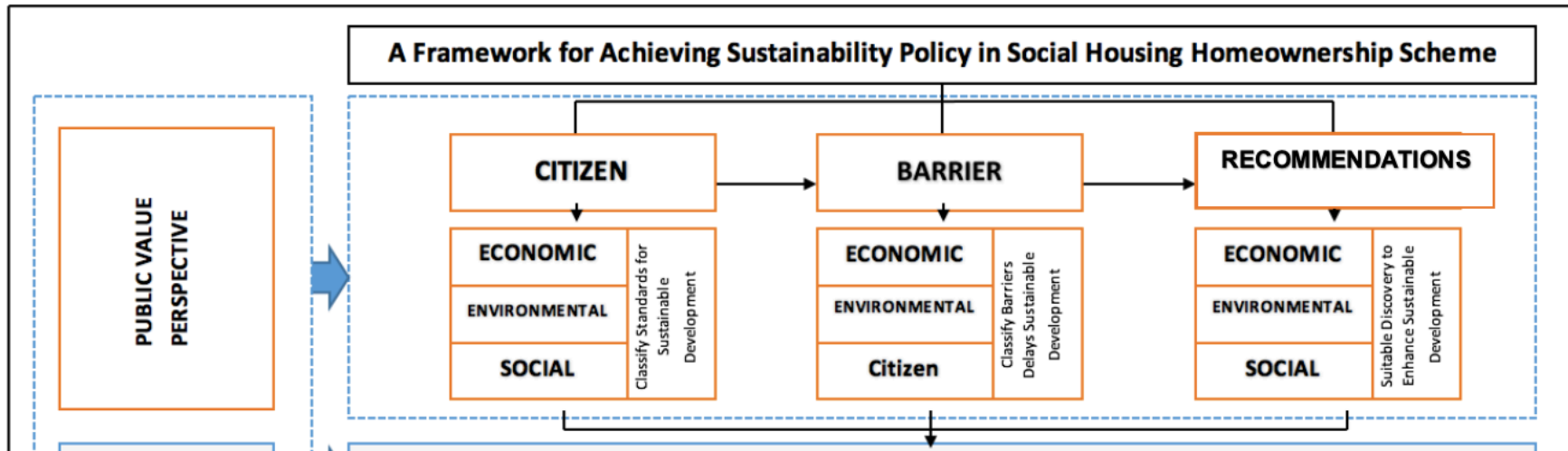


Figure 9.3. Conceptual Framework (Source: Researcher)

### **3.9.1. Development of the Conceptual Framework through the Lens of Public Value**

A conceptual framework must display a clear, simple understanding of the process of attaining an aim and should show how can cooperate in a way that may help to highlight every problem that influences the achievement of growth activities (Environment and Heritage, 2011). Similarity, in this study, the conceptual framework of social housing homeownership sustainability policy signifies the current understanding of what creates value and outlines the obstacles to implementation for improvement. It also shows the link between components and processes to identify any gaps in knowledge (Manley et al., 2000 as cited in Gross, 2003).

The social housing home-ownership sustainability policy has reformed across the globe, particularly in the UK, the whole social housing sector through the introduction of public value and new public management. As a result, more reforms are expected because of the Coalition Government's Comprehensive Spending Review. The recent governing system was coined in 2010, where the valuable central administration applied the special recommendations set out in the independent Cave review. Further, according to Cave (2007), the current governing body must be recognised in the particular social housing policy in the UK and should be independent of the central government. This should be the main policy of the social housing home-ownership scheme as well as the management of the social housing sector across the UK (Bradley, 2014). However, the central government still suffers from clear problems in regards to the proper directions for public managers from the public value perspective. Thus, the recent social housing homeownership approach to regulation signifies a hierarchical approach by the central government to private and public social housing providers, as illustrated in the proposed conceptual framework above (Cave, 2005, Ward, 2012).

### 3.9.2. Policy-making and public engagement

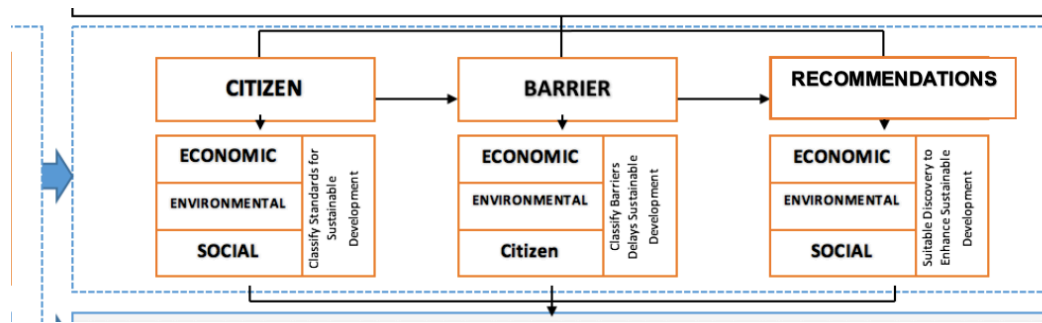


Figure 10.3 Policy from the conceptual framework perspective

#### The social housing homeownership policy gap:

The main gap between hierarchical management observation involving policy-makers, politicians, public managers and public engagement can have a significant effect on the service quality specification in the local authorities' social housing departments. According to Kasper et al. (2006), this particular gap impacts on social housing management, which highlights the appropriate transformation of the social housing service policy into rules and strategies for local government's staff. Furthermore, surprisingly, in the 21st century, the UK is suffering from a long-term problem of council housing supply, which will continue for quite some time (Murphy et al.; 2014). However, to overcome and improve the management of the social housing supply, motivation strategies can be adopted, that are essential and involve policy-makers/politicians, local authorities and citizens in order to reform the social housing supply, particularly homeownership policies and legislation to form new, broader communities in the UK (Mok and Lee 2013). Also, this particular strategy will help the planning permission mechanisms regarding land value capture, which will provide a better solution for affordable housing delivery although, without the support of politicians and policy-makers, these are very unlikely to reflect this strategy until the social housing affordability issues become worse in the wider community (Crowley, 2003). However, the key questions remain in regards to the unsustainability of homeownership policy. For example, one local authority offers a higher discount rate while either offers lower ones or stop selling (Phang, 2010a).

The UK government should priorities policies particularly the social housing home-ownership context (Pawson and Sosenko, 2012). Hence, based on the previous chapter's literature review and the above arguments, the research proposes the following research questions for further evaluation.

- 1 What is the context of public value in the field of the public sector, particularly in the local government authorities' council housing department ?
- 2 what are the key factors affecting the homeownership sustainability (under the Right to Buy) policy related to social housing stock, which requires strategic mechanisms based on land value capture as well as housing allocation?
- 3 How can a conceptual framework support and reform the existing social housing policy within the local government authorities, mainly under the homeownership scheme, in order to meet the demand for social housing in the context of the preference for homeownership schemes?
- 4 What achievable factors are available to meet the challenges posed by the social housing policy reforms in regards to managerial decision-making strategy for the greater transparency and benefit of the public? Where citizens are expected to pay higher rents when their benefits are simultaneously being cut?
- 5 how it is possible to evaluate the independent pros and cons of social housing tenure that are essential for the future of an affordable, sustainable homeownership policy from the economic, environmental and social perspective?

For instance, the current reviews of housing policy have recommended that it is unsuitable for the government or its organisations to encourage the same schemes in the same amounts in all areas. Observing from a wider level, (Ackers et al.; 2015). Such a strategy has been considered in the last 15 years and, at the same time, rigorously criticised because of its one-dimensional aspect (Freeman et al., 1996). On the other hand, the Right to Buy policy and rental provision countered ‘social exclusion’ advanced in Scotland (Williamson et al.; 2013).

### 3.9.3. Local government and the unsustainability of the social housing homeownership policy

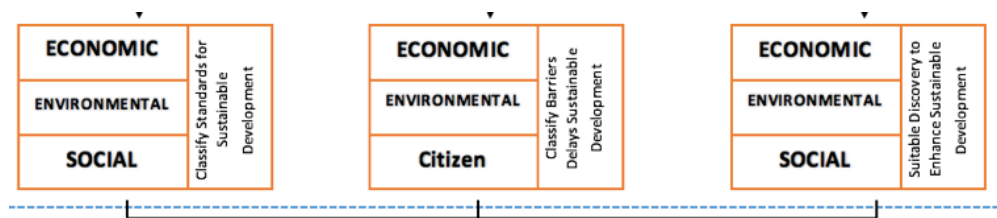


Figure 11.3 Local authorities from the conceptual framework perspective

#### Application of a conceptual framework within Social Housing homeownership evaluation management:

The conceptual framework highlights some of the factors that are related to the social housing home-ownership sustainability policy, such as high-quality services, social tenants’ satisfaction, the wider community, the financial situation of lower income families, politics and local authorities’ governance (Hall and Purchase, 2006). However, almost all social housing landlords are forced to adopt a commercial approach because of the stakeholders, local authorities and citizens (King, 2007). Currently, decision-making is very sophisticated, particularly in the public sector, compared to the private sector in the UK and other developed countries. Further, all governments are trying to increase the public services through local authorities in order to improve the quality of the services for the wider community, whereas private organisations are demanding higher profits for their shareholders for offering a better quality of services for its customers at all times (Gruis and Neiboer, 2004).

Furthermore, according to Brink and Berndt (2008), the complications regarding services delivery by the local authorities include:

- **The staff lack services and product knowledge and have difficulty managing or solving social tenants/customers' questions and problems**
- **Local authorities or organisations have incomplete or poor human resource policies**
- **The lack of solid teams and the incapacity to deliver high quality services**

Therefore, based on the previous chapter's literature review and these above arguments, the research proposes the following research questions for further evaluation. The conceptual framework for the application of local government in social housing home-ownership evaluation management is a novel or unique contribution and approach. Also, it highlights the main risk issues faced by social landlords previously and social housing managers to uphold the national social housing stock which is affected by factors such as social, physical, economic and environmental ones (Cooper and Jones, 2008). Public value and social housing satisfaction

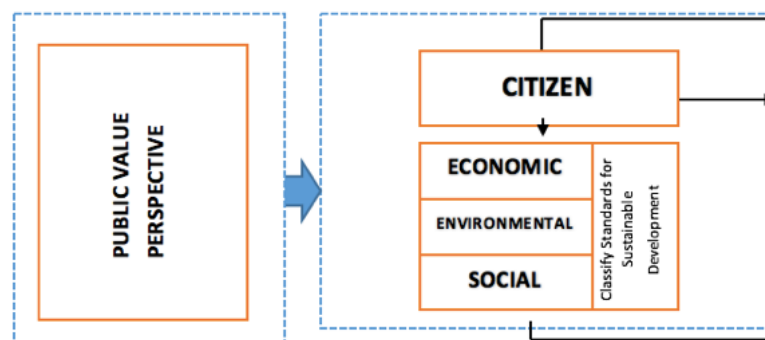


Figure 12.3 Public value from the conceptual framework perspective

Kelly et al.; (2002) advanced Moore's public value theory and specified that public value could be drawn in three different key dimensions: services, outcomes and trust/legitimacy. This can be achieved by focusing on improving the efficiency, effectiveness, and more importantly economy of organisations through promoting tangible and intangible services. More importantly, public value has been used as a lens in order to justify the decisions taken by local

authorities and government officials. Thus, the conceptual framework shows that the local community must be involved before government officials introduce any social housing policy (Matznetter, 2002). This approach will add value to the wider community and build trust in regards to operating in a transparent, accountable manner. Public engagement will help to trust between the local government and the local community as well as enhancing social housing satisfaction (Kinfaek et al.; 2012).

Social housing satisfaction has a significant positive outcome regarding the re-use intention of local authorities' housing department services. According to Morgan and Hunt (1994), trust is “the confidence in the exchange partner’s reliability and integrity” while, for Gefen (2000), trust is the faith that the trusted agent will behave as predicted, in a socially responsible way, in order to meet the high expectations of the trustee. Hence, several scholars have also addressed how trust, as the relationship between the government organisation and public, has a significant influence, particularly on the behaviour of the user or social tenant (e.g. Al-Shafi and Weerakkody, 2010; Carter and Bélanger, 2005; Bélanger and Carter, 2008; Teo et al., 2008; Pina et. Al., 2010). More importantly, based on certain empirical indications, this research claims that increased trust can lead to even more positive behaviour towards reusing a local authority’s social housing homeownership service.

#### 3.9.4. Social tenant satisfaction and home-ownership

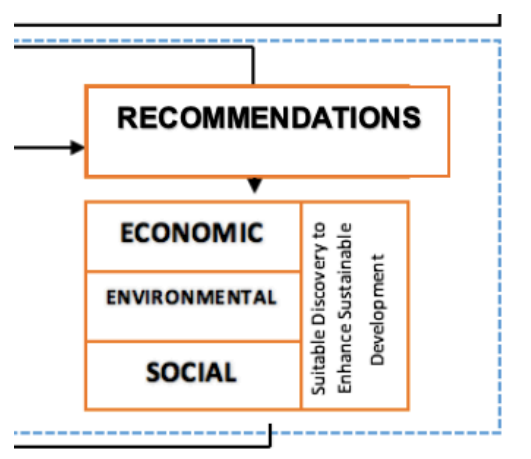


Figure 13.3 Tenants from the conceptual framework perspective

**Social tenant perspective factors (customer services, communication and knowledge gap):**

In local government, customer- or social-tenant related objectives and evaluations will help to classify whether the local government policy and performances are contributing to the high demand of tenants or not (Kaplan and Norton, 1996). Also, Niven (2006) highlighted that non-profit organisations, like local authorities' social housing departments, should understand how to deliver high-quality services and focus on social tenants in order to achieve efficiency as well as adding value. In the case of local authorities' social housing home-ownership, the main focus is on delivering high quality services, particularly focusing on affordable housing that meets the needs of the wider community (Melin et al., 2010).

Hence, local authorities must promise to preserve and deliver affordable social housing through novel innovation for the wider society (Gilliard, 2011). Also, Niven (2006) highlighted that the tenants will enhance the development of service delivery in order to achieve the mission (Parasuraman et al., 1986). For example, citizen expectations are what social tenants expect from the local authorities' housing department. However, the availability of the particular resources, which is indicated by the sociocultural setting and family lifestyle as well as overall experience with affordable social housing. Finally, providing high quality services for social tenants, particularly those who desire to become homeowners, may be the most appropriate strategy for closing the gap of unsustainability policy (Amato and Amato 2012; Chanturidze, Adams et al., 2015).



### 3.9.5. Social housing home-ownership policy's unsustainability

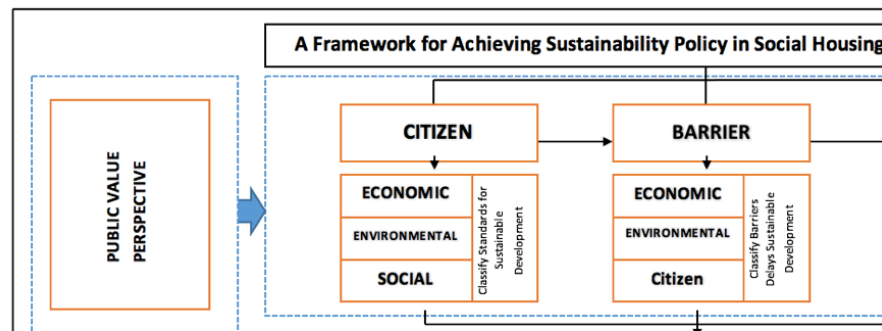


Figure 14.3 Social housing home-ownership policy context, from the conceptual framework perspective

Thus, we investigate in turn the definition of sustainable social housing strategies, the approaches to explaining policy, the key features of social housing homeownership sustainability policy, and the main factors that have formed them (Hall and Purchase, 2006).

#### The Value of the Homeownership gap from the conceptual framework perspective

Most of the time, tenants/customers adopt typical approaches in regards to price creation, such as the role of supply and demand. It is in a selfish and narrow sense that tenants/customers make purchasing decisions without thinking of any other effective approaches (Wilkinson, 2008). However, this type of standard behaviour highlights the attributes of the tenant/customer character that can lead to a bad decision, particularly for social tenants/customers who desire to move onto property ladder (Archer and Tritter 2000). Furthermore, standard approaches/behaviour are understood as "average opinions" (Fox 2009). Moreover, if the actual price is considered as the sum of money that the social tenant is willing to submit in order to achieve home-ownership rights (Beckert and Aspers, 2011 while the underlying partialities are exposed as definite buying decisions. However, considered from the theoretical perspective, for example, creating competition in a free housing market by offering reasonable prices. However, according to Wilkinson (2008), this particular model is naïve and sometimes even the incorrect approach to take.

Otherwise, sociocultural approaches to the valuation of social housing home-ownership may identify the influence of housing market strategies and claim that they are unavoidably fixed in the social setting (Beckert and Aspers, 2011). Also, may possibly be linked to some different types of values to generate buying decisions. More importantly, social housing tenants do not only buy a house just because of a high discount rate but also for other reasons, like location, school, employment as well as peace and security (Colic-Peisker and Johnson, 2010).

Some scholars strongly associate the valuation of home-ownership with the promotion of owner-occupation, like the standard tenancy in the current societies. However, some scholars have emphasised private ownership more, as linked to personal behaviour, sociocultural, political, institutional principles and economical situations (Miller and Rose, 2008; Schwartz and Seabrooke, 2009), while other scholars have emphasised the unity of home-ownership as the development of a social discourse among renters and homeowners (Clapham, 2005). The current UK central government has strongly pursued a sustainable social housing policy through encouragement, and economic measurement. However, it has been discussed that a social housing sustainability policy has focused on the central government's promises regarding the national and international targets (Sustainable Market Orientation: A New Approach to Managing Marketing Strategy. 2010). The housing sector has adopted different strategies, like remaining in a defensive position which has conflictingly undermined its impact in order to make the government even flexible to lobby by the local authorities (Shapely, 2011).

### **3.10. BENEFIT OF ADOPTING THE CONCEPTUAL FRAMEWORK FOR A LOCAL GOVERNMENT**

Figure 1 (Moore's Strategic Triangle; Moore, 1995) emphasises that public value is a value that can enable somebody to do something or an organisation to contribute to society by delivering transparent and efficient services to the citizens. Thus, public value was introduced in order to guide managers on how

to develop entrepreneurial ideas and innovation. Thus, Kelly et al., (2002) advanced Moore's public value theory and indicated that public value could be drawn in three different key dimensions: services, outcomes and trust/legitimacy (see Figure 2, Public Value Frameworks; Kelly et al., 2002). It can be achieved by focusing on improving the efficiency, effectiveness, and more importantly economy of organisations through promoting tangible and intangible services. The best way to make decisions about sharing public resources is to create a suitable way of engaging citizens in creating public value (Cordella and Willcocks, 2012). These initiatives should improve the public good. As a result, nowadays, public value is not only focusing on the private sector but to all types of governments, including non-governmental administrations (Alford and Yates, 2014; Bryson and Crosby et al., 2014).

### **3.11. ACHIEVING SOCIAL HOUSING SUSTAINABILITY THROUGH THE LENS OF PUBLIC VALUE**

The social housing sector is facing enormous challenges and the construction industry can improve in condition in terms of sustainable practice in order to reduce the environmental impact as well as enhance the economic and social characteristics (Leblanc et al., 2010). As mentioned in the previous section, the main concept of sustainability policy often seeks to identify the diverse nature of homeownership, particularly in regards to cultural setting, such as family size, housing needs and location (Poon and Garratt, 2012). On the other hand, viewed from the public value perspective, social housing sustainability can be maintained and add value by embracing social background because it often allows more space, particularly for social interaction, peace and security, convenience, education and national health services (Putuhena, 2010).

Public value highlights its three different dimensions (services, outcomes and trust) within social housing sustainability by encouraging social integration, for instance, in the Singapore social housing model, that is one of the finest models around the globe particularly in terms of homeownership encouragement (Phang, 2010b). Thus, public value plays a significant role in terms of social housing sustainability policy, as well as encouraging social interaction, fostering cohesion as well as developing a multi-ethnic and multi-

cultural society (Putuhena, 2010). Additionally, social housing sustainability can help to bring together low to high-income earners by improving mixed social housing (Kates et al., 2005).

Social housing sustainability will promote even more community closeness and the sense of belonging to a harmonious society through public participation in grassroots activities (Zaid and Graham, 2011). Public value often encourages educational requirements and democracy, which play a significant role in terms of community development within social housing homeownership sustainability policy (Gurran, 2003). Achieving social housing homeownership sustainably in the social dimension is linked to the gender aspect; for example, paying more attention to enhancing the core capacity of women, like financial programmes.

Social housing homeownership sustainability indicators	Indicators
Facilities and services	<ul style="list-style-type: none"> <li>▣ Regular use of convenience store, school, general practice (GP) facilities, playground, transportation link and post office</li> </ul>
Living space per person	<ul style="list-style-type: none"> <li>▣ Housing satisfaction with average size of home</li> <li>▣ Accessible outdoor private spaces</li> </ul>
Public health	<ul style="list-style-type: none"> <li>▣ Health of family member having stress related or health problems.</li> </ul>
Public spirit and social collaboration	<ul style="list-style-type: none"> <li>▣ Community bonding within neighbourhood</li> </ul>
Peace and security	<ul style="list-style-type: none"> <li>▣ Peace and Sense of safety or security within the neighbourhood at all times</li> <li>▣ Overall reputation of residents within the community</li> </ul>

### 3.12. AN ALTERNATIVE APPROACH TO SOCIAL HOUSING HOME-OWNERSHIP SUSTAINABILITY POLICY IN THE UK

After a careful evaluation of the current research limitations, some useful alternatives approaches, mainly regarding the social housing home-ownership

sustainability policy, are proposed in Table 3.3 below. This particular policy approach will inspire even more social tenants to become homeowners (Greve, 2015). Also, the study highlights that the home-ownership sustainability policy has been at the top of the government's agenda since the 1980s, under the Thatcher administration (Behrens, 1980). As a result, the right to buy was one of the most successful policies, and more than 1.5 million homes have now been sold under the right to buy scheme from the 1980s to 2003 (Williamson et al., 2013). However, it is not enough and more needs to be done to offer more opportunities for social tenants to move onto the housing ladder to provide local authorities with more subsidies with which to build new, affordable homes (Lupton et al., 2008; Phang, 2010). Furthermore, the literature evaluated some significant points, such as the normal rates of social housing in the UK are far higher compared to the 1970s and 80s. Therefore, social housing homeownership sustainability strategies mainly depend on the building of new homes in order to increase the housing supply rather than the housing demand. However, expanding social housing homeownership will not necessarily reduce the wealth distribution within the wider community but it will add value to the community (Drew, 2013).

Table 11.3 below suggests five different policy approaches for policy-makers and politicians before the implementation of policy to engage the citizens for further and solid policy reformation (Ingold and Gschwend, 2014). The first approach is the type of tenure for social rent tenants, and the government can introduce a new alternative policy on mortgages as tax release for low-income families to encourage them to become home-owners. At the same time, housing associations and ALMOs can consider offering the same discount rate as the local authorities to increase the building of new, affordable housing. Also, all social housing providers should offer a better deal to low-income families and individuals (Lawton, 2015). It will offer a better opportunity for social tenants to live in one permanent location and avoid the need for them to seek work closer to home (Hills, 2007). Once the tenants become home-owners, their children's education level will improve amazingly in school

because school transfer normally has a negative effect on children's educational performance and lifestyle (Murphy, et al., 2014).

The second alternative is for government funding to home-ownership is that local authorities should fully consider a council tax reduction for private renters who receive housing benefit (Murphy et al., 2014). Private rent is already higher than social housing rent, so poor tenants spend most of their income on housing rent and have very little to spend on the remaining family expenses (Kull et al., 2014). The third suggestion is that government officials should ease planning permission and consider releasing green belt land to increase the national housing stock and allow more affordable homes to be built (Robinson and Walshaw, 2014). Fourth, more subsidies should be offered to registered social landlords on a grand scale to allow them to offer standard rents that are very close to what the local authorities offer to eligible tenants (Robinson and Walshaw, 2014). The German government, for example, has already implemented a policy whereby the private housing market cannot increase rents by more than 10% above the standard rent (Crook and Whitehead 2002; Lupton, et al., 2008; Poon and Garratt, 2012).

**Furthermore, the social housing homeownership sustainability policy mainly depends on an increased housing supply not just housing demand, particularly in the UK.**

The UK central government's aim is to grow homeownership in order to add value to the wider community. However, it remains unclear whether the social housing homeownership policy could be encouraged through public policy measurement, which aims at high housing demand instead of supply. More importantly, social housing policy aims at both supply and demand, although the recent aim is to build about 240,000 new homes per year by the end of 2016 (Tajani and Morano, 2015; Gregg et al., 2015). In fact, the social housing homeownership rate has increased very little in England, but the demand is great on the social housing homeownership sustainability policy (Karunasena and Deng, 2012b). However, it depends on the growth of the housing supply as well as ongoing developments, particularly in terms of affordability within a strong economy, environment and social setting Maclennan *et al.*, (1997).

Table 11.3 Key propositions for social housing home-ownership policy in the UK

Alternative approaches (propositions) for social housing home-ownership policy in the UK

Characteristics of social housing policy	Policy alternatives (Reformation)	References
Type of tenure (Rented only)	Mortgages should be tax release to encourage low-income families to become home-owners  Housing Association and ALMOs should consider offering the same discount as local authorities. Local authorities, Housing Associations, and ALMOs should offer families and individuals a better discount rate on shared ownership schemes	(Davidoff 2006, Wihlborg et al. 2015)
Government funding related to home-ownership not tenants	Governments should fully consider a council tax reduction for private renters who receive housing benefits	Murphy et al. (2014)
Ease planning permission	Politicians and policy-makers should consider releasing green belt land and ease planning permission to increase the national housing stock as well as make it even more affordable	(Crook, Whitehead 2002, Poon, Garratt 2012)
Housing inspections for private landlords and rent control	Some private homes fail to meet the standard and charge far higher rents than the market price. Also, efficient and transparent rent deposit provision could be used in private housing sector for low-income families in order to avoid them having to move to a different borough	(Robinson, Walshaw 2014)
Subsidies offered to registered social landlords on a large scale	Subsidies should be considered for registered social landlords to offer standard rents, set by the local authorities.	(Robinson, Walshaw 2014)
Home-ownership policy sustainability	All local authorities should implement the same housing homeownership policy in the UK to encourage more citizens to engage in homeownership or shared ownership schemes with a 100 years lease, NOT freehold housing. Thus, from the public values perspective, a social housing policy framework should be constructed and must fully consider employment, education performance, health, and crime. This would reduce child poverty and social exclusion, particularly in the UK.	(Feinstein, Lupton et al. 2008, Phang 2010)



### 3.13. CONCLUSIONS

Public value theory has been selected as the most suitable theory for the social housing home-ownership sustainability policy, mainly because PVT is no longer inadequate to the private sector but to all types of governments, including non-governmental administrations (Alford, Yates 2014; Crosby et al., 2014). Further, social tenants who are the potential customers now have more sophisticated expectations than ever before. For example, they want everything to be done far faster than before, for a lower price, with high quality services, after-sales services and tenant/customer satisfaction is the main research questions. In particular, within the public sector, reduced subsidies and higher demands for transparency and accountability have greatly contributed to the new public management programme (AV, AS et al., 2015). At present, new public management introduces a new business approach that has modified the public sector's financial operation to become more like that of the private sector (Doyle et al., 2015).

#### ❖ **Social Housing Affordability**

- The central government needs to reduce the overall cost of social housing in order to meet the high housing demand because England alone should build over 250,000 new homes per year, which makes them genuinely affordable by low-income families (Gregg et al., 2015).
- The local government must consider housing benefit in order to reflect the housing cost in the neighbourhood (Gregg et al., 2015).

#### ❖ **Social Housing Sustainability Policy**

- According to the legal framework, social housing sustainability has become gradually more difficult for social tenants and private tenants. Thus, the local government influence to extend housing tenancy agreements beyond twelve-months as standard (Öberg et al., 2014).
- Currently, the approach of the private renting sector should change from the old legislation (6-12 months) to five-year rental contracts in order to provide proper, long-term security to renters (Gregg et al., 2015).



### ▪ **Available Space**

- Currently, the central government is trying to encourage house building developers to provide adequate space for tenants in order to have storage, and space for play and study. This improvement can be achieved by following the successful housing and planning models of Germany and the Netherlands (Jones and Caruana, 2014).

### ❖ **Neighbourhood**

- Once housing affordability has been achieved, all families will be able to choose where to live and will not be forced to live in an insecure neighbourhood. Also, building newly-designed homes will definitely improve neighbourhoods, and make them even more attractive (Wan Abd et al., 2014).

### ❖ **Economic Barriers to Social Housing Homeownership**

- **Poor social housing affordability:** Poor resource to high demand and costs which may prevent weak families from accessing decent accommodation.
- **Insufficient supply:** The shortage of social housing may stop the basic requirement to meet housing needs, which is more likely to be a key reason for the housing crisis in terms of affordability and homelessness.
- **Poor funding:** The unavailability of funds from the central government authority can cause a poor financial situation.
- **Development plan:** A poor development strategy may cause incompatibility among the supply and high demand for social housing homeownership.

### ❖ **Environmental Barriers to Social Housing Homeownership**

- **Poor quality of building materials:** The use of unsustainable building materials for the construction of social housing could increase the maintenance costs and damage the overall environment.
- **Renewable materials:** Non-practise and usage of recyclable renewable energy sources could be a main obstacle to attaining sustainability regarding social housing homeownership.

#### ❖ **Social Barriers to Social Housing Homeownership**

- **Poor Health:** Poor condition of social housing homeownership can lead to a fear of crime, pollution, low education, and poor access to cultural activities, which could be an obstacle to social housing homeownership neighbourhoods.
- **Poor education system:** Unfortunate education systems can be a major problem in attaining sustainability in social housing homeownership, like a lack of understanding of low-energy strategies and incapability in order to recognise opportunities for the inclusion of renewable energy.
- **Unemployment:** poor employment levels may prevent the citizens from undertaking the necessary responsibilities for attaining sustainability in social housing homeownership and could lead to poor motivation and social exclusion.
- **Social cohesion:** a lack of social cohesion can lead to a poor economic, social and cultural setting as well as segregation and exclusion.
- **Public engagement:** poor citizen engagement in inadequate sustainability information can be a great obstacle to the development of a social housing homeownership scheme.

## **CHAPTER 4: RESEARCH METHODOLOGY - A QUALITATIVE CASE STUDY APPROACH**

## 4.0. CHAPTER 4: RESEARCH METHODOLOGY

### 4.1. INTRODUCTION

The selection protocol for a research approach needs to be directed particularly by a methodical research paradigm regarding the actual nature of realism and how broadly knowledge about realism could be understood (Montgomery et al., 2011; 2014; Lemonte and Ferrari, 2011a; Yin, 2009). More importantly, the research paradigm is simply a set of the public's beliefs and philosophies regarding the world. According to Myers (1999a), investigators have totally different opinions and values and, at the same time, most research is based on fundamental norms about what found as a valid study and which research approaches are the most suitable. Also, the research paradigm shows that actual field research has three different, inter-related views in regards to ontology, epistemology and methods, which are evaluated in Table 2.4 below (Bailey 2007).

#### 4.2.1. Research Philosophy

One of the most significant recent discussions in terms of legal and moral perspective in the current philosophy and research approach is a philosophical understanding of world interpretation, that motivates and notifies the style of research that best suits the current research on social housing homeownership sustainability policy (Sapsford and Jupp, 2006). On the other hand, Hussey (2003) and Creswell (2009) claimed that the research approach includes all stages, starting from the academic groundwork for the data gathering and analysis. However, the research methodology mainly focuses on decision-making through knowledgeable decision-making regarding a research problem statement and serves the most suitable method for developing a conceptual framework for social housing. Thus, it can be understood from the above philosophical viewpoint of the world and is significant to the value of the research method.

It can help to simplify the research project in order to show that the design could work better in terms of identifying the best research design, that may lie beyond the researcher's scope and knowledge (Easterby-Smith et al., 2009).

In order to highlight the important step concerning setting other research limits and preferences related to the research (Järvinen, 2007), it would be far better to highlight the different research philosophies to find out which is the most significant knowledge to be managed by a set of statements that may be epistemological or ontological in nature. Nevertheless, several researchers have an entirely different perspective in regard to understanding these difficult philosophical evaluations against the background of the key traditions of research, such as qualitative and quantitative (Becker and Bryman et al., 2012). Thus, these four different types of research philosophy, as indicated by Yin (1994).

#### 4.2.2. Epistemology: Philosophical Foundations

**The ontological statement**, particularly in qualitative study, highlights the key issue of the realism created by the investigator engaged in investigation environments “i.e. constructivism” (Creswell, 2009). Therefore, it suggests that it is the researcher, participants/respondents and the readers who interpret the data or information “i.e. interpretative” (Creswell, 2009). Nevertheless, in quantitative study, realism is a key ‘objective’ and (Saunders and Deeming, 2011). Thus, it could be measured by using a questionnaire survey that specifies “positivism” (Saunders and Deeming, 2011; Creswell, 2009).

**Epistemology norms** indicate that adequate information in an arena of research (Saunders and Deeming, 2011). However, under a qualitative research method, the investigator plays a key role in regard to engaging with the participants for an extended period of the research i.e. “interpretive” (Saunders and Deeming, 2011; Creswell, 2009). Therefore, it is clear that the investigator will remain detached and self-governing. However, it is not easy to control bias and choose an appropriate systematic sample and, at the same time, be objective in terms of analysing the situation i.e. “positivism” (Creswell, 2009).

The **axiology philosophy** assumption highlights questions in regard to what role and beliefs in particular study preference can address changes. (Saunders and Deeming, 2011). Thus, in qualitative study, the investigator or

researcher should receive value the kind of research and address reports on values and bias of information (Saunders and Deeming, 2011; Creswell, 2009). Therefore, the option of what to perform or how to perform by human belief, as well as regular involvement (Easterby-Smith et al., 2009). Equally, the quantitative research paradigm address that the investigator's values need to be kept out of the research (Saunders and Deeming, 2011).

**Pragmatism philosophy** is all about selecting one key position like epistemology, and axiology and is rather impractical in practice. Therefore, it is claimed that the most significant factor of the key position is to approve the research questions (Clark, 2010; Saunders and Deeming, 2011). However, it is most appropriate, and the study question is not addressed visibly if it is an interpretive or positivist philosophy. Thus, in such a philosophical argument, both quantitative and qualitative approaches will resolve the upcoming research challenges. Nonetheless, the qualitative and quantitative research approaches are both traditional methods; however, at the present time, mixed methods represent inductive and deductive methods as well as a mixture of both (Creswell, 2009). Also, choice of such a technique is controlled by several issues. For example, the main topic studied the aim, objectives as well as the research questions. Also, Creswell (2009) indicted that other factors, like supporting individual interests regarding publishing in journals and contributing new ideas to the body of knowledge, are equally significant. Thus, the qualitative approach mainly describes the interpretative and values inductive process of study to discover a subject when the focal theory is not recognised (Creswell, 2009).

The quantitative method is an examination of a social issue, which is mainly grounded on testing a particular theory, the hypotheses or variables which are measured with certain numbers. It will show whether the predictive generalisations of the key variables or hypotheses are true or not (Creswell, 2009). Consequently, it is an objective that leads mainly to positivist reasoning in a particular study (Saunders and Deeming, 2011; Yin, 1994).

Further highlight that the essential evidence of a mixed technique design is mainly the use of quantitative and qualitative approach by offering a better understanding of the research issues. However, the mixed method is claimed to be the main evidence for the pragmatic reasoning in today's research design and research paradigm, as will be covered in the next section ((Tashakkori and Teddlie, 2003).

Three different fundamental research paradigms could be used within the social housing sustainability policy research, such as positivist, interpretive and critical (Chen and Hirschheim, 2004; Mingers, 2008; Drake, 2014), as briefly evaluated in Table 1.4 below.

Table 1.4. evaluates the research paradigms within the social housing homeownership sustainability policy. Source: Collected after (Vaishnavi, 2007 and Bailey, 2007).

**Table 1.4. The Research Philosophy and Paradigm**

<b>Philosophy</b>	<b>Interpretative</b>	<b>Positivism</b>	<b>Realism</b>
<b>Ontology</b>	Objectivism indicates the external correlation while Constructivism addresses the internal connection	Constructivism and Interpretivism mainly focus on the exploration of a real-life condition in the setting of the phenomenon.	The investigator is to objective in regards to self-sufficiently of human conscious-mind but understood out of the social condition
<b>Epistemology</b>	Positivism is self-governing and can be explored while Interpretative, mainly dependent of being explored and t focuses on indirect a social phenomenon.	Researcher anticipated to explore situations that engage the public, in regard to their knowledge of the phenomenon.	Having trust in observing an event in order to prove the credibility of a particular fact; unusual data can create imprecision and misinterpretation; mainly focusing just on the explanations.

<b>Axiology</b>	Focus on neutral Value Biased	Value loaded as the researchers' opinions mainly depend on the contributor's knowledge and experiences of the circumstances.	The actual research is value loaded, so the researcher can be biased by the worldviews, value, culture and experience which affect the outcomes
<b>Pragmatism</b>	A mixture of positivism and interpretivism in order to highlight social or public problems.	It may be more interpretative than positivist because its applied explanation may be required in real-life matters or issues.	The actual result may be interpretative rather than positivist, which may change the research result.
<b>Approach</b>	Qualitative	Quantitative, could use as qualitative approach.	This method mainly depends on the research problem
<b>Method</b>	Can be mixed or multiple	A mono technique; however, it may use mixed methods in some cases	Technique applied mainly based on the study outcomes.

#### 4.2.3. Research Strategy

According to Galliers (1992), the research strategy highlights how research is carried out regarding the style of and approach to the data collection. Yin (2009) indicated several fundamental considerations in regard to research strategy, which are outlined below:

- ❖ To identify the different types of research questions to be considered.
- ❖ To highlight how many researchers can extend and control the research environment.
- ❖ To find out how much of the research project relates to historical events.



Nevertheless, the above statements were not the only consideration for this research project. Also, numerous minor factors were taken into consideration concerning the particular local government authorities' landscape. Mainly, these statements include the requirement in order empirically to explore the research questions and anticipate some complex responses to the research phenomenon in its natural background. Case Study Research Strategy

The case study research strategy mainly depends on the types of research questions and the style of a case study that may fall into either a descriptive, exploratory or explanatory mode (Yin, 2009). Thus, in regards to exploratory research, Saunders et al., (2000) claim that to explore unique ways to approach the chosen topics and accepting research methodology, so it begins with a wide-ranging or systematic literature search, which will allow the researcher to focus more on the inquiry process through engaging in rich discussions with potential experts in the field, while descriptive case studies are more often applied as an extension to exploratory research.

This research follows the exploratory style of the case study approach that mainly focuses on “how” and “why” questions within the local authorities' social housing sector. Thus, exploratory study often provides a means of outlining a future study agenda, which Roethlisberger (1977) stated is an essential advantage of the case study research approach with growing areas of research. However, in this research project, chapters one to three highlighted that there is limited research on social housing homeownership sustainability policy through internal organisational evaluation within the local government authorities' setting, and consequently this research meets the standards for being a novel and emerging area to explore.

#### **4.2.4. Positivist Paradigm**

One of the most important points is that the positivist example claims that the survey is expected to be mainly value free, as a result of which the researcher would remain totally independent and objective with regard to what is being observed (Easterby-Smith et al., 2009). Positivists focus on the facts related to a particular social phenomenon (Collis and Hussey, 2009). Furthermore, according to Chen and Hirschheim (2004), positivists mainly believe that

actually reality does exist only objectively and, at the same time, free from the participants' or human beings' experiences. Thus, positivist research mainly focuses on the empirical testing of relevant theories or theory to explore or discover the key principles that control the natural and social world. Conclusively, positivist research defines the evidence of the variables, propositions, testing or hypotheses to approve or disprove a phenomenon (Boyer, 2008).

#### **4.3.2. Interpretive Paradigm**

While the interpretive model or paradigm focuses mainly on ontology that is considered as subjective by the social actor to highlight the value system (Saunders and Deeming, 2011). Therefore, interpretive research always challenges the situations of a researcher as an unbiased observer to interpret human knowledge, which is considered as valid knowledge by the scholar (Gray, 2009; Saunders and Deeming, 2011). However, interpretive research does not aim to accept or reject a proposition or hypothesis, as does positivist research, but to explore and highlight how the important factors in a specific social background are connected inter-dependently (Boyer, 2008). Also, many scholars indicate the significance of an interpretive research approach that is a more novel contribution to social housing homeownership sustainability policy theory and managerial practice. However, nowadays, research is moving from the technological field to the social field, particularly with regard to local government organisational problems. It is mainly because the interpretive approach has appeared to be an appropriate valid research method, particularly in the public sector.

Moreover, Oates (2004) claims that the interpretive actor or researcher explore the actual phenomenon from the view of the contributors and without impressive any expectation of the position. To conclude, the main purpose of the interpretive method is to seek multiple interpretations in order to attain an in-depth understanding of the particular phenomenon. As a result, it can be one of the most suitable research methods when studying social housing homeownership sustainability policy in order to explore a deeper understanding of the social housing phenomenon in the public sector (McGrath and O'Toole, 2012; Sedmak and Longhurst, 2010).

### **4.3.3. Critical Paradigm**

The critical paradigm approach in the social housing homeownership sustainability policy is underdeveloped but, more importantly, is recently attracting more interest that need to be explored in this research (Kvasny and Richardson, 2006). However, this particular philosophical paradigm is based on a suitable statement where realism is considered to be historically established and shaped and reshaped by humans (Jaafar et al., 2013). Thus, different types of critical research manage to highlight mainly things that may never have been considered as separate factors (Chen and Hirschheim, 2004).

#### **4.2.4.1. *Justifications for the Adoption of the Interpretive Paradigm***

Subsequently, we evaluate the three different research paradigms in the public sector, particular within social housing sustainability policy, that investigates how exactly knowledge is being transformed successfully by social housing homeownership sustainability strategies. Also, interpretivist paradigm as the most suitable in order to indicate the main purpose of this research. The rationale behind the implementation or adoption of an interpretivist method in this research on social housing sustainability policy is discussed below.

This research has only three research questions and no propositions, hypothesis testing, or variables to be measured; thus, the positivist research method can be applied. More importantly, the interpretive research paradigm is the most suitable method to be used for research that explores social housing phenomena through the research questions. After selecting the most suitable research paradigm for this particular research, the next paragraph will highlight the most appropriate research approach for answering the study questions.

#### **4.4.1. Quantitative Approach**

The quantitative research approach was initially coined in the natural sciences in order to research natural phenomena (Saunders and Lewis et al., 2000). Also, the quantitative research method was used as a tool to measure and describe the relationships that are currently under research (Sarantakos,

2013). However, the researchers will be totally independent of the background of the research as well as investigate the statistical meaning (Currie and Finnegan, 2010). Furthermore, the quantitative method was used to survey the questionnaires, mathematical modelling, laboratory experiments and replication (Montgomery et al., 2004). As a result, the quantitative research method is not an appropriate approach for social housing homeownership sustainability research, so the next section will explain the qualitative research method.

#### **4.4.2. Qualitative Approach**

In the previous section, the quantitative research method has been explained, and it was found to be unsuitable for the social housing homeownership sustainability policy. However, in comparison to the quantitative method, the qualitative study approach is mainly based on words, instead of numbers (Gesler et al., 2000). Moreover, qualitative researchers normally undertake the work with small samples of people in order to conduct research in-depth within the natural setting (Tuunanen et al., 2007), while Silverman (2013) argues that accurate observation mainly considers a qualitative research approach to engage the researcher within the natural context. However, the rationale behind the chosen qualitative approach is because the research problem under study is unknown. Thus, the qualitative researcher will endeavour to explore the public experience or the problem (Sarantakos, 2013). In this case, the investigator usually interviews people face to face in order to observe how they behave and act in the particular setting (Creswell, 2009).

The qualitative research method is used to evaluate case study, grounded theory and action study (Wadsworth and ebrary 2016; Yin 2003b; Lemonte and Ferrari, 2011a; Yin 2003b; Lemonte and Ferrari, 2011a). As a result, the quantitative research method is found to be an appropriate research approach for exploring social housing homeownership sustainability policy.

Table 2.4 below offers a concise evaluation of the quantitative and qualitative research approaches, in order to deliver the basis for the justification for approving the most appropriate research method for this research.

#### 4.4.2.1. *Comparing the Quantitative and Qualitative Research Approaches:*

Source: Burns (2000)

**Table 2.4. Comparing the Quantitative and Qualitative Research Approaches**

	Qualitative Approach	Quantitative Approach
Assumption	Realism socially developed Variables that are difficult and sophisticated to measure Actions observed from a different viewpoint	Reality of raw data have an Variables and hypotheses and propositions can be measured and identified easily.
Aim	Understanding the interpretivist setting viewpoint of the participants and others	Mainly based on prediction generalisation and the basic explanation of a situation
Technique	Data collection approach mainly using a case study focus group, interview, and observation	Data collection style mainly testing generalising and measuring

#### 4.4.3. *Justification for the Adoption of the Qualitative Research Approach*

In the current study, several key reasons make the qualitative research technique the most appropriate research method and further justification for this is explained and discussed in the upcoming section.

First, it was noted in chapter two that little study had evaluated social housing homeownership sustainability policy in the context of public value. Therefore, the qualitative method is the most appropriate choice for this research. According to Corbin and Strauss (2015), the qualitative approach may be applied to recognise any phenomenon as comprehensive that is yet identified and needed to attain new opinion on the problem or to attain even more in-depth information that could be more complex quantitative method. Secondly,

the aim of this study is to achieve a comprehensive understanding in regards to how valid knowledge can be transformed from citizens to the local government social housing sector. Nonetheless, the primary factors that influence social housing sustainability policy are by no means transparent and rich.

