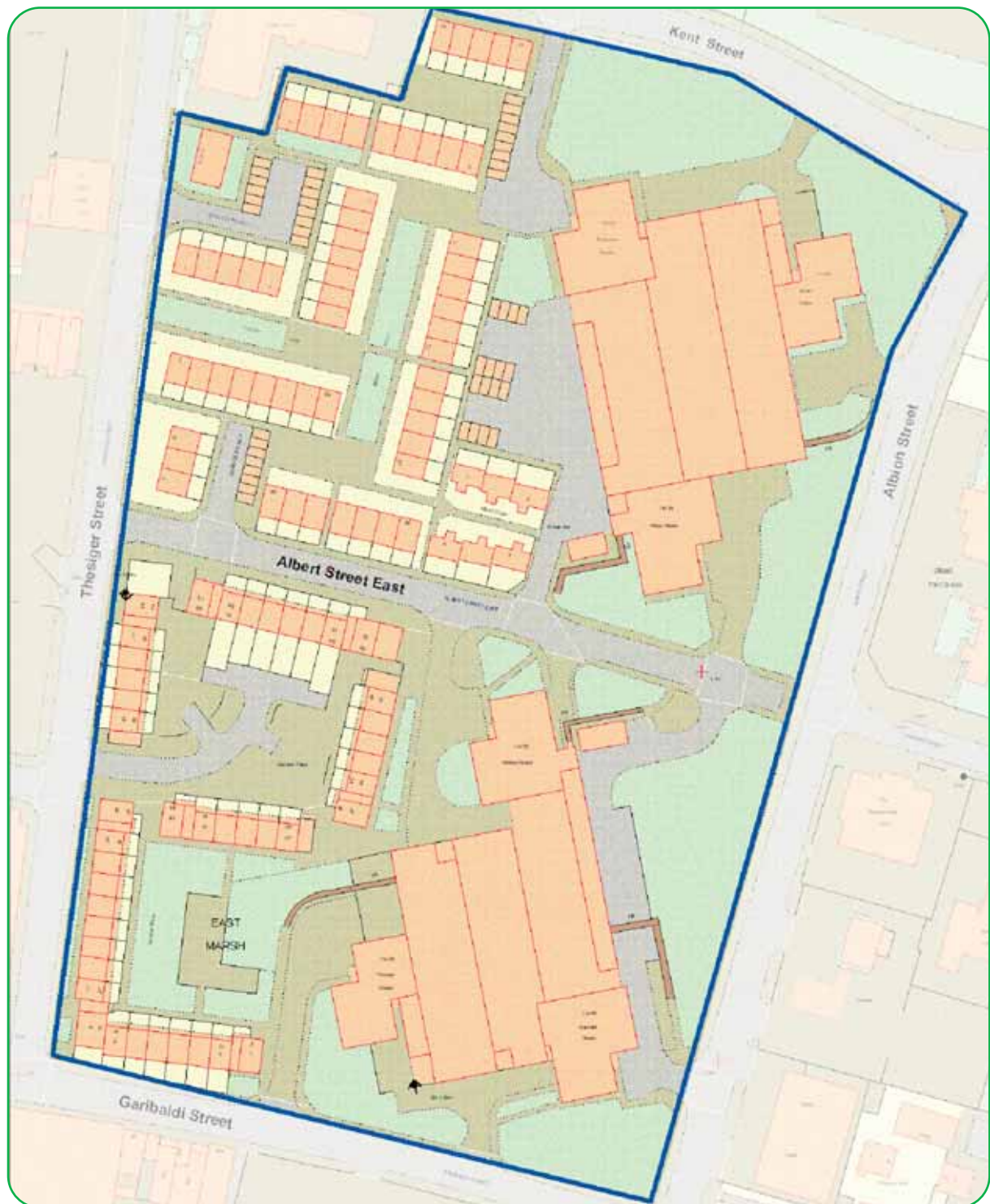


# THE HIGH RISE NEIGHBOURHOOD



The High Rise neighbourhood extends over a relatively small area in the East Marsh ward. The neighbourhood covers an area from Garibaldi Street in the south to Kent Street in the north and from Thesiger Street in the west to Albion Street in the east.

# 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, of which this one is the first, 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 High Rise 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 state 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 High Rise Neighbourhood

The High Rise neighbourhood is unique to Shoreline Housing Partnership given its geographically concentrated area and predominantly tower block stock profile. The neighbourhood covers an area from Garibaldi Street in the south to Kent Street in the north, and from Thesiger Street in the west to Albion Street in the East, encompassing the six multi story tower blocks and surrounding low rise blocks in the ward of East Marsh. There are 15,00 residents living in about 800 households, 80% of which are Shoreline Properties. The area is 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 and Receipt of Benefits

- The father is **2.5 times more** likely to be unemployed and **3 times more** likely to be permanently sick or disabled. The mother is also more likely to be unemployed and **3 times more likely** to be permanently sick or disabled.
- Income is more likely to be supplemented by work related benefits. They are **4 times more likely** to claim Job Seekers Allowance (JSA) and **2 times as likely** to claim income support.

## Education, Skills and Training

- The adults in the family are **1.7 times more** likely to have no qualifications at all and nearly **4 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 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 Primary Care Trust (PCT) area.

