



# Affordable homes in East Lindsey

## A guide for parish councillors



Waterloo Housing Group provides most of the new and existing affordable homes in East Lindsey District. The majority of these are rented homes, and others are part-buy and part-rent through shared ownership.

This guide gives you information about:

- Waterloo's partnership with East Lindsey District Council to provide homes for local people; and
- how people can apply for available homes.

## **Waterloo Housing Group**

Tel: 0800 435 016  
Website: [www.waterloo.org.uk](http://www.waterloo.org.uk)  
Email: [info@waterloo.org.uk](mailto:info@waterloo.org.uk)  
Twitter: @talk2waterloo

# About Waterloo Housing Group

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As a housing association, we are an independent, not-for-profit business which is committed to providing affordable homes to local people.

We currently provide over 20,000 affordable homes across the central and eastern region for people in housing need. Almost 8,000 of these properties are in Lincolnshire, with the majority located in East Lindsey District.

We are a development partner with the government's Homes and Communities Agency (HCA). This means we can attract external investment into areas like East Lindsey to help build many new affordable homes each year.

We have a long track record in East Lindsey, where we manage what used to be council housing and develop new homes with support and funding from East Lindsey District Council. Working together, we have built over 400 new affordable homes in the past few years. A further 210 homes are being developed in both urban and rural parts of the District within the next three years.

Our old name of New Linx Housing Trust still exists as a legal entity but we are now known by our Group name of Waterloo Housing Group.

## Our housing service to our tenants

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Trained staff at our Contact Centre (**0800 435 016**) can help with all types of enquiries, from grounds maintenance on estates to rent payments. They are available to answer and resolve enquiries at the first point of contact, Monday to Friday, 8.30am to 5pm, and to deal with emergency repairs at any time.

Customers can also contact us online at any time through our website at **[www.waterloo.org.uk](http://www.waterloo.org.uk)**

Our front line staff work in local neighbourhoods. For example, our estates officers are available to help tenants with any issues about their tenancy or neighbourhood. They will visit tenants by appointment at their home or another convenient place.

We have our own in-house repairs team based in Louth, who carry out our repairs and maintenance service to tenants' homes.

# Applying for a rented home

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We manage the housing register (or waiting list) on behalf of East Lindsey District Council through a choice-based lettings scheme called Homes Direct.

The Homes Direct website, [www.homesdirect.org.uk](http://www.homesdirect.org.uk), is the place to register and apply for affordable rented housing in East Lindsey and other areas too.

**This is the only way for potential applicants to be considered for new and existing properties that are available, even if they are already living in the area.**

Since its launch last year, Homes Direct has helped over a thousand local people to find a suitable new place to live, quickly and easily.

To use the service, applicants need to complete an online registration and be accepted onto the Homes Direct housing register. They will be allocated a 'band' automatically based on East Lindsey District Council's housing allocation policy.

Applicants need to demonstrate a local connection to Lincolnshire (including the local authority areas of East Lindsey, West Lindsey, Lincoln City, North Kesteven, South Kesteven, Boston or South Holland).

For certain properties, applicants will also need to demonstrate a local connection to a specific area, usually having been born or lived/worked there continuously for at least 5 years.

Once registered, applicants can apply and 'bid' for available properties straight away. They do not have to provide proof of identity or their circumstances until they are successfully shortlisted for a property. Being an online service, they can also update and make changes to their application at any time.

Available properties are advertised weekly on the website, with the bid cycle running from 12 midnight on a Tuesday to midnight on a Sunday. There are usually around 20-25 properties advertised on the site each week within East Lindsey.

There is more information about Homes Direct, including a step-by-step guide, on our website at [www.waterloo.org.uk/homesdirect](http://www.waterloo.org.uk/homesdirect) or by calling us on 0800 435 016.

# Help to apply or to move

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Homes Direct is an online service only and does not accept paper applications. If applicants cannot access or use the internet, they can get assistance at our housing surgeries.

Our **housing surgery appointments** are available to help both new applicants and existing Waterloo tenants with a range of topics - from registering with Homes Direct to how to swap a home through mutual exchange. Appointments at the following venues can be made by calling our Contact Centre on 0800 435 016.

- **Louth - Keily House, Gresley Road**  
Tuesday appointments available
- **Skegness - Barratt Court, Lyndhurst Avenue**  
Tuesday and Thursday afternoon appointments available

To offer more general advice and information, our housing staff also attend the **District Council's housing support drop-in sessions** held weekly at:

- **Horncastle - Community Centre, Manor Road**  
Tuesdays 12.30pm - 3.30pm
- **Mablethorpe - The Coastal Centre, Victoria Road**  
Tuesdays 10am - 12 noon
- **Louth - The Holy Trinity Church, Eastgate**  
Wednesdays 10.00am - 12 noon
- **Skegness - Storehouse Coffee Bar, North Parade**  
Wednesdays 9.30am - 12 noon

# Buying through shared ownership

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Shared ownership helps local people to get a step on the property ladder by part-buying and part-renting. It involves buying a share of one of our new shared ownership properties. We own the remaining share of the home, on which the buyer pays us rent. Over time they can increase their share so eventually they can own the property outright.



Our home ownership team at Waterloo Homes is responsible for our shared ownership sales and managing our leasehold properties. To find out more about shared ownership and the homes currently available, please visit **[www.waterloohomes.org.uk](http://www.waterloohomes.org.uk)** or call 0345 450 3995.

# Any questions?

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We hope you find this guide useful. If you have any queries, or would like any further information to help you answer questions you receive from local residents about applying for homes, please contact:

## For rented homes:

Sarah Sutton  
Head of Allocations  
on **0121 788 7590** and  
**sarah.sutton@waterloo.org.uk**



Andrea Gray  
Assistant Head of Communities  
and Neighbourhoods  
on **0121 788 7766** and  
**andrea.gray@waterloo.org.uk**



## For shared ownership homes:

James Baker  
Head of Waterloo Homes  
on **0121 788 7541** and  
**james.baker@waterloo.org.uk**