The qualitative research approach will offer an opportunity to understand fully the social and cultural backgrounds as well as participants' approaches to understand their perceptions (Myers, 1999b), while the quantitative method uses a survey questionnaire, which cannot normally offer the rich understanding and information that are required to study social housing sustainability policy. However, the researcher is not nervous with unbiased, but instead with the fact just like contributors that observed. Thus, this study has contended more for an interpretive model or paradigm, qualitative method of investigation. The next section mainly highlights the choice of a suitable research approach for this research.

### **4.3. EMPIRICAL RESEARCH METHODOLOGY**

The researcher integrates these issues or factors into an empirical research approach, which was adopted for this research project. Thus, the overall empirical research methodology approach and its process are presented in more detail in figure 18.4. (Research Design) below.

#### **4.3.1. Research Design for Social Housing Sustainability Policy**

The research design is an interconnected, rational process that is accepted by an investigator to gather, evaluate and interpret data (Yin, 2009; Yin 2014). Thus, the following sections will discuss the strategy and construction of the research for the data collection and fieldwork. The researcher has indicated that the research used a multiple case study focus group protocol, from two different local government authorities in the UK, for the data collection and analysis. Therefore, a broad justification for the research strategy is provided in the next section, and the research design was then changed into several strategies as follows:

- To make an effort to collect data under a clear, reasonable and manageable design;

- To ensure that most of the required data are gathered and irrelevant data are removed, if not required for the research;
- To ensure that the study follows a particular schedule in order to meet the deadline, that will enable the researcher to track the route regarding how the knowledge was constructed;

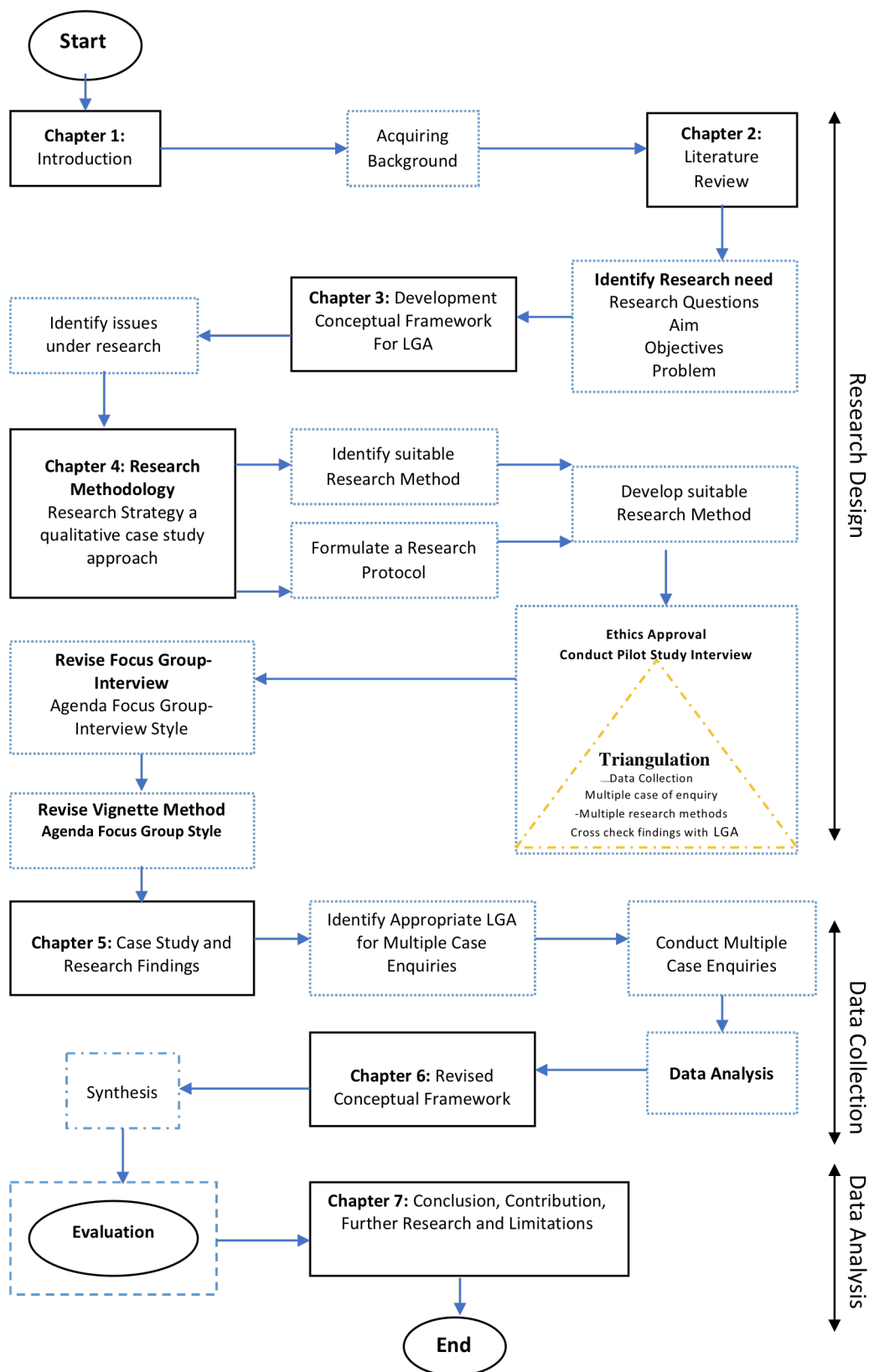
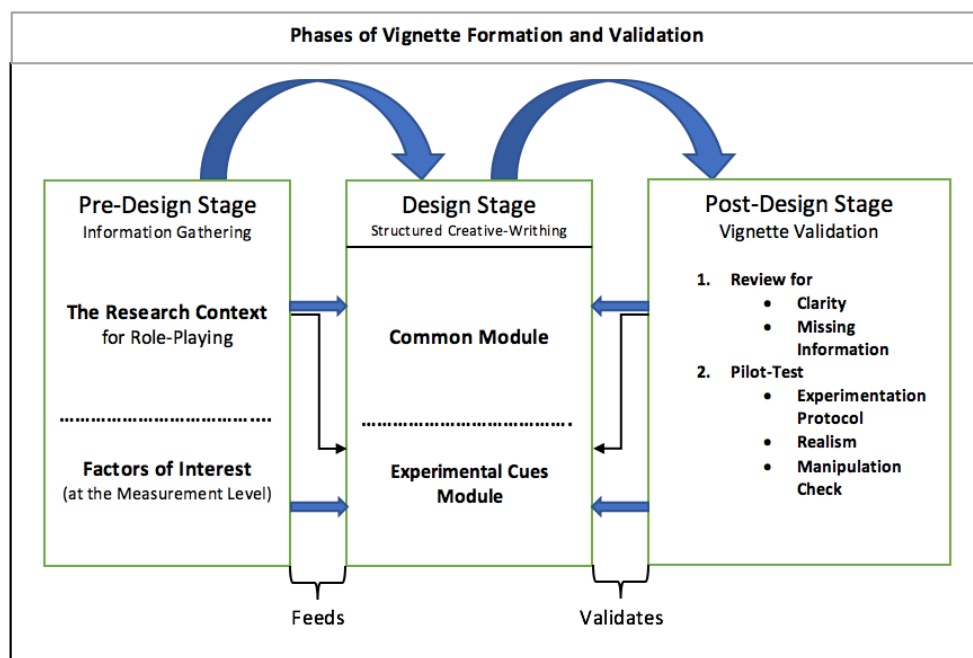


Figure 15.4 Research Design (By the Researcher)



In the research design procedure, a qualitative multiple case study technique was developed in order to collect data as a primary sources. The approach consists of focus group interviews and vignettes (see Appendix A), which is a sequence of research questions associated with the units of data analysis and research design in order to lead the researcher during the focus group. In addition to the focus group, data were gathered through several different valid sources, such as archival documents, minutes of meetings and reports from the local council website. Moreover, using multiple sources of data gathering approaches makes triangulation possible, which offers a much stronger of a relevant theory for the research (Eisenhardt; 1989; Yin, 1994).



**Figure 16.4 Phases of vignette formation and validation**

(Jenkins et al., 2010)

In the phases of vignette formation and validation procedure, a qualitative vignette approach as a case study technique was developed to collect the additional data to evaluate the relevancy if the primary data. The three different phases are outlined in the figure above (the pre-design, design and post-design stages), in order to validate the procedure. The approach of vignettes was form in the form of focus group-interview outline, which is a sequence of research questions associated with the units of data analysis and research design to lead the researcher during the vignettes approach.

## Qualitative Research: An Overview

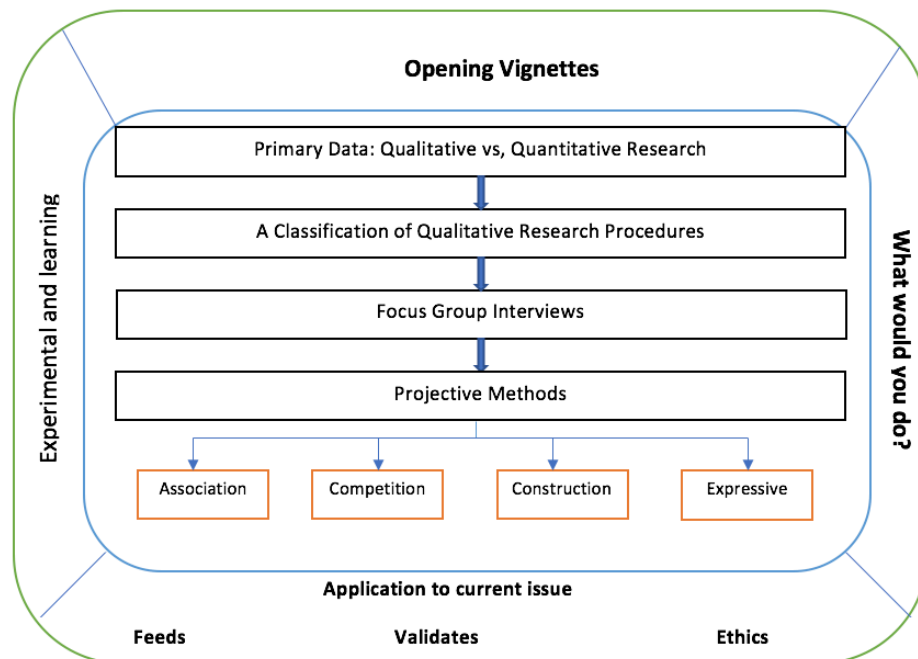


Figure 17.4 Qualitative Research for the Vignette Approach: An Overview

(Jenkins et al. 2010)

In the qualitative research opening vignette approach, a qualitative vignette case study method was developed in order to collect additional data to evaluate the relevancy of the primary data results. The qualitative approach shows the procedure of focus group on the above figure 20.4 in different stages, from the opening vignette to the validation procedures, which is a sequence of research questions associated with the units of data analysis and research design in order to lead the researcher during the focus group.

#### Case Study, Sources of Evidence Used in this Research

It is vital to understand that a case study procedure is a significant tool that requires consideration before the data collection phase begins (Yin, 2009; Yin, 2014). Thus, the case study procedure is a vital tool for conducting single or multiple cases and outlines the main rules and protocols for empirical study (Burns and Grove, 2005). According to Johnston et al., (1999, p. 207), a case study is a methodical strategy that should be considered before starting the data collection in regards to what data are required and how this can be achieved. More importantly, the case study protocol must be updated on a

regular basis and enhanced with each replication during the research (Eisenhardt, 1989).

The fundamental aspect of the case study procedure is the focus group interview pilot study (see Appendix A) which shows the key questions to be answered during the focus group interviews. Also, it highlights the key subjects to be addressed during the focus group and outlines the particular data needed for a social housing homeownership sustainability policy for UK local authorities (Tsikriktsis et al., 2002). This will permit the research to be achieved in such a way that any other researchers can repeat the investigation and still achieve the same findings (Yin, 2009).

**Table 18.4. Four Sources of Evidence Used in this Research: (Adapted: Yin, 1994)**

Evidence	Strength	Weaknesses	Sources
<b>Documentations</b>	<p>Study can be revised frequently.</p> <p>The wide-ranging reporting long span of time for several events and backgrounds.</p>	<p>Recoverability can be very low.</p> <p>Biased selection</p> <p>Accessibility can be blocked by purpose.</p>	<p>Reports from the local authorities under study.</p> <p>Local government authorities' White Papers.</p> <p>Reference material from related case government</p>
<b>Archival Records</b>	<p>Documents can be revised frequently.</p> <p>Unremarkable case can be reviewed because of the case study.</p> <p>Precise and quantitative</p>	<p>Recoverability can be very low.</p> <p>Biased selection</p> <p>Accessibility can be blocked by purpose.</p> <p>Accessibility can be blocked due to privacy reasons.</p>	<p>Deliverables on earlier interconnectivity projects in the local authorities' under study.</p> <p>Local government authorities under study records</p>

<b>Interview</b>	<p>Focused directly on the case of study social housing</p> <p>Participant-perceived casual implications</p>	<p>Mainly biased because of poorly developed questions</p> <p>Participant bias</p> <p>Reflexivity-interviewee deliver what the interviewer is interested in.</p>	Unstructured interview
<b>Focus Groups and Vignette</b>	<p>Do not differentiate between participants who are unable to read or write</p> <p>Encourage other people from those who are unwilling to be interviewed on their own</p> <p>Encourage inputs from participants who feel they have nothing to add that will enhance the value of this research.</p> <p>Provides a better chance for interaction between the researcher and the participants.</p> <p>Group dynamics can motivate conversations and increase the swiftness of information creation.</p> <p>Public often feel comfortable responding is a group discussion with those who share similar interests.</p>	<p>Demands a highly skilled researcher or moderator.</p> <p>Participants can take opinions.</p> <p>May wish to please the researcher.</p> <p>Can be controlled by one or two people.</p> <p>Self-restriction of opinions that can be oppose others' thoughts and may hesitate to share or discuss sensitive subjects.</p>	Formal interview with participants to gain insights.

#### 4.3.2. Pilot Study for this Research

Before starting the data collection, six pilot interviews were conducted in order to offer a primary understanding of social housing homeownership sustainability policy in the public sector and to check the potential focus group-questions. The pilot informants were from the local authority social housing sector, PhD students/postdocs who had already undertaken research in the public sector in the UK and social tenants who recently became homeowners. Also, the pilot interview did help in regard to filtering the data collection strategy regarding the contents and protocols to be followed for the research.

The pilot participants were there to feedback and offer suggestions regarding any voids or uncertainties related to the overall structure and wording of the focus group questions. As a result, the pilot study was very productive and proved valuable in obtaining feedback from the social housing manager and PhD student/postdoc practitioners before undertaking the data collection from the local government.

After the research strategy was selected to be a multiple case study, it was important to outline how the data collection would take place. According to Gillham and Ebrary, (2000, 2010), Lemonte and Ferrari (2011b) and Lemonte, Ferrari (2011b), a researcher using a case study protocol would look for more than one piece of evidence when gathering data. For example, what would the researcher observe during the focus group, what might the participants produce during data gathering and what documentation as well as focus group records would be revealed?

The focus group and vignettes approach was the principle foundation of the data collection and some documentation data allocated as vital informants in regards to understanding the actual phenomenon of the research (Miles and Huberman, 1994) Thus, different data collection techniques and a number of different sources of evidence were employed to achieve comprehensive findings, that is referred to as 'triangulation' (Myers, 2009, p. 10). The main advantage of applying the triangulation method is to decrease the amount of unsuitable information (Robson, 2002, p. 370). However, this involves mainly relying on a single data gathering technique and thinking that these are the correct findings, while triangulation offers a different perspective on a problem and provides even more information regarding the developing of useful ideas as well as permitting the checking of one source of information against different sources of data. For instance, applying documents in combination with focus group and vignettes would make it possible to explore and link how the participants express a problem.

### 4.3.3. Rationale and uses of Focus Groups for the Research

First, a focus group can be considered as a procedure of group interviews in order to explore some fundamental communications between the researcher and participants to produce data about a particular social phenomenon; in this case, social housing homeownership sustainability policy. However, focus group interviews are more often employed as a swift and more suitable way to gather data from a group of participants simultaneously. As focus group interview and the research does not need to ask each question, as the participants will encourage each other to discuss the topic and explore and exchange their knowledge as well as experiences. Also, the main reason behind focus group interviews is to allow the researcher to establish what and how the participant think and why they think in that way (Frankland et al., 2002).

### 4.3.4. Conducting a Focus Group with Participants from the Social Housing Sector

A focus group can contain anything from 4 to 10 participants and more than 50 groups can be held, depending on the research aim, questions and availability of resources. Thus, the research involved multiple case study focus groups from local government authorities in the UK. However, it is possible to study a small representative sample of a population; it depends on the scope of the research, while some researchers endorse similarity in each focus group to capitalise on the participants' common experiences (Frankland et al., 2002). Nonetheless, it can be used as an advantage to achieve rich data like a group from the same profession, to increase the exploration of totally different ideas in focus group situations, particularly within the social housing homeownership setting (Bertolotti et al., 2013).

List of Focus Groups Interview from the Case Study local government authority and local residents in the UK

Table 19.4. List of Focus Group Interviews

WHO	WHERE	HOW
Council Housing Managers Council Housing Employees	Council Housing Department in the UK	<b>Formal Interview</b> Focus Group-Interview Approximately 1:50 Hours Agenda (Refer to Appendix A)
Council Housing Manager	Social housing needs department	<b>Informal Interview</b> Open-ended questions (Refer to Appendix B for sample questions) Approximately 30 Minutes
Local Residents (who recently became homeowners and those who wish to become homeowners under social housing right to buy scheme)	Social housing tenants in the UK	<b>Formal Interview</b> Focus Group-Interview Approximately 1:50 Hours Agenda (Refer to Appendix A)
Local Residents	UK social housing tenants	<b>Informal Interview</b> Open-ended questions (Refer to Appendix B for sample questions) Approximately 30 Minutes

It is significant to consider carefully the most suitable focus group for social housing homeownership sustainability policy because of researching mainly different populations, like low-income families who cannot afford higher house rents and social tenants who wish to move onto the property ladder. However, it is important to assess how these social tenants overcome these potential difficulties to becoming homeowners. Therefore, the focus group can facilitate the gathering of data and information from participants in the social housing sector (Sapsford and Jupp, 2006). However, focus groups may have multiple

difficulties in regard to communicating to each participant. Here, the researcher's role is to observe and engage all participants in responding to the questions accordingly (Frankland et al., 2002).

**Table 20.4. List of Vignettes in the form of Focus Groups Interviews from the Case Study local government authority and local residents in the UK**

**Table 20.4. List of Vignettes in the form of Focus Group Interviews**

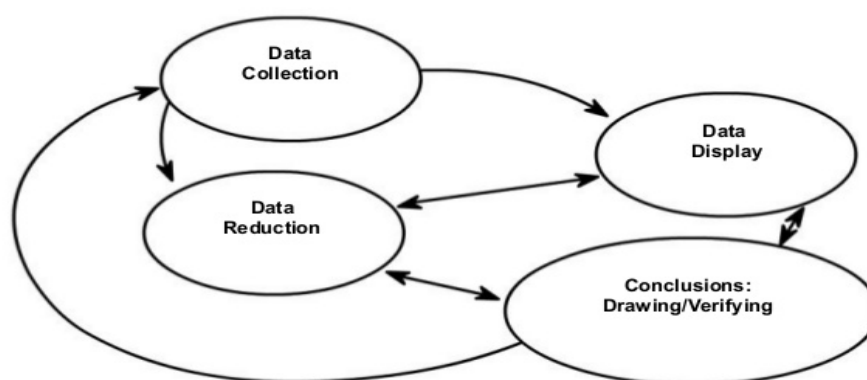
<b>WHO</b>	<b>WHERE</b>	<b>HOW</b>
<p>Council Housing Managers</p> <p>Council Housing Employees</p>	<p>Council Housing Department in the UK</p>	<p><b>Formal Interview</b></p> <p>Vignettes approach in the form of Focus Group-Interview</p> <p>Approximately 1:50 Hours</p> <p>Agenda (Refer to Appendix A.1)</p>
<p>Local Residents (who recently became homeowners and those who wish to become homeowners under social housing right to buy scheme)</p>	<p>Social housing tenants in the UK</p>	<p><b>Formal Interview</b></p> <p>Vignettes in the form of Focus Group-Interview</p> <p>Approximately 1:50 Hours</p> <p>Agenda (Refer to Appendix A.1)</p>

#### 4.3.5. Data Analysis for the Research

Mainly, data exploration is coined as a methodical procedure for organising and searching data to achieve insights as well as find valuable meaning (Slagt et al., 2013). Bryman, Burgess et al., (1994, 2002), Sapsford and Jupp (2006) and Sapsford and Jupp (2006) highlight that qualitative data examination mainly employs qualitative data, such as interview records and other relevant materials. Thus, it should be broken down into manageable sections to search for the most relevant patterns in order to discover what is significant and what is learnt, then analysing the actual results of the data. However, according to Miles and Huberman (1994), qualitative data analysis is not a chronological procedure, but is collaborative, engaging three different synchronised events;



for instance, data display, data reduction and the conclusions or drawing, as displayed in figure 4.4 below. First, the data reduction focuses on the actual process of choosing and shortening the raw data for better transformation. Secondly, data display emphasises the organisation and gathering of information in order to allow the drawing of conclusions or verifications, such as narratives, graphs and tables. Finally, the conclusion involves illustrations from the data to create an analytical chain of evidence for gathering diagrams and unplanned networks (Corbin, Strauss 2015).



**Figure 4.18.** An interactive model of qualitative data analysis Source: Miles and Huberman (1994)

Furthermore, nonetheless, there is no particular way to investigate qualitative data (Patton, 2002). There are some research approach journal articles and some useful books which provide several logical methods for analysing qualitative data, like grounded theory, narratives analysis, discourse analysis and content analysis (Maylor and Blackmon, 2005). The next section argues and explains the appropriateness of data triangulation for the research that was found to be the most suitable approach.

#### **4.3.6. Data Triangulation employed in this Research**

The most important aspects of the research are to focus on the data triangulation, that covers the validity and reliability of the empirical results of interpretive research. Also, Denzin, Lincoln (1994) highlights that triangulation provides another means of validating the findings of the research. Further, Denzin (1987) proposed that triangulation can be divided into four different parts: data, theory, investigator and methodological. On the other hand,

Janesick (2000) contributed the fifth element of triangulation: interdisciplinary. First of all, data triangulation introduces several lines of evidence to the research; the second part is the investigator, which means the use of many different researchers in the study (Janesick, 2000). The third one is theory triangulation, which means the use of multiple theoretical viewpoints in order to interpret a single set of data in the research (Denzin, Lincoln 1994), whereas, methodological is defined as applying multiple approaches to research a single issue. Lastly, interdisciplinary means investigating a problem that is connected with more than one discipline (Janesick, 2000).

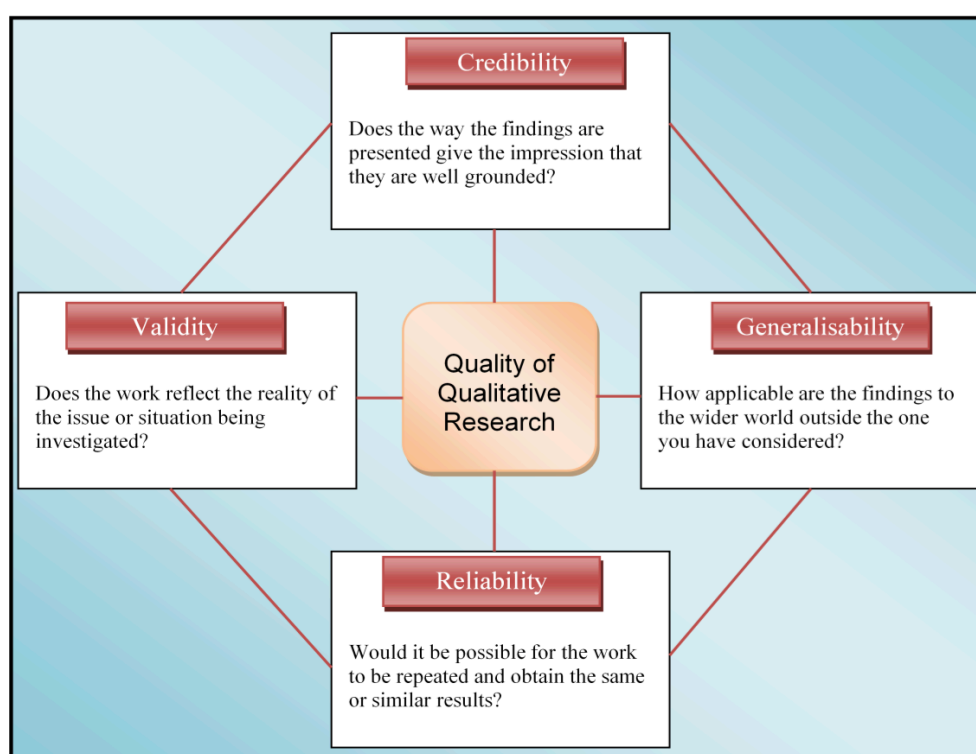


Figure 5.4. a Framework for Evaluating the Excellence of Qualitative Research

Source: (Maylor, Blackmon 2005)

Primarily, in the focus group, questions were asked in regards to the responsibility of the participants, managerial contextual, and some normal facts about the project. The questions were unrestricted because the evaluator wanted to receive as many responses as he could during the focus group interview. However, some issues reported during the focus group interview had not been considered previously by the researcher before (Maylor and Blackmon, 2005).

Table 21.4. Different Types of Data Triangulation Employed in this Research

Local Government Authorities	Type of Triangulation used	Different sources applied	
Local Authority A	Data Triangulation	Reports White Papers Focus Group-Interview	Deliverable Government records Observation
	Methodological Triangulation	Documentations Archival records Focus Group-Interview	Observation Physical objects
	Interdisciplinary Triangulation	Council Housing Sector	Management Culture
Local Residents (who recently became homeownership under social housing right to buy scheme)	London Borough of Hillingdon	Focus Group-Interview	Deliverable Homeowner records Observation
	Methodological Triangulation	Documentations Archival records Focus Group-Interview	Observation Physical objects
	Interdisciplinary Triangulation		Management Culture

#### 4.3.7. NVivo Software Package used for this Research

For the past few years, NVivo software has been considered one of the most useful tools for analysing qualitative data (Miles and Huberman 1994). Also, some qualitative scholars propose that NVivo is a more reliable and transparent software package for qualitative data examination (Myers, 2009; Romani, Tondini, 2005). Furthermore, according to MacGregor, Wathen (2014), there are three different key points to consider in order to attain more benefits using NVivo, such as speed, increased study quality and the development of data representation.

- Speed: high quality software can allow the investigator to manage better and search data more swiftly compared to a manual procedure.

- Increase the quality: the NVivo software package can enable the researcher to be reliable during data gathering in the logical process which can advance the validity of the study during the data analysis.
- Development of data symbol: qualitative software allows the researcher to show the data in a graphical design which facilitates interpretation and arguments from different viewpoints.

#### 4.3.8. Ethical Considerations

Ethical considerations are one of the most important aspects of any research, which mainly cover ethical problems and the privacy concept in social science study, specifically when employing a qualitative research approach. However, most decisions will have far-reaching consequences if not conducted with care ((Berg, 2014). Also, Burns (2000) indicated that a researcher has a great responsibility to the participants to inform them about the data collection protocol in detail, while May (2005) suggested that the participants must be allowed to give their knowledgeable approval to participate in research freely. At the same time, they should be informed that they can withdraw from the study at any time. The participants should be assured of privacy and confidentiality to reduce the risk of harm (Tilley and Woodthorpe, 2011).

Also, on the consent form, all of the necessary information including the aim and objective of the research project were outlined. The researcher made it clear to the participants that any responses and comments would be used for research purposes only and would remain private and confidential at all time. Conclusively, the identities of all of the interviewees and the local government authorities remained unidentified (Eikenberry, 2013) Thus, the research approach made the participants feel relaxed, open and free regarding sharing their feedback and experiences.

#### 4.4. CASE STUDY PROTOCOL: An Operationalised Action Plan

Some qualitative method strategies can be used in social housing homeownership sustainability policy. However, the options are available but depend on the aim and objective of the research (Creswell, 2009). For example, single or multiple case study, grounded theory, ethnography as well

as action research, that mainly focuses on investigating social phenomena in a real-life setting. This section does not aim to provide a comprehensive explanation but instead focuses on case study group interviews, because this is one of the most appropriate research strategies. Furthermore, this research will follow the perspective of Walsham (2006), that this is the most suitable strategy for leading social housing homeownership sustainability policy empirical research within the interpretive practice to hold an in-depth case study focus group.

A case study is usually considered to be informal, but a case study protocol needs a distinctively formal method in order to develop suitable protocols (Tsoumpas, 1993). A research protocol is applied as a tool that acts as an operationalised “Action Plan”, particularly for an empirical enquiry (Yin, 1994; Yin, 2014). Also, a case study protocol helps the researcher in regards to documentation that sets out the recommended rules and procedures to be followed during the fieldwork.

#### 4.4.1. Questioning Level in a Multiple Case Enquiry

Table 12.4. Questioning Level in a Multiple Case Enquiry (Yin, 2014)

Five Level of questions	Research Question	Reference Appendix E
<b>Level 1</b>	“Questions asked of specific interviewees”.	R.Q.1.4+ R.Q.3.2
<b>Level 2</b>	“Questions asked of the individual case (in the case study protocol to be answered by the researcher during a single case, even when the single case is part of a larger, multiple case study). However, this research heavily concentrates on level 2 for the case study protocols”.	R.Q.1.1, R.Q.1.4, R.Q.2.1, R.Q.3.3, R.Q.3.5,
<b>Level 3</b>	“Questions asked of the pattern of findings across multiple cases.”	R.Q.2.1
<b>Level 4</b>	“Questions asked of an entire study, for instance, addressing on information that goes beyond the case study indication and also including data already published or other literature”.	R.Q.2.1+ R.Q.3.5
<b>Level 5</b>	“Normative questions about policy recommendations and conclusions, going beyond the narrow scope of the study”.	R.Q.3.3

Differentiating between the five levels of research questions is vital, particularly when a single case forms part of a multiple case study enquiry. There are five levels of research questions that are linked with a multiple case study enquiry (Yin, 1994; Yin, 2014). Level one and level two of the research questions are mainly covered in this chapter (chapter four research methodology) and questions about level 3, 4 and 5 are discussed in the throughout the thesis. Conclusively, Yin (1994) indicated that the following summary considered as a part of a case study protocol such as:

**(1) The case study summary; (2) overall fieldwork procedures; (3) questions highlighted by the research, (4) the research output format, (5) case study topology (6) case study limitation (7) ethical considerations**

These sections will assist the researcher to focus on the key topic of the case study approach and, at the same time, the prior improvement of the protocol helps the investigator to anticipate any issues that may arise in the future (Yin, 2009). Moreover, this research adopted the summary recommended by Yin (1994) and these sections are discussed in more detail below.

#### **4.4.2. Case Study Overview**

According to Yin (1994), single or multiple case study offer an empirical review that explores a modern phenomena in a real-life setting, particularly when the limitations among phenomena and backgrounds are not obvious. It is mainly applied as a research strategy in a particular condition where the aim of the study and key objectives are to discover the answer to research questions in regards to what or how (Yin, 1984, p.17). Meanwhile, Verner, Abdullah (2012) indicated that is better to use single or multiple case study. Here, the social housing homeownership sustainability policy phenomenon is more complex and cannot be easily explored. Thus, the case study strategy includes an in-depth exploration of one or more social conditions, and data are gathered using single or multiple sources of evidence to advance a complete explanation through a research protocol (Lewis et al., 2000). However, a case study is restricted by action and time, and the researcher's role is to gather in-

depth data/information by implementing different types of data collection protocols (Farquhar, 2012). According to Gillham (2000), the main aim of the case study is not to confirm any propositions, variables or hypothesis through measured experiments.

Moreover, it is to allow researchers to obtain helpful ideas and valuable knowledge that are strongly linked to the examined situation. Furthermore, single or multiple case studies are a reliable and rigorous method for clarifying any doubts about modern theory or theories (McCutcheon and Meredith 1993).

- To identify the social housing homeownership scheme in regards to the decision-making process which is applied by the case study organisation or local government authorities.
- To identify the case study organisation's factors related to the research project, like technological support, funding availability and other factors that are related to social housing schemes.
- To categorise how each factor could impact on the social housing policy in a local government authority
- To prioritise the importance of the social housing homeownership sustainability policy and scheme.
- Finally, to identify the suitability of each factor related to the research project for inclusion in a conceptual framework for adoption by local government organisations.

#### **4.4.3. Fieldwork Research Procedures**

According to Yin (1994), the fieldwork research procedure should be appropriately designed to make the data collection process easy and straightforward for the researcher. The researcher will gather raw data from potential participants or organisations in a real-life setting and not through a rigid questionnaire survey. Thus, the researcher must consider carefully how to manage a real world event. For example, some people may not respond to particular interview questions or may not wish to participate at all, or some

relevant documents may be unavailable at the time of the focus group interview. The important documents related to the interview may be requested beforehand, to avoid delays. However, the focus group interview might be interrupted or the documents may not arrive on time, but these issues must not stop the researcher from collecting the data.

Therefore, the fieldwork procedure must be well-developed and organised in order to be able to deal with such important events. This research project covers multiple case study investigations, such as:

- The identification of case study organisations, like local government authorities, that have a social housing homeownership scheme.
- To identify the number of participants required for the research project at each local government authority
- To determine the most suitable data collection procedure that fits the research project inquiry.
- Design an appropriate focus group interview schedule for the participants from each case study organisation.
- Discuss the privacy and confidentiality of the information supplied and identified from the case study organisation, like the local government authority.

#### 4.4.4. Case Study Research Questions

Case study research can be considered as one of the most important aspects of the research project and, without an appropriate research question, the whole research will be void. Thus, the set of research questions must reflect the enquiry at each separate case level. More importantly, these three key questions produced numerous sub-questions for the focus group-interview, as presented in appendix E.

Hence, three different research questions had been constructed to help to recall the focus during the data collection procedure.

**The PhD thesis will focus on the following key research questions:**



- 1 What is the context of public value in the public sector, particularly in local government authorities' council housing, departments ?
- 2 what are the key factors affecting homeownership sustainability (under the Right to Buy) policy about the social housing stock, which require strategic mechanisms based on land value capture as well as housing allocation?
- 3 How can a conceptual framework support and reform the existing social housing policy within local government authorities, mainly in the homeownership scheme, in order to meet the demand of social housing in the context of preferences for homeownerships schemes?
- 4 What achievable factors are available to meet the challenges of social housing policy reforms in regards to managerial decision-making strategy for transparency and benefit to the public? Where citizens are expected to pay higher rents when their benefits are simultaneously being cut?
- 5 How is it possible to evaluate the independent pros and cons for social housing tenures that are essential for the future of affordable, sustainable homeownership policy from the economic, environment and social perspectives?

Table 13.4. *The key features of Case Study Research*

Key Feature	Outline
Mainly focus	An in-depth exploration from multiple viewpoints of the complexity and individuality of a specific project, institution, policy, program. Also, researchers can, gain as much information as he/she can but only the specific phenomenon that is under research
Natural background	Case or cases are observed in its natural background
General	Researcher generally focuses on the complexity of process and relations in regards to how they are inter-connected.
Single and multiple sources and data gathering techniques.	Researcher apply a broad choice of data sources and obtains several views using different data collection protocols like focus group-interviews, and documentation (history) exploration.

#### 4.4.5. Case Study Strengths for Research

Using single or multiple case studies as a research method will have many advantages. For example, the key benefits are that it can offer more precise implications and from the research of a real-life situation (Sarantakos, 2013). Also, it permits a consideration of reality and exploration of a phenomenon within a natural setting (Yin, 2003a). Likewise, using a case study approach will allow the study to explore the complications or difficulties associated with a specific phenomenon through close communication with the interviewee (Boyer, 2008). Furthermore, case studies offer a foundation of well-grounded,

excellent descriptions of the processes arising in local situations; for example, in public sector social housing homeownership departments (Yin, 2003a).

#### **4.4.6. Case Study Limitations**

The previous section addressed the key advantages of using the case study strategy. However, the case study had some weaknesses that will be addressed in this section. For instance, case study locations may be unavailable or it may be very challenging to gain access to the administration as some organisations feel hesitant about contributing to research (Myers, 2009), while Oates (2006) claims that it is often very difficult to negotiate in regards to the accessibility of the essential background; in particular, high-ranking people and some documentation is needed to examine a specific phenomenon by applying single or multiple cases studies. Also, case study research to ensure that the current study investigation can be adequately completed is usually challenging (Yin, 2009).

#### **4.4.7. Single Case Study Design versus Multiple Case Study Design**

The case study approach may be a single case study or multiple case study, depending on the research phenomenon (Yin, 2009). The single case study will enable the researchers to explore and get closer to the phenomenon of the research to achieve an in-depth explanation of the complete analysis of the raw data (Irani et al., 1999). Also, single case study is usually chosen when the case under research is a unique situation, and a revelatory case could be the first investigation of a phenomenon for scientific reasons (Yin, 2003a). Nevertheless, a single case study research approach can face some risks associated with underestimating a single result and overstressing some basic data (Jean Lee, 1992), while using multiple case study can make it possible to compare and explore the specific phenomenon against a broader background (Yin, 2009). Also, it could be chosen when similar outcomes are expected in terms of accurate replication or may create contrasting findings for expected reasons that can be considered as theoretical replication (Yin, 2014).

Thus, the research will explore some cases that represent different social housing sector settings. This will allow the investigator to validate and cross-

check the results, and treat an individual case study as a single test of the original conceptual framework which was developed in the previous chapter, chapter three. This allowed researchers to attain a logical generalisation through replications instead of sampling, where an individual case can be compared to a totally new research experiment (Irani et al. 1999; Eisenhardt and Graebner 2007).

#### **4.4.8. The Number of Cases Required for this Research**

It is important that the investigator reflects whenever implementing a multiple case study in order to make the target clear before starting the ethical considerations and data collection process (Yin, 2014; Yin, 2009). However, this issue highlights a dilemma regarding using case study, as there is no particular rule in regard to choosing single or multiple case studies for a research project. Several researchers have indicated that is better to use a few cases to gather rigorous results (Gillham, Dbrary; 2010; Lemonte and Ferrari, 2011b) and Voss et al. (2002) claim that, when researchers increase the number of cases, the chance of gaining in-depth findings increases. On the other hand, Eisenhardt (1989) argues that there should be at least 4-10 cases to assess the complexity of a particular phenomenon under study (Creswell 1998). However, according to Irani et al., (1999), nor should researchers undertake an exact number of case studies, as the overall decision is subject to the research aim and the number of questions. Moreover, in this research, the theoretical capacity idea was followed to decide how many cases needed to be researched. Thus, this research uses a multiple case study focus group drawn from a local government authority's social housing homeownership department in the UK and from local residents who recently became homeowners as well as those who wish to become homeowners through a social housing homeownership scheme, in order to avoid bias. In addition to multiple case studies, unstructured interviews were conducted with a local government authority housing needs and local residents in order to achieve the complexity of the particular phenomenon under study (Creswell, 1998).

#### **Access to the Case Study Organisations (Local Authorities)**

For any research project, it is vital to access the target organisation, participants and data for the fruitful research completion (Lewis et al., 2014). Also, this is essential for any case study research project because the researcher often spends an enormous amount of time with different participants in the organisation (Yin, 2009). In this particular research project, access to the organisations and interviews were achieved through university faculty contacts. A first formal letter was sent via email to the responsible manager, explaining the aim and key objectives of the study project by expressing the key points of research and requesting participants from the social housing department. Such a reliable recommendation was highlighted by Lewis (2003, p. 62), to have at least one point of contact in a local government authority to avoid any gaps in communication between the researcher and the participants.

#### **4.4.9. Justification and Adoption of Case Study**

Subsequently, after careful consideration and evaluating the main features and case study approach for a project, it is vital to address the rationale for selecting the case study approach for this study. Therefore, the chosen case study approach is fully justified for three different reasons, as discussed in the next section.

First, there has been limited research that has evaluated social housing homeownership sustainability policy in general. Thus, the research is exploratory in nature, and the investigative case study research approach is one of the most suitable approaches, regarding finding out why there is a problem in the social housing homeownership sustainability strategy to seek new visions and understanding of the phenomenon. Furthermore, as Benbasat et al., (1987) suggest, a case study research strategy is a suitable way to investigate an area on which little previous study has been carried out. Additionally, Eisenhardt (1989) indicates that the case study research strategy is suitable for exploratory study with regard to difficult, multifaceted social phenomena in real-life settings.

Then, the study endeavours to deliver a complete understanding of the main issues that influence social housing homeownership sustainability. However,

as discussed previously, a case study research strategy can be useful when an in-depth exploration is required (Yin, 2009). The case study research strategy approach permitted the researcher to gain a more detailed, broader understanding of the phenomenon by using multiple bases/sources of suggestion.

#### 4.5.6.1. Research Alternatives

Table 14.4. Research Alternatives

<b>Ethnographic Research</b>	This is outlined from the regulation of social and cultural anthropology wherever an ethnographer is needed in order to relate an important period in the field. Ethnographers engage mainly with the participant's research (Lewis, 1985) and the phenomena are researched in social and cultural settings (Oates, 2006).
<b>Archival Research</b>	This type of study design addresses the research questions that mainly focus on history. It also tries to focus on the current problems but needs more control over the way in which the respondents deliver information about the particular event (Yin, 1994; Yin 2014).
<b>Case Study</b>	However, there is no one specific definition of the case study research approach. Thus, Yin (2009) coined the best of case study research as follows: a case study can be considered as an empirical study that investigates a current phenomenon in a real-life setting, particularly when the limitations among phenomena and backgrounds are not obvious (Yin, 1994), while Thomas (2011) defined case studies as examining persons, decisions, periods, events, policies, institutions, and projects or they can be any other method that is considered holistically by more than one technique. Thus, the case that is the <i>topic</i> of the investigation will be an example of a class of phenomena that delivers a logical frame, an <i>object</i> that the study shows and which the case explains.
<b>Experiment</b>	Used for the precise testing of fundamental processes (Oates, 2006). Nevertheless, this study could be applied where there is time in a causal relation, and the importance of the relationship is countless.
<b>Survey</b>	A data collection procedure used to collect information about people. However, it is normally used in psychology research in order to gather self-reported data from the research participants. Also, it focuses on information about people, and aims to gather the views of the researcher (Oates, 2006).
<b>Action Research</b>	The main purpose is to contribute to the applied interests of the participant in an instant condition (Rapoport, 1970).
<b>Grounded Theory</b>	Grounded theory is mainly focused on deriving an overall but abstract theory about a procedure that is grounded in the understanding of the respondents by applying various sources of data collection. Also, it offers the chance to continuously contrast the data with the developing categories and theoretically sample the diverse groups

	in order to reduce the similarities and differences between the data or information collected (Strauss and Corbin, 1990).
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#### 4.4.10. Research Output Format

It is significant for the researcher to understand what is happening during the development of the protocol in order to consider the format that the research output must take. Thus, the next chapter, chapter five, will present the empirical data analysis of the research and address problems linked with using such a huge amount of raw data through aligning each research question within the focus group interview agenda (see Appendices A and B). Also, the suitable method highly contributed to the high quality of the research output because it mainly focused on the development of an effective focus group agenda to explore the research problem, as displayed in section 4.4.1 above.

## 4.6. CONCLUSIONS

This chapter mainly used the research methodology, which is applied to this research, and does not offer a full research procedure, but offers a comprehensive understanding. Initially, at the beginning of the chapter, the epistemology was discussed, and the researcher fully justified the use of an interpretive stance. Thus, the rationale behind choosing this interpretivist approach mainly depended on the aim and objectives of this research (Bryman, 2008). Then, the use of qualitative and quantitative methods is discussed and justified by the researcher.

Lastly, the following major conclusions were obtained from the methodology chapter, chapter four:

- Qualitative primary data would be gathered by conducting focus group interviews with local government authorities' social housing departments in the UK.
- The comparison, justification and rationale behind the qualitative research approach are explained in regard to this research project.
- The case study typology was discussed and the mixing of the layers of the typology are outlined in Figure 14.4 (Research Alternatives page 182) above. The various classificatory levels are also sketched, which address the case study protocols designed to make the research simple and more manageable for both the researcher and the participants (Thomas, 2011).
- The case study research questions are considered one of the most important aspects of a research project as, without an appropriate research question, the whole research will be void. Thus, the set of research questions must reflect the enquiry at each separate case level.
- The rationale behind selecting focus group interview for the research is discussed and justified in this chapter.
- Four sources of evidence are used in this research to collect data from local government authorities.



- The pilot study was conducted to confirm the high quality, simplicity, language and validity of the focus group interview questions.
- Data triangulation, that covers the validity and reliability of empirical research results, was carefully considered in this research project.
- The NVivo software package was employed for the coding and analysis of the raw data collected during the focus group interview.
- Ethical considerations have been found to be the most important aspect of any research, which mainly cover ethical problems and the privacy concept in social science study, specifically when adopting a qualitative research approach (Berg, 2014).
- This chapter four, the methodology chapter, highlighted and comprehensively justified that an interpretive, qualitative multiple case study was suitable for this research. In the next chapter, chapter five, the findings and analysis will be discussed as well as justified regarding the reporting of the main findings of the empirical study of the two cases within local government authorities in the UK.

## 5.0 CHAPTER FIVE: EXPLORATION OF CASE STUDY RESEARCH FINDINGS AND DATA ANALYSIS

## **5. CHAPTER FIVE: EXPLORATION OF THE CASE STUDY RESEARCH FINDINGS AND DATA ANALYSIS**

### **5.1. INTRODUCTION TO THE PRIMARY DATA COLLECTION**

This chapter, chapter five, uses the research methodology approach identified in chapter four in order to explore and evaluate the proposed conceptual framework (Figure 3.5) for social housing homeownership through the Right to Buy scheme of the local government authorities from the public value perspective. In doing so, the author offers and analyses the empirical data gathered during the focus groups employing multiple case studies from four case organisations, such as local government authorities and residents in the UK. The author conducted four focus groups from four different case organisations in order to obtain sufficient information in regard to social housing homeownership sustainability policy. The research objective was to provide the primary exploration findings to detect phenomena in the organisational backgrounds.

