

THE IMMINGHAM NEIGHBOURHOOD



The Immingham Neighbourhood extends over much of the town and covers a locality which encompasses the Reed Meer Estate in the South, Kennedy Way Precinct towards the West, and much of the remaining residential areas to the North and East.

In addition to this, properties located in the villages of Kinlock and Hollingsworth will be taken as part of the Immingham neighbourhood for the purposes of much of this Investment Plan.

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 Immingham 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 Immingham Neighbourhood

Immingham is a small town of around 12,000 people situated six miles north of Grimsby and 12 miles South East of the Humber Bridge. Although within the Unitary Authority of North East Lincolnshire, Immingham has retained its Town Council, which operates the Civic Centre and provides some other local services.



The Town is set in rural surroundings but is dominated by the Port of Immingham and the adjacent petrochemical industry. The Port, being one of the most significant in Britain, generates a great deal of wealth although regrettably, little of this filters into the town's economy making Immingham's residents feel somewhat isolated. Today the Immingham neighbourhood contains approximately 2500 households, 32% of which are Shoreline properties. Of this 32%, the majority are concentrated in the two most deprived LSOAs in the neighbourhood, namely 001A Reed Meer and 001D Central.

Of the 800 Shoreline properties in the neighbourhood, 314 are located on the Reed Meer Estate which consists of semi-detached and terraced family homes, 227 are flats. 59 are Group Dwelling properties and 200 are classed as 'Immingham Other' which comprises all other houses and bungalows in the neighbourhood. Overall demand for properties here is stable with 832 applicants for 800 units although there is a marked distinction between Immingham Reed Meer, Immingham Flats and the area known as Immingham other as the table below illustrates:

	REED MEER	IMMINGHAM OTHER	FLATS	GDS
Relets	44	17	71	10
Terminations	37	14	66	12
Refusals	7	8	22	7
Voids	6	2	7	7

In the past, the Immingham neighbourhood has been the focus of several regeneration projects and reports, each one aimed at raising the profile of Immingham through social, environmental and economic renewal. The success of these initiatives is perhaps questionable, and although the neighbourhood contains a number of well-used services and facilities, it remains underserved in terms of local community amenities given its geographical isolation from the town of Grimsby and the large proportion of residents without access to transport.

The Immingham neighbourhood is very diverse and there exists marked differences across all areas in terms of housing stock, demographic structures and levels of deprivation. While the statistics indicate that some areas within the neighbourhood enjoy a better than average quality of life, adjoining areas appear to suffer from profound levels of deprivation and social exclusion. Compared to the rest of North East Lincolnshire

Employment, Income & Receipt of Benefits

- Residents are **more** likely to be affected by unemployment and economic inactivity.
- Across the neighbourhood, males are **1.3 times more** likely to be unemployed, rising to **2 times more likely in 001A Reed Meer and 001D Central**.
- Females are also **1.7 times more likely** to be unemployed across the Neighbourhood rising to **2.6 times more likely in 001A Reed Meer**.
- Females are also **more likely** to be permanently sick or disabled.
- Income is more likely to be supplemented by work related benefits. **In 001A Reed Meer**, residents are 2.4 times more likely to claim Job Seekers Allowance rising to more than **3 times more likely in 001D Central**.

Education, Skills & Training

- Residents are **1.2 times more** likely to have no qualifications at all and **2.2 times less** likely to have gained a qualification at level 4 or 5 (HND, degree and higher degree level qualification or equivalent).

Health

- Limiting long term illness is **more common in 001D Central and 001F South** but less so in 001A Reed Meer and 001C South.



- Residents are **more likely** to die prematurely from cancer than the rest of North East Lincolnshire and, in general, **will die 2 years earlier if male** but **0.8 years later if female**.

