Withernsea Neighbourhood Renewal Strategy

2012

"Fairer Housing Future Homes"
Contents

Foreword ........................................................................................................................................................................ 3
Executive Summary ....................................................................................................................................................... 4
Location Map .................................................................................................................................................................. 6
Stakeholder and Community Engagement .............................................................................................................. 7
Context ........................................................................................................................................................................... 8
Links to other strategies ............................................................................................................................................. 9
Summary of Evidence Base ....................................................................................................................................... 11
Key Findings from the NRA Evidence Base ........................................................................................................... 13
Showcase Properties .................................................................................................................................................. 23
Financial Resources ..................................................................................................................................................... 25
Option Generation ...................................................................................................................................................... 28
Option Appraisal .......................................................................................................................................................... 33
Vision and Strategic Objectives ............................................................................................................................... 34
Delivery, Monitoring and Review of the Strategy ............................................................................................... 45

Annex A: Link to strategies and policies ................................................................................................................ 46
Annex B: NRA Study Area map .............................................................................................................................. 47
Foreword
It is essential that the Council and its partners work together to ensure East Riding is a place where people wish to live, work and visit. However, evidence from the Withernsea Neighbourhood Renewal Assessment shows that we need to invest in the town by way of neighbourhood renewal to ensure that Withernsea becomes a better place to live and a more attractive tourist destination.

Through the development of this Strategy, East Riding of Yorkshire Council is demonstrating a commitment to the people of Withernsea that we will implement schemes to support residents and local private landlords to improve neighbourhoods and access the finance needed to make the necessary improvements to their homes.

By linking this Strategy to other initiatives, including ongoing work to increase employment opportunities and the development of new housing in the town and the rest of South East Holderness, the Council will work in partnership with the community and other stakeholders to make a real difference.

Withernsea plays an important role as a local service centre for South East Holderness. Working together with partners and the community, East Riding of Yorkshire Council will seek to improve neighbourhoods in the town, increase its sustainability and make it a more desirable place to live and visit.
Executive Summary

The Withernsea Neighbourhood Renewal Strategy has been developed to tackle some of the local issues caused by a high proportion of poor quality houses in Withernsea. The Strategy had six Strategic Objectives:

1. Work with partners to develop a range of services and financial mechanisms to support property owners to undertake affordable home improvements.

2. Facilitate targeted face-lifting and streetscene improvements focusing on the priority areas.

3. Improve community awareness of housing related services and support organisations.

4. Improve household energy efficiency, with a focus on encouraging the take-up of the Green Deal and the Energy Company Obligation.

5. Support future housing development which meets housing needs and encourages prosperity.

6. Explore all external funding opportunities to bring in additional resources and link to other economic development and regeneration activities.

The overarching vision of the Strategy is;

'To ensure that Withernsea offers high quality and sustainable housing options to support its role as an important service centre for South East Holderness, encouraging economic aspirations and improving quality of life for local residents.'

The Strategy has been developed using a range of evidence from a number of sources and in particular the findings of the Withernsea Neighbourhood Renewal Assessment (NRA). This used information collected through a residents' survey, a property study and other socio-economic data sources, such as the Withernsea Renaissance Plan.

The available evidence highlighted a number of housing related issues in the town, in particular the quality of many of the Victorian terraced properties located near the town centre. The evidence also demonstrated the high levels of household deprivation in the town, which indicated that many residents simply could not afford to make necessary improvements to their property without some form of support. This Strategy identifies five priority areas where resources will need to be focused to create the most impact and support those in most need.

Eight properties in Withernsea have already received face-lifting and energy efficiency improvements. These 'showcase' properties were chosen to demonstrate to the community, and potential future funding bodies, the
impact that these types of improvements can make to a neighbourhood.

To support this Strategy the Council has committed £1m of funding over the period 2012-15. This will be used to support the financing of household improvements through a range of loans and charges on properties. Further improvements will be promoted through available energy efficiency schemes such as the Green Deal and the Energy Company Obligation (ECO).

A number of different approaches to addressing the range of identified issues in Withernsea have been considered, taking into account identified neighbourhood renewal needs and available funding opportunities. The proposed way forward is based on an approach which seeks to encourage householders to take advantage of available loans products to improve the quality and energy efficiency of their housing, as well as supporting them access any other external which becomes funding available. This will be complemented through aligning other Council services, for example advice and support services and streetscene improvements.

The delivery of this Strategy will require input from a range of organisations, including community groups. It will also require a willingness for residents to engage in neighbourhood renewal and understand the benefits of collectively working towards an improved Withernsea.
1. **Stakeholder and Community Engagement**

1.1 Throughout the development of the NRA Evidence Base and the Neighbourhood Renewal Strategy, engagement and consultation has been undertaken with a range of local stakeholders and the wider Withernsea community. This has included Withernsea Town Council and the Withernsea and South East Holderness Regeneration Partnership.

1.2 An opportunity was also taken to discuss issues faced in the town by residents, through a Community Advice Event, held in a local supermarket in October 2011. In total around 200 residents attended and were able to speak face to face with a range of service providers working in the town, such as the Council’s benefits team, the Fire Brigade, Citizens Advice Bureau and the local Children’s Centre.

1.3 A draft of the Strategy was made available for public consultation for a period of six weeks running from 25 June 2012. During this time local residents and other stakeholders will be invited to comment on the various priorities and actions set out in the draft Strategy. Officers attended meetings to discuss the content of the draft Strategy and held a consultation surgery at the Withernsea Customer Service Centre.

1.4 Feedback received during the consultation process was reflected upon and where appropriate where used to change elements of the Strategy itself.

1.5 For further information on this document please contact:

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2. **Context**

2.1 It has long been recognised that neighbourhoods with poor quality housing also tend to suffer from deprivation, crime and anti-social behaviour, substance misuse, educational under-achievement and ill health. Neighbourhoods with poor quality housing can deter investment from taking place. Moreover, people living in such areas can suffer from ‘postcode’ discrimination when looking for work or using services.