The raw data gathered are used in order to explore social housing sustainability policy research issues: (a) the factors influencing economic barriers in the local government authorities and local residents; (b) the factors influencing environment barriers in the local government authorities and local residents; and (c) the factors influencing social barriers in the local government authorities and local residents. However, the analysis of the empirical data must not be understood as providing a comparison between the different cases. This chapter, chapter five, provides an empirical data analysis of the four case research evaluations that best explains human and organisational behaviour as well as human observations during the exploration of the research project.

#### **5.1.1. Background of Local Government Authorities in the UK**

The UK local government authorities can play a significant role in addressing the issue of citizens' needs, such as social services, housing, planning, education and the overall management of local communities and businesses (Johnson and King, 2005). The number of the local authority's domain could be found to be more involved with institutional and political organisations.

Also, local government authorities have usually been receptive to the needs of the citizens through the process of self-governing responsibility; they continue to survive through the agreement of the UK parliament (Davison and Greives, 1996).

In the new global economy, local government authorities have become a central issue for the wider community to reflect the need and to respond to particular situations. History shows that, in the 19<sup>th</sup> century, the main focus of the government was on improving the urban areas, with the aim of enhancing the quality of urban life (Mellor, 1976). This was achieved by an economic, political and social transformation of the structure of local government authorities, then Municipal Corporations Act was introduced in 1835 in order to shape the fundamental structure of the existing local government authorities. Consequently, the key driver was the creation of elected town councils that were authorised to commence the general administration of their region. The local government authorities are a key part of the public sector but at the same time are a governing body that is independent from the central government in the UK. As a result, every local government authority creates its own public policy, including social housing homeownership policy, but under the central government regulations framework.

### **5.1.2. General Housing Policy in the UK**

The last two decades have seen a rapid growing trend towards the reformation of local government authorities, which has been a significant feature of the political platforms of the central government administration (Johnson and King, 2005). Currently, the UK central government's improvement to reform and develop local government authorities that are dynamic, efficient, effective, entrepreneurial and engage the citizens before introducing a public policy within particular social housing policies in the neighbourhood.

Thus, in 2017, the UK government announced plans to build more than 200,000 new homes every year within 30 new local government authorities partnerships. So far, the central government has already unlocked a sum of £7 billion for affordable housing delivery, including a £1.4 billion subsidy for 40,000 new-build affordable homes in 2016 and £4.6 billion for Shared

Ownership but only 10% of this housing will be allocated to social housing needs. However, in 2016/17, the number of homeless people and those living in temporary accommodation exceeded 50,000, which represents three quarters of all households in temporary housing in England alone.

### **Key points worth considering related to social housing homeownership sustainability policy**

- It is essential to respond to the central government’s initial proposal in regards to “Pay-to-Stay” for social housing tenants and encourage the local preference.
- It is essential to urge central government to be more flexible regarding the use of local councils in regard to “Right-to-Buy” revenue generation in order to build more social houses within the same local government authorities.
- It is essential to encourage central government consultation on the future transformation of the National Planning Policy Framework (NPPF), addressing London’s concerns about definitions of affordability, which is no longer affordable and instead securing “Starter-Homes”.

## **5.2. CASE ORGANISATION ONE\_-LGA\_A**

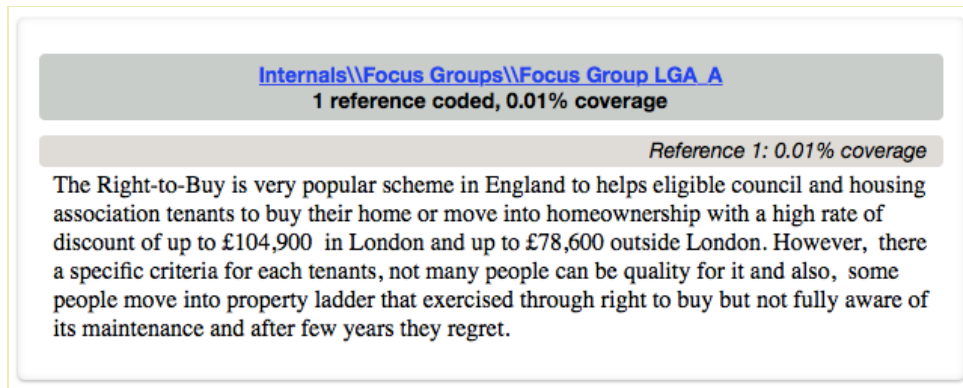
### **5.2.1. Background to LGA\_A’s Social Housing Sustainability Policy**

The local government authorities are referred to as LGA\_A, B and C by the researcher for privacy and confidentiality reasons. Thus, LGA\_A is the first case organisation in England. This council is responsible for several services that aim to benefit local citizens living in the district. These services include social care, housing, planning, education, highways, environmental protection, street cleaning, waste collection, libraries and swimming pools. However, for some of the services delivered by law, such as environmental protection, some local councils choose to deliver or collaborate with other organisations to involve with citizens more closely, like housing, sports centres and swimming pools. This local government authority case A is a metropolitan council, one of 36 in the UK. The total population is approximately 522,500 (2011 Census)

and it is paid for out of the public purse through business rates, Council Tax and grants from the central government as well as the European Union.

### 5.2.1.1. *Exploring Research Issue 1: Factors Influencing Economic Barriers in LGA\_A*

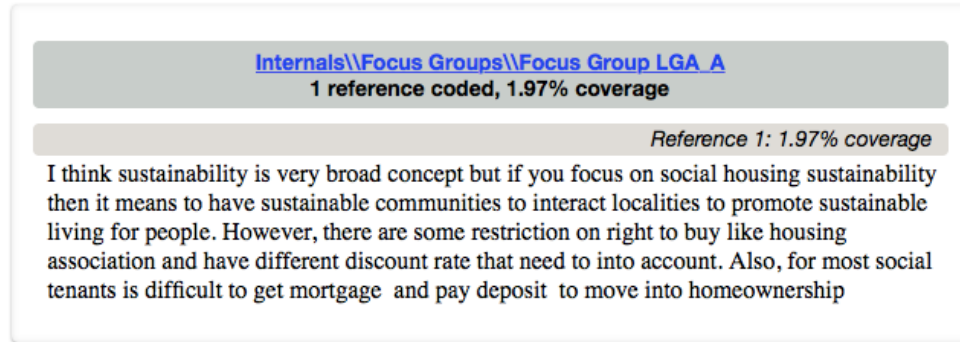
R.Q.1.1- How would you best explain your level of knowledge and understanding about the concept of Right-to-Buy?



The screenshot shows a text box with a grey header containing the path `Internals\Focus Groups\Focus Group LGA_A` and the text `1 reference coded, 0.01% coverage`. Below this, a smaller grey box indicates `Reference 1: 0.01% coverage`. The main text of the reference is a direct quotation: "The Right-to-Buy is very popular scheme in England to helps eligible council and housing association tenants to buy their home or move into homeownership with a high rate of discount of up to £104,900 in London and up to £78,600 outside London. However, there a specific criteria for each tenants, not many people can be quality for it and also, some people move into property ladder that exercised through right to buy but not fully aware of its maintenance and after few years they regret."

This direct quotation above has been coded from LGA\_A, one of the senior employees who responded during the focus group regarding the factors influencing the economic barriers. The Right to Buy scheme is a highly specialised branch of social housing policy between the local government authorities and social tenants, which means that council tenants would be eligible for a higher discount rate than housing association tenants in England in regard to acquiring ownership of the subject of their lease of obligation upon the local government and interference with the Right to Buy as homeowners. Also, this shows that there is no clear connection between enjoyment or added value of the Right to Buy tenancy between council tenants and housing association tenants, as they treated differently in regard to discounts.

R.Q.1.1.2-How would you best explain your level of knowledge and understanding about the concept of sustainability?



Generally, social housing sustainability policy is quite sensitive to economic, environmental and social factors, which strongly contribute to a better quality of life in order to provide opportunities and public value as well as meet the diverse needs of citizens in the wider community. Focusing more closely on sustainability from a social housing perspective, it is mainly about families' situations economic factors which are directly linked to general housing affordability, such as mortgages, household income and housing costs. Also, social housing availability plays a key role in terms of different tenures, high quality and sustainable communities as well as well-being. However, it is quite difficult to define the concept of sustainability or social housing sustainability policy in a concise sentence. As has been comprehensively highlighted throughout this research, it extends far beyond simply financial problems and includes other housing-related outcomes which are related to family well-being



Figure 19.5 Displays how affordability is mainly linked with economic situations or employment opportunities

### Analysis of social housing homeownership affordability’s Economic Barriers

Figure 23.5 specifics the key economic barriers to social housing homeownership affordability. Figure 23.5 displays how poor affordability mainly due to employment opportunities, insufficient funding and poor

governance are the main ranking economic barriers of social housing homeownership affordability. However, the overall outcome is no longer the issue, but poor affordability has now become the key issue across the globe, with a multi-dimensional shape in nature. Likewise, Karuppanan and Sivam (2009) highlighted that there are numerous factors connected with poor social housing affordability; for example, low household income, high interest rates, land prices, high building material costs, high bank deposits and problems accessing them, while Forster-Kraus et al., (2009) claim that mainly first-time buyers will face affordability problems due to higher housing costs, which might compel them to live longer with their parents prior to purchasing their own home.

Furthermore, the main issue related to achieving social housing homeownership sustainability could be inconsistency. More importantly, in the UK, the central government specified three different challenges related to sustainable housing, such as inconsistency between supply and demand; for example, some regions have a low social housing demand and a greater supply; secondly, high social housing demand is associated with less housing supply, causing poor affordability for low income families; and, lastly, where some of the existing national housing stock is greatly suffering due to poor conditions. Nevertheless, evaluations and analysis show that low cost sustainable social housing Right to Buy policies are sufficient, and decent housing delivery, such as sustainable systems of construction, offer great potential, particularly, regarding providing several benefits in regard to protecting the environment and safeguarding the well-being of the citizens.

#### **Lack of citizen participation in the local government authorities can delay achieving sustainability in social housing right to buy scheme**

A lack of public awareness is significant in regards to achieving social housing sustainability, which is the main reason for the incapability of several local government authorities to create stronger relationships, particular with social housing and housing association provider while, according to Higham and Fortune (2011), it is becoming gradually recognised that enhancing the sustainable performance of the remaining social housing can be the main



barrier facing a number of private housing and public housing providers. For instance, Bradford City Council (2017) highlighted some main sustainability problems in the Bradford area as follows:

**Key Factors to be considered for achieving social housing sustainability:**

- **Poor education system and health care,**
- **Level of poverty gradually increasing in some areas where social tenants/low income families are living, social exclusion and segregation increasing in the UK;**
- **Increasing fear of crime, drugs and alcohol within neighbourhoods;**
- **Poor employment opportunities across the UK.**
- **Social housing right to buy policy will have the potential to deliver numerous benefits for residents, such as health benefits, and poverty alleviation.**

Therefore, in the presence of the above-mentioned, the social housing homeownership sustainability barriers related to concerns about neighbourhood safety, poor health care, joblessness, insignificant social cohesion and a lack of other social activities for families in the areas need to be taken into consideration to attain sustainability in social housing homeownership. However, it might be very difficult to measure the wider community cohesiveness, but it can be observed as a key contributor to the health of the broader community, given that sustainable social housing may help to encourage interaction and sociability between the citizens within a social housing environment (Hanna and Webber, 2005). There should be a suitable condition to allow every family to meet their housing needs, such as public preferences, fairness, improved economic situation, employment opportunities, peace and security, enhanced health, and better quality of life.

### 5.2.2. Lessons Learnt and Themes for \_LGA\_A from the Focus Group

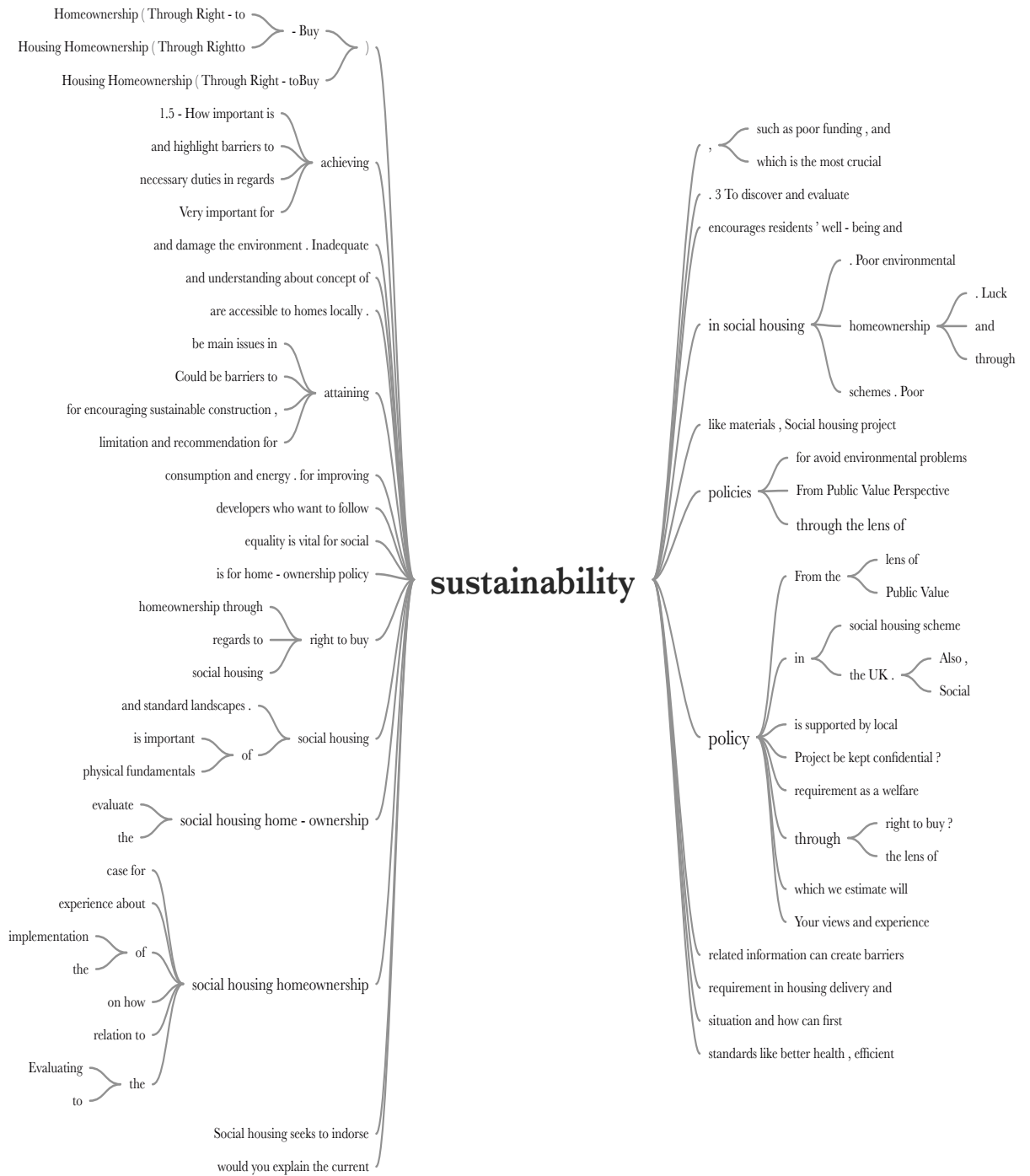


Figure 20.5 displays how the themes were created and how sustainability relates to social housing homeownership through the Right to Buy

Figure 24.5 above represents how the themes were created from the raw data and how sustainability is related to social housing homeownership through the Right to Buy. Sometimes, raw data gathering can lead to an unforeseen direction during the coding process to analyse the focus groups. Also, it leads back to the literature in order to achieve better ideas on which themes and concepts to use for the coding in order to develop new concepts. NVIVO software tool used to develop this figure in order to show the relationship of the sustainability in social housing homeownerships.

### 5.3. CASE ORGANISATION TWO \_ - LGA\_B

#### 5.3.1. Background to LGA\_B's Social Housing Sustainability Policy

The local government authorities are referred as LGA\_A, B and C by the researcher due to privacy and confidentiality reasons. Thus, LGA\_B is the second case organisation in England. This council is responsible for numerous services that benefit the local residents living in the location. These services include social care, housing, planning, education, highways, environmental protection, street cleaning, waste collection, libraries and swimming pools. However, for some of the services delivered by law, such as environmental protection, some local councils choose to deliver or collaborate with other organisations to involve the citizens more closely, like housing, sports centres and swimming pools. This local government authority case B is a metropolitan council, one of 36 in the country, and has a population of 147,821. It has the most diverse population in the region that grew by almost 18% between 2001 and 2013. It is paid for out of the public purse through business rates, Council Tax and grants from the central government as well as the European Union.

#### **Population and Housing in local government authority case organisation B**

The total population continues to grow and is anticipated to increase by up to 20,000 families between 2013 and 2036, that is approximately 38%. More importantly, this is above the estimated 22% population increase across England. Case organisation B also has a very young generation background, such as 9.2% of the whole population. However, according to the 2011 Census, about 21% of families were already living in very overcrowded conditions, compared to the national average of 8.5% across England. Since 2001, case organisation B has shown a significant increase in terms of overcrowding and is now considered to have the third highest population across England.

Furthermore, the evaluation highlights that, in case organisation B, around 56% of families are homeowners, 24% rent from the private sector and about 20% rent from the local council and housing associations. However, in

general, house prices are rapidly increasing and, in 2016, the average house price reached £304,000 (Zoopla and Aug 2016), so case organisation B can look forward to significant growth in the workforce and population that will put more pressure on the housing market, so it needs to focus on a policy to make housing prices more sustainable as well as affordable for the citizens, particularly low-income families. The local authority case organisation B aims to provide 927 new homes per year from 2013 to 2036

### **5.3.2. Exploring Research Issue 1: Factors Influencing the Economic Barriers in LGA\_B**

How significant is achieving sustainability in social housing homeownership through right to buy?

Therefore, the responses above suggest that the majority of people consider sustainability a major issue to be taken into consideration in order to add value for the wider community. However, some citizens do not consider sustainability as a serious issue, notwithstanding its significance in achieving sustainability in social housing homeownership through the Right to Buy. Furthermore, the literature indicated that sustainability values reflect numerous costs, such as the prices of land and building materials and operational costs during the project as well as the supporting infrastructure, like water, electricity, and public transportation. All of these costs must be considered regarding social housing delivery and maintenance.

**Key Factors to be considered for achieving social housing sustainability:**

- **Social housing homeownership affordability**
- **Long-term economic growth in order to add value for citizens**
- **Meeting the social housing homeownership needs of everyone through the Right to Buy policy.**
- **Availability of adequate funding from the central government for the local authorities.**
- **The efficient use of resources for achieving sustainability in social housing policy.**

- **Good governance within the local government authorities across the country.**
- **Appropriate use of high quality building materials and technology.**
- **An efficient, effective legal and organisational framework.**

Thus, the main outcome is no longer sufficiently available or affordable to meet the social housing homeownership needs, which suggests that the respondents of case organisation B’s focus group consider that achieving sustainability and affordability is an essential objective of social housing, as supported by the quotations below.

[Internals\Focus Groups\Focus Group LGA\\_B](#)  
1 reference coded, 0.01% coverage

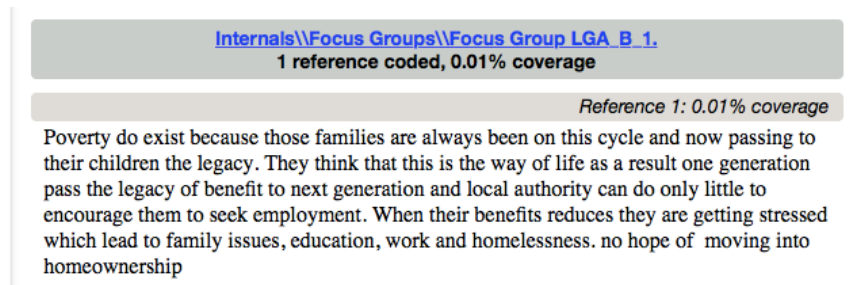
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When the benefit cap creating very fragile ground because to sustain the tenancy which they cant do families are historically claiming housing benefit. Now three hundred pound allocated to per family event cannot be met by DHP form and the expectation of the landlords on rent are very high and local authority only can give certain amount which is not really sufficient and realistic and changes are keep coming.

The benefit cap was introduced by the UK government in November 2016 in order to reduce the amount of benefits each low-income individual or family receives. This made life even harder, created very fragile ground and, at the same time, it became more difficult to sustain housing tenancies, particularly for families who had historically claimed housing benefit. Even if social tenants completed the discretionary housing payments (DHP) application form to receive more benefits towards their rent, depending on the family’s situation, this would be insufficient. Thus, now they are passing this unpleasant experience on to the next generation as a legacy. The benefit cap is calculated for eligible social tenants who are of working age only, and pensioners are exempt from the scheme. Once all of the benefits have been calculated, then social housing benefit, which has been renamed ‘universal credit’, is reduced, and the total amount of benefits will not increase above the actual benefit cap limit. The benefit cap is calculated according to location and family situation.

For example, the benefit cap will not apply to families who are receiving working tax credit.

The benefit cap for low income families who are living outside London with or without children or single parents is £384.62 per week, and for single persons without children it is £257.69 per week, while for people in London it is £442.31 per week and £296.35 per week for a household but, prior to November 2016, it was £500 per week, and £350 per week for single people. However, in this kind of situation, how is it possible to achieve a social housing sustainability policy and move social tenants onto the property ladder, let alone offer public value for the citizens of Great Britain in the 21<sup>st</sup> century.



This direct quotation from the focus group case organisation B (LGA\_B) responds to how poor governance in regard to the development plan can delay economic growth and increase segregation and poverty.

The overall findings of the above quotations show that the main issue of poverty in the social housing sector is not due to economic barriers alone, as most social tenants live in ongoing poverty because the previous generation had been in this cycle and are now passing it on to the next generation as a legacy, as some social tenants think that this is a normal lifestyle and now are used to receiving benefits from the local authorities just to survive. Unfortunately, this kind of intellectual behaviour and capacity will not encourage tenants to look for a job, better education or to move onto the property ladder.

Therefore, the local government authorities must encourage public participation, particularly among low income families, in order to motivate them and introduce workshops to train them to be independent and so develop a better lifestyle. At the same time, the government needs to invest more to meet

everybody's housing requirements, regardless of their age, gender, physical disability, family size, culture, and annual income. Social tenants should consider the cost of housing, regardless of its location and type, which will support the local authorities to offer social tenants more accommodation, irrespective of the types and locations. The evaluation of the literature indicated that social housing homeownership Right to Buy affordability must be based on a variety of choices and conditions, which will affect social tenants from economic, environmental and social perspective.

### ***5.3.2.1. Exploring Research issue 2: Factors Influencing the Environmental Barriers in LGA\_B***

R.Q.2.1.A LGB Inadequate accessibility of transport modes cycling pedestrian, disabled and public bus?

Citizen activity in general is more sustainable in terms of the environment, as they try to avoid damaging the natural environment (Khalfan, 2002). Thus, creating a range of activities would require sustainability policies in order to overcome them, as they create different sources of environmental pollution, like gas emissions from public transportation, waste materials and noise pollution from building construction sites, while case organisation two explores how the environmental factors of social housing sustainability can develop a fine balance between the physical environment and the resources that allow the wider community to deliver a better quality of life. However, as main sustainability factors are unable to support the enhancement of the quality of social housing homeownership policy, the general aim is meeting the social housing needs of the citizens in order to add value. Further, the key features of the social housing homeownership Right to Buy policy are highlighted, such as the public transport modes that are being embraced increasingly in the UK.

**Key Factors to be considered for achieving social housing sustainability:**

- **To protect the environment**
- **Use of natural resources**



- **Use of energy consumption in regards to environmental impact**
- **Well-organised waste management**
- **Use of different transport modes**
- **Effective and efficient land use and planning within the local community**

Conclusively, polluters are responsible for their acts as the least classified environmental factor for achieving social housing homeownership sustainability policy, as it is broadly recognised as a significant means of focusing on environmental issues. Thus, the main concern of the central government should be to focus more on environmental and social costs, which are accepted for those who impose them, like polluters, through the governmental or legal frameworks that support sustainable behaviour, as well as imposing compulsory penalties to control unsustainable practices.

### *5.3.2.2. Exploring Research Issue 3: Factors Influencing the Social Barriers of LGA\_B*

#### **Poor education system and employment opportunities**

Thus, the overall outcome highlights that the poor education system is significantly related to poor employment opportunities, which affects the skills development across the country. Some of the factors as followed;

#### **Poor citizen engagement and lack of social tenants' information**

- **Insufficient social cohesion between the citizens and local authorities**
- **Poor social services delivery**
- **Inadequate National Health Service and well-being**
- **Poor engagement of the stakeholders**
- **Poor social housing safety policy**

The poor education system, few employment opportunities and lack of social tenants' information as well as involvement are considered some of the major barriers to achieving the social housing homeownership Right to Buy sustainability policy. However, there are some weaknesses linked with social housing homeownership sustainability plans that may be associated with

inadequate data as well as the proper procedure for the execution of the citizen awareness programme. Therefore, the central government and other government agencies, such as housing associations, must cooperate and share information in terms of public awareness, as this is essential for achieving social housing homeownership sustainability.

### 5.3.3. Lessons Learnt and Themes for the -LGA\_B of Focus Group

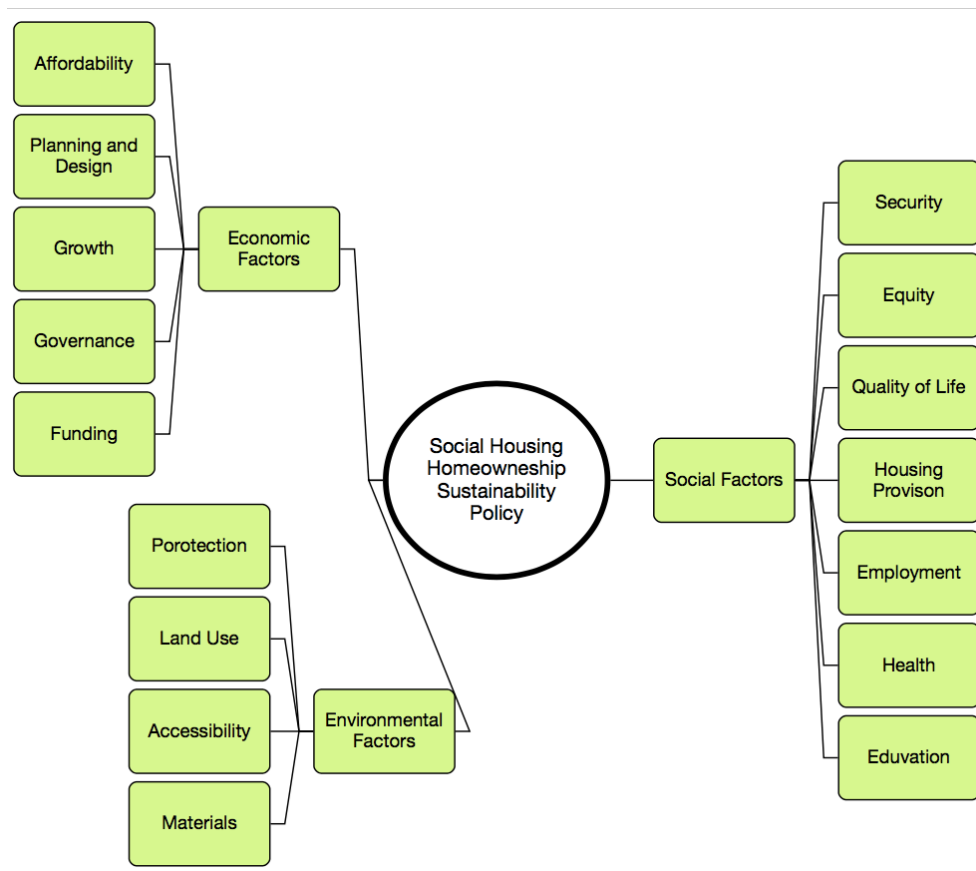
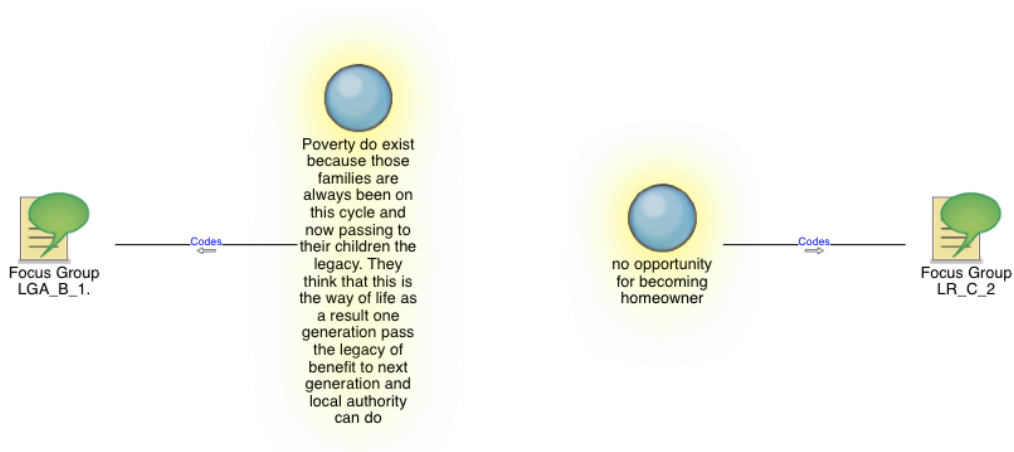


Figure 21.5 Mind map illustrating the relationships and factors influencing Social Housing Homeownership Sustainability Policy

Figure 26.5 demonstrates, by means of a mind map using NVIVO tool, how the various relationships and factors can influence social housing homeownership sustainability policy. Thus, scholars have divided sustainability into three different aspects: economic, environmental and social factors. Each factor has its own attributes here. Some of them used economic

factors focused on social housing affordability, planning and design, growth, governance and funding that are more closely related to social housing sustainability. Environmental factors indicate the protection of the environment, the use of land for social housing, accessibility by the public in order to add value and the quality of the building materials used for social housing. Some research shows that developers are using low quality building materials to build social housing for low income families, which is why social rents are below the market price, while social factors focus more on the security of the social housing area for the public, equity whereby justice and fairness must be applied for citizens, people’s demands for a high quality of life, better social housing with facilities within the neighbourhood, employment opportunities in the local area, as well as a high standard of health and education. However, all of these factors are closely linked with the level of poverty. Figure 12 below demonstrates the connection between poverty and homeownership.



**Figure 22.5 shows how different local governments and local residents responded to the same question in regards to poverty**

Figure 27.5 displays how poverty and the aspiration to become a homeowner are linked and how the same question was answered by the local government as well as local residents. However, the LGA\_1 focus group participants claimed that poverty exists within social tenants purely because they see it as a normal way to live. This legacy is passed on to them from their family and this generation will pass it on to the next one as a way of life, through the unpleasant experience of being social tenants who are in receipt of benefits.

However, the residents totally disagree with this and always complain to the government that they receive little or no help from the local authorities. Even more emphasis was placed on the shortage of social housing and the high cost of rents, which caused great housing-related stress and removed all hope of becoming a homeowner.

Conclusively, sustainability should help to create: proper conditions that allow every family to meet its housing requirements, particularly homeownership; better opportunities and a range of choices; self-respect in society; fairness; a better economy; employment opportunities; a better education system; and better quality of health, peace and security as well as a better quality of life. Also, the central government should help to neutralise the low awareness of affordable and social housing homeownership through Right to Buy schemes, as a way of overcoming local community disagreement by initiating certain advocacy activities in terms of instructing housing developers about suitable and environmentally sustainable social housing homeownership categories, as public awareness and involvement strategies are essential for educating and supporting local residents like the delivery of a users' manual to demonstrate how to use sustainable equipment in houses in order to minimise environmental pollution and waste generation and, at the same time, attempt to increase energy efficiency.

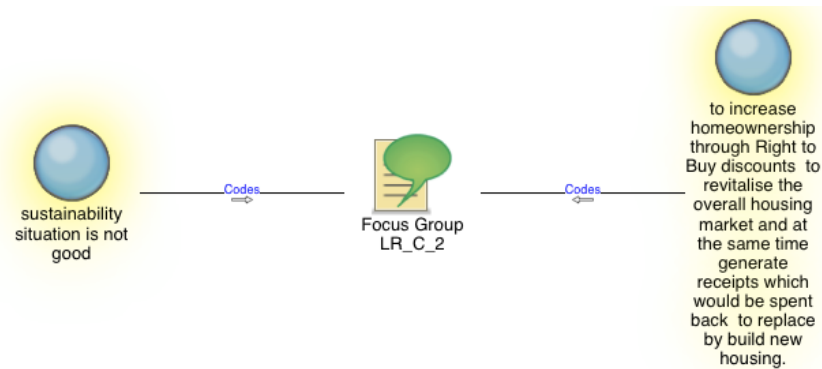
## **5.4. CASE ORGANISATION THREE \_ - LR\_C**

### **5.4.1. Background to LR\_C\_A, B&C's Social Housing Sustainability Policy**

Local residents are referred to as LR\_C, then divided into three categories (A, B and C) by the researcher due to privacy and confidentiality reasons. Thus, LR\_C\_A is the third case organisation within England. This case organisation comprised the local residents of three different local authorities, divided into two focus groups (one from London and one from outside London) in order to attain the best result. LR\_C was selected from the various boroughs that are

currently engaged in the social housing scheme and subsequently moved into homeownership through the Right to Buy scheme. It was previously described in the literature chapter how the social housing scheme started and how it is now managed by the local government authorities, who are working closely with their partners in order to make the best use of social housing in the region.

**5.4.1.1. Exploring Research Issue 1: Factors Influencing the Economic Barriers in LR\_C**



**Figure 23.5 shows the link between the local government and residents in regards to sustainability**

Figure 29.5 above highlights the connection between the local government authorities and local residents in regard to sustainability. Here, the focus is on increasing homeownership through the Right to Buy by offering more discounts to social tenants in order to revitalise the overall housing market as well as generate receipts, which will be spent on replacing the houses by building new homes. However, the overall evaluation of social housing must be based on the broad conditions that will have a strong impact on social tenants from the economic, environmental and social perspective in order to add value. Hence, the results show that social housing schemes should be decent and affordable for every low-income individual and family. However, sustainability and affordability can be considered as two different concepts, where affordable housing limits the overall cost of housing because only 30% of annual income should be spent on housing costs. As a result, the findings show that housing stress is all about housing costs, so it may be challenging for facilitators and housing providers to offer affordable, sustainable

accommodation.

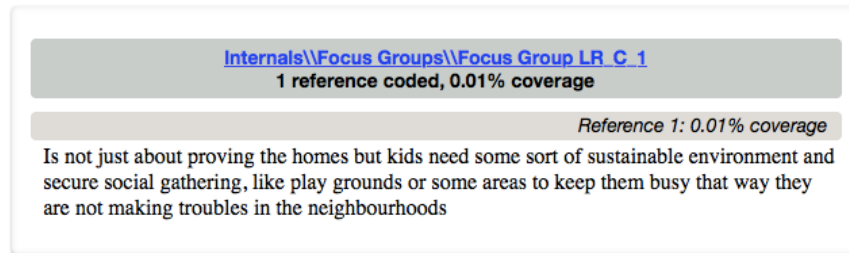
[Internals\Focus Groups\Focus Group LR C 2](#)  
1 reference coded, 0.91% coverage

*Reference 1: 0.91% coverage*

to increase homeownership through Right to Buy discounts to revitalise the overall housing market and at the same time generate receipts which would be spent back to replace by build new housing.

The quotations are drawn from the external environment to indicate how important it is to offer a greater rate of discount for social tenants through the Right to Buy scheme. This can revitalise the overall housing market and generate receipts to replace each house by building new homes to add value for the citizens. Hence, the idea behind the larger discount rate for social tenants is to provide a better standard of living, no housing stress, no segregation and no poverty. In fact, it would add value to the life of the citizens and obviously achieve the sustainability objectives in numerous cases. For example, housing developers, buyers, and social tenants lack sufficient power to impose the required sustainable measures, if the legal system does not consider them important requirements.

Further, the participants discussed during the focus group that there is another significant issue related to the failure of social housing homeownership, particularly the Right to Buy scheme, where several arms and sectors of the UK government function in different housing policies and service delivery schemes that are poorly managed and inadequately delivered. Thus, the evidence shows that poor governance may create an obstacle to the operation of sustainable social housing homeownership. This finding highlighted the need for the central government to play a key role in terms of promoting sustainable actions, through the tough administration of regulations like funding, affordable rents, and emerging new social housing policy, to ensure that developers apply sustainability in housing projects.



The quotation above was extracted from the external environment focus group case organisation three. The participants responded to the question raised during the focus group in regard to sustainability and what can be done to move social tenants onto the property ladder. However, the majority of the social tenants who are living on a low income indicated that it is not only about social housing provision, but children need to have a sustainable, suitable environment in order to feel safe within the neighbourhood. Also, the local authorities should provide secure social clubs for elderly people, which will positively add value to the wider community.

Also, in 2003, the UK government addressed three different challenges regarding sustainable housing: inconsistency between housing supply and demand; the link between high housing demand and a low supply initiating poor affordability for low-income families; Nevertheless, it has been argued that low cost sustainable housing policies and satisfactory, decent housing delivery involving sustainable methods of building construction might deliver several benefits with regard to caring for the environment as well as ensuring the well-being of the wider community, and so add value.

#### **5.4.1.2. Exploring Research issue 2: Factors Influencing the Environment Barriers in LR\_C**

##### **Restrictions of planning permission mainly causes poor allocation of land and misuse of land for social housing**

The result in regard to the insignificant environmental protection is not unanticipated, given that the problem has been discussed worldwide for a considerable length of time. Arguably, the growing rate of major social housing development in several countries may be the main cause of several

external environmental problems. Also, empirical research has also revealed that several developing and developed countries have experienced a substantial degree of social housing development since the Second World War.

The overall result shows that achieving sustainability in social housing homeownership through the Right to Buy needs sufficient land on which to build new houses with better facilities, such as hospitals, schools, parks with playgrounds, local amenities, and safe, secure neighbourhoods. Similarly, with better environmental protection policies in place, high standard building designs, improved infrastructure and an increased use of renewable materials, alternative transport modes within the local neighbourhoods can influence sustainability factors. Further, the discussion will focus on social factors in regard to citizen participation in the next section.

### **5.4.1.3. Exploring Research Issue 3: Factors Influencing the Social Barriers in LR\_C**

[Internals\Focus Groups\Focus Group LR\\_C\\_2](#)  
1 reference coded, 1.80% coverage

*Reference 1: 1.80% coverage*

young people for social gather and volunteer jobs, or sports clubs this how they can add value to citizens

External environment shows how young people are demanding local facilities from the local government authorities, particularly low-income families, who cannot afford to travel long distance to use sports clubs, social clubs, national parks and other areas to amuse themselves. The researcher discovered that every individual's desires and demands as well as values are quite different. For example, some families see added value in low social housing rent while others prefer a safe, secure neighbourhood. However, a number of participants during the focus groups claimed that there is a lack of citizen involvement in the local authorities, a poor education system, poor social services and very poor social cohesion. The next section can be considered to achieve social housing homeownership sustainability and affordability.

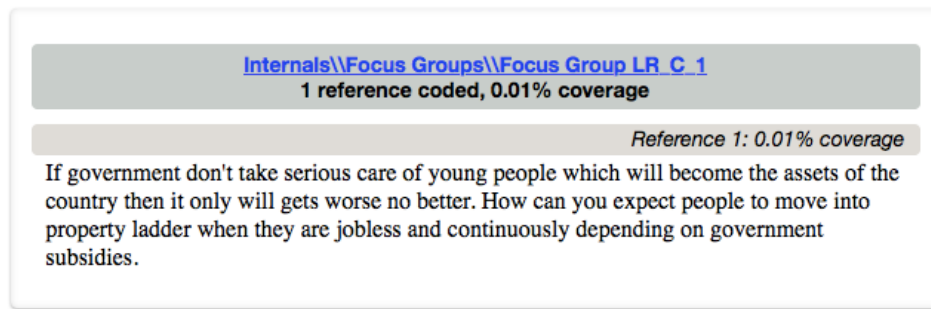


**Key factors that have a strong influence on the social barriers to social housing homeownership:**

- **A poor education system and inadequate skills development for the younger generation**
- **A lack of social cohesion within the neighbourhoods**
- **Poor citizen awareness and a lack of information sharing**
- **Poor health services and well-being**
- **Poor safety and security measures within the local neighbourhood**
- **Poor employment opportunities**
- **Poverty, segregation and social exclusion**
- **High rates of crime in the local neighbourhoods**

However, from the external environment perspective, the employment opportunities and general well-being of the wider community are considered the main issue regarding achieving social housing homeownership through the Right to Buy sustainability policy.

Without doubt, any discussion of the above-mentioned social housing homeownership sustainability factors, such as high employment rates, national health care services, poor social cohesion and peace and security of property and life, must be focussed in order to achieve social housing homeownership sustainability, although the results show that the non-provision of mixed housing types can be considered one of the main causes of the segregation and poor social cohesion existing within the local neighbourhoods. However, it can be difficult to evaluate and quantify the wider society's cohesiveness, which may be considered an essential contributor to the well-being of a healthy community. It will also promote social housing homeownership sustainability through interaction and providing better neighbourhoods. Hence, achieving social housing homeownership sustainability requires an adequate infrastructure and institutions in order to address the poor skills acquisitions and risk management.



Once again, this quote is closely linked with the above statement, as the external environment is dissatisfied with the outcome from the government agencies. Social tenants’ concern is that, unless the local government authorities take serious care of young people, who are the assets of the country, then this situation will get worse, not better. These are strong statements from the citizens’ perspective and it is claimed that, unless the government takes serious action, low income families will be unable to move into homeownership, especially when they are unemployed and in receipt of benefits. Moreover, Kates et al. (2005) indicated that sustainable development must create situations that enable every family to meet their housing needs, such as fairness, a better economy, employment opportunities, safety and security measures, health and general well-being. Finally, public awareness strategies are significant in empowering low-income families and educating citizens on how to use the sustainable equipment that has been installed in the houses in order to reduce waste and maximise energy efficiency.

#### 5.4.2. Lessons Learnt and the Themes that emerged from the \_LR\_C Focus Group



Figure 24.5 shows how the external environment and internal environment respond to the same issue of segregation

Figure 31.5 shows how the theme may be created from the raw data and how sustainability policy influences social housing homeownership through the Right to Buy. At times, raw data collection can lead the researcher in an

unforeseen direction during the coding process. Thus, the evaluation of the focus groups consisting of social constituents or local residents (LR\_C\_2) are referred to as the external environment and the local government authority (LGA\_A) as the internal environment, and the researcher aimed to explore how they respond to the same issues of segregation and better quality of life. According to the literature, sustainable development should seek to promote a better quality of life, economic growth and broader community well-being, while at the same time protecting the public against poverty. Thus, the local government authorities claim that segregation is unconnected with the social housing providers, as social tenants have a right to live anywhere they wish. Some families move from one area to another because of family and friends, and the government lacks a housing policy to control the population, while the social tenants emphasised that the local government authorities tell them to move to a certain area, as the local housing providers cannot provide housing where they wish to live. Power (2004) indicates that a socially sustainable system should promote a better quality of life for the public, like public health, a better education system, employment opportunities and public involvement. Thus, housing developers must promote sustainable development through their design and policy, such as by providing public transport, walking and cycling facilities in order to create public value for the current and future generations by considering the following key factors:

- **A better education system and skills acquisition**
- **Equity**
- **Wider community development**
- **Involvement of stockholders**
- **Better security of life and property in the neighbourhoods**
- **Better quality of social housing**
- **Considering gender equality**
- **Encouraging social cohesion**

Categorically, to highlight of sustainable development, the National Planning Policy Framework (NPPF) was introduced by the UK's Department of

Communities and Local Government Authority in 2012. It combined the previous Planning Policy Statements (PPS) and Planning Policy Guidance Notes (PPG). Therefore, development must continue because it will not affect local environmental protection and social factors. The findings show that sustainable development can be divided into three different aspects and may play a key role in the UK.

- **Economic factors will contribute to competitive economy growth.**
- **Social factors can play a key role in terms of fostering healthy communities across the globe.**
- **Environmental factors can protect and improve use of natural resources and build a healthy environment.**

## **5.5. CROSS-CASE ANALYSIS OF THE CASE ORGANISATIONS FOR THE PRIMARY DATA COLLECTION**

### **5.5.1. Key Sustainability Factors Associated with the Social Housing Homeownership Policy**

The cross-case analysis focused on three contrasting tables below to highlight some of the key issues that were extracted during the data collection through multiple cases study focus groups about the Economic, Environmental and Social Barriers to Social Housing Homeownership Sustainability Policy. As a result, further explanation was provided to guide the readers and participants about sustainability within social housing. Therefore, that way of thinking about sustainability was considered in regard to the high costs of sustainable projects during the pilot study, which focused particularly on experts/participants who had never been involved in social housing sustainable schemes before. While the housing market's high demand was the inspiration for the participants becoming involved in social housing homeownership sustainability, that otherwise seemed to be very challenging for them, previous research found that sustainable social housing has proven difficult to achieve and, more importantly, one of the most challenging things is that it is difficult to understand what the current housing market is like, while

some of the participants during the pilot study indicated that they get involved with sustainable construction projects merely to comply with the building laws and regulations in order to enable private social landlords or Housing Associations to gain government funding for specific housing projects.