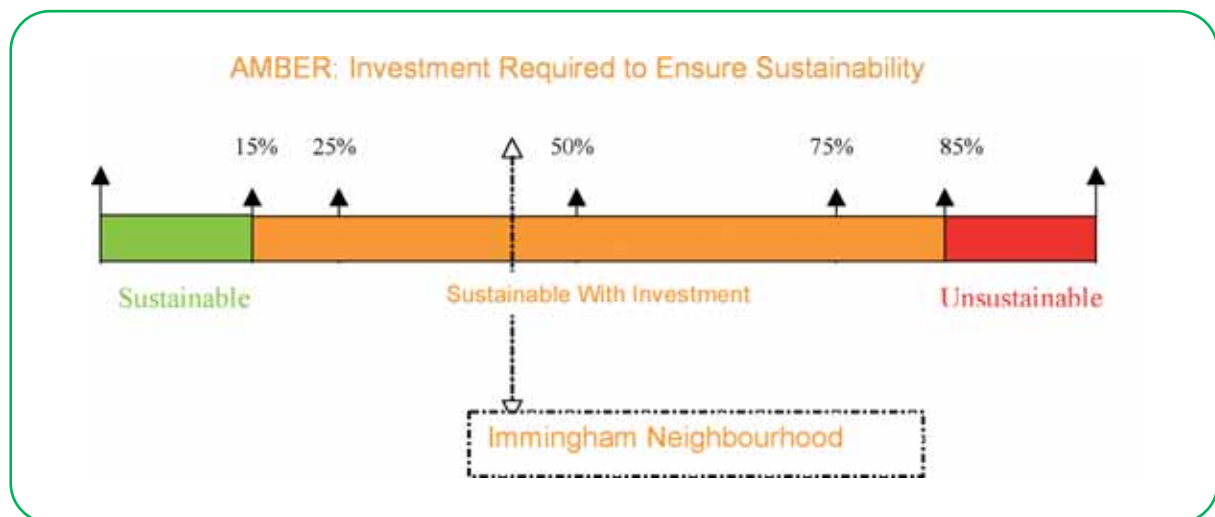
Access to Housing & Services

- Residents may face **fewer** problems accessing housing in this area where house prices are 14.9% lower than house prices across North East Lincolnshire.
- They are **more likely** to have no private transport access.

Crime

- In 001D Central, residents are nearly two times more likely to be a victim of personal robbery** and in **001A Reed Meer they are more likely to experience car theft**.
- They are however, **less likely to suffer from 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 Immingham 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

Community consultation has been underway in the Immingham neighbourhood for a number of years, the most extensive period of which taking place during the development of the Community Planning Project undertaken by local social enterprise, Environmental Assistance in 2003 in conjunction with Professor Ian Colquhoun. Since this project had already identified the community's priorities for the area, the recent consultation undertaken by Shoreline Housing Partnership served to build upon this pool of local knowledge by focussing upon several issues and objectives thought to be realistic and achievable by the residents themselves. These included:

- Improved Childcare provision
- Crime and the fear of crime
- The regeneration of Kennedy Way Shopping Centre and the Civic Centre.

The outcome of this ongoing consultation process is a more vocal community, better able to explain their needs and participate in developing solutions. The Immingham Partnership for example will be responsible for delivering many of the actions borne out of this, and earlier community consultation. Following the initial stages of consultation, the community was then able to consolidate these priorities into five themes that they would like to see addressed.

- **Profile of Immingham:** feeling of isolation and neglect that Immingham always loses out in funding and investment to neighbouring Grimsby and Cleethorpes.
- **Improved facilities particularly for young people:** Existing youth and leisure facilities are underused and under funded.
- **Limited range of local shops:** The range of local shops is limited and many Immingham people travel to Grimsby for what they need.
- **Crime and the Fear of Crime:** Anti-social behaviour and vandalism is a particular priority, while the Police report that crime figures are comparatively low.
- **Employment and Training:** Unemployment is comparatively high and educational and skill levels are relatively low.

Shoreline Priorities

Shoreline's priorities for the Immingham 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 Immingham neighbourhood include

- 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 ensure that actions are targeted to the places most in need. The recently awarded Neighbourhood Renewal Funding will be allocated on the basis of this partnership work and through extensive consultation involving all stakeholders in a particular area.

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

- Shoreline has allocated £1,500,000 of Investment and Improvement funds for properties and surrounds in the Immingham neighbourhood.
- The neighbourhood has already received over £5,000 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 Immingham neighbourhood.

Action Plan

Crime and the Fear of Crime

- Tackling ASB especially around Kennedy Way Shopping Centre.
- Washdyke Lane Flats improvements.
- Combating the fear of crime.
- 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.

Community Empowerment

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

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.

Young People

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

Quality Of Life

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

Environmental Improvements

- Proactive response to fly tipping.
- Develop better use of open space and unused buildings to provide visible community amenities.
- Environmental and urban design improvements to improve liveability
- General environmental improvements.
- Development of community owned schemes.

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.
- Deliver services that allow the adoption of healthy lifestyles.

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.

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.