2.2 In 2007 East Riding of Yorkshire Council undertook a private sector house condition survey. The study showed that there is a disproportionate number of properties located on East Yorkshire’s Coastal area which fail to meet the Government’s Decent Homes Standard when compared with other parts of East Riding. In particular, the study found that 700 properties, occupied by vulnerable households (that is, where at least one resident is in receipt of an income based benefit) in the South East Holderness area were ‘non-decent’. This represented approximately 14% of private housing stock, far higher than the East Riding average of 7%.

2.3 Withernsea is located in a relatively isolated coastal location and is the principal population centre of South East Holderness. In general, Withernsea has high levels of deprivation, with average household incomes levels in the town around £10,800 per annum lower than the East Riding average gross household income of £32,674\(^1\). One consequence of this is that people will often have insufficient disposable income to afford to prioritise investment in their homes. In order to focus down from the district wide stock condition survey and to establish a more detailed picture of the particular housing quality and market conditions in Withernsea, the Council undertook a Neighbourhood Renewal Assessment (NRA) in 2011. The NRA can be viewed on the Council’s website - www.eastriding.gov.uk

2.4 This Strategy uses the NRA and other available information, such as the Withernsea Renaissance Plan, as an evidence base, along with lessons learnt from best practice elsewhere, to develop a range of actions to improve neighbourhoods. This includes seeking to help households to fund improvements to their homes and improving access to a range of housing related services.

2.5 This Strategy has been produced at a time when the availability of public funding to improve the condition of private housing is extremely limited. Nonetheless, it is still very important to establish the nature and extent of neighbourhood renewal issues in Withernsea with a view to creating a framework against which any potential funding can be used to maximise impact. The Strategy also focuses on how local residents can be supported to ‘help themselves’ to improve the quality and appearance of their own homes. This will be through approaches which are based on ‘recyclable loans’, as opposed to the provision of grants.

2.6 Moreover, the Strategy seeks to improve the town’s housing offer so as to attract and retain residents. It supports the emerging Local Plan, the East Riding Economic Development Strategy and the Withernsea Renaissance Plan, by seeking to ensure that current and proposed new housing supports new economic development and wider regeneration ambitions.

\(^1\)East Riding Data Observatory 2009
3. **Links to other strategies**

3.1 This Strategy relates to and supports the delivery of a range of other local strategies and policies, including:

3.2 **East Riding Community Plan (2006-2016)** - The 2010 update of the Community Plan provides a strategic framework to the work of the Council and its strategic partners. Within this document there is a reference to improving poor condition housing in East Riding, increasing quality and supporting more homes to reach a 'decent' standard. The Plan also specifically notes the need to improve the condition of housing in Withernsea and indicates that partners will support homeowners and landlords in the town.

3.3 **East Riding Housing Strategy 2011** - The overarching vision of the Council's Housing Strategy is "to ensure that the range, quality and affordability of housing in East Riding meets the needs of current and future residents, contributing towards more sustainable communities and encouraging economic growth and prosperity". It seeks to deliver this through three Strategic Objectives:

- **Knowing our community:** understanding the socio-economic, housing and support needs of current and future residents
- **Ensuring strong, vibrant and healthy communities:** ensuring that East Riding has quality sustainable housing complemented by local services and infrastructure, to meet the needs of current and future residents
- **Delivering excellent housing services:** promoting and facilitating excellent service delivery across all housing tenure to meet the housing and support needs of residents

3.4 The Housing Strategy recognises the positive impact of addressing areas of poor quality housing through area focused neighbourhood renewal. In particular it discusses the Advance Goole ‘Changing Streets' Project, highlighting some of the benefits achieved by the improvement of around 700 terraced properties in the town, through ‘face-lifting’ and energy efficiency works.

3.5 The Housing Strategy recognises the need for intervention in Withernsea, indicating that it is now the priority area for future neighbourhood renewal works in the East Riding.

3.6 **East Riding Local Plan** - The emerging Local Plan highlights the important role that Withernsea plays as a local service centre supporting South East Holderness. Its vision for the town includes strengthening its appeal to families and visitors, increasing the range of local facilities and improving transport links to the rest of East Riding. It also discusses the importance of improving the condition of the town's housing stock and the variety of accommodation that will be required to complement the offer of the existing holiday parks. An aim of the Local Plan will be to make Withernsea a more desirable place to live and visit.

3.7 **East Riding Economic Development Strategy and Withernsea Renaissance Plan** - The existing 2007-2011 Economic Development Strategy recognises the need to invest in Withernsea through a co-ordinated and long term renaissance strategy. The Withernsea Renaissance Plan recognises the importance of two key areas in the town, the seafront/Promenade and Queen Street. It recognises
the need for a housing renewal programme together with providing better housing options. Such ambitions sit alongside broader socio-economic proposals to create more and better employment opportunities and to create a more attractive town which meets local needs and encourages higher visitor numbers.
4. **Summary of Evidence Base**

4.1 Over the past few years a number of studies and surveys have been undertaken in Withernsea to gain a greater understanding of the town’s housing market and socio-economic make-up. In relation to housing, the most comprehensive of these studies is the Withernsea Neighbourhood Renewal Assessment, produced in 2011 by East Riding of Yorkshire Council. This exercise was specifically intended to provide a robust evidence base against which a subsequent Neighbourhood Renewal Strategy could be developed.

4.2 Whilst the NRA Evidence Base provides an overview of the whole of Withernsea, the research focused on the three Lower Super Output Areas (LSOA) that cover the most deprived areas of the town. A total of 2,196 residential properties were included in the study (79% of the 2,795 residential properties in Withernsea).

4.3 Three sources of evidence were used to develop the NRA Evidence Base, they were:

- Existing Information held by the Council and its partners;
- Withernsea NRA Residents’ Survey; and
- External Property and Environmental Study.

4.4 **Existing Information held by the Council and its partners:** The Council and many of its partners have historically gathered information on a variety of issues. For the Council this includes: population profiles, economic indicators, housing quality, and housing need.

4.5 The 2007 Private Sector Housing Stock Condition Survey in particular allowed a comparison to be made between some of the general housing issues faced by private sector residents across East Riding and those issues acutely affecting residents in Withernsea.

4.6 Outside of the Council, other partners collect a range of information, specific to their field of interest and work. An example of this is the Department for Work and Pensions that records information relating to employment and benefits.

