

# THE EAST MARSH NEIGHBOURHOOD



# EXECUTIVE SUMMARY

In March 2005, North East Lincolnshire Council transferred its entire housing stock to a new registered social landlord, Shoreline Housing Partnership, following a ballot of tenants. During the transfer Shoreline set out a series of 'promises' within the offer document which have since formed the core of the company's corporate plan. These include direct investment in the fabric of the buildings such as roofs, windows, boilers, bathrooms and kitchens through a major construction partnering programme that will deliver over £50million of additional investment over the next 5 years.

However, the offer document promised the community of North East Lincolnshire much wider benefits from stock transfer than improvement in the bricks and mortar. Shoreline is committed to securing long term sustainable futures for the communities within which it works and recognises the need to invest in the social, economic and environmental aspects of each neighbourhood in order to develop balanced attractive communities that people wish to live in both now and in the future.

Delivering this 'triple bottom line' across all neighbourhoods is a job which Shoreline alone cannot hope to achieve. Successful regeneration will require a coordinated partnership approach with the local community at its heart. Shoreline has worked with community members and their representatives to create a model that is intended to engage partners, stakeholders and the wider community in a neighbourhood specific debate, culminating in the creation of co-ordinated action plans.

These Neighbourhood Investment Plans will drive Shoreline's strategic investment decisions, maximise impact and long term benefit for the community, and enable partners to share resources. In order to achieve this, The East Marsh Neighbourhood Investment Plan will:

- Provide an accurate profile of the neighbourhood from which investment decisions can be made.
- Assess the sustainability of the area in order to prioritise investment and to measure progress.
- Provide the community with a voice with which they can articulate their priorities and debate these with existing or planned investment by Shoreline and other partners.
- Agree a range of co-ordinated investments, and the appropriate lead agencies, that are designed to improve the quality of life in the neighbourhood.

## The East Marsh Neighbourhood

Historically, the East Marsh area has been closely linked with the Grimsby Fish Docks and the business associated with it, Freeman Street being the main arterial road of the area with traditional terraced streets branching from it. Slum clearance in the late 1960's saw many extended families being displaced to newer more modern accommodation on the surrounding estates such as the Nunsthorpe and Yarborough. Eventually the demolished sites were developed with six multi-storey blocks of flats being erected and various other smaller flats in Bath Street and Bedford Street also being built. Small 2/3 bedroom Town houses, along Albion Street and Wellington Street, were introduced in the early 1970's with further similar properties being built along the Railway Street boundary completing today's landscape. Today, there are about 7300 residents living in 3000 households, 30% of which are Shoreline properties. While the High Rise neighbourhood has already been considered more fully in the High Rise Neighbourhood Investment Plan, it must be recognised that the histories and dynamics of the two neighbourhoods are inextricably linked and so will share many of the same priorities and investment decisions.



In recent years the area has suffered both economically and socially, from the near extinction of the fishing industry in Britain, the legacy of which is proving difficult to overcome. There has been a significant breakdown of social cohesion in the East Marsh neighbourhood. Freeman Street, in particular, has suffered considerable economic breakdown with major high street retailers, such as Marks & Spencers and Woolworths abandoning the area. Despite this, the area remains well served in terms of local amenities including shops, community facilities, schools and leisure facilities. Accessibility to public transport and affordable housing are also advantages of living in this neighbourhood.

**Despite this however, the community suffers significant levels of deprivation and social exclusion. Compared to the rest of North East Lincolnshire, a family living in this neighbourhood will have a very poor quality of life.**

## Employment, Income & Receipt of Benefits

- The family is **more** likely to be affected by unemployment and economic inactivity. The father is **2 times more** likely to be unemployed or economically inactive due to sickness or disablement. The mother is also **more likely** to be unemployed and **2 times more likely** to be permanently sick or disabled.
- Income is more likely to be supplemented by work related benefits. They are **3 times more** likely to claim JSA and **2 times more likely** to claim income support.

## Education, Skills & Training

- The adults in the family are **1.5 times more** likely to have no qualifications at all and nearly **3 times less** likely to have gained a qualification at level 4 or 5 (HND, degree and higher degree level qualification or equivalent).

## Health

- The household is **more** likely to be one with poor standards of health where a family member is over **2 times as likely** to be in poor health and **1.5 times more likely** to be suffering from a limiting long term illness.
- They are **more** likely to die from cancer and circulatory diseases than the rest of North East Lincolnshire and will die **6.1 years earlier** if male, and **1.5 years earlier** if female, than those born in the North East Lincolnshire PCT area.