**Table 15.5. The Key Factors of Social Housing Homeownership Sustainability, focused on economic issues.**

Classificatio	Sustainability Factors	Case 1_LGA_A	Case 2_LGA_B	Case 3_LR_C
	Economical	Meeting housing needs	<ul style="list-style-type: none"> <li>Facilitate good quality social housing homeownership through the Right to Buy to meet all needs, at an affordable cost.</li> <li>High demand for more social housing to meet local needs to maintain sustainable neighbourhoods and promote economic growth.</li> </ul>	<ul style="list-style-type: none"> <li>Promote affordable housing and social housing to meet a variety of needs and help citizens to move onto the property ladder.</li> <li>The group of people aged over 65 will rise by 40% in the next 10 years and those aged over 85 will rise even more sharply.</li> <li>High levels of overcrowding in the borough compared to neighbouring regions.</li> </ul>
Affordability		<ul style="list-style-type: none"> <li>Housing cost is not regulated by the market forces of demand and supply but is cheaper through government schemes to ensure that families are not paying more than 30% of their yearly domestic income to occupy the house.</li> </ul>	<ul style="list-style-type: none"> <li>Currently, the affordability ratio among average house prices and average annual income levels is 13:1.</li> <li>House prices and private sector rents increased by more than 40% in the last two years.</li> <li>Many social tenants cannot afford housing at the market rates, let alone homeownership through the Right to Buy.</li> </ul>	<ul style="list-style-type: none"> <li>Poor supply and high demand and costs make it hard for vulnerable families to access secure housing.</li> </ul>
Legal framework		<ul style="list-style-type: none"> <li>Create and maintain stable levels of economic growth and opportunities for employment in the area.</li> </ul>	<ul style="list-style-type: none"> <li>Create employment opportunities and skills training for citizens to add value.</li> </ul>	
Funding		<ul style="list-style-type: none"> <li>Whereby stakeholders – the government and non-profit organisations - offer sufficient funds for the delivery of social housing</li> </ul>		<ul style="list-style-type: none"> <li>Shortage of capital from the central government and the restriction on funding for the local authorities.</li> </ul>
Economic design		<ul style="list-style-type: none"> <li>Social housing projects that expand the flexibility for housing future changes in families' size, age, culture, and physical abilities</li> </ul>	<ul style="list-style-type: none"> <li>Improve the citizens' lives through affordable rents or homeownership costs.</li> </ul>	<ul style="list-style-type: none"> <li>The insufficient delivery of physical structure and social services, such as, bus stops, roads, and railways. could be barriers to attaining sustainability in social housing.</li> </ul>

	<b>Economic growth</b>	<ul style="list-style-type: none"> <li>▪ The government's economic policies encourage the delivery of social housing or homeownership needs.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Encourage a diversity of economic opportunities in the local neighbourhood.</li> </ul>	
	<b>Governance</b>	<ul style="list-style-type: none"> <li>▪ The delivery of social housing is sufficiently subsidised and made accessible at an affordable cost.</li> </ul>	<ul style="list-style-type: none"> <li>▪ For vulnerable or low-income families, create opportunities for employment and promoting the well-being of the public.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Lack of motivation for private developers who want to follow sustainability in social housing schemes.</li> </ul>
	<b>Planning permission</b>	<ul style="list-style-type: none"> <li>▪ Planning policy issued by the central government and that formed by the local council itself to improve local communities.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Promote the re-use of earlier developed land in the local area.</li> <li>▪ Increase funding policies for the delivery of sufficient and affordable social housing in the wider community.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Fairly and reasonably related in scale and kind to the proposed development. Reasonable in all other respects.</li> </ul>

Table 24.5 addresses the Key Factors of Social Housing Homeownership Sustainability, focused on the economic issues included in the Focus Groups. The contrasting table extracted some fundamental factors of sustainability for all three case organisations, such as meeting housing needs, affordability, the legal framework, funding, economic design, economic growth, governance and planning permission. For example, **Case 1\_LGA\_A**, according to the economic contrasting table above, focuses on essential points like: facilitating high quality social housing homeownership through the Right to Buy to meet all needs, at an affordable cost; seeking to meet the high demand for more social housing to meet the local need to maintain sustainable neighbourhoods and promote economic growth; fostering social housing projects for future changes in families' size, ages, cultures, and physical ability; embracing government economic policies that encourage the delivery of social housing or homeownership needs; delivering social housing that is sufficiently subsidised and affordable.

While **Case 2\_LGA\_B** emphasised more, for example, promoting affordable housing and social housing to meet a variety of needs and helping the citizens to move onto the property ladder, due to the higher level of overcrowding in the borough compared to the neighbouring regions.

The local government also claims that they are improving the citizens' lives through offering affordable rental or homeownership costs and encouraging a diversity of economic opportunities in the local neighbourhood. However, this is insufficient. More needs to be done to increase the funding policies in order to deliver sufficient and affordable social housing in the wider community. Although the government is endeavouring to improve and add value to the wider community. The outcome of **Case 3\_LR\_C** addressed mainly opposite to what the government are announcing in regard to social housing Right to Buy policy in the UK. There exists insufficient social housing, which can cause stress, leaving families with little to spend on their other basic domestic needs. For instance, social tenants are dissatisfied with level of social housing supply and are urging the local authorities to build more social houses to meet the



local needs. Research shows that the shortage of capital from the central government and restricted funds of local authorities have a very negative impact on social tenants. Also, there is a significant lack of motivation for private developers, who wish to pursue sustainability within social housing schemes.

**Key Factors to be considered for achieving social housing sustainability:**

- **Social housing homeownership affordability**
- **Long-term economic growth in order to add value for the citizens**
- **Meeting the social housing homeownership needs of everyone through the Right To Buy.**
- **Availability of adequate funding from the central government to the local authorities.**
- **Efficient use of resources for achieving sustainability in social housing policy.**
- **Good governance within the local government authorities across the country.**
- **Appropriate use of high quality building materials and technology.**
- **An efficient, effective legal and organisational framework.**

Social housing homeownership Right to Buy affordability categorises the key factors for achieving sustainability. Thus, the main outcome is insufficiently available and affordable to meeting the social housing homeownership needs. Generally, social housing sustainability policy is relatively sensitive to economic, environmental and social factors, which promote quality of life in order to provide opportunities and public value as well as meet the diverse needs of the citizens in the wider communities. Sustainability from a social housing perspective, meanwhile, is mainly about families' financial situations which are directly linked to general housing affordability, such as mortgages, household income and housing costs. Also, social housing availability plays a key role in terms of different tenures, a high quality and sustainable community as well as well-being. However, it is quite difficult to define fully the concept of

sustainability or social housing sustainability policy in a concise sentence, as has been comprehensively highlighted throughout this research, but it extends far beyond simply financial problems and includes other housing-related outcomes, which are related to family well-being. Conclusively, the focus group and extra literature review assisted the identification of a general criteria scheme for social housing homeownership sustainability policy and affordability. Social housing sustainability seeks to consider affordability in regard to overall housing costs and household incomes.

The result is unsurprising, as poverty has become a global issue which is linked to segregation, poor governance and affordability. The outcome of poverty and segregation issues can make life even more difficult for low-income families with children, who face far higher housing costs, which can prevent them from becoming homeowners and compel them to remain far longer living in their parents' home, in their childhood bedroom. The next section discusses the environmental factors of all three case organisations, such as the internal environment and external environment, through the lens of public value in the UK.

**Table 16.5. Key Factors of Social Housing Homeownership Sustainability, focused on environmental issues**

Classification		Sustainability Factors	Case 1_LGA_A	Case 2_LGA_B	Case 3_LR_C
Environment	Protection		<ul style="list-style-type: none"> <li>Effective and successful protection of the environment in the city for the built environment and urban land use, air quality, open spaces, health and safety water quality, resources and social housing supply.</li> </ul>	<ul style="list-style-type: none"> <li>Social housing seeks to endorse sustainability policies to avoid environmental problems.</li> <li>From the construction manufacturing like pollution</li> </ul>	<ul style="list-style-type: none"> <li>Poor environmental protection including flooding in low-lying areas, landscape deterioration, reduction of air and water quality and the unselective dumping of waste.</li> </ul>
	Building material		<ul style="list-style-type: none"> <li>To ensure the high quality of materials, and technologies used for the delivery of social housing.</li> </ul>	<ul style="list-style-type: none"> <li>Procedure of buildings to a harmonious environmental habitat.</li> </ul>	<ul style="list-style-type: none"> <li>Low quality of building materials often used for developing social housing.</li> </ul>
	Waste management		<ul style="list-style-type: none"> <li>Improving material usage, water consumption and energy.</li> <li>Improving sustainability standards like better health, efficient waste disposal and standard landscapes.</li> </ul>	<ul style="list-style-type: none"> <li>Endorse a move up through the waste management ladder to minimise waste, and recover throughout recycling and sustainably dispose of local level.</li> </ul>	
	Design		<ul style="list-style-type: none"> <li>Sustainable structure design is essential for encouraging appropriate policies for protecting the environment.</li> <li>Efficient use of land and materials, adaptability of the development to changes in size and physical disabilities of families.</li> </ul>	<ul style="list-style-type: none"> <li>Ensure affordability and quality of social housing homeownership.</li> </ul>	<ul style="list-style-type: none"> <li>Enhance access to local facilities, services, housing, and open spaces for all, not only for those with cars.</li> </ul>
	Land use and planning		<ul style="list-style-type: none"> <li>Ensure passable land availability for social housing and ensure that employment opportunities and other social facilities are accessible to homes locally.</li> <li>Endorse the effective use of the current infrastructure of houses.</li> </ul>	<ul style="list-style-type: none"> <li>Land allocation is the main constraint for building new homes.</li> <li>Encourage the reuse and protection of existing house buildings.</li> <li>Advance the health system, social cohesion, and cultural well-being.</li> </ul>	<ul style="list-style-type: none"> <li>Poor land use can increase the pressure on residential land and pollute the natural environment.</li> <li>Poor services and facilities.</li> </ul>
	Use of renewable energy		<ul style="list-style-type: none"> <li>Reduce energy usage in order to support the use of renewable sources of energy in smart communities.</li> </ul>	<ul style="list-style-type: none"> <li>Increase the energy efficiency of social buildings materials and insulation, particularly for low income families.</li> </ul>	<ul style="list-style-type: none"> <li>We need sustainable design values in site location to utilise increased solar and wind power.</li> </ul>

	<p>Transport mode</p>	<ul style="list-style-type: none"> <li>▪ Encourage drivers to use public transport through new development.</li> <li>▪ Promote public transport users, cyclists and walkers.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Improve local facilities, such as local bus routes and grouped with other local facilities in the area.</li> <li>▪ Progress on regional facilities like public transport to offer affordable and easy access from most of the neighbouring areas.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Poor accessibility to residential neighbourhoods, such as roads, bus stops, railways, pedestrian and disabled accessibility.</li> </ul>
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Table 25.5 addresses the Key Factors of Social Housing Homeownership Sustainability, focused on environmental issues, included in the focus groups. The contrasting table extracted some essential factors of sustainability for all three case organisations, such as environmental protection, high quality building materials, waste management, design, land use and planning. For example, **Case 1\_LGA\_A** above represents contrasting table 25.5 and evaluated and then extracted the most fundamental factors that may focus on the effective and successful protection of the environment in the city regarding built environment and urban land use, air quality, open space, health and safety, water quality, resources and social housing supply, which can ensure high-quality of building materials for all types of homes, including the social and private sector, as well as the technology used for the delivery of social housing, improved material usage, water consumption and energy in order to improve sustainability standards like health, waste disposal, and normal landscapes, as a sustainable structure design is essential for encouraging appropriate policies that protect the environmental habitat for the wider community, as well as the efficient use of land and materials, and the adaptability of the expansion to changes in the size and physical ability of the families, as well as ensuring safe land availability for social housing, ensuring that employment opportunities and other social facilities are accessible to homes locally and endorsing the effective use of the current infrastructure of houses. Hence, social tenants will understand how to reduce energy usage in order to support the use of renewable sources of energy in smart communities. Government agencies encourage drivers to use public transport through the location of new developments and promoting public transport, cycling and walking.

Interestingly, emphasised on similar response but case 3 revealed totally different responses. Thus, **Case 2\_LGA\_B** Social housing seeks to endorse sustainability policies to avoid environmental problems, such as construction manufacturing and pollution, as the public needs a harmonious environmental habitat within the neighbourhood. The central government endorses a move up through the waste management ladder to minimise waste, and recovery through recycling and sustainably dispose of local level to ensure affordability

as well as a high quality of social housing through the Right to Buy. However, land allocation is the main constraint on building new homes in the wider community, particularly in London, which requires the reuse and protection of existing houses, an advanced health system, social cohesion as well as cultural well-being. These environmental barriers were highlighted in the literature and raised during the focus group discussion in an attempt to identify a solution. Further improvements have already been implemented by the local government authorities in regard to increasing the energy efficiency of social buildings' materials and insulation, particularly for low income families. Surprisingly, **Case 3\_LR\_C** revealed unlike local government authorities statement from external environmental situation; for example, poor environmental protection including flooding in low-lying areas, landscape deterioration, reduced air and water quality and the unselective dumping of waste. Low quality building materials are often used to develop social housing, that slows down the Right to Buy process. Thus, the citizens are seeking to enhance access to local facilities, services, housing, and open spaces for all, not only those with cars. According to participants, public value can be achieved, and the citizens feel valued by the government once having proper roads, decent bus stops, railways, safe pedestrian crossings and disabled access in the local neighbourhood.

**Key Factors to be considered for achieving social housing sustainability:**

- **To protect the environment**
- **The use of natural resources**
- **The use of energy consumption in regards to environmental impact**
- **Well-organized waste management**
- **The use of different transport modes**
- **Effective and efficient land use and planning within the local community**

Conclusively, the fact that polluters are responsible for their acts that categorised as environmental factor for achieving social housing homeownership sustainability policy, as it is broadly recognised as a important means of focusing on environmental issues. Thus, the main concern of the central government should be environmental and social costs, like polluters, through the governmental or legal frameworks that support sustainable behaviour, as well as imposing compulsory penalties in order to control unsustainable practices. The next section will discuss in more detail the sustainability factors related to social issues for the cases.

**Table 17.5. Key Factors of Social Housing Homeownership Sustainability, focused on social issues**

Classification	Sustainability Factors	Case 1_LGA_A	Case 2_LGA_B	Case 3_LR_C
	Social	Peace and Security	<ul style="list-style-type: none"> <li>Encourage road safety, the design of road for cyclists and outdoor facilities.</li> </ul>	<ul style="list-style-type: none"> <li>Increase safety and <u>security</u>, and reduce noise and smell. Advance road safety, cycling and walking facilities as well as citizens' personal safety.</li> </ul>
Equity and Equality		<ul style="list-style-type: none"> <li>Taking responsibility and accountability for delivering the local needs of ethnic minorities, the elderly, the young and disabled people.</li> </ul>	<ul style="list-style-type: none"> <li>Must meet the needs of the wider community and encourage better social fairness.</li> </ul>	<ul style="list-style-type: none"> <li>Must have equal access to decent social housing without any discrimination, such as physical disability, gender, race, culture and economic situation.</li> </ul>
Quality of life		<ul style="list-style-type: none"> <li>Social housing sustainability encourages residents' well-being.</li> <li>Forms equal opportunities including the assurance of security, familiarity, kindness and social cohesion</li> </ul>	<ul style="list-style-type: none"> <li>Reduce national and local pollutants, such as CO2, SO2, for local citizens and homeowners.</li> <li>Integrate different social groups, based on respect for economic, cultural or social background.</li> </ul>	<ul style="list-style-type: none"> <li>Poor health and welfare of social housing tenants can be evident through a high crime rate, poor healthcare, low quality education, and poor access to leisure, the community, sports, and culture.</li> <li>Can play a key role as a barrier to social housing homeownership.</li> </ul>
Social housing delivery		<ul style="list-style-type: none"> <li>The physical fundamentals of social housing sustainability, like materials, design, facilities and surrounding places.</li> <li>Also, the management of tenancies such as rights and responsibilities, that encourage tenants' satisfaction and social cohesion:</li> <li>A mixture of decent households and tenures that support a range of households.</li> <li>Gender equality is vital for social sustainability requirements in housing delivery and decision-making processes.</li> </ul>	<ul style="list-style-type: none"> <li>About 52% of families are homeowners, 28% are private renters and about 20% are socially renters.</li> <li>Increasing, homelessness is being transferred from another region.</li> <li>The population of this borough is expected to increase swiftly by at least 15% over the next twenty years.</li> </ul>	<ul style="list-style-type: none"> <li>The shortage of social housing homeownership can stop the need to meet housing requirements that could be a major reason for the housing crisis, such as poor affordability, homelessness and slums.</li> </ul>
Employment		<ul style="list-style-type: none"> <li>Increase employment opportunities and deliver opportunities for economic</li> </ul>	<ul style="list-style-type: none"> <li>The local strategy is to identify the significance of developing the skills of the</li> </ul>	<ul style="list-style-type: none"> <li>Lack of job opportunities may stop citizens from fulfilling their</li> </ul>



	opportunities	<p>growth.</p> <ul style="list-style-type: none"> <li>Encourage job opportunities by enabling employment generation and training opportunities in the area.</li> </ul>	<p>local people to uphold the area as a main employment centre.</p>	<p>necessary duties in regards to achieving sustainability in social housing homeownership.</p>
	Security of property and life	<ul style="list-style-type: none"> <li>The residents in a residential community must feel safe and not fear vehicle crime, robbery, anti-social behaviour and violent crime.</li> </ul>	<ul style="list-style-type: none"> <li>People in a residential neighbourhood must be safe and secure, free from the fear of robbery, violent crime and anti-social behaviour.</li> <li>The poor life budgeting, identify opportunities for residents' inability to maintain sustainable technologies effectively.</li> </ul>	<ul style="list-style-type: none"> <li>The lack of quality of education and skills development could be major issues in attaining sustainability in social housing homeownership.</li> <li>The lack of a general understanding about low energy consumption.</li> </ul>
	Social cohesion	<ul style="list-style-type: none"> <li>Social cohesion is always in progress to identify the needs of every citizen.</li> </ul>	<ul style="list-style-type: none"> <li>Accessibility, equity and equality of opportunity and social housing homeownership</li> </ul>	<ul style="list-style-type: none"> <li>Poor housing allocation and a lack of public value for citizens can create barriers and poverty between rich and poor families.</li> </ul>
	Policy	<ul style="list-style-type: none"> <li>To deliver affordable social housing and encourage social tenants to engage in homeownership in rural areas.</li> </ul>	<ul style="list-style-type: none"> <li>Create a plan to advance social housing and Right to Buy opportunities for key workers</li> <li>The government is dedicated to delivering high quality social housing for citizens who are unable to afford to buy from the private sector.</li> </ul>	<ul style="list-style-type: none"> <li>All local authorities should offer the same Right to Buy discount.</li> </ul>
	Neighbourhood	<ul style="list-style-type: none"> <li>Local citizens can now play an active role in helping to participate in the development of the areas they live.</li> </ul>	<ul style="list-style-type: none"> <li>Introduce Neighbourhood Forums to <u>apply</u> key role to the local council for their area to be accepted and recognised as a Neighbourhood Area.</li> </ul>	N/A

Table 26.5 addresses the Key Factors of Social Housing Homeownership Sustainability, focused on the environmental issues included in the focus groups. The contrasting table extracted some essential factors of sustainability for all three case organisations, such as peace and security, equity and equality, quality of life, social housing delivery, employment opportunities, security of property and life, social cohesion, policy and neighbourhood. For example, **Case 1\_LGA\_A** signifies contrasting Table 11 and evaluated and then extracted the most important factors that may focus on how the local government authorities improve road safety, cycle paths and outdoor facilities for the public. According to the focus group participants, the government is taking responsibility and is accountable for meeting the local needs of ethnic minorities, the elderly, the young and disabled people, which is regarded as a better way of creating public value and promoting the residents' well-being. However, whatever the local government announced is unlike the external environment, which comprises the social housing tenants and participants. Also, a mixture of decent households and tenures supports a range of households in the region but, from the citizens' perspective, it can cause segregation in the neighbourhood for social sustainability in housing delivery and decision-making processes. It can increase employment opportunities, deliver opportunities for economic growth and encourage job opportunities by fostering employment generation and training opportunities in the area. Further, government agencies are emphasising that the residents in a residential community must feel safe and not fear car theft, robberies, anti-social behaviour and violent crime. However, social tenants do not feel safe and secure, and constantly fear crime and anti-social behaviour in the neighbourhood.

**Case 2\_LGA\_B** responded similarly to the first case organisation, as both government organisations implement the same social housing policy for the public. Local authority two has increased safety and security, reduced the level of noise in social housing flats, smells, road safety for drivers and cyclists, and considered personal safety and well as encouraging more social fairness. However, this is how the policy-makers responded but the public were

dissatisfied with their policy implementation, particularly with regard to the integration of different social groups, based on respect for economic, cultural or social background. The study shows that about 52% of the families are homeowners, 28% rent privately and about 20% are social tenants. The homelessness problem is increasing, and some of it has been transferred from another region, so it is expected to increase swiftly by at least 15% over the next 20 years. Further, the internal environment indicates that the local strategy is to identify the significance of growing the skills of local people to support the area as a main employment centre. Surprisingly, **Case 3\_LR\_C** discussed the external environment, such as **the** poor safety for cyclists, lack of decent social housing without any discrimination, regarding factors such as physical disability, gender, race, culture and economic situation. Social housing tenants always suffer from poor health and welfare, a high crime rate, low quality education, and poor access to leisure, the community, sport and culture, that can create barriers to social housing homeownership.

**Key Factors to be considered for achieving social housing sustainability:**

- **Poor education system and health care;**
- **Level of poverty gradually increasing in some areas where social tenants/low income families are living, social exclusion and segregation increasing in the UK;**
- **Increasing fear of crime, drugs and alcohol within neighbourhoods;**
- **Poor employment opportunities across the UK.**
- **Social housing Right to Buy policy will have the potential to deliver numerous benefits for residents, such as health benefits and poverty alleviation.**

Therefore, in the presence of the above-mentioned factors related to social housing homeownership sustainability barriers, neighbourhood safety, health care, joblessness, social cohesion and other social activities for families in the area need to be taken into consideration to attain sustainability within social housing homeownership. While it may be very difficult to measure the wider

community cohesiveness, it can be observed to be a key contributor to the health of the broader community, given that sustainable social housing may help to encourage interaction and sociability among the citizens living within a social housing environment (Hanna and Webber, 2005). There should be suitable conditions to allow every family to meet their housing needs, such as public preferences, fairness, better economic situations, employment opportunities, peace and security, better health, and better quality of life.

**5.5.1.1. Key recommendations regarding the economic, environmental and social aspects of social housing homeownership through the Right to Buy**

Table 18.5. Summary of the findings regarding the Economic, Environmental and Social recommendations for social housing homeownership

Classification	Case 1_LGA_A	Case 2_LGA_B	Case 3_LR_C
	Internal environment	Internal environment	External environment
<b>Economical</b>	<ul style="list-style-type: none"> <li>▪ Promote sustainable /smart communities</li> <li>▪ Good governance for improving economic growth</li> <li>▪ Provide an effective legal and administrative framework</li> </ul>	<ul style="list-style-type: none"> <li>▪ Improve sustainable development</li> <li>▪ Good economic design</li> <li>▪ Appropriate construction technology</li> <li>▪ Implement appropriate policy</li> </ul>	<ul style="list-style-type: none"> <li>▪ Sufficient funding, affordable housing to meet housing needs.</li> <li>▪ Shortage of capital from the central government and restriction of funds for LGAs</li> <li>▪ Housing market increases poverty</li> <li>▪ Create employment opportunities</li> </ul>
<b>Environmental</b>	<ul style="list-style-type: none"> <li>▪ Create mixed communities</li> <li>▪ Integrating affordable housing units into residential developments</li> <li>▪ Sustainable structure design is essential for encouraging appropriate policies for protecting the environment</li> </ul>	<ul style="list-style-type: none"> <li>▪ Increase energy efficiency of social buildings' materials and insulation</li> <li>▪ Minimise energy consumption to reduce the environmental impact</li> <li>▪ Environmentally-friendly material</li> </ul>	<ul style="list-style-type: none"> <li>▪ Improve poor housing allocation</li> <li>▪ Add value for citizens</li> <li>▪ Planning restriction</li> <li>▪ Ensure environmental protection</li> </ul>
<b>Social</b>	<ul style="list-style-type: none"> <li>▪ Create mixed communities</li> <li>▪ Gender equality is vital for the social sustainability requirement in housing delivery and decision-making processes.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Socially inclusive</li> <li>▪ Empowering local communities</li> <li>▪ Provide a better education system and job opportunities to promote skills development</li> </ul>	<ul style="list-style-type: none"> <li>▪ Improve psychological issues</li> <li>▪ Reduce the level of segregation</li> <li>▪ Lack of public value</li> <li>▪ Better security of life and property</li> <li>▪ Promote public participation</li> </ul>

Table 27.5 above obtained key findings from the main three contrasting tables above showing the economic, environmental and social recommendations for social housing homeownership through the Right to Buy in order to be used for the reconceptualization of the framework in the next chapter. Table 12 sums up the participants' views on the economic, environmental and social factors that might reform social housing homeownership policy to help social tenants to become homeowners. The views of social housing tenants and housing providers in the public and private sectors are evaluated in concise table. Thus, Table 27.5 delivers the mean value and prosperous of each of the main suggestions, classified under economic, environmental and social issues from the external environment and internal environment. Table 27.5 also displays the classification of the proposals into the key critical categories.

However, the result is unsurprising, as poverty has become a global issue which is linked to segregation, poor governance and affordability. The outcome of poverty, segregation and affordability issues can make life even more difficult for social tenants, and low-income families with children face even higher housing costs, which can stop them being homeowners and compel them to remain far longer in their parents' home, in their childhood bedroom. Additionally, the higher social housing demand and low supply can be considered the main reason why individuals continue living with their parents, with little or no hope of becoming homeowners themselves. The next section summarises the link between the sustainability and affordability criteria for social housing homeownership through the Right to Buy.

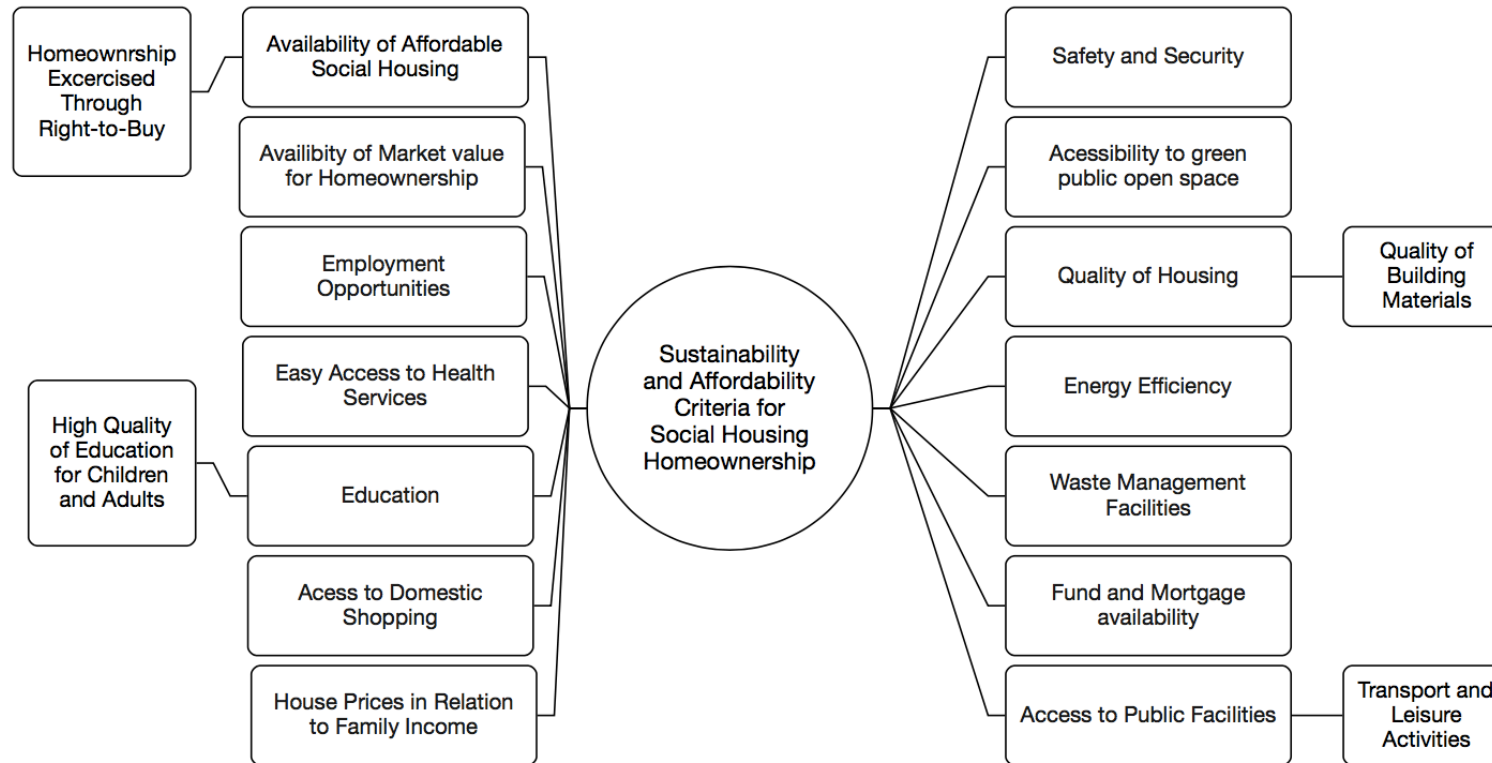


Figure 25.5 shows the sustainability and affordability criteria for social housing homeownership and inclusion within the sustainability policy

Figure 32.5 above addressed the key component of the sustainability and affordability criteria for social housing homeownership that removed through the Right to Buy scheme and inclusion within the sustainability policy framework, as it plays a key role in achieving social housing sustainability as well as supporting the developmental and reconceptualization of the framework in the next chapter. The figure shows the link between the sustainability and affordability criteria and the factors that help to promote sustainably across the community.

**Key Factors to be considered for achieving social housing sustainability and affordability:**

- **Creating job opportunities within the local neighbourhood**
- **Provide access to domestic shopping**
- **Better education system**
- **Extending Right to Buy homeownership**
- **Long-term economic growth in order to add value for citizens**
- **Access to public facilities in the local communities**
- **Improve safety and security**
- **Meeting the social housing homeownership needs of everyone through the Right to Buy.**
- **Availability of adequate funding and mortgages.**
- **Efficient use of resources for achieving sustainability in social housing policy.**
- **Good governance within the local government authorities across the country.**
- **Appropriate use of high quality building material and technolog**
- **Efficient, effective legal and organisational framework.**



## 5.6. THE IMPORTANCE OF ACHIEVING SOCIAL HOUSING HOMEOWNERSHIP SUSTAINABILITY POLICY

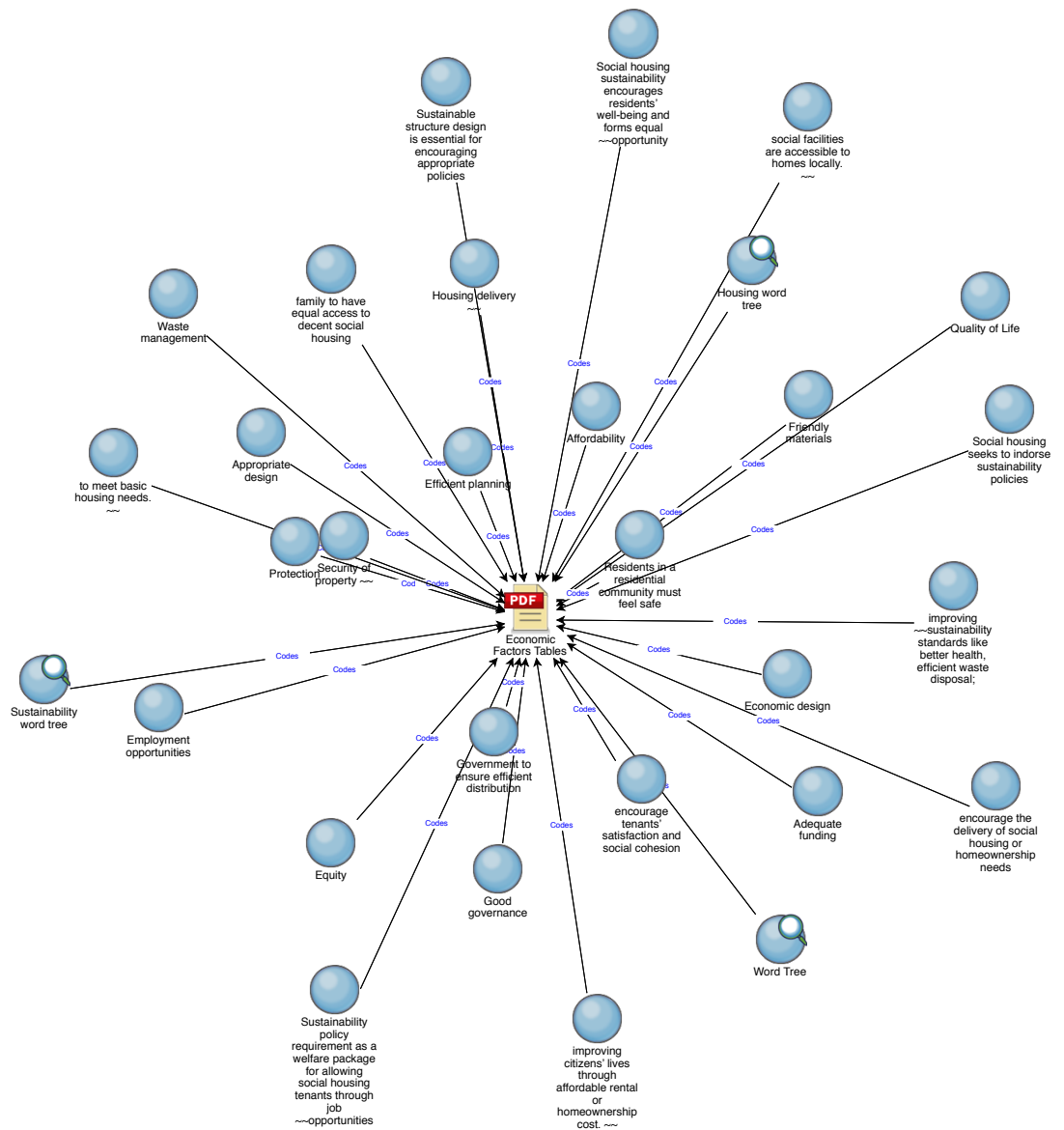


Figure 26.5 . The Explore Diagram displays the coding that was elected from Table 0-3 Key Factors of Social Housing Homeownership Sustainability Policy, included in the Focus Groups

The Explore Diagram in Figure 30.5 displays the coding that was created from the economic factor table before creating contrasting tables as the key Factors of Social Housing Homeownership Sustainability Policy included in the focus group. However, the analysis of the results sought to evaluate the importance of achieving sustainability in social housing homeownership for participants in both the public and private sectors. Also, the Explore Diagram above seeks to explore how significant it is to achieve a social housing homeownership Right to Buy sustainability and affordability policy through the lens of public value in the UK. The outcome of the findings during the focus group interview in this chapter shows the participants' perspective on the importance of achieving an affordability and sustainability policy in social housing sector through the lens of public value.

The findings specify that the local government authorities and local citizens differ in their views regarding achieving sustainability in social housing homeownership through the Right to Buy. For instance, the majority of the local government participants emphasised that social housing policy is sustainable, although there is a huge shortage across the country, which could be improved. However, social tenants indicated that during the focus group and the overall result shows that sustainability and affordability have been neglected by the government agencies, who must act to achieve sustainability, as it is very important. Thus, some scholars claim that, given the burden of achieving sustainability for the social housing sector in regards to supplying compulsory adequate funds, decent technology, high skills and the use of environmentally-friendly building materials, sustainability can be a benefit and not a cost to the agencies, that could embrace the concept. Hence, suitable government subsidies can help to tackle unsatisfied social needs caused by growing development problems, such as population growth, poverty, unemployment, social exclusion and segregation. The next section will analyse and discuss the vignettes approach that is used as an additional data collection strategy to enhance and evaluate the relevancy of the primary data results in a different context.

## 5.0.1. THE VIGNETTES APPROACH AS AN ADDITIONAL DATA COLLECTION PROCESS

### Background

In this section, the researcher decided to use an additional data collection approach in the form of a vignettes-focus group, in order to advance and evaluate the relevancy of the primary data results in different contexts. Thus, six vignettes were used in three focus groups, two per group, to explore the sustainability policy of the case studies of social housing homeownership Right to Buy barriers. The findings and analysis from chapter three were used to evaluate the proposed conceptual framework (figure 3.) for social housing homeownership through the Right to Buy scheme in the local government authorities from the public value perspective. In doing so, the author summarised participants' views on the social housing homeownership sustainability policy which, leads to economic, environmental and social recommendations for enlightening the reformations as well as implementation of the social housing in the UK.

Each vignette signified a real-life situation concerning citizens with different social housing stories such as; Vignette 1: A Single Potential Homeless Man, Vignette 2: Unsustainable Policy in Terms of Right to Buy (case one for the local government authority), Vignette 3: Deliberate Segregation of Social Housing Tenants, Vignette 4: Unaffordable Scheme Through the Right to Acquire (case two for local residents who are social housing tenants and some become homeowners through a social housing scheme), Vignette 5: Overcrowding in the 21st Century, Vignette 6: Redundancy Across England (three local residents who are currently living in social housing).

### **Vignettes 1 to 6 are as follows:**

The local government authorities are referred to as LGA\_A.1, B.2 and C.3 by the researcher due to privacy and confidentiality reasons. Thus, LGA\_A.1 is the first Vignette organisation in England. This council is responsible for providing several services in order to benefit local citizens living in the district. These services include social care, housing, planning, education, highways,

environmental protection, street cleaning, waste collection, libraries and swimming pools. However, for some of the services delivered by law, such as environmental protection, some local council choose to deliver or collaborate with other organisations to involve the citizens more closely, like housing, sports centres and swimming pools. This local government authority case A is a metropolitan council, one of 36 in the country. The total population is approximately 522,500 (2011 Census) and paid out of the public purse through business rates, Council Tax and grants from central government as well as the European Union.

The prime aim of social housing homeownership sustainability policy is to reform the sustainable housing stock within the district of vignette organisation A.1, to add value for local citizens and create a more attractive community to live in, in line with the 2020 vision as well as the Community Strategy. Thus, multiple case study and the vignettes approach through qualitative focus groups were conducted in the UK with local government authorities managers/staff and social housing experts for vignettes one and two from LGA.1, and also with local residents from the North and West of England for vignettes 3-6 under LR\_B.1 and LR\_C1. Each vignette has been analysed and evaluated separately to create one major synthesis of all vignettes at the end of the chapter.

### **Vignette 1: A Single Potentially Homeless man**

Mr Paul is 58 years old, from London and currently lives on a narrowboat because his home was repossessed due to an unpaid mortgage.

Mr Paul recently became homeless when his marriage ended. He had taken out a high rate mortgage and the interest rate was continually rising. He became overstrained when his marriage ended, and as a result his income rapidly reduced. Then, due to stress, he lost his job too, and fell behind with his mortgage repayments, Paul was not in a position to cope with such a difficult situation, began drinking too much alcohol and failed to find another job.

Eventually, his home was repossessed due to his unpaid mortgage and he was firefighting most of the time. Depression then sapped all of his energy and he was unable to make decisions about his life. Paul was moving from home to home in private temporary accommodation as the local government refused to offer him social housing because he was considered to have issued a “deliberate and unreasonable refusal to co-operate: duty upon giving of notice” by the housing authority. However, he never felt at home, and spent his days wandering alone around the shopping centre and high streets, looking at empty homes and wondering if he could live in one of them and find happiness again. He felt lonely, powerless, homeless and lost in the community, without any hope of ever becoming a homeowner again. After so much struggling, Paul found a better job and went to live with one of his close friends on a narrowboat. He feels warm and secure, and can now enjoy a lifestyle that he can afford. As he could not afford to pay high rents, the current government social housing scheme had nothing to offer him and homeless people always seem to be the victim of government social housing policy. This looks set to become worse in the next few years.

### **Vignette 2: Unsustainable Homeownership Policy under the Right to Buy Scheme**

Mr and Mrs Deepak are both in full-time employment, have three children under 16 years old and have been living in the two-bedroom flat for the past 15 years, managed by the social housing association in central London. They hope to become homeowners. Although the central government has substantially reduced the homeownership discounts that were available through the Right to Buy policy, the newly-elected government party reformed the homeownership policy in their first term in order to further reduce sell-offs, that encouraged more low-income families like Mr and Mrs Deepak to move onto the property ladder. As a result, about 60% of flats were sold off under the Right to Buy scheme and now belong to private landlords. Thus, the scheme motivated Mr and Mrs Deepak to consider the high discount rules regarding the market value of their property. Both were looking forward to

receiving the same discount because, the longer one has been a social tenant, the more discount one receives.

The maximum discount for council tenants is £78,600 outside London and £104,900 in London. On the other hand, the discount policy was eliminated by the Scottish and Welsh governments. However, the UK government pledged to scrap the “pay to stay” policy too, as it increases rents for council tenants with higher salaries. Sadly, Mr and Mrs Deepak promptly realised that the discount rate only applies to council tenants, not housing association tenants. The current price of their home is £855,078 and the maximum discount they would be likely to receive would be approximately £16,000, that is nowhere near the budget they need in order to purchase their home. Moving onto the property ladder is a major financial commitment, even without the deposit and maintenance cost. Thus, they are unhappy about the unsustainable housing policy and unsustainable rate, such as high prices, mortgage burden and house prices vs earnings (up to eight times first-time home buyers’ salary in London).

### **Vignette 3: Deliberate Segregation of Social Housing Tenants**

In 2012, John and Natasha were first interviewed in their two-bedroom social housing with their two children, aged 7 and 2. After relocating to the London borough of Westminster from Scotland as a university graduate in 2000, both began working in business administration and as a fashion designer, when job opportunities were abundant and better paid. However, after 7 years both noticed that employment security had reduced and housing costs increased, as inflation is rising, particularly in London. Therefore, witnessing unusable changes in the city centre in terms of accommodation and living costs, they realised that buying their two-bedroom flat from the Housing Association with very little discount was not feasible. Also, in London, the housing developments are trying to segregate low-income families from rich homebuyers by indirectly forcing them to use separate entrances to the garden and flats within the same building.

Subsequently, John and Natasha were interviewed for the second time in 2016. The investigator found that the family, now with three children (aged 11, 6 and 3 years old), had been relocated to Coventry City Council by the local government authority due to the housing shortage in the London Borough of Westminster. The family had been trying very hard to move into homeownership for the past 15 years but had failed to do so. Natasha has been struck by a devastating illness and can never work again, further dashing their dream of becoming homeowners within the neighbourhood, which requires better health and wealth. Instead, sadly, they faced segregation by the local government authority. Conclusively, the family lives in a less comfortable environment that they earlier enjoyed in the London Borough of Westminster, but they still hope to move into homeownership. Still, they are suffering from separation from their family and friends, which has a great impact on the children's quality of education and general lifestyle.

#### **Vignette 4: Unaffordable Scheme under the Right-to-Acquire**

Approximately eight out of ten families cannot afford to move into homeownership within their local neighbourhood in England, even though a social housing scheme. Mr and Mrs Smith have three young children (aged 10, 5 and 2 years) and are housing association tenants, who have lived in a one-bedroom flat in Greater London since 2001. Mr Smith works as a school teacher and Mrs Smith is a homemaker. However, they need a three-bedroom house, which they have applied for through the local council but they have been informed that they will probably have to wait another 7 years, as there are about 37,000 families on the waiting list in Mr and Mrs Smith's area. Currently, the housing association is offering them only £9,000-£16,000 on the price of their current one-bedroomed flat, which is insufficient and unfair, while council tenants receive £78,600-£104,900.

The family needs three-bedroom affordable housing with better facilities within the local area but the average house price in Greater London is around £600,000, which makes it extremely difficult for them to purchase a three-bedroomed house. Even if they seek help through the government's Help to Buy scheme, which is an "Equity Loan scheme: available to first-time buyers

and existing homeowners who want to buy a 'new build' house. The purchase price must be no more than £600,000. Under this scheme, you can borrow 20% of the purchase price interest-free for the first five years as long as you have at least a 5% deposit", the current scheme works only for land investors and housing developers, who wish to achieve maximum profits and they pretend that they are increasing the national housing stock across England. Thus, Mr and Mrs Smith are in a deadlock situation and suffering from housing stress.

### **Vignette 5: Overcrowding in the 21st Century**

Mr and Mrs Ahmad have been living in a privately rented two-bedroomed house in Greater London since 2007. They now live with their six children (first one aged 14, 2<sup>nd</sup> one aged 10, 3<sup>rd</sup> one age 7, 4<sup>th</sup> one age 5 and the last one age 3 years). Mr Ahmad works part-time, and Mrs Ahmad is a homemaker. They receive housing benefit in order to support their living costs. They are also bidding on a "locata" home for the four-bedroom house through the local government authority for social housing with a hope of becoming homeowners through the Right-to-Buy scheme. Recently, they were informed that they would probably have to wait another 6-10 years, as there are about 37,000 families on the waiting list in their borough. On the birth of their sixth child, they added a partition in their living room to create an extra bedroom for their older daughter due to overcrowding and the other half of the living room was turned into an office, as Ahmad is expected to work from home most evenings due to his financial circumstances, as his is considered to be a low-income family.

However, the environment is overcrowded, unsuitable for educating and raising children in, and moving onto the property ladder is not even a possibility any longer as, even with higher salaries, homeownership is unaffordable. Although this family needs a four-bedroomed, affordable accommodation with better amenities within the local neighbourhood, the average rent for a property like this in Greater London is around £1,900 per month, excluding bills, which makes it extremely difficult this family to rent privately. The local council is aware that the family is living in an overcrowded environment but had informed them that "the living room should be turned into a bedroom" and



offered to purchase them a sofa-bed, which strongly affected their children’s education and general well-being.