4.7 **Withernsea NRA Residents’ Survey:** A 10% sample of the households in the NRA area (see Annex B) were surveyed. In addition to collecting information about the composition of each household, the survey also gathered socio-economic information, for example income levels and views on aspects of the local community.

4.8 **External Property and Environmental Study:** For this study households within the NRA area were split into groups of neighbouring properties. Each group of properties was surveyed and given a score against five criteria; stock condition, condition of boundary walls/fencing, state of gardens, voids and overall appearance. In addition an environmental assessment was undertaken to consider issues such as litter, parking, footways and general streetscene.

4.9 The external study also considered the condition of key structural elements of the properties in the NRA area, focusing on common problems identified and providing indicative remediation costings.
4.10 **Green Deal Pilot Project Study:** East Riding of Yorkshire Council and Hull City Council were chosen by the Department of Energy and Climate Change (DECC) to undertake one of only a small number of Green Deal pilots in the country. The pilot has resulted in the development of a range of potential approaches that the Council can take to deliver Green Deal in East Riding, ranging from advice and signposting to being a more involved Green Deal provider.

4.11 A key part of this project is an initial Green Deal Assessment Survey to be undertaken by Council officers. This survey focuses on the property itself, considering how it is heated and whether it has existing insulation. It also looks at the way the property is used by residents and how their energy needs are currently met.
5. **Key Findings from the NRA Evidence Base**

5.1 The NRA Evidence Base provides a wealth of information relating to Withernsea, particularly in relation to the three Lower Super Output Areas (LSOAs) that were the focus of the study (see Annex B). This section of the Strategy outlines some of the key findings of this evidence, providing an overview of the data collated.

**Population Profile**

5.2 Generally, people in East Riding of Yorkshire are older than the national and regional average. Withernsea has a higher proportion of residents aged between 60-74 (23%) compared with East Riding as a whole (19%) and the UK (15%). Only 15% of Withernsea residents are aged between 15-29, this compares with the East Riding average of 16% and the UK average of 20%.

These figures show the high dependency ratio of older to younger people in Withernsea and how services need to recognise the particular needs of older residents.

5.3 Health is an important issue in South East Holderness, with 8.1% of residents claiming Disability Living Allowance (compared with 4.7% across the whole of East Riding) and 7% claiming Incapacity Benefit (compared with 3.7% across the whole of East Riding).

5.4 The evidence also found that around 51% of residents had lived in their properties for 10 years or more, with 79% of residents indicating that they planned to stay in their property for at least the next five years (comparable with the 81% figure for the whole East Riding).

This would suggest that these residents, with the right support and assistance, may be more likely to invest in their property as they are more likely to appreciate the long term benefits of such improvements.

5.5 The vast majority of residents surveyed also indicated that they thought Withernsea was a ‘nice place to live’ (64% of people surveyed strongly agreed with this statement) and they believed that ‘people get on with each other’ (77% of people surveyed agreed with this statement), indicating there is an existing level of community pride in the town.

**Economic Profile**

5.6 Incomes in Withernsea are generally lower than the rest of East Riding, with a recent survey by the Department of Communities and Local Government (DCLG) and the Department for Environment, Food and Rural Affairs (DEFRA) highlighting that Withernsea was the third most deprived small seaside town in the country. The same survey showed that 32% (23% England average) of residents aged over 60/65 claimed pension credits, 35% (22% England average) claimed Housing Benefit or Council Tax and 19% (11% England average) of working age residents claimed jobseekers allowance or some kind of incapacity related benefit.

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2 All figures in paragraph 4.2 from East Riding Data Observatory (2010)- Population Estimates, Quinary age groups and sex for local authorities in the UK
3 All figures in paragraph 4.3 from Department of Work and Pensions (2011)
4 ERYC (2011)- Withernsea Neighbourhood Renewal Strategy Resident Questionnaire
5 ERYC (2011)- The Housing Survey
6 ERYC (2011)- Withernsea Neighbourhood Renewal Strategy Resident Questionnaire
7 DCLG & DEFRA (2011) – Benchmarking study of England’s Smaller Seaside Towns. It should be noted that much of the data used for this report was collected in 2008
Property Profile

5.7 The tenure profile of Withernsea shows that compared with the East Riding as a whole, the town has a lower level of owner occupation, twice the level of private rented accommodation (this includes households renting from family and friends) and almost twice the level of social rented housing.

Figure 1: Housing tenure

<table>
<thead>
<tr>
<th>Tenure</th>
<th>Withernsea</th>
<th>East Riding</th>
<th>England</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owned (no mortgage)</td>
<td>43%</td>
<td>52%</td>
<td>65%</td>
</tr>
<tr>
<td>Owned (with mortgage)</td>
<td>24%</td>
<td>32%</td>
<td></td>
</tr>
<tr>
<td>Private Rented</td>
<td>16%</td>
<td>8%</td>
<td>17%</td>
</tr>
<tr>
<td>Rented from Council</td>
<td>12%</td>
<td>7%</td>
<td>8%</td>
</tr>
<tr>
<td>Rented from housing association</td>
<td>3%</td>
<td>1%</td>
<td>10%</td>
</tr>
</tbody>
</table>

Source: Housing Needs Survey 2011 and DCLG 2010

5.8 At April 2011, East Riding of Yorkshire Council’s Council Tax Data showed that Withernsea had almost 150 empty homes, of which 56 had been empty for more than six months. Taking into account second homes, of which there are 46, this gives a vacancy rate of 3.7%. The vacancy rate across East Riding is lower at 2.2%. There are many different factors which can cause a property to become empty but where significant numbers are found, this often relates to issues of low market demand.

5.9 There is a much higher than average proportion of older terraced properties in Withernsea compared with the rest of East Riding. Approximately 45% of properties in the three central LSOAs in the town are terraced compared with around 20% of the properties across the East Riding. Almost all of the terraced properties in Withernsea are either owner occupied or owned by private landlords.