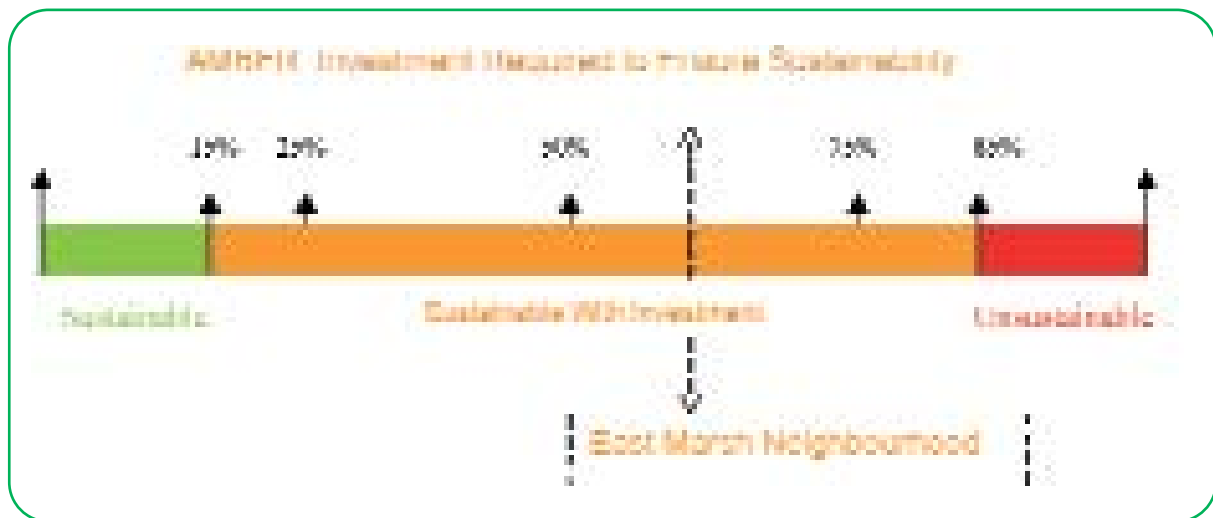
## Access to Housing & Services

- The family will have **less** problems accessing housing in this area where their house is worth nearly 50% less than the average district home. Accessing decent housing may be more of a problem however as lower house prices can be a symptom of low demand.
- They are more than **2 times more likely** to have no private transport access and **4.5 times less** likely to be a two car household.

## Crime

- They are **over 2 times more likely** to be a victim of burglary and **5.5 times more likely** to be a victim of personal robbery.

Shoreline has undertaken a Housing Sustainability Assessment which uses these statistics, and further information collected on a range of indicators including Demand, Reputation and Social Cohesion. This assessment concludes that the Neighbourhood Sustainability Profile of the East Marsh neighbourhood should be identified as:



In order to understand what investment is required, and the most appropriate actions to take, Shoreline has worked extensively with the local community and partner agency organisations to devise a set of agreed Investment Priorities for the neighbourhood intended to drive and focus investment to the places it is needed most.

## Community Priorities

Since 2004, Shoreline has been working with tenants and residents across the East Marsh neighbourhood in order to develop a varied consultation process that has enabled the community to express their concerns and outline their priorities for the area in which they live. The outcome of this ongoing consultation process has been a more vocal community, better able to explain their needs and participate in developing solutions. In line with this, the community has identified four key priorities that they would like to see addressed.

- **Unsecured rights of way:** causing problems relating to crime, fear of crime and anti-social behaviour and making enforcement action difficult.
- **Poor physical environment:** including fly tipping, graffiti, littering and the general run down nature to the neighbourhood.
- **Crime and the fear of crime:** drug crime is a particular priority but also including anti-social behaviour and noise nuisance within blocks.
- **Young people:** the perception that groups of young people are engaged in crime and anti-social behaviour which leads to feelings of intimidation and fear of crime within the wider community.

## Shoreline Priorities

Shoreline's priorities for the East Marsh neighbourhood, and all other neighbourhoods, are outlined in the Transfer Document, which sets out Shoreline's delivery commitments, and the associated operational policies that define the method for achieving those standards, such as Decent Homes, Shoreline Standard, Sustainability and Service Quality. This entire policy framework is underpinned by Shoreline's Vision and Values that set out the culture within which the new organisation will operate and the Corporate Business plan that identifies the actions that will ensure effective implementation.

Shoreline's priorities are designed to drive neighbourhood investment to create sustainable communities where people want to live both now, and in the future and therefore encompass 'more than bricks and mortar'.