**Vignette 6: Homeless due to Redundancy**

Mrs Leanne Brown is a single woman in her late 30s with three children (aged 2, 5 and 9 years). The family is living in temporary accommodation, such as bed and breakfasts. She has been in the country for under five years and became homeless because she lost her home that was secured through her employment and very close to her place of work. Her company made huge redundancies when smart technology replaced 30% of the unprofessional staff. Mrs Brown applied to the social housing scheme, but her application was rejected due to lack of eligibility within the Borough, and she cannot rent from the private sector as she is no longer working. Even though all of the wealth and golden opportunities in England must offer better social housing provision, the country has one of the lowest employment rates. However, the local government provides social housing for vulnerable groups and, due to the complex allocation process, Mrs Brown is not considered eligible. As a result, she suffers from depression, housing stress and her children’s education has suffered.

**5.0.2. CASE ORGANISATION ONE\_-LGA\_A.1**

**5.0.2.1. Exploring Research Issue 1: Factors Influencing the Economic Barriers in LGA\_A.1**

**Vignette 1: A Single Potentially Homeless man**

<i>Reference 7: 0.01% coverage</i>
At the moment as homelessness expert I am doing a project called finance solution for homeless people who are difficult to place that involved pulling people from all relevant departments for discussion in terms of decision-making
<i>Reference 8: 0.01% coverage</i>
for a drug addict £30 will last only few hours then he may commit a crime to survive for another few hours..

This direct quotation above was gathered from LGA\_A.1, one of the homeless experts during the vignette focus group and refers to the factors influencing

economic barriers. Homelessness or potential homelessness is always taken seriously by the local government, which considers each individual circumstance accordingly before providing short- or long-term accommodation. However, there are a number of homeless people, rough sleepers or drug users, who becomes homeless due to unpaid rent or crime. Thus, the local government authority can do very little in this type of situation, due to economic or social housing policies.

*Reference 13: 1.34% coverage*

A.6- There are different social housing providers are all set up to cover different areas. For example, Manningham Housing Association housing manage larger housing for families who have several children and for people in need within the Bradford and Keighley areas. MHA has over 1300 homes, many of which are of four bedrooms or more. MHA receive strong support from the local government authority.  
 "in order to meeting the housing needs of Black and Minority Ethnic (BME) communities"  
 In response to the changing needs of social tenants and provide social housing across the district, offering eligible people more choices of property type and sizes.

The local authority demands that the central government should fund the local government in order to build new houses that low-income families can afford. Each local government social housing department has a huge responsibility and duty to accommodate the local citizens and meet their needs in order to add value for those from different ethnic backgrounds within the community. The majority of the participants from the local government authority suggested that the central government should give more power and the ability to oversee the Right to Buy back to the local government to promote welfare reform and tackle homelessness.

[Internals\Focus Groups\Wignette 01 and 02\Wignette 01 A Single Potential Homeless man](#)

1 reference coded, 0.01% coverage

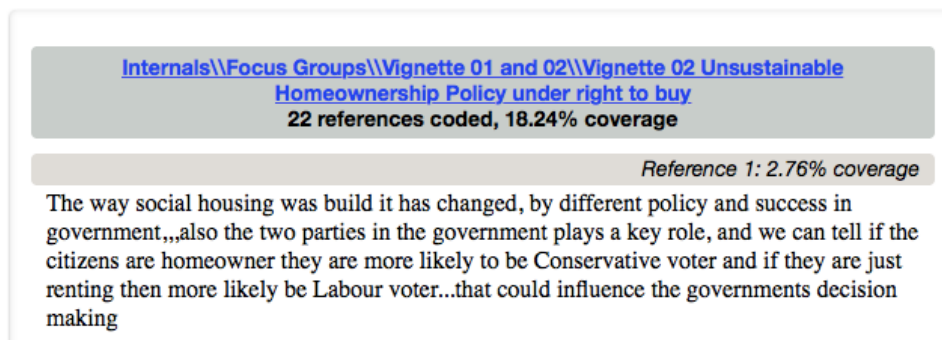
*Reference 1: 0.01% coverage*

I think it depends on the area here in Bradford social housing and private housing is not that different in terms of rent if it was London sure it would be much different... the main differences is about security and tenancy term and conditions, if he goes into social housing the security can be long term while private is shorter and less secure...However, the service need to be improved by the local government for vulnerable citizens. According to social housing allocation policy we have to accommodate the right people...

Discussing the above direct quotation from one of the council housing experts, social housing in each area of England would have a different rent. However, the main concern is to tackle homelessness and rough sleepers by securing

long-term tenancies, as private property is less secure than social housing. After securing a tenancy, most low-income families will then aspire to become homeowners, particularly through the Right to Buy, as the discount rate is far higher. This is why the central government is committed to reducing homelessness across the country by 2022 and, more importantly, eliminating it completely by 2027 in order to add value for the wider community.

## Vignette 2: Unsustainable Homeownership Policy under the Right to Buy Scheme



[Internals\Focus Groups\Vignette 01 and 02\Vignette 02 Unsustainable Homeownership Policy under right to buy](#)  
22 references coded, 18.24% coverage

Reference 1: 2.76% coverage

The way social housing was build it has changed, by different policy and success in government,,also the two parties in the government plays a key role, and we can tell if the citizens are homeowner they are more likely to be Conservative voter and if they are just renting then more likely be Labour voter...that could influence the governments decision making

According to the vignette 2 focus group discussion (unsustainable homeownership policy under the Right to Buy scheme) from the LGA\_A.1, the social housing experts asserted that council housing was built to accommodate poor families who were living in slums, but this is no longer the case, as the government policies have been successfully reformed by the UK government parties. The Conservatives encouraged the citizens to become homeowners under the Right to Buy scheme, while the Labour Party was more interested in people renting social houses. However, both parties influenced the overall government decision-making, particularly at election time. However, a shortage of social housing and affordable housing was reported across the world, particularly in the UK. The participants stated that there is an inadequate supply of social housing, that has had a significant impact on the Right to Buy policy. Thus, newer affordable homes must be built to accommodate low income families and first-time buyers, as the private market is unaffordable.

*Reference 2: 0.01% coverage*

Yes, there is a great chance of becoming homeowner as housing price much lower than central London area.

*Reference 3: 0.79% coverage*

it is unaffordable for average family on low income and is not just for Mr Deepak it is around M25 for most families,,,they need to be integrated and find find cheaper area to live

*Reference 4: 0.01% coverage*

Yes, even if the family decide to live at the current home then won't be possible to become homeowner

In the UK, social housing homeownership under the Right to Buy was not seen as a successful policy in meeting the overall social housing needs, as every local government implements a different policy in terms of the discount rate. For example, if council tenants are eligible for the Right to Buy, then the maximum discount available to them is around £78,600 across England, but this rises to £104,900 in the London and Greater London municipalities, and it can increase each year, while Housing Associations offer only £9,000-£16,000. However, the increase in social housing homeownership under the Right to Buy is often used as a political weapon and thus it is unaffordable, due to austerity. Although, in the UK, the social housing schemes are designed to offer low rents for low-income people, the key challenges identified by the researcher were an inadequate supply of social housing and affordability issues, which will be discussed in the next section.

*Reference 8: 1.62% coverage*

now for this family is so difficult to move from central London all the way to North of England away from family and friends, which they don't want.... and cannot buy due to only £16000, discount when the actual price of the house us around £800000...the current flat they have from housing association..However, if they move their children will suffer in regards to school or education as one of the children starting her GCSEs.

*Reference 9: 0.01% coverage*

Now due to Right to buy scheme many people became homeowner bought the best houses 3 or 4 bedrooms and now mainly flats are left, which cannot be ideal home for families with more than 4 children... Currently, even in London flats are unaffordable for low income households....prime example is Mr Deepak's family

The majority of low-income families are unable to move onto the property ladder due to affordability issues, segregation problems and housing association policy, which varies from the council housing Right to Buy scheme. Also, social housing homeownership policy could be restricted in some sense in the UK, as some scholars reported problems in terms of the maintenance and quality of the majority of social housing. As a result, the majority of social housing tenants live in poor conditions, which has a significant impact on their

mental well-being. However, Mr and Mrs Deepak, who are housing association tenants in London, are considered to be victims of social housing policy, as the family is not eligible for a 70% discount under the Right to Buy scheme, like some council tenants who live in council housing that is directly managed by the local government, while housing associations are managed by different organisations but regulated by the local government.

### 5.0.2.2. *Exploring Research issue 2: Factors Influencing the Environment Barriers in LGA\_A.1*

#### **Vignette 1: A Single Potentially Homeless man**

*Reference 19: 0.01% coverage*

A-2-- I think it depends on the area here in Bradford social housing and private housing is not that different in terms of rent if it was London sure it would be much different... the main differences is about security and tenancy term and conditions, if he goes into social housing the security can be long term while private is shorter and less secure...However, the service need to be improved by the local government for vulnerable citizens. According to social housing allocation policy we have to accommodate the right people...

Some social housing experts stated that the factors influencing social housing homeownership Right to Buy in a local government authority could be due to environmental barriers. For example, in the North of England, there are far cheaper housing prices and rents than in the South of England, particularly in the London region. Most social housing providers manage to have more significant control over which social tenants are allocated social housing Right to Buy, even in some areas of Britain with a moderately high degree of central government policy. However, none of the participants mentioned a situation in which a social housing supplier did not practice at least some control over the allocations. Thus, the service needs to be improved by the local government for vulnerable citizens, according to social housing allocation policy, in order to accommodate the most eligible people.

There are some social tenants who moved into homeownership under the Right to Buy but sadly lost their job and then their home, due to financial difficulties, which means that they will not be eligible for social housing again, as they lost the opportunity but only housing shelter can support them in some way to move back into work and temporary accommodation. The lucky ones

may obtain some sort of help and support from family and friends to get back to normal life. Otherwise, living alone will lead to stress and depression. Thus, the local government highlighted that people should be responsible for their actions or carelessness, as the local authorities can only do a little.

## **Vignette 2: Unsustainable Homeownership Policy Under the Right to Buy Scheme**

*Reference 22: 0.98% coverage*

Evaluating the case from public value perspective, homeowners might be satisfied in a way from government, while low income families are always of complain mode

Also, the analysis shows that both the central governmental policy and social housing suppliers can help *those who are already under the Right to Buy scheme and want to become homeowners*. However, housing association tenants do not qualify for the same discount rate as council tenants like Mr and Mrs Deepak, according to vignette 2. Thus, most housing association tenants are dissatisfied with such an unsustainable social housing policy and the local government cannot undertake much reform or force housing associations to offer the same discount, as there are more priorities to manage, such as:

- **Families that include a disabled person, including a long-term preventive illness.**
- **Lone parents and other eligible families with children**
- **Older people who need support**
- **Citizens who are at risk of gender-based violence within the neighbourhood**
- **Vulnerable groups at discriminating risk of housing exclusion, which will be discussed further in the next section on social barriers.**



**5.0.2.3. Exploring Research Issue 3: Factors Influencing the Social Barriers the LGA\_A.1**

**Vignette 1: A Single Potentially Homeless man**

[Internals\Focus Groups\Vignette 01 and 02\Vignette 01 A Single Potential Homeless man](#)  
**2 references coded, 0.60% coverage**

*Reference 1: 0.59% coverage*

I think housing now has come to governments agenda

*Reference 2: 0.01% coverage*

A.1----It depends on his personal situation then council is responsible to provide accommodation for him according to social housing eligibility or criteria such as status in the country and policy that exist in the council. However, in this case a single homeless man would be lees eligible and got no any particular vulnerabilities than families who are with under age children. There is five different test that we have to do then after receiving outcome of the five test then eligibility will show up....

As evaluated above, currently, each local government has its own eligibility criteria in order to accommodate people in social housing, as there is a huge shortage of housing across England. As a result, housing is now on the central government’s agenda in order to build and deliver sustainably about 300,000 new affordable homes per year but, between April 2015 and 2017, only a total of 287,600 new affordable homes were built. However, the average price of a new affordable home in London is around £600,000, which is not affordable for low income families and most households are moved outside London and lose their community cohesion as well as public value. The analysis found that about 3% of Westminster City Council’s low-income families were moved by the local government to Coventry City Council.

[Internals\Focus Groups\Vignette 01 and 02\Vignette 01 A Single Potential Homeless man](#)  
**25 references coded, 7.61% coverage**

*Reference 1: 0.59% coverage*

homelessness reduction Act will come into new policy

The findings show that most homelessness and eviction happen because of the careless and lack of responsibility of the tenants, who do not pay attention to or are unable to maintain their home, pay the rent or mortgage on time, or have zero-hour employment contracts. However, social factors like family

income and affordability control the tenancy patterns between household income and affordability, including approval for social housing. The clear majority of low income families with several children are housed in the private rental sector, mainly because the local government authorities lack 4 to 6-bedroomed social housing to accommodate such families. However, the research evaluates social housing homeownership through the lens of public value and its impact on wider community cohesion and what can be done by the local government authorities to overcome such a misconception.

*Reference 20: 0.01% coverage*

A.1----It depends on his personal situation then council is responsible to provide accommodation for him according to social housing eligibility or criteria such as status in the country and policy that exist in the council. However, in this case a single homeless man would be less eligible and got no any particular vulnerabilities than families who are with under age children. There is five different test that we have to do then after receiving outcome of the five test then eligibility will show up.

*Reference 21: 0.01% coverage*

Housing option and the new housing policy will be introduced on April 2018 which will change how council will approach

Interestingly, the local government experts stated that the social housing policy is quite different to what the social tenants indicated. In the case of vignette 1, a single man, Mr Paul, who is 58 years old from London, currently lives on a narrowboat because his home was repossessed due to an unpaid mortgage. However, during the vignette focus group discussion, the homelessness expert highlighted that it mainly depended on the personal situation. The local council is responsible for providing temporary accommodation for Mr Paul, according to social housing eligibility, such as the statues in the country and housing policy of the council. Thus, Mr Paul, as a single man, would be less eligible, as he is not particularly vulnerable, unlike a family that is living in poor conditions with several children. Some social housing provision policies also managed to refuse access to social housing even to families with several children, who may become ineligible because of a poor history of rent arrears in the past.

### **Vignette 2: Unsustainable Homeownership Policy Under the Right to Buy Scheme**



*Reference 10: 1.41% coverage*

In relation to Mr Deepak Right to Buy have huge discount but unfortunately in their case the family lives in housing associations that don't have the same discount rate.....Already Scotland ended right to buy scheme, Now Wales looking into that to end in order to keep the legal and national housing stock for the future generation to add value...However, England has sold out millions of the council houses now don't have enough stock to accommodate the low income families....Now the main focus must be to help people who are into psychological issues like depression and mental health, which caused mainly by housing stress and poverty

The findings explored the social factors in the vignette 2 unsustainable homeownership policy under the Right to Buy. Mr and Mrs Deepak are both in full-time employment, with three children under 16 years, living in a two-bedroomed flat under the housing association policy in London. Their dream is to become homeowners but the housing association does not offer the same discount rate as council housing. As a result, the family is not in a position to buy their current house as the price is £800,000, which is more than they can afford. Accordingly, the family had no choice but to move out of London and leave their family and friends behind as well as the current employment. Participants from the local government housing department highlighted that large families, like the Deepaks, with a low income, cannot afford to buy suitable houses within their local neighbourhood and if the tenants swap from housing association to council, that will take another 7 years at least.

*Reference 15: 0.01% coverage*

However, the government bridging this by segregating social housing tenants, prime example Westminster council moving social tenants to Coventry and Birmingham... obviously families are not happy about such policy, especially evaluating it from the public value perspective, there is no value for the community or individual

Therefore, the local government authorities endeavour to bridge such gaps in order to avoid social segregation by building new affordable homes to move low income families onto the property ladder, but this not always possible due to austerity. Thus, social housing tenants who are living in housing association property demand the same discount rate that is given to council tenants who are managed by the local government. However, to evaluate such an unsustainable social housing policy from the public value, the added value for citizens is neglected by the government, but the government has already suggested eliminating the bedroom tax to achieve the better use of social housing allocation through the local government to add value for tenants.

### 5.0.2.4. Lessons Learnt and Themes related to LGA.1 of the Vignette Focus Group

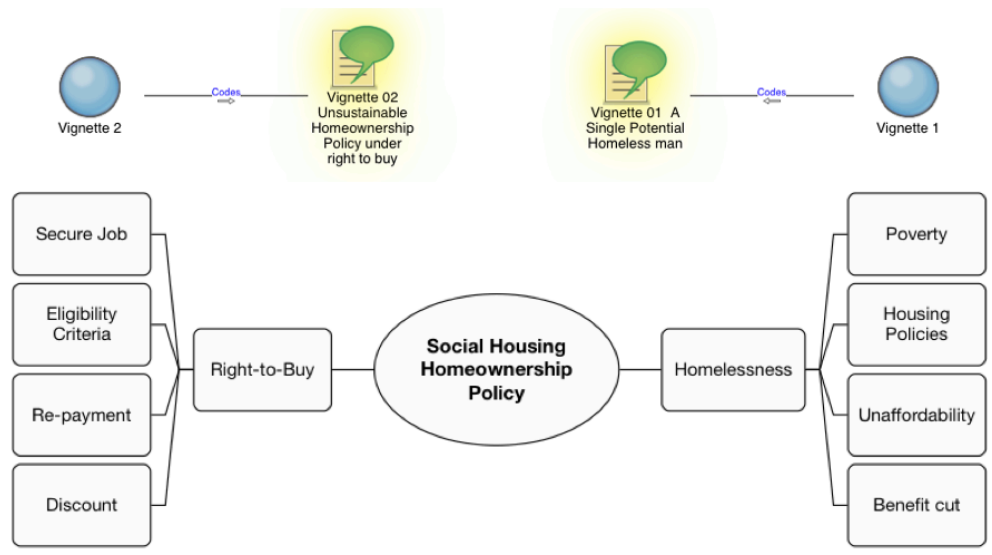


Figure 27.5. Explored Themes and sub-themes through the Mind Map for Vignettes 1 and 2

The vignettes focus group-interview data were cross-examined by re-listening to the recording of the focus group interview in order to transcribe and read the transcription to code the transcript data using Nvivo software. The data explored during analysis to create five themes for each case organisation to highlight the economic, environmental and social factors. Thus, the analysis was extended to include social housing homeownership under the Right to Buy sustainability policy specification from the public value perspective for economic, environment and social impact evaluation across the five themes of ‘measuring affordability for low income families’, ‘creating a safe and secure environment’, ‘outlining social outcomes’, ‘unsustainable Right to Buy policy’, and ‘safeguarding homeless people’. The latter process is analysed from an implementation theory perspective and the outputs needed positively to implement social factors.

### 5.0.3. VIGNETTES FOR CASE ORGANISATION TWO - LR\_B.2

#### 5.0.3.1. Vignettes Background to LR\_B.2

## Background of the case organisation

Resident referred as LR\_B.2 by the researcher due to privacy and confidentiality reasons. Thus, LR\_C\_B.2 is the second case organisation in England. This case organisation involves the local residents of three different local authorities divided into two vignettes per focus group from London in order to attain the best result. LR\_B.2 has been selected from different boroughs who were currently under the social housing scheme and subsequently moved into homeownership through the Right to Buy scheme, which is a comprehensive social housing project delivering a range of social housing options for the local residents who are eligible for housing. As previously mentioned in the literature chapter, the social housing scheme started and is now managed by the local government authorities who are working closely with partners in order to make the best use of the social housing in the region.

### 5.0.3.2. *Exploring Research Issue 1: Factors Influencing the Economic Barriers in LR\_B.2*

#### **Vignette 3: Deliberate Segregation of Social Housing Tenants**

*Reference 3: 0.01% coverage*

Government can stop foreigners from buying the houses in cash then leave it empty.... can control the private market, basically government want social tenants to move out of London and keep that place elite for rich people. Directly forcing people out of their community.. unfortunately most low income families don't have good education background to fight their cases and lack of understanding their right make them more vulnerable

The participants from the vignette 3 focus group reported that the social housing providers may be unwilling to house low income families mainly in Central London due to economic barriers and so segregated them to Coventry City Council. Westminster City Council reported that the new social housing policy was important in capping the extra cost of providing accommodation for vulnerable people. However, some of the participants highlighted that some low-income families still have the option to be housed in private rented housing, but the average waiting times for social housing in London is 10 years for one or two bedrooms and up to 25 years for a four-bedroomed house.

Thus, due to austerity, many private rental tenants will face evictions and have no option but to move out of London, just like John and Natasha. The local government authority is unable to keep pace with such a high demand for social housing that leads to homeownership under the Right to Buy scheme in Central London and more than 4,500 people are on the waiting list, which about 700 homes become available annually.

*Reference 8: 1.69% coverage*

However, the housing association charge more than the council and when you want to buy the house the housing association don't offer the same discount as the council. which is not fair for the social tenant. In the case of John and Natasha family clearly they are victim of social housing policy because they don't receive what they are eligible and being force or being offered unwillingly to more from their neighbourhood to another area.

*Reference 9: 3.45% coverage*

John and Natasha should be happy in a way that they living somewhere much cheaper place less housing cost. However, at the start it will be kind of hard to get used to with the community but in a long term they may become homeowner much quicker than they were living.

John and Natasha had to move from London to Coventry due to the affordability issue and faced segregation from their family and friends as well as the wider community to whom they were strongly attached, as the housing association does not offer the same discount rate as council housing and the family became victim of such a formalised policy and lost their aspiration to become homeowners. However, it is vital that Westminster City Council fundamentally improves its council homes, challenges the disruptive government policies that reinforce these worrying plans for its citizens, although the social housing stock is decreasing because of the Right to Buy scheme and sadly cannot be replaced.

*Reference 11: 1.77% coverage*

The main problem with this family would be affordability as Natasha fight devastating illness and can't go to work. Now they household must survive with only single income unfortunately it is impossible to live in Central London with single income the is low income

Finally, for Natasha, affordability is the main challenge as she is fighting a devastating illness and can never work again, which has reduced the household to a single income. However, the social housing Right to Buy scheme and allocation systems for social tenants do not prioritise some form of focus on vulnerable people or families with children. Also, social housing providers avoid accommodating certain people with a history of

nuisance behaviour, rent arrears or a criminal record, which means that this group will face homelessness, rough sleeping, poverty, crime and drug addiction.

#### Vignette 4: Unaffordable Scheme under the Right-to-Acquire

*Reference 3: 0.01% coverage*

Also, government can introduce a policy for international home buyers some sort of restriction because they are buying the house and keeping it empty.. that can increase the housing demand and rent

*Reference 4: 0.05% coverage*

Government can control the private market not to increase the housing rent above the certain % like Germany. At the moment private market keep increases the rent every year while the wages are still the same

Vignette four indicated that, under the unaffordable scheme under the Right to Acquire, around eight out of ten families cannot afford to move into homeownership within their local neighbourhood in England even through a social housing scheme. Mr and Mrs Smith, with three young children aged 2, 5 and 10 years), are housing association tenants who have been living in a one-bedroomed flat in Greater London since 2001 and are probably unable to become homeowners. However, the research found that most social housing tenants were born in the UK, and that a small percentage of the total social housing tenants are from the EU or overseas. More importantly, some of the social tenant participants stated that the UK government should introduce a housing policy to restrict international buyers from purchasing homes in cash in London, to maintain sustainable housing prices for local people. Similarly, the central government can prevent the private housing market from increasing the rent every year above a certain percentage, as the wages are still the same.

*Reference 10: 1.29% coverage*

For low income family and Smith family it is not easy to move into property ladder and I think it is not fair on them as they are living in housing association property not getting the same discount as council tenants get.

*Reference 11: 0.01% coverage*

Yes, government pays only up 20% for first time home buyers, 5 % yourself and the other 75% mortgage only if you have good salary. however, the price of the new build house must not be more than £600,000 in England and Northern Ireland

*Reference 12: 0.01% coverage*

Government must find away to change their social housing policy to offer all the same discount

Thus, homeownership under the Right to Acquire scheme aims to enable social housing association tenants to purchase their home at a good discount rate. However, there are some restrictions and eligibility criteria, such as tenants must have had a public-sector landlord for 3 years or more, which includes housing associations, council housing, the armed services and National Health Services trusts. The eligible homes must have either been built or bought by a housing association after 1997 from the local government authorities. Unfortunately, the Smith family is ineligible for such an unsustainable policy and unable to purchase their current property due to financial difficulties. Thus, the majority of social housing participants who are applying such a policy request the government to negotiate with the housing associations or other housing agencies that are regulated by the local government to offer the same discount rate as council homes.

Generally, the highest proportion of social tenants are UK-born groups, while just four different ethnic groups have quite a higher percentage of people who live in social housing: Bengalis, Afghans, Somalis and Jamaicans. However, most of the members of these groups have a low income and are unable to move onto the property ladder, such as under the Right to Acquire scheme, that is the most affordable option. Also, they have large families with several children that the local government does not have 4- or 5-bedroomed house to accommodate, so they are living in privately rented accommodation, which is paid for by the local authority.

**5.0.3.3. *Exploring Research issue 2: Factors  
Influencing the Environment Barriers***  
***LR\_B.2***

**Vignette 3: Deliberate Segregation of Social Housing Tenants**



**Internals\Focus Groups\Vignette 01 and 02\Vignettes 3 Segregation LR**  
**12 references coded, 11.78% coverage**

*Reference 1: 0.01% coverage*

think Government should take humanistic approach not autocratic style in order to add value to the wider community

*Reference 2: 0.63% coverage*

I think government need to take serious action and act according to the families situation not just indirectly force them to a new area if they are not willing to do so. Not only John and Natasha but children's education is important particularly their GCSEs that lead to better higher education

The evaluation of vignette 3 found that social tenants are dissatisfied with the current government housing policy. One key participant indicated that the UK central government should adopt a humanistic approach rather than an autocratic style in order to add value to the wider community. Also, he highlighted that the government needs to take serious action and act according to the family's situation, particularly regarding low income households. by understanding their environmental issues and values. A prime example here is John and Natasha, who had to move away from their family and friends to a completely unfamiliar environment that significantly affected their children's education and caused a lot of stress.

*Reference 6: 0.01% coverage*

Yes, social housing flats are well known for rough and high crime area and not safe for children to grow up there and you feel isolated. Also, many of social tenants have psychological issues such as housing stress, depression and mental health problem as their are segregated as well as branded as low social class within the neighbourhood. There is always complaint from the neighbours about bill paymnet and other housing cost.

Thus, from the social housing tenants' perspective, social housing estates are well known for being a rough, crime-riddled unsafe environment for young people to group up in. Low income groups always feel that they are isolated from the rich elite and cannot imagine living in the same street as the elite group, as before, which creates an environment full of stress, depression, mental health problems and hopelessness, as well as branding this group as a low social class within the local neighbourhood. However, the fundamental philosophy was that social housing tenancies were to be given to those most eligible for them, such as disabled people, families with children and other vulnerable or needy groups on a low income.

However, some of the social tenant participants discussed during the interview that some social tenancies have exposed discrimination against ethnic minority families in the provision of social housing and other parts of social housing policy. Thus, there is little research to prove this particular statement, as the local government always rejects such a statement and claims that there is an equality Act that take serious action on these issues.

#### **Vignette 4: Unaffordable Scheme Under Right-to-Acquire**

*Reference 6: 1.46% coverage*

I think in my opinion for Mr and Mrs Smith situation housing is the most priority for them is not just aspiration, I think all social landlords should personalise or standard their housing policy in order to best suite the social tenants, at the monument every social housing provider have their own policy.

The majority of the participants in vignette 4 reported that the government should investigate each household's circumstance carefully before making any critical decision. As a housing association, the Right to Acquire scheme does not offer the same discount as the Right to Buy policy, which is managed by the local council. However, housing associations have already introduced "voluntary Right to Buy pilots" for certain homes at a discount rate, which has not been fully implemented yet, which makes it impossible to evaluate the outcome of the project at this stage.

*Reference 21: 1.33% coverage*

For a teacher like Mr Smith in Central London is impossible he should find alternative otherwise face bigger problem and poverty

Vignette 4 is a prime example of a low income family who wants to buy housing association accommodation under the Right to Acquire but is struggling to become homeowners. Many people are in Mr and Mrs Smith's situation and finding it impossible to buy a home, so they eventually end up feeling hopeless, with mental health problems, as well as facing poverty, because some social tenants report that some social landlords are selling the houses at the market rate, which makes it unaffordable for families like that of Mr and Mrs Smith. Thus, the government can help people who are unable to afford a deposit by introducing a suitable loan with less interest, particularly in regard to new developments in a safe, secure environment, that has a positive impact on the social aspect.



### 5.0.3.4. Exploring Research Issue 3: Factors Influencing the Social Barriers LR\_B.2

#### Vignette 3: Deliberate Segregation of Social Housing Tenants

*Reference 5: 0.01% coverage*

Here public value clearly neglected because people in low income treats differently as one tenant received 75% discount from the council while other tenants receives only 15% discount from housing association.... Thus, local government must make the social housing policy more sustainable in order to benefit the wider community.

The majority of the social housing tenants highlighted that the government is segregating them from their family and friends due to a housing shortage and affordability reasons, which is not a fair system as it forces people to move unwillingly. However, the evaluation found that local governments, under the Equality Act 2010, do not force people to move from one area to another, but families move because they want to be close to family and friends or to access employment opportunities. Also, in some cases, the local council does move social tenants to a better, safer area due to the racial harassment of particular ethnic minority communities. Thus, the local government authorities make some positive decisions in order to undertake such interference, build more sustainable neighbourhoods and add value for the citizens.

*Reference 12: 1.39% coverage*

There is not only one thing you battling in life, for school subject there may be same subject and topic but teachers and pupils will be different and it will take some time to settle down.

Therefore, the social tenants would like the UK government to support the enforcement of the Equality Act by private landlords who value less citizens' services in terms of ethnicity, gender or religion. However, some participants indicated that the majority of low income people or vulnerable groups are insufficiently educated to stand up for their rights or fully understand the procedures to help family or friends through such difficulties. As result, these types of social barrier can damage children's education and social networks in the community, particularly when segregated from their local neighbourhoods and moved to a completely new region. However, some

reported that social housing tenants are the victims of domestic violence and family conflict, and end up in lonely, hopeless situations.

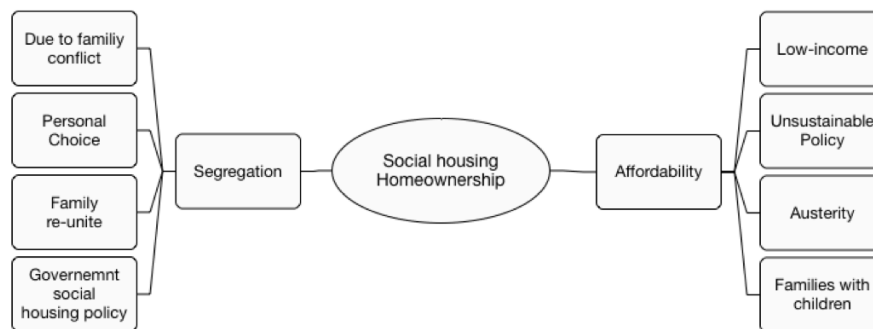
#### **Vignette 4: Unaffordable Scheme under the Right to Acquire**

*Reference 16: 0.62% coverage*

As I mention before for Mr and Mrs smith would be extremely difficult to deal emotionally and physically in terms of housing stress, overcrowding and affordability. Which can lead to many arguments, fights

Affordability is the main issue for most social housing tenants or those who live in private rented accommodation but have a low income. However, the average affordable housing in London is approximately £600,000, that is not affordable by all. Thus, even if low income families apply through the Right to Acquire, they cannot move into homeownership. If the government fails to take serious action to stop insecurity of property for private renters to control the rent increases and the private housing market, then low income families will never achieve sustainable homeownership. The case of the Smith family would be extremely challenging to deal with emotionally and physically in terms of housing stress, overcrowding and affordability. Thus, the UK government must build new affordable homes, whether on greenfield, brownfield or agricultural land, in order to add value to the wider community and keep the citizens satisfied, as the local government authorities are responsible for providing housing to the citizens of the country with priority needs. This research and vignette focus group interviews aim to teach social housing tenants and low income families how to understand their rights and demand that local governments provide them with more support and a more sustainable community.

#### ***5.0.3.5. Lessons Learnt and Themes for -LR\_B.2 of the Vignettes Focus Group***



**Figure 28.5. Explored Themes and sub-themes through the Mind Map for Vignettes 3 and 4**

The vignettes focus group interview data were cross-checked by repeatedly listening to the recording of the focus group interviews in order to transcribe and read the transcripts to code the transcript data using Nvivo software. Thus, the generation of themes and sub-themes emerged from the focus group interviews about information and data that reflect the experiences of the vignette-case study organisation’s residents who are currently living in social housing or own social housing under the Right to Buy. The data were explored to create the themes and sub-themes for each case organisation to highlight the economic, environmental and social factors. Thus, the analysis is extended, using social housing homeownership under the Right to Buy sustainability policy specification from the public value perspective, to undertake an economic, environmental and social impact evaluation across the themes for vignette 4 for ‘measuring ‘affordability’, followed by sub-themes, such as ‘low income’, ‘austerity’, ‘unsustainable policy’, ‘unsustainable Right to Buy policy’, and ‘families with children’. The theme for vignette 3 was coded as ‘segregation’, then further divided into four sub-themes: ‘due to family conflict’, ‘personal choice’, ‘family re-unite’, and ‘government social housing policy’. Thus, the process is analysed from an implementation and evaluation of the public value theory perspective and the outputs needed positively to explore sustainability factors.

## 5.0.4. VIGNETTES FOR CASE ORGANISATION THREE

### \_ - LR\_ C.3

#### 5.0.4.1. *Vignettes Background to LR\_C\_3.3*

Resident referred as LR\_C.3 within the vignettes approach by the researcher due to privacy and confidentiality reasons. Thus, LR\_C.3 is the second case organisation in England. This case organisation is the local residents of three different local authorities divided into two vignettes per focus group from London in order to attain the best result. LR\_C.3 has been selected from different boroughs who are currently under the social housing scheme and subsequently moved into homeownership through the Right to Buy scheme, which is a comprehensive social housing project delivering a range of social housing options for the local residents who are eligible for housing. It was mentioned previously in the literature chapter how the social housing scheme started and now how it is managed by the local government authorities, who are working closely with their partners in order to make the best use of social housing in the region.

#### 5.0.4.2. *Exploring Research Issue 1: Factors Influencing Economic Barriers in LR\_C.3*

### Vignette 5: Overcrowding in the 21st Century



Internals\Focus Groups\Vignette 01 and 02\Vignette 5 Overcrowding  
15 references coded, 13.68% coverage

Reference 1: 0.01% coverage

I think shortage of social housing started because of right to buy that Thatcher sold most of the houses, which she shouldn't.

The participants of the vignette 5 focus group had experienced overcrowding due to being social tenants and explored some serious concerns about vignette 5. Also, it was indicated that one of the main factors was the Thatcher administration, which introduced the Right to Buy policy and now the government cannot afford to replace these bought houses with new affordable homes. Most parents know that children need suitable space in which to develop, play, do homework and enjoy privacy, particularly when they are teenagers, going through puberty and revising for school exams. Equally,

parents need room to foster good relationships and the peace of mind required to ensure that their children adopt a healthy lifestyle. In the 21st century, Great Britain is one of the richest countries in the world but, unfortunately, has inadequate space for low income groups. Recently, research has indicated that about half a million families across the UK are living in overcrowded conditions and that social tenants are stressed as well as depressed.

*Reference 2: 0.01% coverage*

All these issues are linked with the poor support of the local income families and managing overcrowding situations can be impossible. Is not just the youth having no social clubs but similarly parents should be the same social network to talk to and get rid of social housing stress that builds day by day from overcrowding.

*Reference 3: 2.25% coverage*

Yes, I do agree with you, is not just few areas but most of social housing estates are facing this issues of hopelessness. kids are coming up with different problems. Before there was proper youth clubs with decent facilities but there is no more or if there is few that would be just a hall or room not much facilities for youths.

The quotation above highlights that family relationships break down due to overcrowding, and poverty always plays a key role into such hopeless circumstances. Several participants claimed that, previously, the local governments provided better social clubs for youth and adults and built healthy networks, but that this is no longer the case. Thus, children are always arguing in the house due to a lack of space, particularly teenagers of different genders. Also, affordability is the main issue that leads to less private space within the home for teenagers. As a result, severely overcrowded families, with insufficient bedrooms and members sleeping on a sofa or in the living room, causes many illnesses, like mental health problems. Often, parents in overcrowded families allow their children to use the bedroom, which enables them to have a better relationship with them.

*Reference 6: 0.01% coverage*

Yes, even now the government keep saying that we are build X amount of affordable houses but where the money comes from nobody knows. We are still in debt since 2nd World War, there is no point you shout up when there is not sufficient funding available. You don't do that, most people don't spend they haven't got. Now we are running out of land, they are building on Green Belt, so our kids will have no more space to play football or walk or do any activities.

The main concern of social housing tenants is that the government keeps announcing that 300,000 more new affordable homes must be built but then building only less than half of the amount required. Nevertheless, it is unclear from where the funding for this will come as the government has been in debt

since the Second World War and now most local governments are running out of land and, as a result, building on Green Belt, which means that the younger generation now has insufficient space in which to play football or even walk or engage in any other activities within the local neighbourhood. However, now, the UK government has woken up to this scandal, identified the connection between overcrowding and poverty and demands the amendment of the statutory definition of overcrowding in the 2004 Housing Act. Thus, low income groups demand that the UK government, as a matter of urgency, should invest in affordable homes that are urgently needed for vulnerable groups.

### Vignette 6: Homeless due to Redundancy

*Reference 6: 0.01% coverage*

There is always financial pressures, which is stressful then you worry about house you live in and hoping to become homeowner one day. Thinking is there hope for your children for yourself.

*Reference 7: 0.44% coverage*

B&B suppose to be for short period of time and nowadays people live there for long time without any hope. You will be hand to mouth, waiting for little benefit that you receive on a week or month and that money goes out very quickly and you trying hard to cut some cost from clothing or groceries.

Currently, employment conditions are become less secure, like zero hour contracts or agency work that can significantly affect access to housing to rent or buy. The participants highlighted that there are always financial difficulties, which are stressful to deal with and always cause arguments and family conflict. Hence, insecure work can have a negative effect on housing aspiration and constrain an individual's ability to move into homeownership. Some staff have housing secured through their job, which places them at an even greater risk of becoming homeless. Mrs Leanne is a single parent in her late 30s, with three children under 16 years. She currently lives in a bed and breakfast. Now, she is homeless because she lost her job and her house was secured through her employment. Sadly, the local government is unable to provide her with accommodation as she is ineligible for social housing. It is very hard to visualise such a difficult situation in the 21<sup>st</sup> century in one of the richest countries in the world, like the UK.

### 5.0.4.3. *Exploring Research issue 2: Factors Influencing the Environment Barriers*

#### LR\_C.3

#### **Vignette 5: Overcrowding in the 21st Century**

*Reference 5: 0.01% coverage*

Whenever, we hear social housing, we hear poverty, crime, hopelessness, depression, housing stress and mental health issues which lead to psychological problems at the end.

An overcrowded environment is one of the worst situations experienced by social housing tenants, particularly in regard to rooms to sleep in and space in which to play or study. The majority of adults are sleeping in their childhood bedroom or on a sofa, as well as in living rooms, without any privacy for those of different genders and ages. Some participants stated that, whenever they hear about social housing, poverty, crime, hopelessness, depression and mental health problems. The lack of space always leads to increased housing stress and the possibility of accidents in the home. Also, the external environment outside the house is also poor, as there are insufficient playgrounds or gardens, which also increases the impact of overcrowding and illness.

*Reference 14: 5.01% coverage*

we didn't have any personal space

The analysis found that children's development and education were significantly affected by overcrowding. Thus, during the vignette focus group discussion, the majority of the participants agreed that overcrowding has a highly negative impact on children's educational performance and development, as there is insufficient space for them to play. Thus, evaluating such a situation through the lens of public value, the government must take appropriate, serious decisions to create public value by providing affordable housing and outside spaces and parks to play in, as well as building affordable 4- to 5-bedroomed houses.



### Vignette 6: Homelessness due to Redundancy

*Reference 2: 4.28% coverage*

I think the government policy is unsustainable because one party comes into power and introduce total new strategies that cause more difficulty for the public. ineffective government policy always there leading people into poverty and hopelessness situation...Most council houses passed from family member to another family member and some family don't need bigger house, some have smaller house need bigger. Thus council need to manage this in order to accommodate all with peace of mind..

There are numerous reasons why individuals become homeless but, in this vignette (6), Mrs Lean faced homelessness due to the fact that her job was linked to her accommodation. However, according to the UK government housing policy, if employee is “leaving a job that comes with accommodation”, then the local council will consider then as becoming “intentionally homeless”, and refuse to provide them with accommodation. In the case of Mrs Lean and her three children, they lacked suitable accommodation and a job, which lead to poverty and hopelessness.

#### 5.0.4.4. *Exploring Research Issue 3: Factors Influencing the Social Barriers LR\_C.3*

### Vignette 5: Overcrowding in the 21st Century

*Reference 4: 0.01% coverage*

Cleary Mr and Mrs Ahmad are not in the position to pay for all theses activities like football or other activities cost, if they had to money they would have better housing option to accommodate their kids.

The analysis found that social housing tenants experience more overcrowding in London than in any other region of the UK. A prime example of this is the case of Mr and Mrs Ahmad, who cannot afford to pay for their children’s activities in order to reduce the overcrowding at home. However, the local government neglects to add value for the citizens, especially low-income groups. As a result, the majority of social housing tenants’ children are negatively affected in regard to their development, family relationship and health (mental health disorders, tuberculosis and asthma). Hence, emotionally and socially, low income families are disturbed and face tension, family break-up, anxiety and depression, with little hope of engaging in homeownership.



*Reference 9: 0.74% coverage*

We have a responsibility, if I was living in two-bedroom flat like Mr and Mrs Ahmad with 7 children I would have think about family planning. It is our responsibility not the government. You know that if your financial situation won't allow you to have big family then think twice as you will never be able to become homeowner. I know that if you want to have bigger family that is your choice but here the family is under social housing, knowing the options you have no need to move....Again if you don't have accommodation then would you ever have children it is dilemma to be honest, having one or two is difficult enough. If you look at the financial situation probability you wouldn't have any kids.

The social barriers were discussed during vignette 5 from the social housing tenants' perspective, and their main concern was teenagers of different genders sharing the same bedroom. Thus, such overcrowding damages social life and reduces children's well-being, due to a lack of privacy, development, relationships, and more importantly behaviour. Mr and Mrs Ahmad and their seven children face a challenging life but some of the participants indicated that families like this should take responsibility and engage in family planning in order to avoid poverty and overcrowding. The evaluation explored that it is dilemma between the family's choice and the local government, as nobody accepts responsibility and each party blames the other. For example, social housing tenants blame the government for the fact that there is inadequate social housing available to rent or affordable homes to buy, while the government emphasises that they are building more than 150,000 new affordable homes annually, but the average price is about £600,000 in London, which is too expensive for low income to afford.

**Vignette 6: Homelessness due to Redundancy***Reference 5: 4.61% coverage*

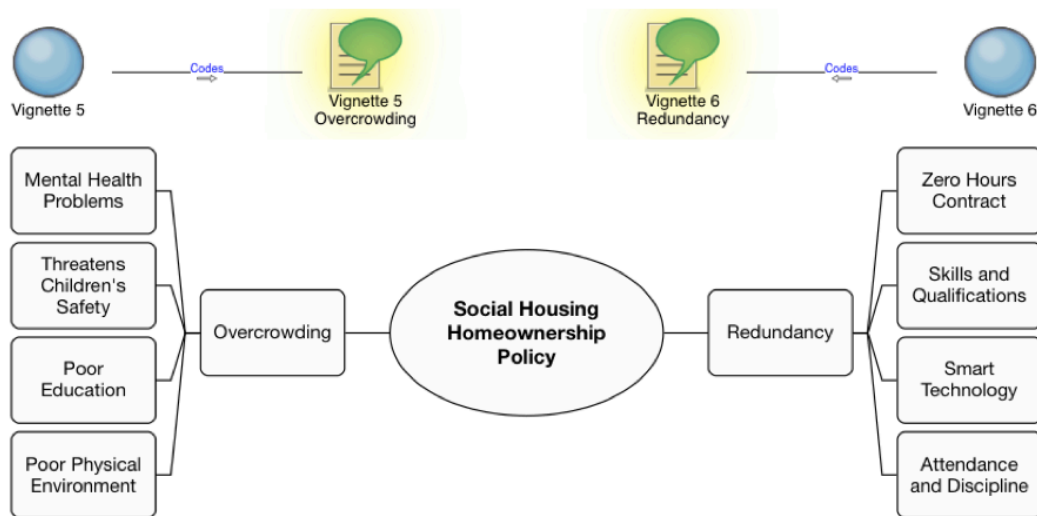
I think if you are working you should get more but government policy is cup on budget the more you work the less you receive from the governemnt. So for family with number of children is very difficult to cop with as result, more social tenant got depression taking medication and council cannot promise when they can accommodate the family.

Surprisingly, social housing tenants are supposed to become homeowners through the scheme but, unexpectedly, most become homeless, jobless, and hopeless, and develop mental health problems. On the other hand, the government keeps reducing benefits and selling social housing under the Right to Buy and not replacing it as part of the one to one replace policy. The evaluation from the public value perspective found that the majority of low

income groups are suffering from poverty and several illnesses, so obviously public value is being neglected by the government.