5.10 House prices are comparatively low in Withernsea (as shown in Figure 2) and, like most of the rest of the country, only a small number of properties have been bought and sold over the last three years. For example in 2010 only 72 out of 1,824 privately owned properties were sold in Withernsea, giving an annual turnover of around 4% compared with the national rate of around 7%.

Figure 2: Average sale price per housing type in Withernsea, East Riding and the UK

<table>
<thead>
<tr>
<th>Property Type</th>
<th>Flat</th>
<th>Terraced</th>
<th>Semi-Detached</th>
<th>Detached</th>
</tr>
</thead>
<tbody>
<tr>
<td>Withernsea</td>
<td>£45,250</td>
<td>£82,315</td>
<td>£105,667</td>
<td>£177,000</td>
</tr>
<tr>
<td>East Riding</td>
<td>£80,317</td>
<td>£87,888</td>
<td>£116,840</td>
<td>£202,840</td>
</tr>
<tr>
<td>UK</td>
<td>£151,895</td>
<td>£125,546</td>
<td>£153,546</td>
<td>£253,225</td>
</tr>
</tbody>
</table>

Source: Hometrack 2011

5.11 A significant concern is the high number of properties occupied by vulnerable households which fail to meet the Decent Homes Standard. As previously stated the 2007 Private Sector Housing Condition Survey (PSHCS) found that around 700

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8 All figures in paragraph 4.8 from Hometrack (2011)
9 All figures in paragraph 4.9 from Hometrack (2011)
vulnerable households in South East Holderness are non-decent. As the main settlement in this area, a significant proportion of these properties are likely to have been located in Withernsea. Due to a high proportion of older solid wall properties, energy efficiency is a specific issue in the town, with significant problems relating to fuel poverty, as 56% of the properties that were found by the PSHCS to contain a Category 1 Hazard\(^ \text{10} \) in the East Riding suffered from excessive cold.

5.12 At December 2010 the Council’s housing stock, including 431 properties in Withernsea, met the Decent Homes Standard, as was the case for housing association stock, comprising 43 properties in the town. However the same level of investment has not been replicated in the private sector, common issues include inadequate heating systems, damaged brickwork, outdated rain water goods, damaged fascias and problems with original slate roofs. The boundary wall and garden at the front of many of the properties are also often poor and have a significant impact on the quality of the streetscene.

5.13 The impact to the health and wellbeing of residents living in poor quality housing can be significant. Cold and damp homes in particular can lead to a wide range of conditions, such as asthma, a stroke and depression.

5.14 The External Property and Environmental Study has been used to identify five priority areas for investment. The areas are outlined in more detail in the NRA Evidence Base document, however they can be summarised as:

- **Priority Area A** - Edward Street & Queen Street North
- **Priority Area B** - Retail part of Queen Street
- **Priority Area C** - Middle section of High Brighton Street
- **Priority Area D** - Southcliffe Road up to the seafront including King Street, Lee Avenue Drive and Belvedere & Prince’s Avenue
- **Priority Area E** - Hubert Street, Middle and East of Alma Street plus Southfield Avenue & Queen Street North down to Alma Street.

5.15 Maps of each of the priority areas, complete with illustrative pictures, are set out over the page.

\(^ {10} \) Where a general duty is on a Local Housing Authority to take appropriate enforcement action
Figure 3: Map showing the Priority Housing Improvement Areas
5.16 There are a total of 44 properties in Priority Area A. Edward Street has the largest proportion of houses in a state of disrepair than any other street in Withernsea. There are 28 properties on the street, with evidence of at least one empty property. Like most of the housing in the North Area, it mainly comprises of Victorian terraced properties. Many of the properties require improving, with some in need of major repairs such as reroofing and damp proofing. The road itself is very narrow and would benefit from being resurfaced. There are only two street lights and this lack of lighting at night was an issue raised by one of the respondents to the Residents’ Survey. The houses in the street are of solid wall construction, without external insulation, therefore will be very likely to be expensive to keep warm in the winter.

5.17 The properties on Queen Street North are adjacent to the showcase properties, totalling 16 residential properties and five commercial units. On the west side of the road particularly there are a number of poorer quality properties, which as they are located on one of the town’s main roads will impact on the image of the town. In addition to increasing the quality of life for residents, improvements to the housing here would also benefit local businesses located in and around this area.
The principal function of the properties in Priority Area B is as the main shopping street for the town, with 67 commercial units at ground level. Many of the shops have flats above, providing a total of 33 residential properties. Many of these flats appear to be in disrepair, bringing down the overall image of the most high profile street in the town.

Other surveys and studies completed by East Riding of Yorkshire Council and stakeholders, including the Withernsea and South East Holderness Regeneration Partnership, have identified a need for significant improvements to this area, including the retail offer. Both retail and housing improvements need to be sympathetic to each other.

Responding to the feedback from residents and other community partners, East Riding of Yorkshire Council has recently announced a significant programme of highway and public realm improvements in this area. By April 2013 this programme will have resurfaced the highway, installed attractive block paving to the footpaths, installed new litter bins, created additional cycle parking and generally improved pedestrian access within the town centre.
Priority Area C – Middle Section of High Brighton Street and Cheverton Avenue

Figure 6: Map of Priority Area C and pictures of High Brighton Street

5.21 There are a total of 73 properties in Priority Area C. High Brighton Street runs between Queen Street South and the seafront and has some examples of housing in the poorest condition in the town, on both sides of the street there are numerous example of terraced housing in need of improvement. The overall look of the street is poor, as some of the properties have a painted front elevation, others are rendered and some have open brick work. There is no sign that any of the properties have external wall insulation.

5.22 Cheverton Avenue also runs between Queen Street South and the seafront. It is a similar street to High Brighton Street, with regard to the housing type, condition and the lack of off street parking.