- **The Built Environment.** Achieving Decent Homes and Shoreline Standard, improving physical safety and improving the environment.
- **Maximising Income.** Increasing the number of properties in rental, reducing turnaround times and reduce non payment.
- **Service Delivery.** Increasing the speed, effectiveness and customer focus of the repairs, allocations and lettings functions.
- **Group Dwellings.** Providing focused support for vulnerable adults that addresses the need within the community.
- **Anti-Social Behaviour.** Addressing tenants' concerns around the issue of low level crime and the fear of crime.
- **Tenant and Community Involvement.** Providing effective methods to consult with communities including minority and hard to reach.
- **Creating Sustainable Communities.** Ensuring that the above priority actions are co-ordinated to provide maximum impact whilst addressing some of the underlying problems including employment, skills and education, crime and fear of crime and health.

## Partner Priorities

Principal Partners in the East Marsh neighbourhood include:

- Yorkshire Forward Regional Development Agency
- Humberside Police
- The Local Strategic Partnership
- North East Lincolnshire Council
- North East Lincolnshire Primary Care Trust
- Safer Communities Partnership

These, along with other voluntary and community sector organisations, work together in a number of forums to devise and develop required and appropriate investment actions. The recently awarded Neighbourhood Renewal Funding will facilitate the implementation of these through the delivery of services on a neighbourhood level that reflect the needs of the individual communities.

Although many of the priorities identified in the Investment Plan do not focus upon the East Marsh neighbourhood in particular, for many partners it is viewed as a priority area and will therefore benefit from targeted investment over the coming years.

Shoreline is also committed to supporting the work of Yorkshire Forward and the local authority in delivering the Urban Renaissance vision for Grimsby. Along with the Town Centre and Grimsby Docks, the East Marsh neighbourhood is a focal point for this project and any investment by Shoreline must be aligned with this wide-ranging physical regeneration. In order to ensure this occurs, Shoreline has commissioned an independent Urban Study that will identify the most effective use of Shoreline's resources and will articulate how the East Marsh neighbourhood can capitalise on the wider regeneration of Grimsby as well as outlining a range of smaller scale benefits that will meet the needs of current and future residents.

## Investment and Implementation

Through the above extensive consultation process, Shoreline, partners and the local community have concluded that substantial investment is required in order to achieve long-term sustainability within the East Marsh neighbourhood.

- Shoreline has allocated **£2,148,689** of Investment and Improvement funds for properties and surrounds in the East Marsh neighbourhood.
- The neighbourhood has already received around £1,500 of regeneration funding through the community investment fund grant allocation.
- Further investment will be implemented through partner agency strategies and continuing Shoreline priority coordination.

In order to successfully implement such a large scale investment programme, an Action Plan, based on the priorities identified above, has been developed and agreed by all stakeholders. This action plan will provide a comprehensive framework for the delivery of regeneration in the East Marsh neighbourhood.

## Action Plan

### Crime and the Fear of Crime

- Restricting access to unsecured rights of way.
- Combating the fear of crime.
- Tackling anti-social Behaviour.
- Combating drug use to break the cycle of offending.
- Supporting victims of crime.
- Supporting the development of community led initiatives.
- Investment and improvement to properties and surrounds to improve safety.
- Implement and designing out crime strategy.

### Employment and Skills

- Provision of apprenticeship schemes.
- Development of basic and key skills.
- Securing employment in the local construction industry.
- Development of social enterprises.
- Provision of alternative programmes designed to raise aspirations and stimulate an interest in learning opportunities.

### Vulnerable Adults

- Group Dwelling investment and improvement.
- Develop initiatives to combat fuel poverty and its causes.
- Reduce numbers addicted to drugs.
- Tackle the problems of mental health illness.

### Quality of life

- Safe and clean environment.
- Ensure equality and diversity.
- Competitive and thriving economy.
- Promoting fire safety education.
- Decent Homes by 2010.

### Environmental Improvements

- Proactive response to fly tipping.
- Development of community owned schemes to tackle environmental issues.
- Develop better use of open space to provide visible community amenities.
- Environmental improvements to improve safety.
- General environmental improvements.

### Young People

- Provision of recreational facilities for young people.
- Young people achieving success in academic development.
- Supporting vulnerable young people.

### Health and Well Being

- Develop healthy living campaigns.
- Ensure help is provided to those who need it.
- Deliver health services that are required and accessible.

### Community Empowerment

- Developing community capacity.
- Funding community led initiatives.
- Support the BWTA and TARAs.
- Ensure that all information is clear and accessible.

### Service Delivery

- Improving the repairs system.
- Review of allocations and lettings policy.
- Promote openness and accountability in all practices.
- Maximise income through void minimisation and the encouragement of responsible tenancies.

This is the start of the regeneration of the East Marsh neighbourhood and this Investment Plan will need to be implemented and monitored. To this end, Shoreline Housing Partnership will continually monitor progress and report regularly, making informed changes as and when they are required through the structures set in place to facilitate this. Neighbourhood Working Groups, developed for each area, will be key to this process and will ensure that delivery is responsive to the needs of the community and that all actions represent the best and most effective way forward for all stakeholders.