However, in the case of Mrs Brown, she is facing a more difficult life as she has few friends and family to support her financially in this critical situation. Thus, social housing tenants may convey the legacy to the next generation, as there is a lack of education, qualifications and skills to move onto the property ladder. Hence, the most basic essential aspect of humanity is food and shelter; if these are unavailable to people, then poverty, illness and crime will increase across the country. Homelessness is the worst experience that a human can go through, and they need financial support from the local authorities, as the citizens are the asset of the country.

**5.0.4.3. Lessons Learnt and Themes for the *-LR\_C.3 Focus Group***



**Figure 29.5 Explored Themes and sub-themes through the Mind Map for Vignettes 5 and 6**

The vignettes 5 and 6 focus group interview data were cross-examined by repeatedly listening to the recording of the focus group interview in order to transcribe and read the transcript to code the transcript data using Nvivo software. Thus, the generation of themes and sub-themes emerged from the focus group interviews from the information and data that reflect the experiences of the vignette-case study organisation from residents who are currently living in social housing or own social housing under the Right to Buy. The data were explored to create the themes and sub-themes for each case

organisation to highlight the economic, environmental and social factors. Thus, the analysis was extended to include the social housing homeownership under the Right to Buy sustainability policy specification from the public value perspective for economic, environment and social impact evaluation across the themes and sub-themes for vignette 5 ‘measuring ‘overcrowding’ as theme then into sub-themes, such as ‘mental health problem’, ‘threatens children’s safety’, ‘poor education’, and ‘poor physical environment’. The theme for vignette 6 was coded as ‘redundancy’ then into four sub-themes: ‘zero-hour contract’, ‘skills and qualifications’, ‘smart technology’, and ‘attendance and discipline’. Thus, the process is analysed from an implementation and evaluation of the public value theory perspective and the outputs needed positively to explore the sustainability factors.

#### **5.0.5. CROSS-CASE ANALYSIS BETWEEN THE CASE ORGANISATIONS’ VINGETTES**

The cross-case analysis focused on four different classifications in contrasting tables below to address some of the key issue that were extracted during the data collection through the multiple case studies vignette focus group approach about the Economic, Environmental and Social Barriers of Social and Mental Health Issues to Housing Homeownership under the Right to Buy Sustainability Policy. The exploration of sustainability was presented to guide the readers and participants about sustainability within social housing. Therefore, that way of thinking about sustainability was considered in regards to the high costs of sustainable projects during the pilot study, which focused on the experts/participants who were not involved in social housing sustainable schemes previously, while the housing market’s high demand inspired the participants to become involved in social housing homeownership sustainability, that otherwise seemed highly challenging for them. However, previous research found that sustainability has proven difficult to achieve and, that it is difficult to understand what the current housing market is like, while some of the participants during the pilot study indicated that they get involved with certain sustainable construction projects solely to fulfil the building laws and regulations in order to enable private social landlords or Housing Associations to gain government funding for specific housing projects.

**5.0.5.1. Key Sustainability Factors Correlated with Social Housing Policy**

**Table 19.5. Contrasting table exploring the key sustainability factors correlated with social housing homeownership policy for the vignettes approach**

<b>Classification</b>	<b>Vignettes 1 &amp; 2_LGA_A.1</b> <b>Internal environment</b>	<b>Vignettes 3 &amp; 4_LR_B.2</b> <b>External environment</b>	<b>Vignettes 5 &amp; 6_LR_C.3</b> <b>External environment</b>
<b>Economical Issues</b>	<ul style="list-style-type: none"> <li>▪ Promote smart communities</li> <li>▪ Economic growth</li> <li>▪ Effective administrative framework</li> <li>▪ New homelessness policy</li> </ul>	<ul style="list-style-type: none"> <li>▪ Improve sustainable development</li> <li>▪ Good economic design</li> <li>▪ Rough sleeping</li> <li>▪ Implement appropriate policy</li> </ul>	<ul style="list-style-type: none"> <li>▪ Affordable housing is not affordable</li> <li>▪ Restriction of funds to local Gov.</li> <li>▪ Private housing market increase poverty</li> <li>▪ Zero hour contract</li> </ul>
<b>Environmental Issues</b>	<ul style="list-style-type: none"> <li>▪ Better use of Green-Belt policy</li> <li>▪ Create mixed communities</li> <li>▪ Building affordable housing into residential developments</li> <li>▪ Policies for protecting the environment habitat.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Minimis energy consumption to reduce environmental impact</li> <li>▪ Environmental friendly material</li> <li>▪ Green-Belt Issue</li> </ul>	<ul style="list-style-type: none"> <li>▪ Poor housing allocation</li> <li>▪ No added value for citizens</li> <li>▪ Poor environmental protection</li> <li>▪ Greenbelt land must be for public use</li> <li>▪ No personal space</li> </ul>

		<ul style="list-style-type: none"> <li>▪ No adequate bedroom</li> <li>▪ No privacy on overcrowding home</li> </ul>	
<b>Social Issues</b>	<ul style="list-style-type: none"> <li>▪ Create mixed communities through moving people.</li> <li>▪ Gender equality is vital for social delivery and decision-making processes.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Socially exclusions</li> <li>▪ Poor education system</li> <li>▪ Neighbourhoods safety</li> <li>▪ Promote public participation with opportunities of choice</li> </ul>	<ul style="list-style-type: none"> <li>▪ Improve psychological issues</li> <li>▪ Reduce level of segregation</li> <li>▪ Lack of public value</li> <li>▪ Better security of life and property</li> <li>▪</li> </ul>
<b>Mental Health Issues</b>	<ul style="list-style-type: none"> <li>▪ Personal issues</li> <li>▪ Family problem</li> <li>▪ Mental Health Support</li> <li>▪ New Homeless Law</li> </ul>	<ul style="list-style-type: none"> <li>▪ Stress</li> <li>▪ Depression</li> <li>▪ Redundancy</li> <li>▪ Loneliness</li> <li>▪ Family Conflicts</li> <li>▪ Aggression of Crime</li> </ul>	<ul style="list-style-type: none"> <li>▪ Stress</li> <li>▪ Depression</li> <li>▪ Hopelessness</li> <li>▪ Divorce</li> <li>▪ Aggressiveness</li> <li>▪ Anxious-depressed</li> </ul>

Table 28.5 above presents key findings from the four main different classifications for economic, environmental and social recommendations and mental health issue for social housing homeownership under the Right to Buy as well as the Right to Acquire, to be used for the reconceptualization of the framework in the next chapter. Table 1 summarises the participants' views on the economic, environmental and social suggestions for reforming the social housing homeownership policy to enable social tenants to become homeowners. The views of the social housing tenants and housing providers in the public and private sectors are evaluated in a concise table. Thus, Table 1 delivers the mean values and successful of each of the main suggestions, classified as economic, environmental and social and mental health issues, as emphasised by the majority of the participants from the external environmental. Table 1 also displays how the classifications of the proposals into the key critical categories can influence the social housing homeownership policy through the lens of public value.

Therefore, the researcher evaluated the contrasting table above in order to highlight the key concerns of the housing tenants and some of the key facts of the local government organisation through the lens of public value in the UK. The main findings show that there exists a strong link between social housing and poverty, after which poverty leads to numerous other sub-factors, including homeownership, affordability, overcrowding, children's safety, personal space, privacy, education, redundancy, low income, social class, family conflict, segregation, crime, housing stress, depression, mental health problems and many other issues.

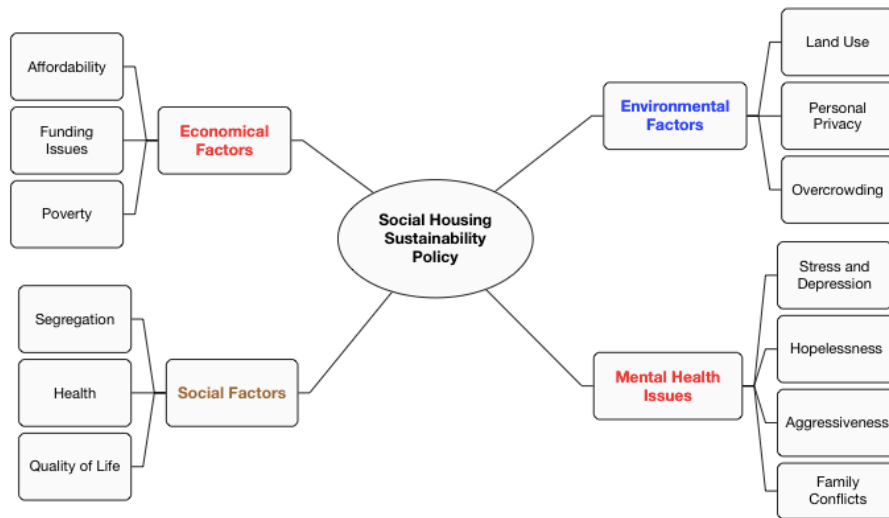
From the local governments' social housing experts' perspective, social housing tenants and low income groups must take some responsibility for their actions to reduce their level of poverty and move into homeownership through the government schemes, such as the Right to Buy and the Right to Acquire. As local government authorities can do only little to support these types of vulnerable groups by providing adequate, basic food and shelter, it rests with these individuals to move on towards a brighter future. However, social

housing homeownership must be one of the fundamental aspects of the government's agenda and demand of the citizens, as it will greatly influence children's safety in emotional and physical terms, when there is no suitable environment in which children can develop in regard to health and well-being as well as education. This is mainly the case for young people who lack space in which to sleep and study at home because of overcrowding.

Yet, some citizens do not consider sustainability a serious issue, notwithstanding the significance of achieving sustainability within social housing homeownership under the Right to Buy and the Right to Acquire. Thus, the literature indicates that sustainability values reflect numerous costs, such as the price of land and building materials and operational costs during projects, as well as the supporting infrastructure, like water, electricity, and public transportation. All of these costs must be considered within social housing delivery and maintenance. Some of the key factors to be considered for achieving social housing homeownership under Right to Buy sustainability include: social housing homeownership affordability and long-term economic growth to add value for the citizens; meeting the social housing homeownership needs of all through the Right to Buy; the availability of adequate funding from the central government to the local authorities; the efficient use of resources for achieving sustainability in social housing policy; good governance within the local government authorities across the country; and the appropriate use of high quality building materials and technology.

Consequently, the homeownership sustainability barriers need to be addressed, including poverty, children's safety, mental health problems, personal privacy, overcrowding, education, employment opportunities, social cohesion, crime and social activities for families in the area, in order to attain sustainability within social housing homeownership. This is considered a major challenge across the globe and could be destroyed through social housing homeownership to meet housing needs. The social housing Right to Buy policy can be considered as one of the significant sustainability factors that offers numerous benefits for social tenants, including health benefits, better education as well as poverty reduction in the long-term. The next section

will explore the above factors through a Mind Map to identify the issues of social housing sustainability policy.



**Figure 30.5. The components of sustainability policy for social housing homeownership under the Right to Buy**

Figure 37.5 above presents the key elements of social housing sustainability policy and affordability criteria for social housing homeownership, exercised through the Right to Buy and Right to Acquire schemes and included within the sustainability policy framework, as it plays a key role in achieving social housing sustainability as well as supporting the development and reconceptualization of the framework in the next chapter. The figure shows the link between the social housing sustainability and affordability factors that prevents the achievement of sustainability in the social housing sector across the UK.

Thus, the main outcome is no longer sufficiently available and affordable for meeting social housing homeownership needs. Generally, social housing sustainability policy is quite sensitive to economic, environmental and social factors, which highly contributes to a better quality of life in order to provide opportunities and public value as well as meet the diverse needs of the citizens in the wider communities. Focusing more closely on sustainability from a social housing perspective, it is mainly about families’ situations and economic factors, which are directly linked to general housing affordability, such as mortgages, household income and housing cost. Also, social housing



availability plays a key role in terms of different tenures, high quality, sustainable communities as well as well-being. However, it is difficult to define the concepts of sustainability or social housing sustainability policy fully in a concise sentence, as has been comprehensively highlighted throughout this research, as they extend far beyond simply financial problems and include other housing-related outcomes which are related to family well-being. Conclusively, the vignettes focus groups and extra literature review assisted the identification of a general criteria scheme for social housing homeownership sustainability policy and affordability. Social housing sustainability seeks to consider affordability in regards to overall housing costs and household incomes but economic, environmental and social factors that promote a higher quality of life are offered by local government housing across the glob .

### 5.0.6. CONCLUSIONS

This chapter, chapter five, adopts the research methodology approach from chapter four in order to explore the case study research findings and data analysis to evaluate the proposed conceptual framework (figure 3.) for social housing homeownership through the Right to Buy scheme under local government authorities from the public value perspective. In doing so, the author analyses the empirical data gathered during the focus groups' multiple case study with four case organisations, such as local government authorities and local residents in the UK.

- From the economic perspective, key points must be coined like available and affordable social housing homeownership for low income families, sufficient funding, government subsidies or better mortgage rates in order to move social tenants onto the property ladder, and creating employment opportunities and skills for vulnerable groups.
- Environmental factors should protect the environment through employing suitable Technogyms, using high quality building material for social housing by considering sustainability through life-cycle-analysis, and also considering using recycled materials, renewable energy and renewable resources.
- Social issues must consider using a decent, simple design and maintenance with appropriate climate conditions, building affordable social housing in order to house people from various economic backgrounds and improving public awareness within the neighbourhood.
- However, the findings address some key barriers, such as poor access to information, the lack of suitable technology and the fact that the concept of sustainable housing is something new to the public.
- Further recommendations include the government ensuring the suitability of social housing homeownership through the Right to Buy, and also establishing a completely sustainable social housing Right to Buy approach.

- Sustainable development policy should be improved, which leads to expanding the family's access to the social housing sector and sufficient, suitable forms of housing homeownership.
- The key focus of sustainable development is to focus on the availability and affordability of any economic situations that are used to value the environmental and social costs in order to offer more financial encouragement in order to minimise them.
- Central government departments should work more closely with the local government authorities and other agencies to develop a reliable cross-government policy that supports the context of information sharing with the public.
- Teenagers particularly suffer from disturbed sleep patterns, which lead to arguments and family conflict, as well as causing difficulties in regard to homework.
- Emotional issues and child developmental and well-being are being affected in the long-term.
- Parents are sacrificing their bedroom to their children or sharing their bedroom with them (“We’re sharing a bedroom with my two young boys”).
- Infectious diseases like tuberculosis, mental health problems and accidents are more common.
- **From the economic perspective**, the main aspects should be available, affordable social housing homeownership under the Right to Buy for low-income families, plus sufficient funding, government subsidies or better mortgage rates in order to move social tenants onto the property ladder.
- Employment opportunities and skills development should be created for vulnerable groups in order to add value across the broader community.
- **From the environmental perspective**, factors must be considered such as protecting the environment like the Green Belt in the UK and using high quality of building material for social housing in order to

promote sustainability; for example, using renewable energy as well as renewable resources.

- **From the social perspective**, the key factors are using simple designs and safeguarding with suitable climate conditions.
- Also, more affordable social housing should be built in order to accommodate different citizens from different economic backgrounds and, at the same time, promote public awareness within the region.

**Key recommendations** for further improvements can be that the local government should ensure the affordability and availability of social housing homeownership to eligible citizens in the UK, because social housing homeownership under the Right to Buy has not always been observed clearly by government officials or policy-makers. As a result, there have been continuous reductions in social housing stock.

Finally, chapter five, together with the previous chapters, focussed on the objectives of the research. The next chapter, chapter six, employ the results from the previous chapters to reconceptualise the initial framework of chapter three in order construct a framework for the implementation of social housing homeownership through Right to Buy through the lens of public value theory.

# CHAPTER 6: REVISED CONCEPTUAL FRAMEWORK

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## 6. CHAPTER 6: REVISED CONCEPTUAL FRAMEWORK OF SOCIAL HOUSING

### 6.1. INTRODUCTION

This chapter, chapter 6, provides a revised conceptual framework for social housing homeownership in the context of local government authorities, in order to enlighten the implementation of social housing and homeownership under the Right to Buy delivery. Thus, the conceptual framework focuses on low-income citizens, obstacles to its operation, and recommendations for advancing the implementation phase. Moreover, the conceptual framework classifies the main performers and their key roles in the delivery of the social housing homeownership scheme. The development of the conceptual framework is grounded on the results from the present literature review and analysis.

#### 6.1.1. LESSONS LEARNT FROM THE CASE STUDIES TO REVISE THE FRAMEWORK

The conceptual framework can be used as a group of concepts that are generally well-defined and systematically prearranged in order to focus on the key aspect of the tool in regards to the interpretation of information. Jabareen (2009) claimed that a framework “*is a network, or “a plane,” of interlinked concepts that together provide a comprehensive understanding of a phenomenon or phenomena*”. Therefore, the main concepts that establish the conceptual framework for applying social housing homeownership under the Right to Buy sustainability policy are grounded on citizens, barriers and recommendations for the enhancement of the key economic, environmental and social factors that interconnect and support each other to keep it sustainable.

Thus, the development of the conceptual framework is mainly based on the results of the review of the literature and social housing tenants’ perspective during the focus group interviews in the UK, after which relevant/rich data were collected and analysed. However, the key findings mainly focused on sustainability, such as the economic, environmental and social factors that are used in the conceptual framework. The conceptual framework offers a

taxonomy system for classifying the series of key citizens that helps to achieve social housing sustainability in regards to economic, environmental and social factors, citizens as well as recommendations or recommendations regarding implementing social housing homeownership policy. Therefore, the conceptual framework for social housing sustainability policy offers a logical method for achieving sustainability policy. However, the findings indicated that there is huge need for affordable homes, sufficient funding and a satisfactory supply for low income families across the county.

More importantly, there is a need to meet the social housing and affordable housing needs, so a conceptual framework is a vital instrument for supporting sustainability policy in the social housing sector to add value for the wider community. However, the literature review indicated that there is an essential need for the provision of funding from the central government to local governments and a better affordability scheme for low income families in order to achieve sustainability in social housing homeownership policy (Karuppanan and Sivam, 2009). Strong economic design and good governance are also regarded as the most fundamental aspects of social housing homeownership, particularly under the Right to Buy policy across the country, in order for the conceptual framework to combine with the citizens, barriers and key discoveries and act as a yardstick for achieving social housing sustainability.

During the literature review, the focus group interviews and vignettes approach, the findings identified that social housing homeownership under the Right to Buy sustainability policy is limited by several economic, environmental and social factors. Thus, economic issues in regards to the delivery of social housing can take place in a quite different context in terms of economic, environmental and social and political factors. However, these obstacles mainly addressed the provision of social housing, governance, affordability, annual income, and a legal, institutionalisation structure. For instance, Central London, Greater London and the South of England are experiencing greater demand for housing in comparison with a higher supply, which is regarded as a main reason for affordability issues, especially for low income groups.

From the public value perspective, a number of public services across the country have been neglected in regard to poor healthcare and the inadequate provision of social facilities that deprive social housing tenants, especially vulnerable groups of citizens and children/young people, of opportunities to access culture, leisure, social clubs, sports activities as well as community engagement. However, an unhealthy lifestyle and low personal well-being can result due to the high rate of crime in unsustainable communities, as most local residents do not enjoy a better standard of living in homes or within neighbourhoods.

Public value and personal safety issues are the most important factors for achieving social housing homeownership sustainability policy. Poor social and community cohesion, a lack of mixed ethnic communities, a high level of poverty is negatively contributing to the poor community cohesion. Which highlights the lack of sustainable information and education on the possible benefits of sustainable living that are significant factors that promote poor public engagement across the wider community.

## 6.2. EMERGING THEMES IN SOCIAL HOUSING HOMEOWNERSHIP

The key themes and sub-themes that emerged from the empirical research for social housing homeownership under the Right to Buy sustainability policy include:

- **Sustainability policy**
- **Social housing homeownership**
- **Homelessness**, sub-themes: poverty, housing policies, unaffordability and benefit cuts.
- **Right-to-Buy**, sub-themes: secure job, eligibility, re-payment and discount
- **Segregation**, sub-themes: family conflict, personal choice, family reunification and government policy.
- **Affordability**, sub-themes: low-income, unsustainable policy, austerity and families with children.



- **Overcrowding**, sub-themes: mental health problems, threats to children's safety, poor education and poor physical environment.
- **Redundancy**, sub-themes, zero-hour contracts, skills and qualifications, smart technology and discipline.

As analysed and discussed in detail in the previous chapter, chapter 5, had been employed in different contexts between the cases organisations and vignettes approach, which supports the development of a combined framework that can be applied as a guide in the context of local government organisations for the achievement and implementation of social housing homeownership. Thus, the research established an evaluation matrix from the themes and sub-themes that emerged that displays the similarities between the proposed features and their components across the three different case organisations and vignettes approach. The next section addresses the limitations of the current framework and discusses the recommended conceptual framework for social housing homeownership under the Right to Buy policy.

### 6.3. THE PROPOSED FRAMEWORK FOR SOCIAL HOUSING ORGANISATION

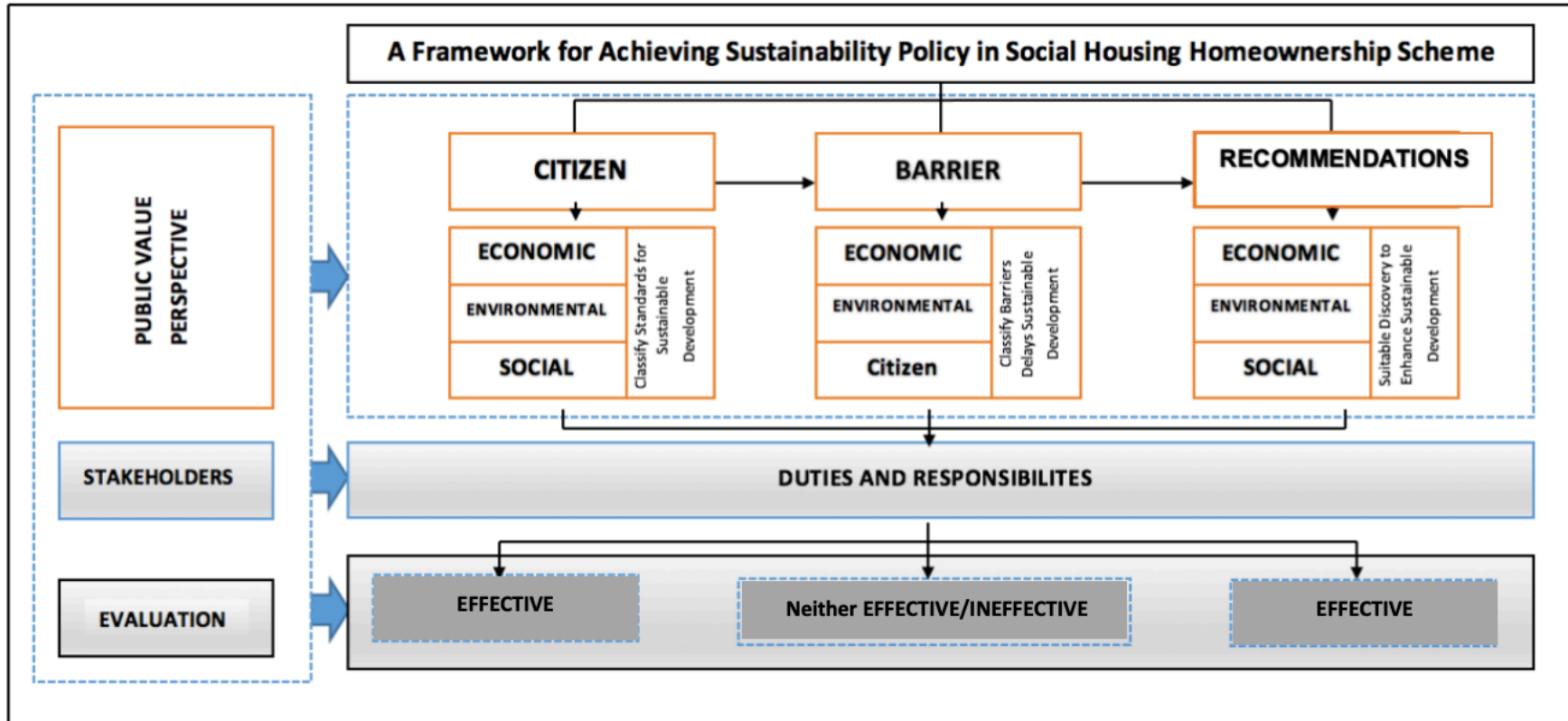


Figure 31.6. A Framework for Achieving Sustainability Policy in the Social Housing Homeownership Scheme of the Local Government

Figure 31.6 highlights the recommended conceptual framework for achieving and implementing social housing homeownership sustainability policy by the local government as well as social housing providers. Thus, the proposed conceptual framework contains three different sections and adopts some key indicators, including citizens, barriers, and discoveries, for further suggestions in regards to the key economic, environmental and social factors for achieving social housing homeownership sustainability policy under the Right to Buy thorough the lens of public value. The first section of the framework discusses the key economic, environmental and social issues for citizens, barriers and discoveries with regard to applying social housing sustainability policy. Then the proposed conceptual framework explores the economic, environmental and social indicators in order to evaluate the relevance of the results of the previous chapter, chapter five, for achieving social housing homeownership sustainability policy within local government. The second part of the framework mainly explores the key role of the stakeholders in order to indicate how they can take responsibility for adopting the key factors in the first section of the framework. More importantly, the stakeholders are referred to as the government and related public organisations (non-profit organisations, private companies, financial institutions) and citizens and eligible social housing tenants. The third section of the proposed conceptual framework focuses on the stakeholders' performance evaluation standards as the feedback instrument. Thus, the evaluation of this final section is based on a "3-level Likert scale": 'effective', 'Neither effective /ineffective', and 'ineffective'.

Furthermore, the recommended conceptual framework indicated the inadequacies of the present conceptual frameworks for social housing homeownership sustainability policy within local government and other social housing providers to support by fill the gap identified in the literature review. Also, it can assist the delivery of the major outcomes and meet the needs or control the development of a current social housing project in terms of accomplishing the sustainability aims. The main construction of the proposed conceptual framework is strong for defining the high degree of achievement in any phase during the life of a social housing homeownership project and can help to identify the barrier(s) before the recommendation's stages.

Conclusively, Nonetheless, the conceptual framework is not only about achievement, but it highlights the key sustainability indicators, such as the economic, environmental and social factors, through the lens of public value, so the proposed framework is adaptable and feasible against a diverse political, economic, social and cultural background. Thus, the recommended conceptual framework can be a highly respected yardstick for achieving and implementing social housing affordability as well as sustainability in the local government social housing sector.

The various parts of the conceptual framework will be discussed in the following sections.

### 6.4. CITIZENS, BARRIERS AND RECOMMENDATIONS FOR EMPLOYING SOCIAL HOUSING

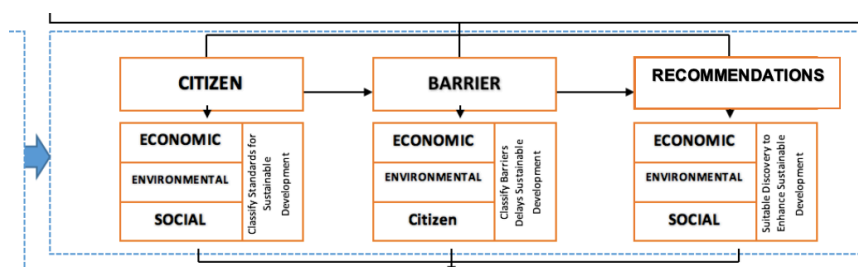


Figure 32.6. A section of the framework displaying citizens, barriers and discoveries in the context of sustainability

This section mainly discusses the series of factors that establishes the economic, environmental and social for citizens, barriers and discoveries in order to employ social housing homeownership in a local government housing sector. These features are outlined in more detail in separate sections below.

### 6.4.1. Consideration of Citizens within the Social Housing Scheme

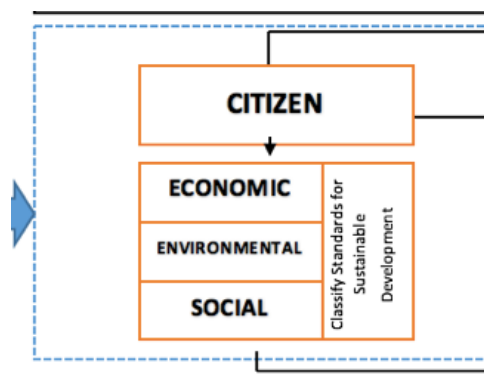


Figure 33.6. Section of the Framework showing a consideration of citizens

Figure 33.6 above addressed of a citizen under social housing tenants in this research and is associated with three key sustainability factors, that are a combination of economic, environmental and social factors. Also, addressed standards for sustainable development in the long-term to explore sustainable, affordable social housing projects, in order to demonstrate the connection and the process pursued to tackle environmental problems related to the key economic and social aspect for meeting housing needs.

The following evaluation criteria tables (1.6. Economic perspective, 2.6. Environmental perspective and 3.6 Social perspective) explore the synthesis of the revised proposed conceptual framework using results derived from the data analysis. Thus, these evaluation criteria tables confirm the validity of the proposed framework and classify those factors that influence the process of social housing homeownership under Right to Buy sustainability policy through the lens of public value in terms of achievement and implementation in separate sections.

Table 20.6. Evaluation Criteria for Social Housing Homeownership Sustainability Policy: ECONOMIC PERSPECTIVE

Evaluation Criteria for Social Housing Homeownership (Right to Buy) Sustainability Policy									
SECTION 1			SECTION 2				SECTION 3		
CITIZENS	BARRIERS	DISCOVERY	STAKHOLDERS ACCOUNTABILITY			EVALUATION CRITERIA			
Section 1	Section 1.1	Section 1.2	Gov/Public Agency	Non-Profit Org	Financial Organisation	Social Tenants	Efficient	Neither Efficient/ Inefficient	Not Efficient
<b>ECONOMIC FACTORS</b>									
Good governance for supporting economic growth	Poor town development	Delivery of motivation to social housing supplier	√						
	Poor organisational structure	Provide suitable planning	√						
	Poor affordability	Improve town development policy	√						
Affordability	Poor organisational structure	Promote good governance	√						
	Lack of consider for value of building	Provide sufficient funding	√	√	√				
Sufficient funding to meet social housing needs	Lack of motivation for social housing homeownership	Provision of adequate housing unite of mixed-use	√	√					
	Insufficient provision of social housing	Encourage suitable use of Technology	√	√					
Suitable construction technology	Poor use of Technology	Lack of advance Technology	√	√					
	Poor Research	Insufficient Research work	√	√	√				
Economic design for support of adequate use of mixed development	Lack of suitable legal framework	Promote adequate use of resources	√	√					
	Poor governance	Offer suitable design for better quality of housing	√	√					
	Poor maintenance policy	Provide sufficient organisational structure	√						
Efficient management for cost and add value	Sufficient funding needed	Encourage research works	√	√	√				
	Poor building design	Must meet needs of every citizens	√	√					
Effective frameworks and legal system	Poor consideration for building value	Offer suitable policy and framework	√						

Therefore, the evaluation criteria for social housing homeownership sustainability policy from the economic perspective (Table 20.6 above) explored the conceptual framework provided in Figure 31.6 in more detail; for instance, safeguarding satisfactory funding from the local government, well-organized economic development and social services are considered fundamental factors for achieving sustainability in social housing homeownership, particularly under the Right to Buy. Thus, such vital factors can encourage the provision of suitable social housing homeownership that is affordable by low income groups. The UK central government must inspire and encourage the better use of efficient economic development in order to increase the provision of affordable housing to achieve sustainability in social housing homeownership schemes across the country. Likewise, the findings of the previous chapter, chapter five, show that good governance, economic growth, an efficient legal system and managerial frameworks are vital for achieving sustainability policy in the social housing sector, which will enhance the understanding of policy-makers during the decision-making process involving government officers, approve funding strategies for the local government authorities as well as reform policy that inspires sustainable housing provision. Further, the proposed framework addressed the need for better economic design in order to encourage the efficient use of resources and mixed communities, including efficient administration for reducing the whole life cost of social housing homeownership.

In regard to social evaluation public engagement, sustainable development strategies can be considered as empowering social factors for social housing homeownership sustainability policy. Thus, sustainability policies that encourage safe, secure neighbourhoods, the better provision of social services, including mental health services, and, more importantly, social cohesion can be considered as significant factors of social housing homeownership provision across the country. Also, the findings showed that a mixture of sustainable policies for improving gender quality and a high quality of life, affordable housing for low-income groups, security of homeownership, employment opportunities with the acquisition of skills, general wellbeing and

better quality of life can be highly considered to add value to the public (Dave, 2011) while, according to Power (2004), sustainable development strategy improves the general social well-being of the public in the long-term, peace of mind, safe and secure neighbourhoods and particularly social cohesion, including understanding and respecting cultural and traditional differences across the wider community, which can help to achieve sustainability in social housing homeownership.

The results from this section identified numerous benefits and recognised the key factors of sustainability in social housing homeownership under the Right to Buy through the lens of public value in the UK, such as:

- Improved quality of life for rich and poor with dignity;
- Affordable social housing homeownership scheme for low-income families;
- Better health services, including a mental health service for the public;
- Improved general well-being and safe, secure neighbourhoods;
- Increased employment opportunities with the acquisition of skills to enable the economy to grow in order to move low income families onto the property ladder;
- Environmental protection including the UK Green Belt and against natural hazards;
- The efficient use of natural resources and better use of renewable energy as well as water.
- Enhanced environmental protection and sanitation to order to add value to climate adaptation across the country;
- Local governments must increase their level of public engagement in regard to social housing homeownership policy and the decision-making process across the wider community.
- Encourage social cohesion and decrease the amount of homelessness as well as segregation across the country.
- Local governments must have good governance and political stability to build trust in and add value to the citizens.



The evaluation of the above section on citizens identified significant outcomes during the findings and discussion which are vital for achieving sustainability in social housing homeownership, particularly under the Right to Buy through the lens of public value in the UK. The conceptual framework can be observed as a dynamic tool for government-related organisations and citizens to indicate some key issues for meeting the social housing homeownership needs within the social housing sector.

The second part of the section on the conceptual framework highlighted the barriers that influence the implementation of social housing homeownership sustainability policy in the context of local government authorities in the UK, which limit the achievement of social housing homeownership sustainability policy. Thus, the key barriers contain a number of indicators that were developed during the analysis in the previous chapter, chapter five, that emphasise economic, environmental and social factors.

#### 6.4.2. Consideration of the Barriers to Social Housing Schemes

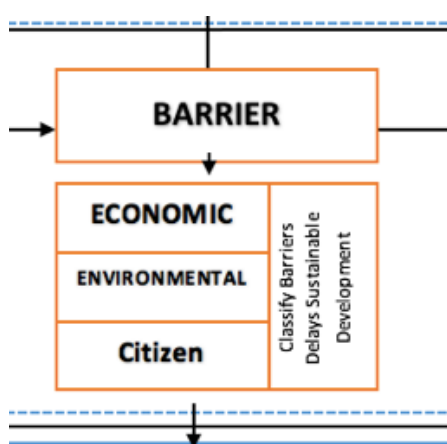


Figure 34.6. Section of the Framework showing the barriers to the social housing organisations

In Figure 42.6, the second part of section one named as barriers to explore that poor affordability and insufficient attention to building new, sustainable and affordable homes are the main barriers to achieving homeownership across the country. However, the findings of this research showed that affordability, housing prices and annual household incomes have been high since 2000 in the UK. The affordability ratio has increased in some local

government authorities across England, but not sufficiently to allow low income families to move onto the property ladder. Thus, the majority of social housing tenants are suffering from poverty, anxiety, mental health issues, and segregation, without hope of becoming homeowners.

In the next section, the evaluation Table 2.6 indicates the environmental perspective of the proposed conceptual framework in diverse shapes and forms to make it easy for the reader.

Table 21.6. Evaluation Criteria for Social Housing Homeownership Sustainability Policy: ENVIRONMENTAL PERSPECTIVE

Evaluation Criteria for Social Housing Homeownership (Right to Buy) Sustainability Policy									
SECTION 1			SECTION 2				SECTION 3		
CITIZENS	BARRIERS	DISCOVERY	STAKEHOLDERS ACCOUNTABLE			EVALUATION CRITERIA			
Section 1	Section 1.1	Section 1.2	Gov/Public Agency	Non-Profit Org	Financial Organisation	Social Tenants	Efficient	Neither Efficient/ Inefficient	Not Efficient
ENVIRONMENTAL FACTORS									
Adapt suitable design	Excess of natural resources	Offer environmental friendly design to add value	√	√					
	Poor use of non-reviewable energy	Provide suitable planning							
Environmental friendly provisions	Use of poor quality of materials	Provision of better accessibility	√						
	Lack of alternative transport mode	Order the polluter for pay for the cause	√						
Appropriate land use and planning for housing and transportation	Lack of accessibility	Safeguarding environmental protection	√	√	√				
	Poor plan and land use	Offer better land use plan	√						
Environmental protection; using recyclable material & minimise waste production	Poor building design	use of alternative transport approach	√	√					
	Lack of protection	Better use of suitable building material	√	√					

Table 21.6 (evaluation criteria) explored in detail the framework for Social Housing homeownership sustainability policy from the environmental perspective, which indicates that poor governance and a legal system as well as institutional frameworks are serious factors in the social housing sector. The Home and Communities Agency (2017) disclosed that the UK central government introduced the “Regulatory Framework for Social Housing Sector in England and the Affordable Homes Programme” to increase the supply of new affordable homes in England. Also, affordable rent is the main item on the government agenda to fund rented social housing providers for eligible low-income groups. More importantly, several social housing providers owned about 50,000 units of social housing stock every year that add significant value to the wider community.

The external environmental factors of the barriers were outlined in the evaluation criteria, such as poor land allocation and planning permission for building new affordable homes, which are strongly linked with some key factors, like road accessibility, including pedestrian crossings, cycle paths, disabled access, bus stops as well as leisure facilities in the neighbourhoods. However, this research also explored internal environments through adopting the vignettes approach and found that the majority of social housing tenants are suffering from overcrowding and poverty. Thus, most parents are concerned about their teenage children sharing bedrooms with siblings of a different gender. Most parents sacrificed their personal bedroom space by allocating it to their children that impacted on their healthy relationship. Children’s education is affected due to overcrowding, which creates family conflict as well as separation. Barriers to applying social housing homeownership sustainability policy as revealed in the proposed framework validate the following barriers:

- A lack of understanding of what establishes sustainable social housing homeownership;

- Poor social housing homeownership policy guidelines for low income families to move onto the property ladder, including sustainable building, design and use;
- The lack of an institutional framework to manage building construction activities with sustainable regulations;
- A lack of education, qualifications, skills and experience in regard to sustainable construction systems;
- The poor use of natural resources and low consideration of renewable materials;
- Poor social cohesion and a lack of affordability within local neighbourhoods caused segregation;
- Insufficient funding from the central government to the local government authorities to build new affordable homes and social housing as well as poor social services, like leisure, security and mental health facilities.

#### 6.4.3. Identification of the Recommendations for Implementing Social Housing Policy

The recommendations part of the proposed conceptual framework mainly deals with further recommendations for achieving and implementing social housing homeownership sustainability policy, which is divided into three sub-sections (economic, environmental and social) with some indicators that are not isolated from other sections of the framework but linked with the citizens and barriers very closely in order to implement and achieve social housing homeownership sustainability policy, through the lens of public value.

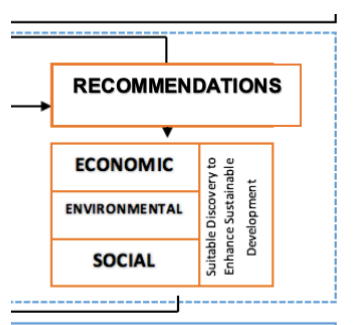


Figure 35.6. Section of the Framework showing the recommendations for implementing social housing

Therefore, the economic sub-section of the recommendations section of the framework indicates good governance, expanding economic growth and urban improvement and providing sufficient funding for the social housing sector under the Right to Buy scheme, which then can be observed as essential criteria for the fruitful implementation of social housing homeownership, particularly the Right to Buy, although regardless of economic factors, political decision-making, social issues and differences in cultural and background. Thus, these key discoveries can help to achieve sustainability in social housing homeownership policy as well as meet the high demand for housing needs in the long-term. Also, there have been some fundamental discoveries during the discussion and findings, such as the provision of a suitable policy, a strong legal system and institutionalised frameworks and enhancement of the infrastructure as well as social services like mental health issues. In the next section, evaluation Table 31.6 specifies the social perspective of the proposed conceptual framework in diverse shapes and forms to make it easier for the reader.

Table 22.6. Evaluation criteria for social housing homeownership sustainability policy: SOCIAL PERSPECTIVE

Evaluation Criteria for Social Housing Homeownership (Right to Buy) Sustainability Policy									
SECTION 1			SECTION 2				SECTION 3		
CITIZENS	BARRIERS	DISCOVERY	STAKHOLDERS ACCOUNTABLE			EVALUATION CRITERIA			
Section 1	Section 1.1	Section 1.2	Gov/Public Agency	Non-Profit Org	Financial Organisation	Social Tenants	Efficient	Neither Efficient/ Inefficient	Not Efficient
<b>SOCIAL FACTORS</b>									
Safeguard security of lives and property in order to add value for citizen	Lack of general well-being services	More security of life and property for adding value for citizen and satisfaction	√	√					
	Lack of gender equality	Better education system and skills acquisition for low-income families	√	√					
Improve social services including mental health	Lack of employment	Enhance social services to add value for the community	√	√					
Encourage social cohesion to add value for the community	Increase employment opportunities	Improve social services for low income families	√	√					
Promote gender equality Act	Poor information about sustainability for the public	Provide sufficient information about social services for citizens	√	√					
	Lack of security and safety measure	Provide affordable housing to create harmonious community	√	√					
Provide affordable housing and homeownership scheme	Poor provision of housing allocation	Increase social cohesion	√	√					
	Lack of stakeholder participation	Promote gender equality	√	√					
Increase employment opportunities and promote skill acquisitions	Increase general well-being provisions	Appropriate housing allocation	√	√					
Better quality of life to add value for the public									
Encourage stakeholders' involvement	Lack of strong social cohesion	Increase job opportunities	√	√					
	Insufficient social services such as mental health services	Promote public participation	√	√					

Table 22.6 evaluates the criteria for social housing homeownership sustainability policy from the social perspective recommendations sub-section of the proposed conceptual framework that can promote the delivery of social housing for tenancies agreement and families' annual incomes; delivery of infrastructure and mental health services; planning permission and better quality social housing; as well as effective safeguarding and administration strategies. However, achieving sustainability in social housing homeownership, particularly under the Right to Buy, could prove difficult without the sufficient delivery of social housing across the country. Thus, it may be with the strong aim of meeting the housing needs of low income groups, especially families with children, as these lack the funds to purchase or even rent housing from the private market. Furthermore, the recommendations sub-section of the framework can help and recommend for ensuring the sufficient delivery of social housing homeownership in order to indicate problems of homelessness, rough sleeping and overcrowding associated with social housing from the national housing stock.

The key recommendations sub-section highlights the following key points for further recommendations regarding achieving social housing sustainability:

- Implementing sustainability initiatives through efficient leadership style and political determination;
- Efficient legal system and managerial frameworks in the social housing sector;
- Encourage and improve research, increase skills acquisition and create more job opportunities;
- Sufficient funding from the central government to the local government for the achievement and implementation of sustainable social housing homeownership projects; and
- Good governance for empowering an environment for sustainable housing provision.



The environmental factors of the recommendations for further support social housing homeownership in terms of enhancing, improving, and achieving sustainability in the social housing sector; for instance, the better use of Green Belt and other land development plans across the country, the use of suitable environmentally-friendly materials, alternative transport modes and accessibility particularly for disabled people, footpaths, cycle paths, parks for children, and bus stops are considered the most important aspect for the implementation and achievement of social housing homeownership as well as added value. Also, the recommendations part highlights the need to keep the environment clean and polluters must pay for the causes of pollution.

In regards to the use of green field sites and operation of the project, some issues may not create part of the physical structures but can always provide better land use and policy planning prior to the building's construction. Thus, the two-main housing construction-associated with environmental influences, according to Eccleshare et al. (2005), are:

*“Energy – buildings are major consumers of energy, which contribute to atmospheric pollution and climate change given that in the UK out of the 46% of the nation's total energy consumption by buildings, domestic one's account for 27%; and Materials and construction waste – construction materials are mostly made from non-renewable resources accounting for 50% of all raw materials used in the UK and construction and demolition waste accounts for 35%-40% of the nation's total waste generation”.* Also, the recommendations sub-section of the proposed framework highlights the need to network accessible resources towards safeguarding agreement with environmental protection and the delivery of sufficient sustainable and affordable social housing homeownership, particularly under the Right to Buy.

The proposed conceptual framework and evaluation table also address the achievements and implementation of social housing homeownership

through the Right to Buy sustainability policy through the lens of public value, in order to improve the provision of a social housing Right to Buy scheme by focusing on funding, policy formation, decision-making, public engagement, efficient management, and the renovation of social housing.

Moreover, the proposed framework recommends the provision of suitable social service facilities, particularly mental health issues, accessible roads, bus stops, and the general well-being of the public. Also, the literature highlighted that the sustainable transportation mode and mobility are vital aspects of sustainable development, which can strongly improve economic growth and foster the integration of the economy while adding value to the wider environment across the country. The proposed framework address that education, employment opportunities, qualifications and skills acquisition play a key role in sustainability policy and social housing homeownership schemes. Therefore, such a practice can add value to the local citizens by providing them with job opportunities to enable them to acquire professional skills which will enable them to move onto the property ladder.

The next section emphasises stakeholders' accountability and responsibility in order to explore the citizens, barriers and recommendations addressed in the section of the framework.

### 6.5. STAKEHOLDERS' ACCOUNTABILITY FOR IMPLEMENTING SOCIAL HOUSING SCHEMES



Figure 36.6. Section of the Framework showing stakeholders' responsibilities

A stakeholder is an individual or group, who has an interest in the business or project or may be affected by its outcomes either directly or indirectly, in regard to the social housing sector, the central government, local government

authorities, public cooperation, mortgage establishments, non-profit groups such as housing associations, financial bodies and citizens or social housing tenants. However, each stakeholder can be accountable for approving the citizens, barriers and recommendations in order to make foster fruitful achievements as well as the implementation of sustainability in terms of economic, environmental and social factors.