5.23 Most of the properties on both streets have small front gardens that have generally been kept tidy, however there is a mixture of boundary wall types in various conditions. The road itself is quite narrow and there is no off street parking, meaning cars are often parked covering the footways.
Priority Area D – Southcliffe Road to the seafront, including King Street, Lee Avenue Drive and Belvedere & Prince’s Avenue up to the seafront

Figure 7: Map of Priority Area D, picture of Southcliffe Road (top) and Prince’s Avenue (bottom)

5.24 Priority Area D is approximately 550 metres south of the town centre and includes a total of 220 properties. There is a mix of types of housing on all of the streets in this area. The properties on Lee Avenue Drive, Belvedere and some of Prince’s Avenue are in generally good condition, however on much of Southcliffe Road, King Street and parts of Prince’s Avenue the properties need improving. Whereas some of the housing is similar, both in type and condition to that on High Brighton Street in Priority Area C, on Prince’s Street there are some larger three storey terraced houses. General improvements needed in this area include fascias, windows, doors, external paintwork, external insulation, rendering and external boundary walls. There are also a smaller number of properties that need more significant repairs such as roofing or damp proofing.

5.25 Due to the number of properties in this area, any improvements would be beneficial to a large number of residents, however they would probably have less of an impact on the wider town than Priority Area A or B, as these streets are farther away from the town centre and less likely to be seen by other people/visitors. As the condition of the houses in this area differs, a staged scheme targeting the housing in the poorest condition first would be recommended.
Immediately to the south of this priority area, there is a sizeable caravan park accounting for a proportion of the 900 or so caravans in Withernsea. The Council recognises that people living in such accommodation often face a range of housing and health issues including difficulties in maintaining a reasonable level of warmth at an affordable cost.

Similar issues arise in other parts of East Riding and particularly along the coast. This Strategy does not set out to address such issues as it is principally concerned with more traditional forms of housing. The Council is however keen to build on the findings of its Health and Wellbeing of Caravan and Chalet Park Residents Review Panel Report produced in 2009, to explore further the nature and extent of such problems and any possible support that can be offered.
Priority Area E – Hubert Street, Middle and East of Alma Street plus Southfield Avenue & Queen Street North down to Alma Street

Figure 8: Map of Priority Area E, pictures of Alma Street (top) and Corner of Cammidge Street (bottom)

5.28 Priority Area E is about 500 metres north of the town centre. In total there are 130 residential properties in the identified area. As a natural continuation of the work completed at the Showcase properties and the improvements suggested under Priority Area A, addressing issues faced by properties in poor condition on Alma Street, Hubert Street and the north Section of Queen Street would have a wider impact on the local area. The majority of these Victorian terraced properties which require most investment are the homes located on the corners of Alma Street, Cammidge Street and Hubert Street, where they meet Queen Street.

5.29 There are properties in both Alma Street and Hubert Street which also require improvements and insulation measures; however they are in a generally better condition. The majority of properties in this area have no front gardens, with a door opening straight on to the street.
6. **Showcase Properties**

6.1 During the development of any new strategy it is important to research best practice as well as consider lessons learnt from previous schemes. The Advance Goole Changing Streets Project showed that community acceptance can be gained if the community is able to appreciate the ‘final product’. It was therefore decided that a set of showcase properties would be improved, both showing commitment to local partners of the Council’s aim to prioritise Withernsea for future housing assistance and demonstrating the positive impact that such improvements can have in an area.

6.2 Using a mix of existing evidence and a specific area assessment, eight privately owned properties were identified on Queen Street North and once consent was obtained from the owners improvement works were delivered. Figures 9 and 10 show before and after pictures of the properties. The improvements were funded from the former private sector renewal funding stream allocated through Yorkshire and Humber Housing Board.

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**Figure 9: Withernsea Showcase Properties Before Improvements**

![Figure 9: Withernsea Showcase Properties Before Improvements](image)

**Figure 10: Withernsea Showcase Properties After Improvements**

![Figure 10: Withernsea Showcase Properties After Improvements](image)
6.3 Improvements made to the showcase properties included:
- installation of insulating render to all elevations of the properties;
- fitting of new uPVC windows and doors where required;
- replacement of fascias and rain water goods;
- replication of external decorative features, such as door heads;
- replacement of existing front gardens with resurfaced yards; and
- installation of new boundary fence and gates.

6.4 The showcase scheme seeks to encourage residents to take advantage of future support promoted by the Council for similar types of improvements.
7. **Financial Resources**

7.1 The NRA found that the average gross household income\(^\text{11}\) in the study area was £21,905 per annum, compared with an average of £32,674 across the rest of East Riding. This means that many local residents will be less likely to be able are to pay for housing improvements without access to some form of financial support.

7.2 It is also important to understand that the Council and its partners are in a very different funding environment to that which existed during the delivery of previous renewal projects, such as Advance Goole. Following the cessation of Private Sector Renewal Funding in March 2011, with the exception of Disabled Facilities Grants, the Council no longer receives any specific central Government funding to support home improvements in the private sector. This means it is even more vital that whatever resources are available now and in the future are used in a strategic way to ensure the largest impact and to support those in the most need.

**Internal Funding**

7.3 The Council has made a commitment to support this Strategy with £1m of capital funding over the period 2012-2015.

7.4 One of the successes of the Advance Goole Changing Streets Project was the added value it achieved through the pooling of resources. This was achieved through greater joint working between different Council departments, bringing existing improvement programmes forward and targeting budgeted services to achieve the maximum impact. This involved for example bringing forward planned footpath, road and street lighting improvements to coincide with whole street housing improvement works. This Strategy will look to build on this good practice and encourage a similar joint approach in Withernsea.

7.5 All of the revenue costs associated to the delivering the Strategy, which primarily will be officer time, will be met within the Council’s existing budgets.

**External Funding**

7.6 Although Government funding has ceased there are still some limited opportunities to attract funding into Withernsea and it is important that these are fully explored. An example of this is the current and future funding arrangements regarding energy efficiency.

7.7 The Council intends to work proactively with Green Deal and the Energy Company Obligation (ECO) providers to ensure that an area based approach is adopted wherever possible. Such an approach is considered to provide the greatest opportunity to address the particular problems faced in this area. The Council will use its own funding (as outlined in paragraph 7.3 above) to promote a range of additional schemes to complement Green Deal/ECO activity. These improvements will focus on the quality and appearance of housing in the identified priority areas.