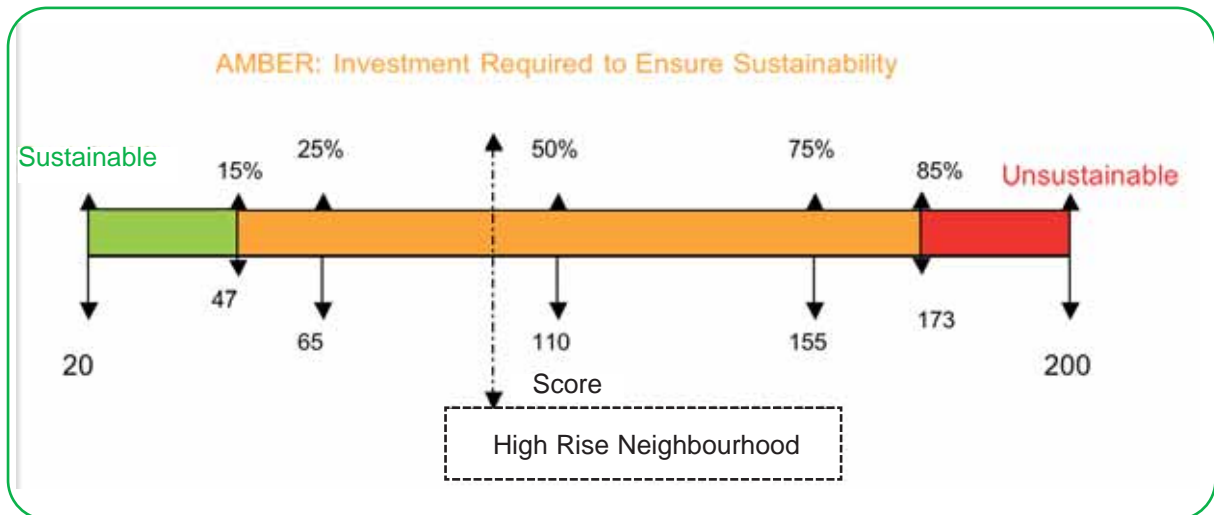
## Access to Housing and Services

- The family will have **less** problems accessing housing in this area where their house is worth 50% less the average district home. Accessing decent or suitable housing however, may be more of a problem as lower house prices tend to indicate low demand
- They are more than 2 times as likely to have no private transport access and 9 times less likely to be a two car household

## Crime

- They are **2 times as likely** to be a victim of burglary and **14 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 High Rise 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

Over the past six months Shoreline has been working with tenants and residents across the neighbourhood to better understand the area and to identify the needs of the community itself. This 'bottom up' approach has challenged many of the preconceptions that Shoreline employees had about service improvements and has enabled a constructive dialogue between community members and service providers.



The outcome from the ongoing consultation process is a more vocal community, better able to explain their needs and participate in developing solutions. In terms of the Investment Plan the community has identified five key priority areas that they would like to see addressed:

- Unsecured Rights of Way - improve or close the alley ways that undesirable characters use to enter and exit the neighbourhood and the routes that joy-riders use across the estates.
- Degenerated physical environment - remove the litter, fly tipping and graffiti, improve the open spaces, provide defensible space and improve lighting
- Security - staffed concierge for each block to provide a more personal service along with improved security doors and CCTV linked to a responsive security service.
- Crime and Fear of Crime - tackling the drug users and dealers is the particular priority but also anti social behaviour and noise nuisance.
- Young People - the perception that young people are causing a nuisance because they have nothing else to do.

## Shoreline Priorities

Shoreline's priorities for the High Rise neighbourhood are set out 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

- Shoreline's principal partners are
  - Humberside Police;
  - North East Lincolnshire Council;
  - North East Lincolnshire Primary Care Trust.
- These, with the wider voluntary and community sector, work together in a number of forums, most notably the Local Strategic Partnership and the Safer Communities partnership.
- Across all partners the High Rise Neighbourhood, within the wider East Marsh, is identified as a priority for action with the result that there is now a large quantity of partner investment earmarked over the coming years.

## 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 High Rise neighbourhood and indeed, the Investment Plan identifies over 4 million pounds worth of improvements that will be taking place over the next few years.

In order to successfully implement such a large scale investment programme in a small area such as this one, 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 High Rise neighbourhood.

## Action Plan

### Crime and the Fear of Crime

- Restricting access to unsecured rights of way
- Improving access security in the High Rise Blocks
- Combating crime and the fear of crime
- Tackling anti-social behaviour
- Combating drug use
- Supporting victims of crime
- Supporting the development of community led initiatives
- Investment and improvement to properties and surrounds to improve safety
- Implementing a 'designing out crime strategy'

### 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 amenity
- Urban Renaissance
- 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

### Employment and Skills

- Provision of apprenticeship schemes
- Development of basic and key skills
- Supporting job search
- Targeting local employment
- Investing and developing local supply chains
- Development of social enterprises

### Community Empowerment

- Developing community capacity
- Early community engagement
- Funding community led initiatives
- Support the BWTW and TARAs
- Provide access to support and training for tenant involvement
- Ensure that all information is clear and accessible

### 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
- Reduce incidences of premature death from communicable and non-communicable disease

## 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
- Help and support for vulnerable people facing a range of issues

## Service Delivery

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

## Quality Of Life

- Safe and clean environment for all
- Competitive and thriving economy
- Promoting Fire Safety education
- Decent Homes by 2010

This is the start of the regeneration of the High Rise 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.