### **6.5.1. Key Responsibilities of Governments and Public Organisations**

The UK central government, local government authorities and public agencies have been regulating and managing the social housing sector, but each organisation applies different policies and homeownership schemes. Thus, the regulation and policies of social housing were handed to the Homes and Communities Agency by the England administration under the Localism Act 2011. The governments have four different regulatory measures, such as local government authorities as the owners of social housing across England; housing associations and arms-length management organisations (ALMOs) are considered as registered social landlords.

Therefore, as the proposed conceptual framework displays, the government's main duties and responsibility is to manage motivates stakeholders to achieve and implement social housing homeownership sustainability policy through the lens of public value across the community. For instance, the UK administration recently announced the housing allocation guidance in England to ensure that social dwellings are allocated to eligible citizens and indicate that the local government is dedicated to making social housing delivery fairer and more flexible.

The next section of the proposed framework, which is the last part of the framework, presents an evaluation section of efficiency, neither efficient/inefficient and inefficient, in order to identify the overall outcomes of the social housing homeownership scheme.

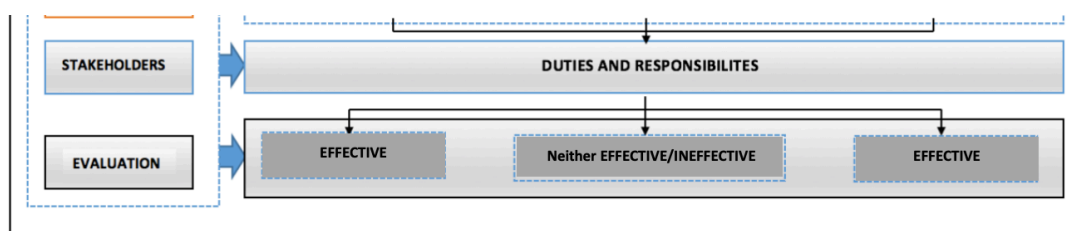


Figure 37.6. The last section of the framework shows the evaluation

Still, the local government authority is mainly the organiser of the social housing sector across the UK through the application of different sustainability strategies. Thus, Figure 37.6 above showed an evaluation section of the proposed conceptual framework that reveals that the central government is mainly responsible and then the local authorities for sustaining sufficient subsidies, affordability, good governance, urban improvement and economic growth. The UK central government should encourage more research on social housing growth-associated subjects, such as the environment, science, human development, infrastructure, technology, social services including mental health, policy, the legal system and institutional frameworks, which means that the central government is liable for delivering and empowering environmental protection in order to safeguard the smooth processes of the stakeholders in social housing homeownership sustainability policy by emphasising the above-mentioned criteria.

Conclusively, the provision of the Right to Buy scheme and affordable homes in the UK can give the local government authorities a key role in implementing suitable planning and decision-making. This can be achieved by making sure that direct social housing delivery focuses on providing sufficient services and satisfying outcomes with the help of other social housing providers. Also, the central government must set a standard policy for the sale and rent prices of housing for other providers in order to control the private market sector and achieve sustainably across the country regarding adding value.

### 6.5.2. Key Responsibilities of Non-Profit Organisations

The proposed conceptual framework identifies non-profit organisations as the key party responsible for highlighting social housing homeownership sustainability policy issues through the lens of public value. The non-profit organisation can be liable for encouraging the use of suitable technology, delivering the correct planning and design for better quality social housing provision, the adequate and efficient use of resources, and providing ongoing maintenance and appropriate management for inspiring social housing tenants' satisfaction. Thus, the findings showed that private registered social landlords or providers in England should highlight overcrowding issues and poverty in order to meet the housing needs within the neighbourhood. Also, the private organisations should offer mixed-tenancy housing to meet the high demands of low income families, vulnerable and wealthy citizens who are eligible for housing.

Moreover, the recommended conceptual framework emphasised that the non-profit sector should play a key role in terms of being responsible for encouraging social cohesion, highly considering gender equality, and the fairer allocation of social housing stock without any concern about discrimination or segregation such as gender, age, disability, economic situation, social class or cultural background. However, sustainable policy regarding social housing homeownership schemes may not be achieved in the short-term because the expected outcomes of the citizens are not involved during the process what they considered better like the size, location, tenancy and other facilities.

Consequently, the proposed conceptual framework found that the private non-profit sector must highly consider the need to accept public participation before the decision-making process and sustainable social housing development take place in order to add value to the wider community. As non-profit social housing organisations like housing associations also play a significant role in terms of supporting education, skills acquisition, job opportunities, and security of property and life, not only during the housing construction project but also

throughout the life of a property. Evaluating these strategies can strongly help in encouraging citizens' satisfaction and creating public value for the broader society.

### 6.5.3. Key Responsibilities of Financial Organisations

The proposed framework addressed the adequate funding distribution activities as the main responsibility of financial organisations in the achievement and implementation of social housing homeownership sustainability policy. Nevertheless, according to Gibb et al. (2013), the delivery of affordable home is enormously challenging to adapt the model and highly invest in the social housing homeownership scheme particularly the Right to Acquire, which is administered by non-profit organisations such as housing associations. Thus, resulting in long waiting lists because of the low housing stock supply in the UK. The delivery of sufficient funding for the social housing Right to Buy scheme by the central government and some financial institutions is important for increasing social housing and homeownership under the Right to Buy scheme.

Therefore, the main responsibilities of financial organisations can be evaluated from three different perspectives as follows:

- The UK government's ownership of mortgage banks, including Housing Organisations, Real Estate Investment Trusts, the National Housing Trust Initiative, Scotland and the development banks;
- Private ownership can be arranged through commercial banks and property financial companies in the UK;
- International financial organisations such as the World Bank and International Monetary Fund (IMF).

The financial organisations' key duties and responsibilities in regards to the provision of sufficient funding could be through offering mortgage loans at better rates to social housing contractors, including purchasers and renters. Further, the increased funding may focus on the expansion of green buildings

and implementing sustainable technology, while low interest rates can be supported by the central government's guaranteed systems. Employing such strategies as those mentioned above can increase the national social housing stock through financial institutions in order to promote the provision of social housing homeownership and affordable homes for low income families who cannot move onto the property ladder in the near future.

#### **6.5.4. Key Responsibilities of Citizens**

Citizens and eligible residents are the key beneficiaries of social housing in the UK and more restrictions will be applied to those who want to become homeowners through social housing and housing association schemes. As they must pass eligibility criteria set by the local government authority as every authority has its own social housing policy to follow due to the shortage of social housing stock across the country. These members of the public wish to live in and enjoy a sustainable environment with sustainability benefits, including living free of pollution. However, the social housing tenants' roles are essential for the achievement and implementation of social housing homeownership sustainability policy.

Social housing tenants must cooperate in order to support the local government authority in regards to achieving sustainability in the social housing sector as they are equally responsible for adding value. For example, the completion of the duties and responsibilities that are attached to their job housing tenancy agreement, such as paying the housing rent regularly, mortgage repayments, council tax and other utilities bills. It is compulsory for every citizen to contribute enthusiastically to community activities and be involved in related social work that can support the attainment of a sustainable as well as safe and secure community. In order to add value to the wider community, as indicated in the proposed framework for social housing homeownership, a sustainability policy can be achieved through the lens of public value with the cooperation of the citizens and public sector.

## 6.6. VALUE OF STAKEHOLDERS' PERFORMANCE AND EVALUATION.

Figure 41.6 conceptual framework mainly deals with the efficiency and effectiveness of the phases engaged in by stakeholders for achieving and implementing social housing homeownership sustainability through the lens of public value in the UK. Thus, this section of the framework was developed in order to observe and evaluate the success and outcomes level of the stakeholders' performance through the lens of public value. The Central Government of Hong Kong (2000) claimed that "What gets measured gets done", which means that a better method of performance measurement can add value and improve the quality of the outcomes and satisfaction of the consumers. Likewise, social housing homeownership sustainability policy in terms of evaluation in this section of the framework defines evaluation as the *strategic collection and exploration of an indication on the outcomes of social housing scheme can make judgments about their significance, implementation and achievement through the lens of public value.*

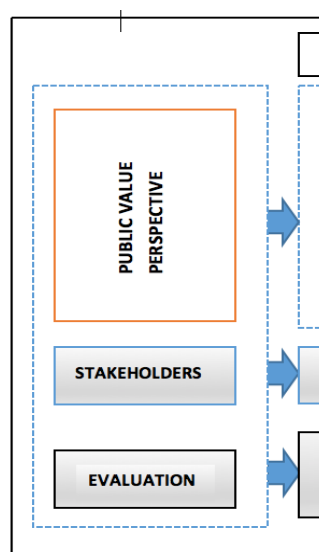


Figure 38.6. Section of the Framework displaying public value, stakeholders and evaluation

This section of the conceptual framework mainly focused on stakeholders' role in offering effective for the stakeholders' activities during the implementation



phase of social housing homeownership sustainability policy. However, they must cooperate with the other two sections above (citizens, barriers, recommendations through the lens of public value) and below (evaluation section efficient, neither efficient/inefficient or inefficient). Thus, figure 38.6 above indicates that it is vital to achieve social housing homeownership sustainability policy in order to add value and meet the high demand of social housing needs by the community. It offers a chance to control and reflect on the barrier indicator(s) and highlights suitable recommendations for further recommendations for the enhancement of the stages of the stakeholders' performance. In this section, there are two different phases of observing and evaluating stakeholders' activities in terms of current-project and post-project outcomes.

For example, the Central Government of Hong Kong (2000) classifies six different stages for evaluating performance as follows:

- **Identify the key project aim and objectives;**
- **Convert the key aim and objectives into appropriate actions;**
- **Categorise each performance action;**
- **Set a timeline for each performance goal for the next evaluation process;**
- **Formulate raw data and analysis stage and implementation;**
- **Apply the performance strategy to review the progress of the outcomes.**

Furthermore, within the setting of the proposed conceptual framework, six different stages are addressed as the most suitable for defining the efficiency and effectiveness of stakeholders' performance indicators in regards to achievement as well as implementing social housing homeownership sustainability in the UK. These stages are as follows:

**Stage 1:** Identify the key project's aim and objectives in terms of economic, environmental, and social factors, evaluating sustainability policy for social housing homeownership under the Right to Buy scheme.

**Stage 2:** Convert the key aim and objectives into appropriate actions for setting the performance indicators within the performance aim and objectives; for example, affordability, overcrowding, sufficient funding, environmental protection, increasing social housing supply to promote social cohesion, enhancing education, gaining professional skills, increasing employment opportunities, promoting gender equality under the Equality Act 2010, etc.

**Stage 3:** Categorise each as a performance actions exist to evaluate the effectiveness of social housing tenants' actions by linking sustainably achievement with pre-identified performance indicators, by applying a feedback strategy during the present-project review like organising a strong team, and appointing a project initiator to review the progress of the project at the regular meetings, and the post-project evaluation and review of the outcomes can be achieved through a feedback approach from social housing tenants as consumers.

**Stage 4:** Setting a timeline for each performance goal for the next evaluation process can identify the key barrier indicators in terms of the success and outcomes of the project.

**Stage 5:** Formulate the raw data and analysis and implementation stages by observing suitable discoveries for further recommendation and enhancement.

**Stage 6:** Apply a performance strategy to review the progress of the outcomes by taking appropriate stages to review the effectiveness and efficiency of the project that needs further improvement.

### **6.7. ANTICIPATED KEY BENEFITS OF THE FRAMEWORK FOR THE GOVERNMENT AND PUBLIC**

The proposed conceptual framework in Figure 1.6 serves as a yardstick for achieving and implementing social housing homeownership sustainability policy. Thus, the proposed framework has the potential to highlight sustainability problems that influence the accomplishment of sustainable policy for the provision of affordable housing and social housing homeownership in order to meet the high demand of low-income families and vulnerable groups. Also, the framework is beneficial due to its simplicity in regard to achieving sustainability implementation with high quality contents by representing the main performance indicators for citizens, barriers and recommendations for the anticipated development, which are appropriately linked in order to be associated with sustainable development, such as economic, environmental and social factors, which makes it adaptable to existing world problems in terms of affordability, poverty, gender equality, equity, overcrowding, segregation, development, employment, education, hopelessness, depression, mental health issues, etc.

The framework offers a systematic evaluation of stakeholders' performance during the current-project and post-project assessment of outcomes commenced to control the level of success associated with the pre-identified aim(s). Thus, this suggests that the proposed framework is vigorous and dynamic with a constant sequence that can help to improve performance through feedback approach. Nonetheless, the overall outcomes of the conceptual framework might be partial due to the poor synchronisation of the building team and incorporation of stakeholders' behaviour and lack of governmental will it is reasonable to succeed in the achievement as well as implementation of social housing homeownership sustainability policy.

## 6.8. CONCLUSIONS

This chapter, chapter 6 the revised proposed framework, presents the findings of the extensive literature review and multiple case study research, which concentrated on the revision and validation of the proposed framework for social housing homeownership sustainability policy achievement and implementation. Also, the identified themes and sub-themes have been combined into an integrated framework based on the empirical study evidence that was indicated, analysed and justified in chapter 5. Thus, it is argued that the revised stages of the framework are an effective tool for government officials in the central and local government authorities to support their decision-making process regarding the achievement and implementation of the social housing homeownership scheme across the country.

Therefore, the main responsibilities of financial organisations can be evaluated from three different perspectives as follows:

- The UK Government's ownership of loans from banks, including the Housing Organisation, Real Estate Investment Trusts, the National Housing Trust Initiative, Scotland and development banks;
- Private ownership can be through commercial banks and land/property financial companies in the UK;
- International financial groups, such as the World Bank and International Monetary Fund (IMF).
- The proposed conceptual framework also addresses the achievements and implementation of social housing homeownership through the Right to Buy sustainability policy through the lens of public value, in order to improve the provision of the social housing Right to Buy scheme by focusing on funding, policy formation, decision-making process, public engagement, efficient management, and renovation of social housing.

- The key recommendations sub-section highlights several key points for making further recommendations regarding achieving social housing sustainability as follows:
- Implementing sustainability initiatives through an efficient leadership style and political determination;
- Promoting an efficient legal system and managerial frameworks in the social housing sector;
- Encouraging and improving research, increasing skills acquisition and creating more job opportunities;
- Ensuring that the central government provides sufficient funding to the local government for the achievement and implementation of sustainable social housing homeownership projects;
- Providing good governance for empowering environmental factors for sustainable housing provision.
- The proposed framework promptly deals with citizens (social housing tenants), barriers and recommendations for achieving sustainability policy in the social housing homeownership scheme.

Thus, the framework provides a vision for evaluating and reviewing the level of stakeholders' performance in the social housing sector, particularly the Right to Buy scheme, as it varies across different local government authorities in the UK. Section 3 of the proposed framework provides a vision of associating performance outcomes with other social housing homeownership projects, such as housing associations.

Furthermore, the focus group interviews and vignettes approach were clear about the need for an additional formal evaluation before any more expansion takes place. However, the research analysis identified potential avenues for further research to be followed with some confidence.

# CHAPTER 7: CONCLUSIONS, CONTRIBUTION, LIMITATION AND FURTHER RESEARCH

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## 7. CHAPTER 7: CONCLUSIONS

### 7.1. INTRODUCTION

The chapter begins with an concludes of the research project in Section 7.1; the main findings are presented in the next section, Section 7.2; the key discussion, overall contributions and implications of the theory, and methodology are presented in Section 7.3; the limitations are outlined in Section 7.4; the lessons learnt from the local government authorities and local citizens in the UK as a case study are provided in Section 7.5, with directions for further research in Section 7.6; the conclusion of this chapter is highlighted in Section 7.7.

### 7.2. THE RESEARCH AIM AND OBJECTIVES ACHIEVED

The main aim of this research project was to evaluate social housing homeownership under Right to Buy policies through the lens of public value that drives the decision-making process and to construct a conceptual framework in order to enhance the accountability and efficiency of social housing tenants in the context of local government. Thus, several key objectives were defined in chapter 1, which informed the literature, research strategy and the results that were addressed in chapters 5 and 6. These key objectives are highlighted in Table 1.7 below and evaluated in the following sections.

**Table 23.7: Key objectives of Research mapped against the Thesis Chapters**

<b>Objectives of the Research Project</b>	<b>Number of Chapters and Sections</b>
Objective 1	Chapters 1 and 2
Objective 2	Chapters 2 and 3
Objective 3	Chapters 3 and 4

Objective 4	Chapters 5 and 6
Objective 5	Chapter 7

- **Objective 1:** To use public value is a lens in order to drives the decision-making process.

According to the analysis of the existing literature review, numerous research gaps were underlined and investigated further. Thus, a literature review on local government and the social housing sector allowed the investigator to identify homeownership under the Right to Buy policy's evaluation and influential factors. However, the researcher identified that there is no suitable conceptual framework that deals with social housing homeownership schemes in local government, as covered in chapters 1 and 2).

- **Objective 2:** To construct a conceptual framework as a decision support system.
- The research problems were identified in chapters 2 and 3 and the investigator proposed a conceptual framework for social housing homeownership sustainability policy through the lens of public value against the background of local government authorities that collaborated with sustainability factors and social housing tenants, particularly low income groups' influential factors in chapter 3.
- **Objective 3:** To enhance the accountability of social housing tenants across the wider community

In order to discover the conceptual framework in Chapter 3, a suitable and an extensive study methodology was fully justified in Chapter 4.

- **Objective 4:** To enhance efficiency of social housing tenants in terms of sustainability policy.



- Applying the research methodology presented in Chapter 4 to discover the proposed framework, chapter 5 analysed and explored the empirical data gathered from the in-depth focus group interviews and vignettes approach case examination of a UK LGA and local citizens. Thus, this evaluated and revised the proposed conceptual framework that was initially projected in Chapter 3. Also, in Chapter 6, the research results extracted from the case study were measured in order to revise the conceptual framework appropriately to deliver a revised social housing homeownership framework through the lens of public value for decision-makers within the government.
- **Objective 5:** To provide limitations and recommendations for achieving sustainability policy in social housing homeownership under the Right to Buy scheme for further research

The achievement of these key objectives was achievable through the improvement of a novel framework for the consideration of problems related to social housing homeownership policy in a local government authority. The development of the proposed conceptual framework from the literature review was one of the key improvements, theoretical and practical suggestions. Thus, the proposed conceptual framework presented in the previous chapter, chapter 6, was mainly maintained by the evidence collected from the multiple case study approach, highlighting its vigorous underpinning, even if further research is required in the future.

### 7.3. RESEARCH OVERVIEW

This research project initially set out objectives to develop a conceptual framework for achieving and applying social housing homeownership sustainability policy through the lens of public value. Thus, the research has now identified citizens, barriers and recommendations for further recommendations in the context of economic, environmental and social factors for meeting social housing needs in the wider community. Mostly, the literature

outcomes have identified the need to achieve social housing homeownership under the Right to Buy sustainability policy regarding housing delivery. Several researchers have also revealed that housing needs, mainly for low income groups, cannot be met throughout the private market scheme, which has led to the participation of non-profit institutes and the local government in the social housing sector. Nevertheless, the mutual understanding is that social housing homeownership has several sustainability factors in regards to the Right to Buy and Right to Acquire schemes through the lens of public value. The next section will highlight each chapter in a separate sub-section in order to present an overview.

**Chapter 1** is the introductory section of the thesis to the research carried out. It presents a concise explorative background and clearly defines the research issues for further study. Chapter 1 also summarises the inspiration for conducting this qualitative research approach and emphasises the significance and relevance of the study. It was declared that social housing homeownership schemes can be ideal facilitators for local citizens or low income families across the community through the lens of public value. Chapter 1 also identified the main aim and key objectives of the research project, delivered evidence on the research design and indicated the research implications as well as presenting a summary of the arrangement of the thesis.

**Chapter 2** offered a critical review of the literature on social housing, homeownership schemes, sustainability, policy, the government, public and public value. The widespread investigation of the relevant literature showed that the shortage of housing has increased rapidly across the globe in recent times, and the mutual relationships between the government and public have shifted in terms of public value. Thus, the core concept of social housing provision is largely understood to have begun in the 1800s and to have continued during 'World War I (1914-1918)' and 'World War II (1939-1945)' until the present era. However, the key role of central government and other social housing providers indicated a main concern about the impossibility of

fulfilling the housing needs across the market. The UK government, in diverse phases, has subjected social housing homeownership to variable schemes, provision and governing policies, such as the Housing Act 1980, which introduced the 'Right to Buy' to enable social tenants to purchase their social housing homes. Also, the Localism Act 2010 permits "*responsibility for social housing regulation to the Homes and Communities Agency as from 2012 and mainly specifies 'qualifying persons' for social housing allocation*". Thus, The Welfare Reform Act 2012 revised housing benefit and eliminated the option of having housing benefit paid straight into landlords' bank accounts.

**Chapter 3** developed the initial conceptual framework for social housing homeownership under the Right to Buy through applying public value theory in the context of local government. The researcher involves the theme without pre-existing frameworks or ideas and the present theory was used to guide the study. Only one theoretical lens (Public Value Theory) was used as a foundation to explore the phenomenon of the social housing sector in the context of local government. Thus, the initial conceptual framework was developed in order to offer an opportunity to achieve a better understanding of the key sustainability factors which influence social housing homeownership under the Right to Buy and low income groups across the country.

**Chapter 4** addresses the methodological approach of this research and justifies the appropriateness of the method of this research. The research applied a qualitative case study approach: the explanatory paradigm. Exercising a triangulation of focus group interviews, the vignettes approach and document analysis, evidence about the social housing homeownership scheme was gained from numerous participants with different visions, and experiences. Thus, the focus group and vignettes approach was considered the most suitable method for this research project, which provided better opportunities to follow up more essential questions in order to clarify certain issues, and also ensure the participants' understanding of the concept of

social housing topics until sufficient answers and explanations were added. The triangulation technique was applied and several sources of evidence to observe the participants at work and moderate the potentially numerous sources of bias. Qualitative analysis and evaluation (through the use of Nvivo and SPSS software packages) was the method applied for the evaluation and analysis of the empirical data.

**Chapter 5** presented the results from the analysis of the focus group interviews as the main data collection approach and the vignettes as an additional data gathering approach to advance and evaluate the relevancy of the research. Thus, three cases were presented and highlighted for the focus group interviews and three cases for the vignettes approach, with the emergent patterns from each case. Each approach was analysed separately and then a conclusion to the chapter was drawn. Case organisation ONE\_ - LGA\_A; case organisation TWO \_ - LGA\_B; case organisation THREE \_ - LR\_ C; used for the focus group-interviews and vignettes case organisation ONE \_ - LR\_B.1; vignettes case organisation ONE \_ - LR\_B.2; and vignettes case organisation ONE \_ - LR\_B.3 used for vignettes approach. Thus, this enabled the researcher to construct a separate case study report for each approach in order to become familiar with each section of the analysis before constructing the cross-case analysis for each approach.

**Chapter 6** provides a revised conceptual framework for social housing homeownership in the setting of a local government authority, in order to highlight the implementation of social housing and homeownership under the Right to Buy delivery. Thus, the conceptual framework focused on important on low income citizens, to obstacles to its operation, and recommendations (recommendations) for advancing the implementation phase. Moreover, the conceptual framework classifies the main performers and their key roles in the delivery of the social housing homeownership scheme. The development of the conceptual framework is grounded on the results from the present literature review and analysis. Chapter 6 extended the proposed conceptual

framework in Chapter 3 to help to confirm the main achievement of the aim and key objectives of this research project, in the form of the revised conceptual framework and evaluation criteria tables from the economic, environmental and social perspectives.

#### 7.4. KEY FINDINGS OF THE RESEARCH

There is strong evidence to indicate that social housing authorities such as local government and housing associations as well as other social housing providers representing the public and private sectors in the UK are playing a major role in social housing homeownership schemes. Thus, their contributions and observations are fundamental for achievement of sustainability policy into the existing situation in the social housing sector. In regard to sustainability in social housing homeownership under the Right to Buy, social housing non-profitable organisations and local government authorities focus on meeting housing needs. However, these vary, based on their diverse background, management style, funding availability, etc. These changes propose the reasons for having different views about certain features of achieving sustainability in social housing homeownership policy across the country. Nevertheless, the findings from the research have revealed that social housing providers seek to achieve sustainability in social housing homeownership to add value for the wider community.

##### **Key sustainability of social housing policy findings as follows:**

- Poor affordability for a whole life value of property, which led to increased costs of jobs for the citizens;
- Insufficient funding due to austerity, revenue and budgetary provision, including insufficient government grants across the country;
- Poor legal frameworks as the result of bureaucracy and incapability of public organisations correctly to co-ordinate the delivery of social housing homeownership under the Right to Buy, including the inappropriate enforcement of the rules and policies;

- The lack of suitable smart technology for sustainable building, accurate safeguarding and waste reduction, including the use of recyclable materials;
- Poor governance, social services particularly mental health services, and development plans, which delay economic growth;
- A lack of suitable design for social cohesion and well-organized use of resources;
- Good governance for encouraging economic growth and employment opportunities;
- Sufficient funding provisions through mortgages and government subsidies, good affordability and suitable provision for mixed-use in order to meet the housing needs for families with several children.
- Environmental protection and improvement through building techniques that apply renewable energy and minimise waste production;
- Effective land use to offer alternative transport modes, such as pedestrian footpaths, cycle paths and disabled routes;

### **7.5. RESEARCH CONTRIBUTIONS AND IMPLICATIONS**

The background information presented in Chapters 1-3 to the research methodology highlighted in Chapter 4, through the research design and the conduct of the multiple case studies indicated in Chapters 4 and Chapter 5 and the empirical study of the cased and the improvement of a social housing homeownership under the Right to Buy framework in the local government organisation offered in Chapters 5 and 6. Therefore, this PhD thesis had made a novel contribution to the field of social housing sustainability policy in a local government organisation and has developed the frontiers of knowledge. Social housing homeownership under the Right to Buy sustainability policy through the lens of public value must be significantly rigorous and academically interesting to scholars as well as having key relevance to the government, business and the public (Rosemann and Vessey, 2008).

The second gap, recognised in chapter 2, was the need for further theoretical improvement of the details of why the local government authorities can fail or succeed. It was not the focus of this case study, but made a novel contribution, that is the revised proposed conceptual framework, which can be used as a yardstick to explore whether some influences are more or less vital in the achievement of a specific initiative.

### **Practical contribution**

- This study project offers a novel contribution by constructing a conceptual framework as an edge of reference that adds to the current body of knowledge on the social housing sector in the context of local of government. Also, the social housing literature provided a descriptive version of homeownership under the Right to Buy scheme evaluation and influence factors that need to be considered when employing public value in order to help the local government authorities in regard to decision-making and public engagement.
- The key contribution of this research project is its considerable relevance to public sector and social housing scholars, policy-makers or government officials, local government and managers, as it delivers them with knowledge that inspire the adoption of social housing Right to Buy schemes.
- Thus, the proposed conceptual framework can be used as a tool to assist the top and low management during the decision-making process in terms of the adoption of social housing homeownership sustainability policy in local government institutes, particularly for internal work environment purposes, and the external environment, such as service delivery to the wider community.

### **Theoretical contribution**

- Public value theory has been used to developing logic in order to explain a phenomenon that is not consistent.

- Public value theory used to explain a complex relationship such as social housing sustainability policy.
- The framework offers the local government organisations, top-level management and low-level management rich guidelines that can be applied while achieving and implementing social housing homeownership sustainability policy through the lens of public value in the context of local government authorities.
- Hence, the study revealed that local government authorities must focus on the high-quality services, as this will result in social housing tenants' valued across the community. Also, the local government authorities must highlight these three dimensions of public value as this leads to the achievement of social housing homeownership sustainability policy and government services.

## 7.6. LIMITATIONS

Nevertheless, every research project can have its limitations as there is no limit on research and knowledge, so some of the key limitations of this study are discussed below:

The researcher faced some challenges during the data collection process from the local government authorities' social housing department, as most of them did not fully understand the concept of Sustainability Policy and Public Value Theory. As highlighted in the literature, most institutes, like housing associations, had adopted a Right to Acquire pilot study in order to offer a similar discount to the Right to Buy scheme for social housing tenants through citizen engagement. However, there is a lack of public engagement within the local government authorities regarding internal work during the policy-making process.

As a result, this led to the practical adoption of a multiple case study focus group interview and vignettes approach as the foundation for the data collection. As already discussed and justified in chapter 4 (research



methodology), this creates issues in regard to simplifying the results but was the outcome of the lack of a structured sustainable policy for a homeownership discount scheme, particularly under the Right to Buy implementation in local government authorities when this research project began. The interpretation was challenging but a main feature was to evaluate and contrast the findings with the conceptual framework that signifies the issues influencing the social housing sector in local government authorities in terms of sustainability policy.

However, this research project was limited to the construction of a framework for achieving and implementing social housing homeownership sustainability policy. It covers the citizens, barriers and recommendations for improving social housing homeownership under the Right to Buy scheme, based on economic, environmental and social factors. The study might have been extended across cultures, as the fourth maintenance of sustainability policy, which was reduced to three factors (economic, environmental and social sustainability key indicators) for the achievement and implementation of social housing homeownership sustainability policy through the lens of public value. Raw data were attained qualitatively from three main sources (the existing literature, local government authorities and local citizens in the UK) through the empirical survey.

Another limitation of this research project setting was that it was restricted to UK local government and local social housing tenants. The main structure of the local government authorities in the UK varies from region to region, which has made the social housing homeownership under the Right to Buy scheme unsustainable across the country. It cannot be accurate to generalise the outcomes of the analysis of this study to other local government authorities or other social housing providers like Housing Associations but the moderately close fit of the exploration results to the themes and sub-themes in the literature review indicates that these differences may be less serious in regard to classifying the main themes to focus on when achieving and implementing social housing homeownership sustainability policy through the lens of public

value.

### 7.7. RECOMMENDATIONS FOR FURTHER RESEARCH

The conceptual framework for social housing homeownership under the Right to Buy in the local government authorities housing and local citizens was based on a multiple case study conducted in the UK. However, local government organisations differ in terms of their working activities in every region, particularly in regards to Right to Buy schemes, and community cohesion can also differ across the country. Thus, the overall outcomes of the study cannot be generalised for all local governments and residents (social housing tenants' experience), even though the broad literature review indicated that it has significant validity. Also, the researcher has approved validating of the framework with numerous local government organisations in different municipalities in the UK and then possibly covering other developing countries that have social housing schemes in place.

The key identification of the social housing homeownership evaluation criteria and influence appraisal through the construction of a framework recognised that it is vital for those problems that emerged to be considered by the local government organisations. In order to improve such criteria, the framework could be studied to further validate the research. However, further case studies would help to conduct a mixed approach, like focus group interviews and online surveys, to reach a maximum number of participants as well as respondents.

- A remarkable recommendation was that, while the UK local government authority identified the fundamental need for a Right to Buy scheme evaluation, it had not done so in detail of social housing homeownership sustainability policy through the lens of public value. For the local government authorities to have discovered could have meant arranging the concepts of the Right to Buy policy as well as decision-making process in institutes and how policies appear are reformed to add value for the wider

community.

- Also, while the above statements are valid research concepts, the focus was on social housing homeownership sustainability evaluation, and the achievements and implementation can be further enhanced. This has led to better decision-making to highlight the traditional social housing approach as one that produces successful evaluation.
- Lastly, there is an essential need for empirical research in certain associated fields in terms of the diverse sources and policies for funding affordable social housing, expansion procedures, the responsibilities of stakeholders, and performance. Finding diverse funding opportunities and existing plans for stakeholders can help to highlight the funding concern during the achievement and the implementation of social housing homeownerships sustainability policy. The duties of the stakeholders can obtain some issues linked to employment specifications and suitable recommendations for improving efficiency. Evaluating stakeholders' performance on a regular basis can contribute considerably to achieving sustainability in social housing homeownership sustainably policy, particularly under the Right to Buy scheme, as not all local government authorities offer the same amount of discount.
- As discussed in the previous chapter (chapter 2), the literature review of social housing homeownership under a Right to Buy sustainability policy in the context of local government authorities through the lens of public value, the research is illustrated by studies. Thus, this reflects the focus of this research on the early phases of theory building around the exploration and achievement of sustainability policy within UK local government organisations. However, this broader theme remains a vital task in regards to the Right to Buy scheme and achievement of sustainability across the country.

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## 8.1. Appendix A: Ethics Approval



Dear Jawed and Zahir,

Ethics Application: E593

Title: A Framework for Evaluating the Social Housing Homeownership Sustainability Policies Through the Lens of Public Value

Your ethics amendments have now been reviewed by the independent reviewers of the Research Ethics Panel.

I am pleased to inform you that they have confirmed approval of the amendments, with no further ethical scrutiny required; however the approval is based on the below recommendations to be considered and implemented where possible:

☐ A firmer grounding in ethical considerations would be advisable before commencing this project.  
☐ The questionnaire has been altered so that most of the questions answered can probably be seen as 'neutral' questions, but there are nonetheless questions included which are not entirely 'objective in nature' and participants might feel uncomfortable answering these in the presence of others (i.e. regarding Immigration and ethnic diversity: RQ1.3 and RQ 3.4. These issues can be very controversial, as we can see in the current Brexit climate). This could prevent participants answering the questions in a public forum or lead to recriminations afterwards where participants have expressed themselves with frankness. I understand the principal of 'what is said in the group, remains in the group' but do not feel entirely confident with it working in this context. It will therefore be incumbent on the researcher to make sure that his own questions do not cause undue discomfort to FG participants, and manage any immediate controversy or difficult response that may arise as a result.

☐ Will there now be no particular selection of participants relating to disability etc. simply two focus groups: one of employees and one of homeowners, both selected at random? If this is so, it is not quite clear how the 'research project will consider the treatment of under-represented social groups'

☐ The information sheet and the consent form have been improved to make it clear that withdrawal from the study is restricted by data analysis and publication. Recommendation (not requirement) is that a date after which withdrawal will cease to be an option be clearly articulated to participants – this is good practice.

·Acknowledged that this project could still be much improved both in the quality of documentation available to participants and the clarity of the issues articulated. However, there are no longer concerns that there is no/little consideration of overriding ethical problems.

☐ The project will require further work and explicit supervisor (as well as supervisee) attention will be practical and methodological.

NOTE that this approval is for this study only.

Should there be any changes to this study, you must inform [ethics@bradford.ac.uk](mailto:ethics@bradford.ac.uk).

Once your changes have been reviewed and you have approval to proceed, only then can you recommence the study. Failure to do so will render your original approval invalid and withdrawn.

Please add a sentence onto any material you share with participants confirming that ethics approval for the amendments has been granted by the Chair of the Humanities, Social and Health Sciences Research Ethics Panel at the University of Bradford on 11/05/17.

Thank you  
Best Wishes  
Deborah

*Deborah Hodgson*  
Research Support Administrator  
RKTS, F.24  
Ext: 3196

PhD research project by Jawed Sadiqi, supervisor Zahir Irani

2017

## 8.2. Appendix B: Ethics Application

**Research Ethics Application Form**

This form has been approved by the Committee for Ethics in Research

**A1. Title of Research Project:  
A Framework for Evaluating the Social Housing Homeownership (Through  
Right-to-Buy) Sustainability Policies: From Public Value Perspective**

**A2. Contact person** (Principal Investigator, in the case of a staff-led research project, or the Principal Supervisor in the case of a student research project):

Title: Professor	First Name/Initials: Zahir	Last Name: Irani
Post: Dean	School/Department: Management and Law	
Email: z.irani@bradford.ac.uk	Telephone: 07875696127	

**A2.1. Is this a student research project?**

If yes, please provide the student's contact details and course:

**PhD Student:** JAWED SADIQI Student No: 16029430, Email:  
[j.sadiqi@bradford.ac.uk](mailto:j.sadiqi@bradford.ac.uk)  
Course: PhD in Business and Management, Faculty of Management and Law

**A2.2. Other key investigators/co-applicants** (within/outside University), where applicable:

Please list all (add more rows if necessary) N/A

Title	Full Name	Post	Responsibility in project	Organisation	Department

**A2.3 Name of body funding the project (if appropriate) and any other declarations of interest: (NOTE: Only projects with the funding confirmed need approval)**

N/A

**A3. Proposed Project Duration:**

Start date: 2015	End date: 2018
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**Complete this form if** you are a member of staff or a student who plans to undertake a research project which will not involve the NHS but which will involve people participating in research either directly (e.g. interviews, questionnaires and/or clinical studies not involving

## Research Ethics Application Form

NHS patients) and/or indirectly (e.g. people permitting access to data and/or tissue). **Ultimate responsibility for gaining ethical approval lies with the Principal Investigator or Principal Supervisor of the project.**

**Documents to enclose with this form, where appropriate:**

This form should be accompanied, where appropriate, by an Information Sheet / Covering Letter / Written Script which informs the prospective participants about the proposed research, and by a Consent Form. Applicants should also attach any unvalidated Questionnaires, Interview Guides and the full research proposal.

Further guidance on how to complete this application form is available in the document **Guidelines for Completing the Research Ethics Application form** and this can be found at : <http://www.bradford.ac.uk/rkts/research-support-for-academics/ethics/ResearchEthicsApprovalProcess/>

It is essential that this form is completed with reference to the information in the application form guidance document. Please pay particular attention to completing the form in sufficient detail to allow reviewers to judge ethical issues raised by this study. The form is intended to expand to allow as much space as is needed.

For University staff and students working with NHS patients or staff, or working on NHS premises, research ethics applications should be made through an NHS Research Ethics Committee: [NHS Research Ethics Committee](#) (REC)

**Travel Overseas to High Risk Areas:** if you are planning to travel overseas to high risk areas, as advised by the [Government's Foreign and Commonwealth Office](#), you should read the guidelines and complete the Risk Assessment form to be submitted to Finance. A signed copy of the Risk Assessment form should also accompany this form when applying for Research Ethics Approval. The Risk Assessment form is available at <http://www.bradford.ac.uk/finance/finance-teams-contacts-and-services/insurance/travel-insurance/> (Please scroll down to bullet point 4 under the heading Prior to Travel.)

Once you have completed this research ethics application form in full, and other documents where appropriate, check that your name, the title of your research project and the date appears on the first page and email it to the Research Support Unit Ethics Administrator. Please keep a copy and note that the original signed and dated version of 'Part B – the Signed Declaration' of the application form should also be provided to the Research Support Unit Ethics Administrator in hard copy.

### Attachments

**Please confirm that you have included the following documentation with your submission:**

Information Sheet	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
Consent Form	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
Research Proposal	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
Unvalidated Questionnaires	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
Interview Guidelines	Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
Risk Assessment Form (only required when involving travel to high risk areas)	Yes <input type="checkbox"/> No <input type="checkbox"/>	



## Research Ethics Application Form

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### Part A

**A4. Mark 'X' in one or more of the following boxes if your research:**

- involves children or young people aged under 18 years

involves using samples of human biological material collected before for another purpose\*

\*Please contact the University's HTA Designated Individual, Sue Boyce, Ethical Tissue, [s.q.boyce@bradford.ac.uk](mailto:s.q.boyce@bradford.ac.uk) or ext. 5897] for advice.

<http://www.bradford.ac.uk/rkts/research-support-for-academics/ethics/GuidanceonEthicalIssues/> - click on Human Tissue Act

**A5. Briefly summarise the project's aims, objectives and methodology**  
(*this must be in language comprehensible to a lay person*)

**The Research aim**

The aim of this research is to evaluate social housing home-ownership sustainability policies through the lens of public value that drive the decision-making process and to construct a conceptual framework (decision support system) in order to enhance accountability and efficiency of social tenants.

**Research Objectives**

- To conduct a literature review in the field of public sector for policy-making decision to enable a transformation in the social housing home-ownership sustainability policy through the lens of public value
- To define the characteristics of social housing policies in order to understand the methods adopted in evaluating the general homeownership requirements of the housing stock.
- To develop a conceptual framework for evaluating the public value of policy-making decisions in the local government authorities, social housing stocks and home-ownership
- To explore and evaluate the conceptual framework, through qualitative case study analysis in a local government authority, council housing stock department
- To re-conceptualise the framework based on the empirical evidence
- To provide limitation and recommendation for further research

**Research Methodology Approach**

In this research, the theoretical capacity idea was followed to decide how many cases required for research. Thus, for this research, will use multiple case study focus group-interview, from a local government authorities social housing homeownership department in the UK and from local residents who recently became homeownership as well as those who wish to become a homeowner through social housing homeownership scheme in order to avoid bias.

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WHO	WHERE	HOW
Council Housing Managers Council Housing Employees	London Borough of Harrow  Council Housing Department in the UK	<b>Focus Group-Interview</b>  Approximately 1:50 Hours
Council Housing Managers Council Housing Employees	London Borough of Slough  Council Housing Department in the UK	<b>Focus Group-Interview</b>  Approximately 1:50 Hours
Council Housing Managers Council Housing Employees	London Borough of Ealing  Council Housing Department in the UK	<b>Focus Group-Interview</b>  Approximately 1:50 Hours
Local Residents (who recently became homeowner and those who wish to become homeowner under social housing right to buy scheme)  <b>Will be identify through local government housing department</b>	London Borough of Hillingdon	<b>Focus Group-Interview</b>  Approximately 1:50 Hours

Data will be collected? (Tick all that apply)

	Print	Digital
<b>Participant observation</b>		
<b>Audio recording</b>		X
<b>Video recording</b>		
<b>Computer logs</b>		
<b>Focus Group-Interview</b>	X	X
<b>Other:</b>		
<b>Other:</b>		

**A6. Is there any potential for physical and/or psychological harm / distress to participants?**

The potential for harm or distress or any other risk is no greater than what might be experienced in everyday life. The emphasis is on the information and its use, rather than on the employee performance.

## Research Ethics Application Form

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**A7. Does your research raise any issues of personal safety for you or other researchers involved in the project and, if yes, explain how these issues will be managed? [especially if taking place outside working hours, off University premises or outside the UK]**

The focus group-interviews will take place during normal working hours at the place of work, providing a safe environment for the interviewer and the interviewee.

**A8.1 Explain how the potential participants in the project will be:**

**(i) Identified:**

The researcher will contact/invite the local government authority housing department via email requesting two different focus groups one from the housing department employees and one from local residents to add value to this research project. Then the local government housing department will directly contact the local residents who are already in their database system recorded as social housing tenants and social housing homeowner through right to buy scheme.

The researcher will not have any access to local residents contact details as it will be dealt by the local government because of anonymity and confidentiality.

The selection of participants will not be made based on physical condition or abilities but on their competency and roles or involvements with the topic to exercise informed consents. However, the possibility of excluding disabled people is none, unless they do not relate to such topic.

**(ii) Approached:**

Email message from the local government authorities housing department their participation, and they will be invited to send an email acceptance to the researchers, suggesting a time and place for the focus group-interview within the local government housing department.

**(iii) Recruited:**

The researcher will contact/invite the local government authority housing department via email requesting two different focus groups one from the housing department employees and one from local residents to add value to this research project. Then the local government housing department will directly contact the local residents who are already in their database system recorded as social housing tenants and social housing homeowner through right to buy scheme.

The researcher will not have any access to local residents contact details as it will be dealt by the local government because of anonymity and confidentiality.

The selection of participants will not be made based on physical condition or abilities but on their competency and roles or involvements with the topic to exercise informed consents. However, the possibility of excluding disabled people is none, unless they do not relate to such topic.

**Research participants (or people from whom data or tissue is obtained) should normally be competent adults. Of course research with children or adults who lack mental capacity is sometimes also necessary, and, if adequately justified, is permissible. Reviewers will also be particularly concerned about research involving participants who are in dependent relationships (e.g. members of staff/students who work with/for a member of the research team). Again, research in such circumstances is permissible, but the applicant should demonstrate that s/he is aware of the risk of coercion.**

## Research Ethics Application Form

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### A8.2 Please give rationale for sample size (as appropriate):

Focus group-interview can contain anything from 6 to 12 participants and can be more than 50 groups, mainly depend on of research aim, questions and availability of resources. Thus, for this research, will use multiple case study focus group-interview, from a local government authorities social housing homeownership department in the UK and from local residents who recently became homeownership as well as those who wish to become a homeowner through social housing homeownership scheme in order to avoid bias. In addition to multiple case study, focus group interview will be conducted from local government authority housing needs and local residents in order to achieve the complexity of particular phenomenon under study Creswell (1998).

However, there are possibilities to study a small representative sample of a population; It depends on of the scope of research. While some researchers endorse similarity in each focus group just to capitalise on participant's common experiences (Bloor *et al.*, 2002). Thus, focus group can be considered as a procedure of group-interview in order to explore some fundamental communications between the researcher and participants to produce data for the particular social phenomenon in this case for social housing homeownership sustainability policy.

### Project be kept confidential?

As justified previously the project will be strictly confidential but participants may not entirely be confidential as they are in focus group class room setting. Thus, it is unlikely that the participants will be uncomfortable with this given that the other colleagues will be experienced, well regarded and probably would not be insecure about what might be discussed in the focus groups with researcher. Furthermore, the focus group questions, are objective in nature and focus on the specific actions carried out by the researcher to assist participants in their understanding and awareness, the personal characteristics of the participants are not relevant to this study. The participants will be reassured that their participation or non-participation in the focus group will in no way impact upon the internal assessment ratings allocated to them by the participants and that their responses will not be discussed with others. They will also be reminded to respect the protocols around focus group interviews and 'that what is said in the group, remains in the group'. The researcher will inform participants in their information sheet and consent form, that a student's participation or non-participation in the study will have no influence on any aspect of their confidentiality or anything else including the instruction they receive from their participants and their assessments. It is the professional responsibility of the researcher to assist all the participant in the focus group, and to provide individual attention upon request (e.g., when a participant puts his/her hand up to ask for assistance with a uncommon term or task). Therefore, while non-consenting participant will be seated outside of the range of the class setting and participants signed consent forms will be returned to the researcher directly.