**Indirect Funding Opportunities**

7.8 Notwithstanding energy efficiency improvements, it is important that this Strategy supports the ongoing economic development work of the Council and partners in

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\(^{11}\) ERYC Data Observatory 2010
Withernsea. In addition to enhancing the town’s role as a service centre and visitor
destination the Withernsea Renaissance Strategy recognises the potential of
Withernsea and the surrounding area to serve the emerging renewable energy
sector, centred around the Hull Green Port development and the inclusion of Saltend in the associated Enterprise Zone.

7.9 Work is also ongoing to increase the resilience of the food and drink sector locally
and to promote green tourism markets. An attractive affordable housing offer is an
important element of attracting and retaining younger people to the area. Improving
the housing conditions for existing residents will enhance their employment
prospects through improved health and wellbeing.

**Value for Money**

7.10 As mentioned in the introduction to this Strategy, there is a strong link between
poor quality housing and a range of other socio-economic issues. Encouraging
investment in Withernsea’s housing stock will also have an impact on some of the
other challenges faced by the town, many of which require a significant amount of
ongoing public funding.

7.11 The level of people in poor health in South East Holderness is higher than the East
Riding average. 23% of people have a limiting long-term illness compared to 18% for
both East Riding and England\(^\text{12}\). The area also has similarly higher levels of people
who claim disability living allowance and incapacity benefit. Whilst it is not
reasonable to expect that improvements to housing will reduce take-up of these
benefits, home improvements can help to minimise reduction in trips and falls and ill
health issues relating to living in the cold, thus reducing costs to the NHS.

7.12 Compared with East Riding as a whole, Withernsea has a high percentage of working
age residents claiming Jobseekers Allowance (6.4% compared with 2.9% \(^\text{13}\)). As
discussed in paragraph 7.9, improvements to housing can help support residents get
back into work and reduce the burden on the welfare state.

7.13 Another link that has been made in various studies is between the standard of
housing and educational attainment. The NRA showed that only half as many people
in the study area had 2+ A Levels (or equivalent) when compared with the East
Riding average and only 1% of people in the area had a post graduate qualification
compared with 8% across the wider authority. If improvements to housing can
support other initiatives to improve educational attainment in the town, more people
should potentially be able to access employment and therefore reduce reliance on
benefits.

7.14 Due to its coastal location, tourism is a very important sector in Withernsea. The
Withernsea and South East Holderness Regeneration Partnership has ambitious plans
in place to improve the town centre, public realm and seafront. Through supporting
measures that improve the appearance of housing in the town, this Strategy will play
a part in this process. This should lead to the creation of more jobs and an increase
in prosperity.

7.15 Community First is a Government funded programme that is designed to support

\(^{12}\text{ERYC Data Observatory 2010}\)
\(^{13}\text{Department for Work and Pensions 2011}\)
community projects in deprived areas. It has three local priorities: increase the range of activities for young people; increase support for older people; and improve health, wellbeing and welfare of residents. Funding associated with this programme may be able to be accessed to help to deliver this Strategy.

7.16 Crime and anti-social behaviour are other issues linked to poor housing. Many of the anti-social behaviour 'hot-spots' are located in or close to the poorest quality housing in the town. Any reduction would provide savings to police budgets and increase the quality of life of residents.
8. **Option Generation**

8.1 In establishing an appropriate approach to address the housing related challenges faced within the Withernsea NRA area it is not only necessary to consider the evidence available but also deliverability having regard to available funding and the likely level of support from the local community to embrace change. It will also be necessary to consider the feasibility of any approach given the reality of the resources available, the likelihood of attracting significant amounts of external funding and the circumstances of the existing community.

8.2 To support this process, key findings of the NRA and further evidence have been used to develop a Strength, Weakness, Opportunity, Threat (SWOT) analysis.

**Figure 11: SWOT Analysis**

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residents think Withernsea is a nice place to live.</td>
<td>Large number of older terraced housing in need of improvement.</td>
</tr>
<tr>
<td>Withernsea continues to attract visitors, especially during the summer.</td>
<td>Low incomes.</td>
</tr>
<tr>
<td>The town is the main service centre for South East Holderness.</td>
<td>Over dependence on benefits.</td>
</tr>
<tr>
<td>Organisations, such as Withernsea Town Council and Withernsea and South East Holderness Partnership, are committed to improving the town.</td>
<td>Older population requiring health and social services related support.</td>
</tr>
<tr>
<td>The majority of the properties are structurally sound.</td>
<td>Lack of suitable jobs.</td>
</tr>
<tr>
<td>Settled community, with a good understanding of the area.</td>
<td>Isolated community, 19 miles from the nearest large town or city.</td>
</tr>
<tr>
<td>Residents believe house prices offer value for money.</td>
<td>Some terraced properties will require significant investment to improve.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td>Many residents plan to stay in the same property, meaning they may be willing to invest in them.</td>
<td>Substantial cuts in public funding, specifically for private sector renewal type activities.</td>
</tr>
<tr>
<td>Opportunities exist to develop tourism to attract more visitors and create jobs.</td>
<td>Residents may be unwilling to consider improvement loans as they may be concerned about building up debt.</td>
</tr>
<tr>
<td>Some improvements could be made without considerable investment.</td>
<td>Future changes to the benefit system have the potential to negatively impact on some households.</td>
</tr>
<tr>
<td>Potential job creation through emerging industries, e.g. renewable energy.</td>
<td>The increasing price of petrol has the potential of causing further isolation.</td>
</tr>
<tr>
<td>‘Soft’ loans have the potential to fund home improvements.</td>
<td>If the housing market does not improve home owners could face negative equity.</td>
</tr>
<tr>
<td>Showcase properties provide an opportunity to demonstrate potential for similar works.</td>
<td>The town continues to find it difficult to attract external investment.</td>
</tr>
<tr>
<td>There is an identification by stakeholders of the importance of joint working.</td>
<td></td>
</tr>
</tbody>
</table>
With a view to delivering the NRA vision a range of options have been developed for consideration. These options are based on those selected as part of the Goole NRA process. However, an 'Extensive Intervention' option including proposals for clearance and redevelopment has not been included. This reflects the nature of the housing problems identified in Withernsea, with a clear indication that such interventions (including property acquisition and clearance) is not required. The options identify different levels of intervention, each requiring more involvement from East Riding of Yorkshire Council and more resource implications than the previous one. The three options are:

Option One – Statutory Action Only

This is essentially the ‘base line’ position against which the other options can be compared. It assumes that no improvements are made except for those required by legal process where intervention is warranted, e.g. if a dilapidated property had become a public health issue. This option would not meet the vision and instead would probably mean that the neighbourhood would continue to face all of the same issues it does today, with the likelihood of further decline. This could result in house prices falling, residents’ quality of life would decrease and private sector investment in the town would be withdrawn. Eventually this would risk Withernsea becoming an unsustainable town, placing further burden on the public sector.

Adopting this approach could result in reduced confidence in the town for existing and potential investors, increasing the dependence of the area on public subsidy.

The advantages of this option are:

- It is the least costly
- It provides a consistent approach to services
- Environmental Management Officers’ time is used to focus enforcement work on the worst properties in the private sector

The disadvantages of this option are:

- The quality of life for residents potentially worsens
- It would discourage external investment in the town
- Residents may ultimately require more complex and costly support from the public sector (i.e. storing up bigger problems for the future)
- Withernsea could continue to be perceived as being the ‘poor relation’ when compared with the other towns in the East Riding.

The estimated cost of this option is £350,000. This takes into account statutory improvements to Council housing and areas of the public realm as well as limited costs associated with enforcement action in relation to poor quality private housing.

Option Two – Limited Intervention

As a step up from option one, Limited Intervention would require the delivery of low level support, such as signposting to external service providers, being involved with any wider stakeholder groups and funding the improvement of some of the less complex issues. Limited Interventions may therefore include:

- Small renovation loans – These small amounts of money (e.g. £500 per property) would help property owners make essential repairs and small scale improvements.
- Targeted streetscene improvements – Recognising which streets are in most need for streetscene improvements, such as replacement footways or new street lighting. The majority of this work would be funded through existing schedules of work, but could be co-ordinated to achieve a greater impact.
- Greater use of enforcement of standards using public protection and housing law - an example of this would be using wardens to provide fixed penalties to dog owners who do not pick up their dog mess.
- Work with energy supply companies to provide general subsidies to help with the installation of the lower cost energy efficiency measures - such as loft and cavity wall.

8.10 The advantages of this option are:
- It would be possible to demonstrate to the community that improvements were being delivered, through a range of co-ordinated small scale improvements.
- Although more expensive than option one it would still be relatively affordable using existing budgets.
- Low level disruption to households and communities.
- It may encourage more property owners to consider investing in their properties.

8.11 The disadvantages of this option are:
- It would leave most of the biggest issues unresolved.
- Many of the improvements would be short term and piece-meal, therefore may not solve the underlying issue in the long term. The improvements would not have a large enough impact to reach the ‘tipping point’ beyond which the housing market becomes sufficiently buoyant.
- Scale of change unlikely to attract significant private sector leverage/investment confidence.
- The Council could be accused by the community as merely ‘playing around the edges’ instead of tackling the key issues.

8.12 The estimated cost of this option is £4.19m. This takes into account the statutory requirements from option one, plus additional funding to make some improvements to the private sector housing stock and the public realm. Given severe funding restrictions from Government it is anticipated that some of this additional funding would need to be internally funded through the Council’s capital fund, however any loan scheme could recycle money in the area and therefore cost less in total. It is acknowledged that the benefits of recycling may require some time to work effectively, meaning there would still be a substantial up-front cost.

Option Three – Strategic Intervention

8.13 Option three is a more complex and costly approach than options one and two. With this option, a range of measures would be introduced to tackle the key issues highlighted by the evidence gathered through the NRA process. It would require the identification of additional resources and finances but would clearly demonstrate to the community of Withernsea that East Riding of Yorkshire Council was committed to the long term improvement and sustainability of the town. Strategic Intervention may therefore include:
• Renovation and Improvement Loans – to make the necessary improvements to properties so they reach a decent level.
• Working with a Green Deal and ECO provider- to develop street by street projects to insulate hard to treat properties.
• Focus face-lifting type improvements – using a whole street approach.
• Deliver improvements to the public realm – through the development of a programme of works to target the areas in need of improvement.
• Address the issues associated with poor condition private rented properties – by working closely with private sector landlords, rewarding the good ones and taking action against those whose conditions are poorest.
• Actively promote income maximisation and greater financial management – through the provision of more targeted support services.
• Support older and vulnerable residents to remain in their own home – through the delivery of adaptations and related services.
• A neighbourhood management style approach, focusing on the interconnection of streets and areas of the town.

8.14 The advantages of this option are:

• It recognises the scale and range of housing challenges faced in Withernsea and that there are no quick fixes, whilst also giving the community a firm commitment to developing a programme of works to address them.
• It would enable a link to be made between the ongoing economic development focused aspirations of the Council and its partners and the important role that housing has in this process.
• Intervention of this scale and nature would stand a good chance of positively delivering against the aim and objectives of the NRA vision.
• Once completed the improvements would make Withernsea a more attractive place to live and visit.
• It would improve the quality of life for residents in the town.
• The declaration of a Renewal Area would provide the Council with additional powers, providing it with the potential to take further actions in future years and increasing the likelihood of gaining future external funding.

8.15 The disadvantages of this option are:

• This option would require considerably more resource to implement than the first two.
• Much of the resource required has not yet been identified.
• The proposed option may not be sufficiently radical enough to produce a lasting change to the wider perception of the town.
• There is no guarantee that individual home owners/ private sector landlords will engage with the projects.

8.16 The estimated cost of this option is £12.14m. This takes into account the cost of fully insulating private housing where required, face-lifting the homes in most need and making improvements to the public realm. It also includes some money to improve Council housing and a budget for beneficial projects, such as a handy person scheme; as well as recognition that additional officer time will be required to deliver this work.
It should be noted that it is believed that a significant element of this funding can be attained through schemes such as the Government’s Green Deal/ECO and where direct funding is made to private households it is suggested that this be done through the provision of soft loans, not grants. Therefore the true cost of this option to East Riding of Yorkshire Council would be significantly reduced as the loans are repaid.
9. **Option Appraisal**

9.1 To properly consider the three options outlined in section 8 and to decide which one is the most suitable for Withernsea, given the needs of the town and a realistic assessment of the resources that will be available, a set of decision criteria have been developed. These relate to the outputs listed in the introduction to the Strategy and to a number of additional practical delivery factors. The criteria are afforded different ‘weight’ reflecting a judgement on relative importance, for example access to required funding is seen as being very important in terms of delivering a particular option and therefore finance is weighted as 5. The table below lists these criteria and scores the intervention options against them.