Moreover, all information that we collect about research project during the course of the research will be kept strictly confidential. Participants will not be able to be identified or identifiable in any reports or publications. The institution will also not be identified or identifiable. Any data collected about the research project in the focus group interview will be stored on University of Bradford computer system in a form protected by passwords and other relevant security processes and technologies. These anonymised data will not allow any individuals or their institutions to be identified or identifiable features. Only the research team will see participant's names and the participants cannot entirely be confidential as the focus group will know about discussion during the focus group. No names of individuals will be released to any other organisation, nor will they be identified in any reports or publications arising from the study. Moreover, given that the researcher and participants will be within proximity of each other in the classroom setting, it will be difficult for the researcher to keep the participants entirely confidential but the project will be kept confidential.

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### **Anonymising and keeping data confidential**

There are number of ways in which data could be anonymised or kept confidential and these are these are briefly discussed in the literature.

The use of pseudonyms is widespread in qualitative research, and Grinyer (2002) indicated that involving respondents in their choice of pseudonym. While, in some cases, it is relevant to use pseudonyms, which is not just in published reports but can be throughout the study, in labelling focus group interview notes, taped interview, etc.

However, in some situations, participants may not appreciate the implications of being named. According to, Kobayashi (2001) addressed that possibility of needing separate reports for different audiences, in order to protect their identity and to meet the needs of different reporting styles for different purposes. While, other scholars also indicated that the possible necessity to write targeted reports for different audiences to be address issues of confidentiality and sensitivity.

### **Recording, and how will the recorded media be used?**

#### **Only voice recording will be used in this research project**

Participant will not be recorded in any way other than their input to the focus group-interview without separate permission being gained from them before commencing the focus group interview. Data collected may be shared in an anonymised form to allow reuse by the research team and other third parties. These anonymised data will not allow any individuals or their institutions to be identified or identifiable. The data will only be used for my PhD research project and will be stored at the University of Bradford computer. After the thesis/dissertation is complete the data files will be purged after data analysis.

*During focus group the researcher will record the full discussion, if there was joking, teasing or arguments involved then it will be part of the discussion as the researcher cannot anticipate such a moment. However, if participants wish to eliminates these aspects then the researcher will edit and remove that particular part accordingly.*

**A9. Will informed consent be obtained from the participants? Yes  No**

**If informed consent or consent is not to be obtained please explain why:**

Further guidance is at: <http://www.bradford.ac.uk/rkts/research-support-for-academics/ethics/GuidanceonEthicalIssues/> - click on Consent

**A9.1. If you are planning to obtain informed consent, please explain the proposed process:**

The Information Sheet/Consent Form will be sent via email and will be reviewed again with each interviewee just before the focus group-interview. At that time, all unanswered questions will be answered. Participants will be reassured that their participation will not be reported to the company, although it is conceivable that they will be viewed coming and going from the meeting room.

First of all, I would like to thank you in advance for agreeing to participate in this focus group-interview. As respected participate you are sincerely and voluntarily invited to add value to this research which will take approximately one hour and you can withdraw at any time. All responses will be recorded and strictly confidential, which will be used just anonymously for academic purposes.

## Research Ethics Application Form

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- A16.** Which institution has agreed to act as **research sponsor** for the project? *(If you are conducting the research as either a student of the University of Bradford or as a researcher working on a University of Bradford research project, the University of Bradford will normally act as research sponsor. If you are conducting the research as a student or employee of another university, that institution should normally sponsor the research.)*

University of Bradford is researcher sponsor

- A17.** Please confirm that the research sponsor has **provision in place for indemnifying the researcher** for negligent or non-negligent harm to participants?

The University of Bradford has the indemnity in place as the researcher is student of the University of Bradford.

**What are the possible benefits of taking part?**

Whilst there are no immediate benefits for those people participating in the project, it is hoped that this work will have a beneficial impact on how social housing homeownership sustainability policy is supported by local government. Results will be shared with participants in order to inform their professional work, if they wish.

*(If you are conducting the research as either a student of the University of Bradford or as a researcher working on a University of Bradford research project, such indemnity is in place. If you are conducting the research as a student or employee of another university, that institution should normally provide indemnity.)*

More information is available at:

<http://www.bradford.ac.uk/rkts/research-support-for-academics/ethics/GuidanceonEthicalIssues/> - click on Insurance for Research

## Research Ethics Application Form

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The researcher has chosen participants who never been involved in similar research before in order to prevent over exposure.

**A12. Could this project potentially disadvantage any group of persons not included in the research?**

**The research aims of this study is both benefit society and minimise social harm.**

As a researcher, we will ensure equality of access where some potentially valuable intervention is offered as part of a research project in order to increase educational input/support that is novel potentially beneficial intervention to the wider public. However, it will not disadvantage any group of persons not included in this particular research. Firstly, this research is limited to social housing homeownership through right to buy sustainability policy in the UK. Also, those individuals who have not participated in this research but if they wish to receive any outcome of the research project they can and this study will be published online which will make it easy to people to get access.

**A13. What measures will be put in place to ensure confidentiality and/or anonymity of personal data, where appropriate?**

Personal data in the focus group interview papers will be only associated with an arbitrary number. The audio files will have the same code and have an arbitrary code that is shared by all members of the same project group. The "key" that maps a person to the group will be destroyed after data analysis of the focus group-interviews.

All the information that we collect about you during the course of the research will be kept strictly confidential. Participants will not be able to be identified or identifiable features in any reports or publications. The institution will also not be identified or identifiable. Any data collected about the participants in the focus group interview will be stored on University of Bradford computer system in a form protected by passwords and other relevant security processes and technologies. These anonymised data will not allow any individuals or their institutions to be identified or identifiable features. The participants will not be recorded in any way other than the input to the focus group-interview for this study.

**A14. Will financial / in kind payments (other than reasonable expenses and compensation for time) be offered to participants? (Indicate how much and on what basis this has been decided)**

Yes  No

No compensation will be provided. Participants however have been authorised to take part in the interview on work time.

**A15. Will the research involve the production of recorded media such as audio and/or video recordings?**

Yes  No

**A15.1. This question is only applicable if you are planning to produce recorded media: How will you ensure that there is a clear agreement with participants as to how these recorded media may be stored, used and (if appropriate) destroyed?**

The data will be stored at University of Bradford computer system. I will be transcribed the audio into text for data analysis. The paper focus group-interview will be converted to a digital format for analysis. The data will only be used for the this PhD research project. After the thesis/dissertation is complete the data files will be purged after data analysis.

## Research Ethics Application Form

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they suffer from discriminations; or to understand their position in society more fully. This brings the danger that these groups can be over-researched. The research project can become burdensome, response rate decline and respondents potentially become used to providing the types of response they feel are wanted. They way findings are reported and used can harm these groups. For example, a study of a poor community with high levels of unemployment might conclude that many members were either work shy or doing well on the like moving into property ladder in the social housing right to buy scheme. when in reality, they were adapting as best they could to a lack of opportunity in the formal economy. According to Bacon and Olsen (2003) in their discussion of ethical issues for commissioners of research in one UK government department address issues relating to specific groups. While, the Irish National Disability Authority is currently developing a set of ethical guidelines for those researching people with disabilities.

- Children under 18
- People with learning disabilities
- People with a terminal illness
- People with mental health problems
- People with dementia
- Asylum seekers
- Those with a particularly dependent relationship with the researcher
- Other potentially vulnerable groups (please specify)

**If yes, please state what special arrangements have been made to deal with the issues of obtaining consent from the participants above?**

No body will be interview alongside colleagues as the research is focus group which means only discussion will take place. Thus, it is unlikely that the participants will be uncomfortable with this given that the other colleagues will be experienced, well regarded and probably would not be insecure about what might be discussed in the focus groups with researcher. Furthermore, the focus group questions, are objective in nature and focus on the specific actions carried out by the researcher to assist participants in their understanding and awareness, the personal characteristics of the participants are not relevant to this study. There is no any particular risk known or involved apart from normal daily life style. However, the focus group will be conducted in the class room setting within the local government office building, during normal working hours. Which means government authorities are aware of the daily risk or life style and they are well prepared with necessary security in place.

*The selection of participants will not be made based on physical condition or abilities but on their competency and roles or involvements with the topic to exercise informed consents. However, the possibility of excluding disabled people is none, unless they do not relates to such topic.*

**A10. What special arrangements have been made for participants for whom English is not a first language? (If there are no arrangements, please explain why)**

The focus group will not involve any interpreter, as the session will be conducted in the UK local government authority housing department employee and local residents who are in full time employment and eligible. Local residents who wants to move into property ladder with adequate financial situation.

Also, the focus group will be conducted in English and the participants are also English speakers.

**A11. What steps have been taken to ensure participants have not been involved in similar studies (in order to prevent over exposure) where this may be an issue?**



## Research Ethics Application Form

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However, if you have any concerns or for further information please do not hesitate to contact: the principal supervisor professor Zahir Irani [z.irani@bradford.ac.uk](mailto:z.irani@bradford.ac.uk) or the researcher Jawed Sadiqi [j.sadiqi@bradford.ac.uk](mailto:j.sadiqi@bradford.ac.uk)

**A9.2 If you have obtained informed consent, what arrangements are in place to ensure participants receive on going relevant information about the study and the opportunity to withdraw consent if required?**

The identification of potential participants will be proposed by the local government housing department. Each will be sent an email from the homeownership housing manager. Authorising their participation and inviting them to volunteer by contacting the researchers via email. Each participant will be sent a copy of the Information Sheet/Consent Form via email and invited to schedule a meeting time for the focus group-interview.

**You are free to withdraw your consent to participate at any time during the focus group and before the data being analysed or published, and can do so without providing an explanation.**

It may not be possible to remove your data from the survey if you choose to provide it anonymously. Otherwise, if you choose to withdraw (for example after being interviewed) relevant data will be destroyed. For example, files will be deleted from computer hard-drives and servers, and electronic 'rubbish bins' emptied and paper documents will be securely shredded.

You can choose to withdraw from this study until date. After this point, it is expected that analysis and publications will have been prepared which would make it no longer feasible to isolate and remove your data.

**A9.3 If you have obtained informed consent, how long will the participants have to decide whether to take part in the study? (If less than 24 hours, please justify)**

Participants will have five working days to inform the researcher if he or she cannot attend the focus group-interview. Which will give the researcher some time to look for alternative arrangements.

**A9.4 Will informed consent be obtained from participants from one of the following groups?**

**Yes, only people over 18, whose competence to exercise informed consent.**

The selection of participants will not be made based on physical condition or abilities but on their competency and roles or involvements with the topic to exercise informed consents. However, the possibility of excluding disabled people is none, unless they do not relates to such topic. Thus, research project will consider the treatment of under-represented social groups by ensuring that they are appropriately treated in all aspects, from research design to reporting the findings. It is important that these groups are not excluded from this research project, but also that research findings do not lead to their further marginalisation. Equally, it is important that vulnerable or marginalised groups are not over-researched so that participant becomes a burden for them.

Moreover, there is a considerable literature on the treatment of under represented social groups in research and this is discussed in details in chapter 4 methodology. Also, there is considerable research interest in various under-represented social groups, for example, because they experience particular problems such as unemployment and poverty and information is needed on the impact of a range of policy interventions;

Research Ethics Application Form

Part B – The Signed Declaration

Title of Research Project:  
**A Framework for Evaluating the of Social Housing Homeownership Sustainability Policies Through the Lens of Public Value**

I confirm my responsibility to deliver the research project in accordance with the University of Bradford's policies and procedures, which include the University's:

- 'Research Governance & Quality Assurance Code of Good Research Practice' and the
- 'Code of Practice for Ethics in Research' (Ethics Policy)

<http://www.bradford.ac.uk/rkts/research-support-for-academics/ethics/EthicsPolicyandStrategy/>

and, where externally funded, with the terms and conditions of the research funder.

In signing this research ethics application form I am also confirming that:

- The completed form is accurate to the best of my knowledge and belief.
- The project will comply with the University's Research Ethics Policy.
- I undertake to adhere to the content and process of the project as detailed in this (and attached) documents and to inform the Panel of any changes.
- I am aware of my responsibility to be up to date and comply with the requirements of the law and relevant guidelines relating to security and confidentiality of personal data, including the need to register when necessary with the appropriate Data Protection Officer.
- In the case of Human Tissue, blood and tissue samples, I have liaised with the University designated HTA Individual. The Human Tissue Act Designated Individual is currently Mrs Susan Boyce, Head of Ethical Tissue.
- I understand that the project, including research records and data, may be subject to inspection for audit purposes, if required in future and that these records will be stored for a period of 10 years from the end of the project.
- I understand that personal data about me as a researcher in this form will be held by those involved in the ethics review procedure (e.g. the Research Support Unit Ethics Administrator and/or Ethics Reviewers) and that this will be managed according to Data Protection Act principles.
- If this is an application for a 'generic' project all the individual projects that fit under the generic project are compatible with this application.

Name of the Principal Investigator (or the name of the Principal Supervisor if this is a student research project):  
Principal Supervisor Professor Zahir Irani

Signature of Principal Investigator (or the Principal Supervisor):  
Date: 2017.....17/1/12

Please email the completed application form together with supporting documents and provide a signed, hard copy of 'Part B' to the Ethics Administrator (ethics@bradford.ac.uk), RKTS, F 24, Richmond Building.

to be typewritten

<b>Q5</b>	Will the research project involve <u>human tissue</u> (but not requiring NHS approval – see Q3)?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
If you answer 'Yes' to Q5 University ethical approval is required		
If you require advice on human biological material please contact Human Tissue Act (HTA) Designated Individual: Dr Sue Boyce [s.g.boyce@bradford.ac.uk] on ext 5897 or visit <a href="http://www.ethicalissue.org">www.ethicalissue.org</a>		
<b>Q5a</b>	If you answered 'Yes' to Q5, is the human material over 100 years old and archaeological?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
If 'YES' please refer to the Biological Anthropology Research Centre (BARC) guidelines at <a href="http://www.barc.brad.ac.uk/BARC_human_remains_policy.pdf">http://www.barc.brad.ac.uk/BARC_human_remains_policy.pdf</a>		

If you answer 'No' to Q5 and have answered 'No' to Q2, Q3 and Q4 ethical approval is **not** required.

PLEASE COMPLETE and SIGN ONE of the two boxes below  
(in the case of a student project, we do require a **Supervisor's signature** in whichever box is relevant, before we can have the checklist signed off by the Research Ethics Panel):

1. I have discussed this project with my student AND/OR
2. I confirm that there are **no ethical issues** requiring further consideration.

(Any subsequent changes to the nature of the project will require that the Panel are informed of all changes)

Signed by (Principal Investigator or Principal Supervisor (in case of student project)):

Signature: ..... Date: 17/1/17

PLEASE PRINT NAME .....  
Sonia Ramo

OR

I confirm that there are **ethical issues** requiring further consideration and will either:  
1. refer the proposal to Ethical Tissue, or,  
2. fill in and submit a full ethics application to be considered by the appropriate Research Ethics Panel.

Name (Principal Investigator/Principal Supervisor):

Signature: ..... Date: .....

PLEASE PRINT NAME .....

## 8.3. Appendix C: Consent Form

### CONSENT FORM

**Title of Research Project:**  
**A Framework for Evaluating the Social Housing Homeownership (under Right-to-Buy) Sustainability Policies: Public Value Perspective**

Please tick the boxes beside the statements you agree with, and sign and date the bottom of the page. I will leave you with your own copy of this information and consent form

1. I confirm that I have read and understand the information provided for the above study. I have had the opportunity to consider the information, ask questions and have had these answered satisfactorily.
2. I understand that my participation is voluntary and that I understand that I am free to withdraw my consent for involvement with this research project from focus group, without giving a reason and that this will not affect my legal rights.
3. I understand that any personal information collected during the study will be anonymised and remain confidential. I understand that any material arising from emails between the researcher and myself may not be shared publicly but data will be anonymized to remove identifiable features.
4. understand that the material will be shared only in this research project thesis and it is confidential and will not be shared without the consent of the person or persons concerned, whether myself or others in the group.
5. I agree to treat other participants with courtesy and respect in the group interactions.
6. I understand the research team will set up the focus group-interview and use an audio recorder to capture the interview in a designated meeting room. At the time of the interview the interviewees will be invited read the Information Sheet/Consent Form and have any questions answered. The data will only be used for this study and will be stored at University of Bradford computer system. After the thesis/dissertation is complete the data files will be purged after data analysis is complete.

Name of Participant                      Signature                      Date  
.....

Name of Researcher                      Signature                      Date  
.....

Name of witness                      Signature                      Date  
.....

Name of Supervisor                      Signature                      Date  
.....

*When the consent form is returned, please complete 2 signed copies for the researcher to also sign and return a copy to you.*

*Please return to the following address: PhD research project (by: Jawed Sadiqi, supervisor: Professor Zahir Irani),  
FAO Rekha Billoo, Horton D3.11, University of Bradford, Richmond Road, Bradford BD7 1DP*

## 8.4. Appendix D: Information Sheet



### INFORMATION SHEET

#### Title of Research Project:

**A Framework for Evaluating the Social Housing Homeownership (Through Right-to-Buy) Sustainability Policies: From Public Value Perspective**

Currently, I am a PhD researcher at the University of Bradford, Faculty of Management and Law and evaluating the social housing homeownership through right to buy sustainability policy: From the Public Value Perspective in the UK.

First of all, I would like to thank you in advance for agreeing to participate in this focus group-interview. As respected participate you are sincerely and voluntarily invited to add value to this research which will take approximately one hour and you can withdraw at any time, if you wish not to participate. All responses will be recorded and strictly confidential, which will be used just anonymously for academic purposes.

More importantly, ethics approval has been obtained from the Research Ethics Committee from the University of Bradford. However, if you have any concerns or for further information please do not hesitate to contact: Professor Zahir Irani [z.irani@bradford.ac.uk](mailto:z.irani@bradford.ac.uk) or Jawed Sadiqi [j.sadiqi@bradford.ac.uk](mailto:j.sadiqi@bradford.ac.uk).

We are undertaking research on local government authority social housing sector and would like you to be involved. Please take time to read the following information carefully and discuss it with others if you wish. Ask us if there is anything that is not clear or if you would like more information.

#### **A brief definition of social housing and sustainable social housing.**

**Social housing** is a type of affordable housing that let at low cost in order to secure low-income individual or families who are in need or struggling with housing cost. Normally Provided by local governments authorities or non-profit organisations such as Registered Social Landlord (Housing Association) offered at below the market rate. Registered Social Landlord is one of the major housing supplier funded and regulated by central government through the Homes & Communities Agency.

**Sustainable social housing** built affordable and more efficient by governments or non-profit organisations through various funded scheme. Also, constructed with environmental-friendly building materials that have a long-term economic, environmental and social benefits for the wider community without any extra life-cycle cost. In order to facilitate public to meet their basic housing requirement and contributing to economic growth, and social lives. Furthermore, advancing people's well-being, and creating economic opportunities through metropolitan integration and planning.

#### **About the Research**

In this research, the theoretical capacity idea was followed to decide how many cases required for research. Thus, for this research, will use multiple case study focus group,

from a local government authorities social housing homeownership department in the UK and from local residents who recently became homeownership as well as those who wish to become a homeowner through social housing homeownership scheme in order to avoid bias. The participants will be provided access to the findings, if required. The data will be anonymized to remove identifiable features and only necessary data will be collected that align with the research objectives. No vulnerable group or under 18 year olds will be involved in this study, more details stated on the ethics applications form.

WHO	WHERE	HOW
Council Housing Managers Council Housing Employees	London Borough of Harrow Council Housing Department in the UK	<b>Focus Group-Interview</b> Approximately 1:50 Hours
Council Housing Managers Council Housing Employees	Slough Borough Council Council Housing Department in the UK	<b>Focus Group-Interview</b> Approximately 1:50 Hours
Council Housing Managers Council Housing Employees	London Borough of Ealing Council Housing Department in the UK	<b>Focus Group-Interview</b> Approximately 1:50 Hours
Local Residents (who recently became homeownership and those who wish to become homeowner under social housing right to buy scheme)  <b>Will be identify through local government housing department</b>	London Borough of Hillingdon	<b>Focus Group-Interview</b> Approximately 1:50 Hours

The audio recordings made during this research will be used only for data analysis for this study. No other use will be made and no one outside the project will be allowed access to the original recordings. Whilst there are no immediate benefits for those people participating in the project, it is hoped that this work will contribute to the body of knowledge. These anonymised data will not allow any individuals or their institutions to be identified or identifiable. The data will only be used for my PhD research project and The data will be stored at University of Bradford computer system. After the thesis/dissertation is complete the data files will be purged after analysis.

#### **Where will the data be kept?**

Focus group responses will be stored within electronic files accessed via a password-protected computer within the Faculty of Management and Law at the University of Bradford. Paper copies used for the qualitative analysis will be kept in a locked filing cabinet accessible only to the researchers. All data will be accessed only by the researchers.

#### **How will the data be kept secure?**

As indicated above, paper documents will be stored within a locked filing cabinet in a locked office within the Faculty of Management and Law and available only to the researchers. Electronic files will be accessed only via a password-protected computer at the University of Bradford.

#### **How and when will the data be destroyed?**

Electronic files will be deleted from computer hard-drives and servers, and electronic 'rubbish bins' emptied and paper documents will be securely shredded. All files will be held securely for a minimum of 5 years following the publication of reports or articles resulting from data generation and then securely destroyed.

#### **Invitation**

You are being invited to take part in this research project. Before you decide to do so, it is important you understand why the research is being done and what it will involve. Please take time to read the following information carefully and discuss it with others if you wish. Ask us if there is anything that is not clear or if you would like more information. Take time to decide whether or not you wish to take part. Thank you for reading this.

#### **What is the project's aim and objectives?**

The aim of this research is to evaluate social housing home-ownership sustainability policies through the lens of public value that drive the decision-making process and to construct a conceptual framework (decision support system) in order to enhance accountability and efficiency of social tenants.

##### **▪ Research Objectives**

- To conduct a comprehensive literature review in the field of public sector for policy-making decision to enable a transformation in the social housing right to buy sustainability policy through the lens of public value
- To define the characteristics of social housing policies in order to understand the methods adopted in evaluating the general homeownership requirements of the housing stock.
- To develop a conceptual framework through the lens of the public value of policy-making decisions in the local government authorities social housing homeownership scheme and highlight barriers to achieving sustainability.



- To discover and evaluate the conceptual framework, through qualitative case study analysis in a local government authorities, council housing stock department
- To re-conceptualise the framework based on the empirical evidence
- To provide limitation and recommendation for attaining sustainability policy in social housing scheme for further research

#### **Why have I been chosen?**

You have been chosen as a potential knowledgeable, independent, over the age of 18 and active social housing tenants or involved working in social housing participant because as person in a similar role, you will have knowledge about research data services in your institution in relation to the social housing homeownership sustainability policy in the UK.

**Social media removed and no accessibility will be to participants social media**

#### **Do I have to take part?**

It is up to you to decide whether or not to take part. If you do decide to take part you will be able to keep a copy of this information sheet and you should indicate your agreement to the online consent form.

I understand that my participation is voluntary and that I understand that I am free to withdraw my consent for involvement with this research project from focus group , without giving a reason and that this will not affect my legal rights.

#### **What will happen to me if I take part?**

You will be asked to discuss and explore your experience about social housing homeownership sustainability policy, which we estimate will take you 1 hour and 30 minutes. You may also wish to agree to a follow-up interview to find out more about your approach.

**What do I have to do?** Please answer the questions according to the focus group interview, when asked by the researcher. There are no other commitments or lifestyle restrictions associated with participating.

#### **How do you propose to ameliorate/deal with potential risks to participants?**

Participating in the research is not anticipated to cause you any disadvantages or discomfort. The potential physical and/or psychological harm or distress will be the same as any experienced in everyday life. The problems described are rare but have been observed before by other researchers. Should any problems arise, e.g. participants showing signs of psychological distress, or simply refusing to answer a question, the question will be skipped or, if requested, the focus group-interview

stopped. Participants will be informed in the Participant Information Sheet that they have the right to do so at any time during the data collection process.

**What are the possible benefits of taking part?**

Whilst there are no immediate benefits for those people participating in the project, it is hoped that this work will have a beneficial impact on how social housing homeownership sustainability policy is supported by local government. Results will be shared with participants in order to inform their professional work, if they wish.

**What happens if the research study stops earlier than expected?**

Should the research stop earlier than planned and you are affected in any way we will tell you and explain why.

**You are free to withdraw your consent to participate at any time during the focus group and before the data being analysed or published, and can do so without providing an explanation.**

You are free to withdraw your consent to participate at any time, and can do so without providing an explanation.

It may not be possible to remove your data from the survey if you choose to provide it anonymously. Otherwise, if you choose to withdraw (for example after being interviewed) relevant data will be destroyed. For example, files will be deleted from computer hard-drives and servers, and electronic 'rubbish bins' emptied and paper documents will be securely shredded.

You can choose to withdraw from this study until date. After this point, it is expected that analysis and publications will have been prepared which would make it no longer feasible to isolate and remove your data.

**Will my taking part in this project be kept confidential?**

**Project be kept confidential?**

As justified previously the project will be strictly confidential but participants may not entirely be confidential as they are in focus group class room setting. Thus, it is unlikely that the participants will be uncomfortable with this given that the other colleagues will be experienced, well regarded and probably would not be insecure about what might be discussed in the focus groups with researcher. Furthermore, the focus group questions, are objective in nature and focus on the specific actions carried out by the researcher to assist participants in their understanding and awareness, the personal characteristics of the participants are not relevant to this study. The participants will be reassured that their participation or non-participation in the focus group will in no way impact upon the internal assessment ratings allocated to them by the participants and that their responses will not be discussed with others. They will also be reminded to respect the protocols around focus group interviews and 'that what is said in the group, remains in the group'. The researcher will inform participants in their information

sheet and consent form, that a student's participation or non-participation in the study will have no influence on any aspect of their confidentiality or anything else including the instruction they receive from their participants and their assessments. It is the professional responsibility of the researcher to assist all the participant in the focus group, and to provide individual attention upon request (e.g., when a participant puts his/her hand up to ask for assistance with a uncommon term or task). Therefore, while non-consenting participant will be seated outside of the range of the class setting and participants signed consent forms will be returned to the researcher directly.

Moreover, all information that we collect about research project during the course of the research will be kept strictly confidential. Participants will not be able to be identified or identifiable in any reports or publications. The institution will also not be identified or identifiable. Any data collected about the research project in the focus group interview will be stored on University of Bradford computer system in a form protected by passwords and other relevant security processes and technologies. These anonymised data will not allow any individuals or their institutions to be identified or identifiable features. Only the research team will see participant's names and the participants cannot entirely be confidential as the focus group will know about discussion during the focus group. No names of individuals will be released to any other organisation, nor will they be identified in any reports or publications arising from the study. Moreover, given that the researcher and participants will be within proximity of each other in the classroom setting, it will be difficult for the researcher to keep the participants entirely confidential but the project will be kept confidential.

#### **Anonymising and keeping data confidential**

There are number of ways in which data could be anonymised or kept confidential and these are these are briefly discussed in the literature.

The use of pseudonyms is widespread in qualitative research, and Grinyer (2002) indicated that involving respondents in their choice of pseudonym. While, in some cases, it is relevant to use pseudonyms, which is not just in published reports but can be throughout the study, in labelling focus group interview notes, taped interview, etc.

However, in some situations, participants may not appreciate the implications of being named. According to, Kobayashi (2001) addressed that possibility of needing separate reports for different audiences, in order to protect their identity and to meet the needs of different reporting styles for different purposes. While, other scholars also indicated that the possible necessity to write targeted reports for different audiences to be address issues of confidentiality and sensitivity.

#### **Will I be recorded, and how will the recorded be used?**

You will not be only audio recorded in any way other than your input to the focus group-interview without separate permission being gained from you. These anonymised data will not allow any individuals or their institutions to be identified or identifiable. The data will only be used for my PhD research project and the data will be stored at University of Bradford computer system. After the thesis/dissertation is complete the data files will be purged after analysis.

#### **What type of information will be sought from me and why is the collection of**

**this information relevant for achieving the research project's objectives?**

The focus group-interview will ask you about your opinions and current practices in relation to social housing homeownership sustainability policy. Your views and experience are just what the project is interested in exploring.

**What will happen to the results of the research project?**

Results of the research will be published. You will not be identified in any report or publication. Your institution will not be identified in any report or publication. If you wish to be given a copy of any reports resulting from the research, please ask us to put you on our circulation list.

**Who is organising and funding the research?**

This is self-funded research project

**Who has ethically reviewed the project?**

This project has been ethically approved by the Information School's ethics review procedure and subsequently endorsed by the ethics procedures of University of Bradford. The University of Bradford's Research Ethics Committee monitors the application and delivery of the University's Ethics Review Procedure across the University.

**Contacts for further information**

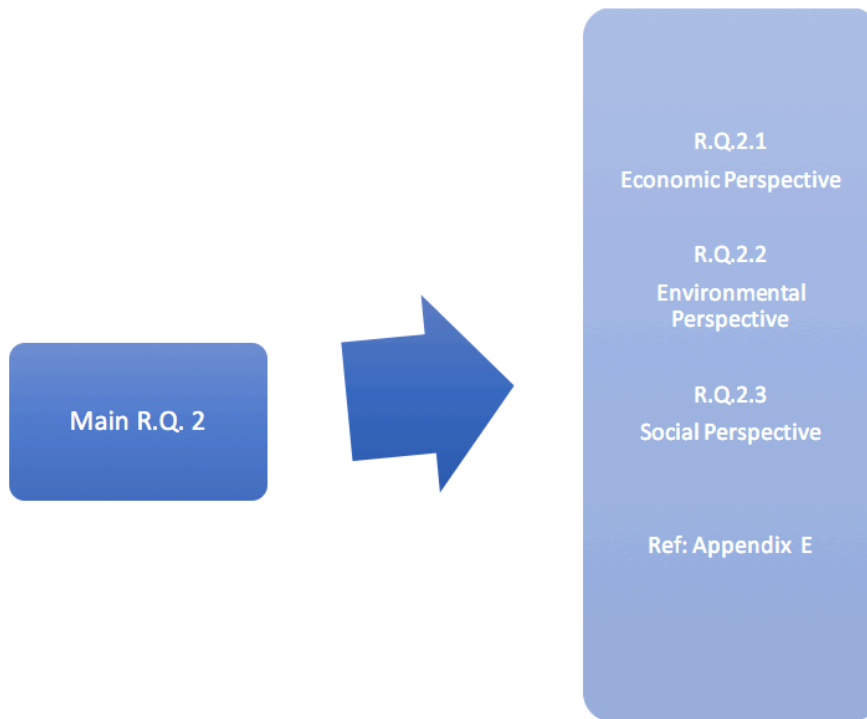
If you would like to discuss the research further or have any questions please do not hesitate to contact us.

Yours faithfully,  
Professor Zahir Irani Principal Supervisor, Email: [z.irani@bradford.ac.uk](mailto:z.irani@bradford.ac.uk)

The PhD Researcher Jawed Sadiqi, Email: [j.sadiqi@bradford.ac.uk](mailto:j.sadiqi@bradford.ac.uk)

Thank you for taking part in this research.

**The research questions developed into different sections**



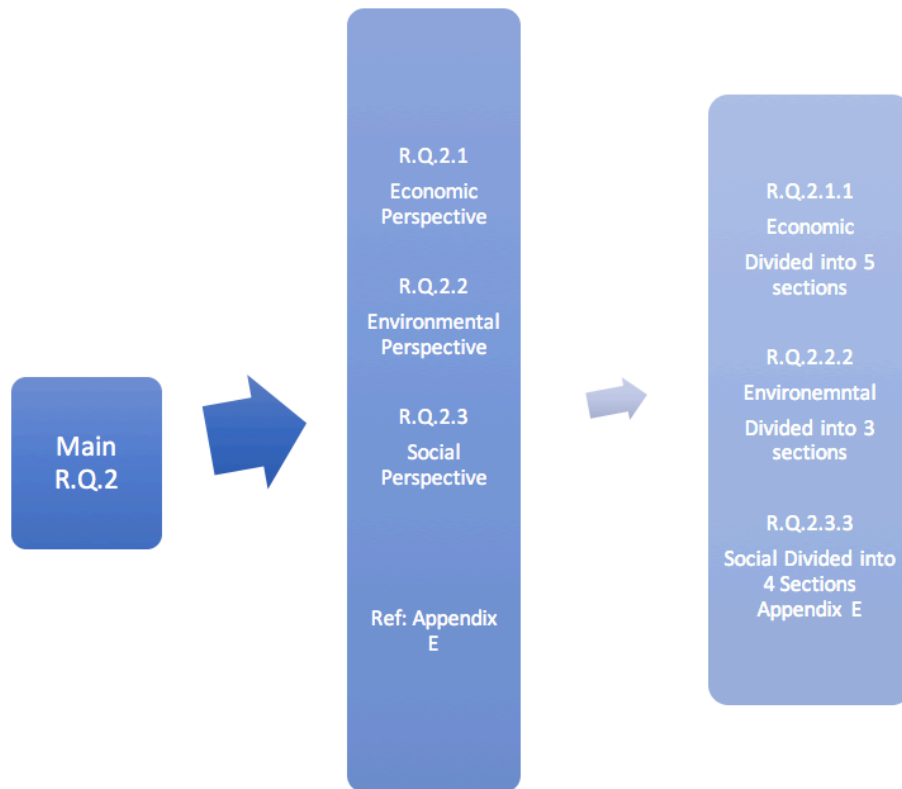


Figure 39.1 Shows how the research questions developed into different sections

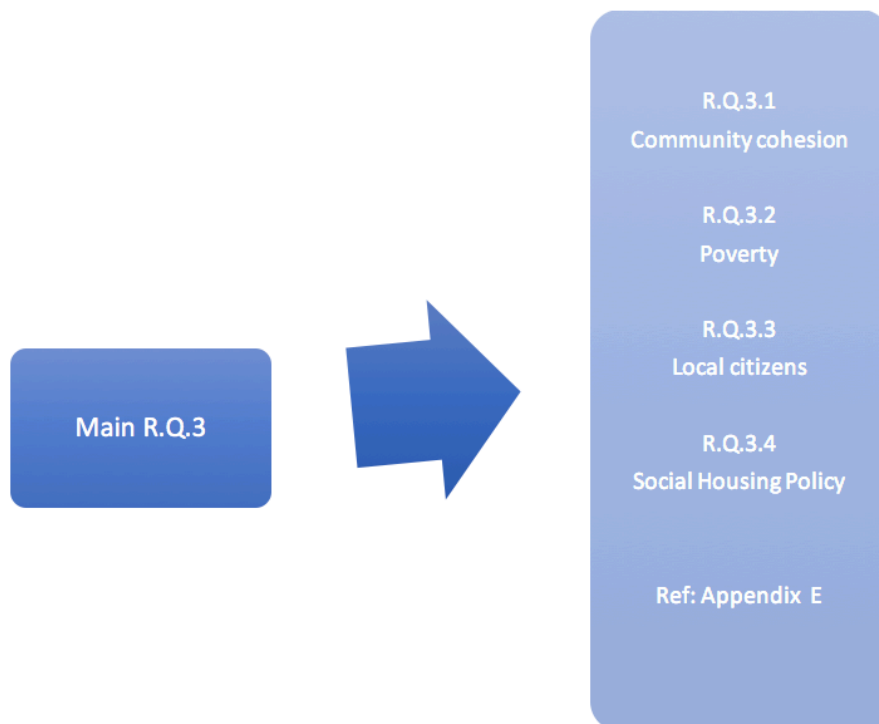


Figure 40.1 Show how the research questions developed into different sections

## 8.5. Appendix E: Focus Group Interview Questions

**Title of Research Project:**

**EVALUATING SOCIAL HOUSING SUSTAINABILITY POLICIES IN THE  
CONTEXT OF LOCAL GOVERNMENT: A PUBLIC VALUE PERSPECTIVE**

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**Focus Group-Interview Questions for Local Government Housing Department in the  
UK**

**First and foremost, I would be grateful if you could kindly inform me a bit about your main role, and your involvement with social housing homeownership through right to buy policy please?**

**❖ R.Q.1- Main Research Question**

**R.Q.1.1-** How would you best explain your level of knowledge and understanding about the concept of Right-to-Buy?

**R.Q.1.1.2-**How would you best explain your level of knowledge and understanding about the concept of sustainability?

**R.Q.1.3-**What do think that the tolerance of ethnic diversity is managed by the local government authorities?

**R.Q.1.4-** How would you explain the current sustainability situation and how can first time buyer be helped to move into property ladder?

**R.Q.1.5-**How important is achieving sustainability' is in Social Housing homeownership through right to buy?

❖ **R.Q.2- Main Research Question**

**R.Q.2.1-**Please indicate that to what extent do you agree or disagree to the implementation of social housing homeownership sustainability policy through right to buy?

In terms of the following points:

- Poor affordability and insufficient value of building that increase higher cost of becoming homeowner
- Poor governance in regards to development plan can delay economic growth and increases segregation and poverty
- Restriction of planning permission mainly causes poor allocation of land and misuse of land for right to buy, which make it unsustainable.
- Poor involvement of local authority in the development and decision-making process
- Poor contribution of local government towards well-being of community, safety measure can increase the rate of crimes in some social housing environment

❖ **R.Q.3- Main Research Question**

**R.Q.3.1-**When do you feel that active participation of citizens within neighbourhoods is crucial to community cohesion in regards to right to buy sustainability policy?

**R.Q.3.2-** How can the local government authorities challenge poverty and inequality for its community? when their benefits are simultaneously being cut.

**R.Q.3.3-** When the social housing right to buy policy is unsustainable then how can the local government authorities challenge the behaviour of young people in the local neighbourhood?

**R.Q.3.4-** Do you think that social housing right to buy unsustainability is due to the high level of immigration?

**Conclusively, is there anything else you would like to add please?  
Thank you very much for your sincere co-operations.**



**Title of Research Project:**  
**EVALUATING SOCIAL HOUSING SUSTAINABILITY POLICIES IN THE CONTEXT  
OF LOCAL GOVERNMENT: A PUBLIC VALUE PERSPECTIVE**

---

**Focus Group-Interview Questions for Local Residents in the UK**

**First and foremost, I would be grateful if you could kindly inform me a bit about your main role, and your involvement with social housing homeownership scheme please?**

❖ **R.Q.1-Main Research Question**

**R.Q.1.1-**How would you best describe your level of knowledge and understanding about the concept of sustainability?

**R.Q.1.2-**How do you believe that the local government authorities support the traditional family as a stronghold of community cohesion?

**R.Q.1.3-**How do think that the tolerance of ethnic diversity is managed by the local government authorities?

**R.Q.1.4-** How would you describe the social housing homeownership sustainability situation and what can be done to move social tenants into property ladder?

❖ **R.Q.2- Main Research Question**

**R.Q.2.1-**Please explain that to what extent do you agree or disagree to the implementation of social housing homeownership sustainability policy through right to buy?

❖ **R.Q.3- Main Research Question**

**R.Q.3.1-**When do you feel that the level of trust in political institutions or organisations are becoming less?

**R.Q.3.2-**As a social tenant, how do you manage when the government authorities reduce the housing benefits and at the same time housing cost increasing?

**R.Q.3.3-**When the social housing homeownership policy is unsustainable then what you expect as a citizen from the local government authorities to manage the behaviour of young people in the local neighbourhood?

**R.Q.3.4-**Do you think that social housing homeownership unsustainability is due to the high level of immigration?

**Is there anything else you would like to add please?**

**Thank you very much for your sincere co-operations**

**Title of Research Project:**

**EVALUATING SOCIAL HOUSING SUSTAINABILITY POLICIES IN THE  
CONTEXT OF LOCAL GOVERNMENT: A PUBLIC VALUE PERSPECTIVE**

---

**Focus Group-Interview Questions for Local Residents in the UK**

**First and foremost, I would be grateful if you could kindly inform me a bit about your main role, and your involvement with social housing homeownership scheme please?**

**❖ R.Q.1-Main Research Question**

**R.Q.1.1-How would you best describe your level of knowledge and understanding about the concept of sustainability?**

**R.Q.1.2-How do you believe that the local government authorities support the traditional family as a stronghold of community cohesion?**

**R.Q.1.3-How do think that the tolerance of ethnic diversity is managed by the local government authorities?**

**R.Q.1.4- How would you describe the social housing homeownership sustainability situation and what can be done to move social tenants into property ladder?**

**❖ R.Q.2- Main Research Question**

**R.Q.2.1-Please explain that to what extent do you agree or disagree to the implementation of social housing homeownership sustainability policy through right to buy?**

**❖ R.Q.3- Main Research Question**

**R.Q.3.1-When do you feel that the level of trust in political institutions or organisations are becoming less?**

**R.Q.3.2-As a social tenant, how do you manage when the government authorities reduce the housing benefits and at the same time housing cost increasing?**

**R.Q.3.3-When the social housing homeownership policy is unsustainable then what you expect as a citizen from the local government authorities to manage the behaviour of young people in the local neighbourhood?**

**R.Q.3.4-Do you think that social housing homeownership unsustainability is due to the high level of immigration?**

**Is there anything else you would like to add please?**

**Thank you very much for your sincere co-operations**



### **Vignette 2: Unsustainable Policy in Terms of Right to Buy**

- ❖ **Q.1-** What do you think when Social housing homeownership under right to buy policy should reduce social exclusion but nowadays it pays little attention to wider social and economic processes that might be responsible for reproducing exclusion?
- ❖ **Q.2-** Why there is dramatic decline in new-build housing, while use of 'Right to Buy' receipts should be replaced by 'one-for-one replacement'?
- ❖ **Q.3-** The idea of social housing was created to support low income families but too often become a place of joblessness, dependency and hopelessness so what can be done to prevent these from happening.
- ❖ **Q.4-** Are there policies and practices in your local government authority that facilitate access to social housing for people in this situation as some authorities have different policies?
- ❖ **Q.5-** Are there any specific barriers to accessing social housing for this household?
- ❖ **Q.6-** Are there any differences in access to social housing by region/ local area?
- ❖ **Q.7-** Several welfare reform methods have been announced such as universal credit, which had a significant impact on social tenants and unaffordability is not because of these reforms?

- **Is there anything else you would like to add please?**

**Thank you very much for your sincere co-operations**

**Vignettes focus group reflexive interview questions for social tenants in the  
UK**

**Vignette 3: Deliberate Segregation of Social Housing Tenants**

- ❖ **Q.1-** How can you best describe your experience as social housing tenant?
- ❖ **Q.2-**What is the best things about social housing scheme?
- ❖ **Q.3-** What is the worst things about social housing scheme?
- ❖ **Q.4-** Can you tell me how were you told about re-location to completely new location from your current neighbourhood?
- ❖ **Q.5-** How do you feel of exclusion and rejection from the local government?
- ❖ **Q.6-** So if you were living in private rented accommodation do you think that your situation would be different in any way?
- ❖ **Q.7-** How was your experience in regards to moving house?
- ❖ **Q.8-** How did your children react when you received eviction notice?
- ❖ **Q.9-**How did you feel about your children education at the time

**Is there anything else you would like to add please?**

**Thank you very much for your sincere co-operations**

**Vignette 4: Unaffordable Scheme Through Right to Acquire**

- ❖ **Q.1-** What advice do you have to the new social housing homeowners who are at high risk (precariat) like younger female who experience a relationship breakup and now in high mortgage debt and have a child. Thus, homeownership is not a safety net for them and it may become a liability that exposes mortgagors to new social risks.
- ❖ **Q.2-** How you do deal with the level of housing stress that caused from unaffordability?
- ❖ **Q.3-** What are the emotional barriers that you face as first time home buyer?
- ❖ **Q.4-** What are the affordability barriers as a social tenant who want to become homeownership?
- ❖ **Q.5-** Social housing can provides lower rents, greater residential stability, improved safety and better living conditions than the private rented sector so why bother to become homeowner?
- ❖ **Q.6-** Do you think is it possible for low income families become homeowner before retirement?
- ❖ **Q.7-** It remains unclear which schemes can help low income families in these situations in order to sustain their homeownership, so what is your hope of becoming homeowner?
- ❖ **Q.8-** How do you feel about being housing association tenants and receiving very little discount compare to council tenants?

**Is there anything else you would like to add please?**

**Thank you very much for your sincere co-operations**

### **Vignette 5: Overcrowding in 21st Century**

- ❖ **Q.1-** What do you think in general about their situation and what alternatives could help in a situation like this?
- ❖ **Q.2-** How do you deal with the level of housing stress that caused from overcrowd situation?
- ❖ **Q.3-** Would you seek help and support from any other organisation in regards to high housing cost and level of poverty?
- ❖ **Q.4-** Do you think your views about not willing to relocate were taken into consideration?
- ❖ **Q.5-** What are the environmental barriers like in the overcrowded home?
- ❖ **Q.6-** What are the availabilities of social housing like when you seek help from the local government?
- ❖ **Q.7-** How do you feel when your children don't have adequate space to study and how would be their school progress and report?
- ❖ **Q.8-** What is your expectation from the local authority in regards to social housing provision in long term?

**Is there anything else you would like to add please?**

**Thank you very much for your sincere co-operations**

**Vignette 6: Homeless due to Redundancy Across England**

- ❖ **Q.1-** You've got experience of living in private rented accommodation and social rented, which is better in terms of thinking about getting work as social tenant there is not much choice?
- ❖ **Q.2-** Did you seek help and support from any other organisation in regards to high housing cost and level of poverty?
- ❖ **Q.3-** How important consultation between the employers and individual employee in advance of a decision to terminate his or her employment for redundancy?
- ❖ **Q.4-** How was the dismissal for redundancy selection criteria, conduct and process?
- ❖ **Q.5-** Are there any specific barriers to accessing social housing near your work?
- ❖ **Q.6-** How would you feel and manage that you have been redundant from the company and now facing challenges such as poverty that lead to psychological issues like mental health?

**Is there anything else you would like to add please?**

**Thank you very much for your sincere co-operations**