![Figure 12: Intervention Options Appraisal](#)

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Weighting of Criteria</th>
<th>Option 1</th>
<th>Option 2</th>
<th>Option 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improving the quality of housing in identified priority areas</td>
<td>5</td>
<td>1 (5)</td>
<td>2 (10)</td>
<td>4 (20)</td>
</tr>
<tr>
<td>Improving the quality of the wider residential environment</td>
<td>5</td>
<td>1 (5)</td>
<td>2 (10)</td>
<td>3 (15)</td>
</tr>
<tr>
<td>Improving the quality of life for local residents</td>
<td>4</td>
<td>1 (4)</td>
<td>2 (8)</td>
<td>3 (12)</td>
</tr>
<tr>
<td>Contributing towards wider renaissance / employment priorities in the town</td>
<td>4</td>
<td>1 (4)</td>
<td>2 (8)</td>
<td>4 (16)</td>
</tr>
<tr>
<td>Ensuring that local people are supported to 'help themselves' to improve their own living conditions and to access housing related support</td>
<td>4</td>
<td>2 (8)</td>
<td>2 (8)</td>
<td>3 (12)</td>
</tr>
<tr>
<td>Can be realistically financed</td>
<td>5</td>
<td>5 (25)</td>
<td>5 (25)</td>
<td>4 (20)</td>
</tr>
<tr>
<td>Technically feasible</td>
<td>4</td>
<td>5 (20)</td>
<td>5 (20)</td>
<td>5 (20)</td>
</tr>
<tr>
<td>Legally compliant</td>
<td>5</td>
<td>5 (25)</td>
<td>5 (25)</td>
<td>5 (25)</td>
</tr>
<tr>
<td>Acceptable to the local community</td>
<td>5</td>
<td>2 (10)</td>
<td>3 (15)</td>
<td>4 (20)</td>
</tr>
<tr>
<td>Represents value for money</td>
<td>4</td>
<td>3 (12)</td>
<td>3 (12)</td>
<td>4 (16)</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>(113)</td>
<td>(141)</td>
<td>(176)</td>
</tr>
</tbody>
</table>

9.2 The table clearly shows that option 3 (Strategic Intervention) would be the most appropriate approach to take for Withernsea.

9.3 Having reflected on all of the evidence available, the needs of the community and the level of resource available, this Strategy has developed an ambitious yet balanced approach with the aim of providing the community with the support needed to make key improvements to their properties and explore all options to facilitate joint actions with key stakeholders. This approach demonstrates the Council’s ambition for Withernsea and its commitment to make changes that will have a real impact.

9.4 Section 10 of this Strategy outlines this approach in greater detail, setting out Strategic Objectives to make this a reality. These Strategic Objectives are considered further in the Action Plan in Annex C.
10. **Vision and Strategic Objectives**

10.1 The Vision and the Strategic Objectives set out in this Strategy have been developed after consideration of the issues discussed in Sections 8 and 9, through discussions with local people and stakeholders. It provides a strategic framework for future actions and investments. This will ensure that resources are targeted effectively and that the key issues are given the highest priority.

10.2 **Vision**

“To ensure that Withernsea offers high quality and sustainable housing options to support its role as an important service centre for South East Holderness, encouraging economic aspirations and improving quality of life for local residents.”

10.3 **Strategic Objectives**

This Strategy has six Strategic Objectives. These are as follows:

7. Work with partners to develop a range of services and financial mechanisms to support property owners to undertake affordable home improvements.

8. Facilitate targeted face-lifting and streetscene improvements focusing on the priority areas.

9. Improve community awareness of housing related services and support organisations.

10. Improve household energy efficiency, with a focus on encouraging the take-up of the Green Deal and the Energy Company Obligation.

11. Support future housing development which meets housing needs and encourages prosperity.

12. Explore all external funding opportunities to bring in additional resources and link to other economic development and regeneration activities.

10.4 Each of these objectives is discussed in more detail below and actions flowing from them are set out in the Action Plan in Annex C.
Strategic Objective 1: Work with partners to develop a range of services and financial mechanisms to support property owners and private sector landlords to undertake affordable home improvements

10.5 The funding previously available to the Council to deliver grants to householders to improve the appearance, quality and energy efficiency of housing is no longer available. The problem of poor quality housing and the related issues outlined in earlier parts of this Strategy however clearly remain. Withernsea provides a focus for this particular problem and the NRA has identified where concentrations of such housing can be found.

10.6 It is important that these problems, such as low energy efficiency and disrepair, are not ignored and the Council is therefore very keen to develop innovative ways of continuing to improve the quality of housing and in particular encouraging householders in such areas to access affordable loans to undertake such work. There are clearly some considerable challenges in progressing this proposal, partly as a result of the success of the previous grant funded programmes, i.e. why settle for a loan when a grant has previously been available, but also given the current very difficult economic conditions and an anticipated reluctance to take on additional debt. These are challenges that the Council and other partners will need to face.

10.7 From January 2013, the only remaining grant funding will be for energy efficiency measures through the Energy Company Obligation, outlined in section 7. For the foreseeable future there is no likelihood of further grant aided support for other housing improvements. The best way that the Council can therefore seek to address such issues is through the provision of good quality and affordable loans products.

10.8 The Council has already identified £1m of funding to progress this matter. This will be used to provide finance to residents living in the identified priority areas to enable them to fund the up-front cost of improvements, helping them to address the issues that make their home ‘non-decent’ or to complement energy efficiency measures delivered through Green Deal/ECO. It is intended to be used as a recyclable fund which means that the money can continue to be used to improve more houses in the future.

10.9 The Hull and East Yorkshire Credit Union (HEYCU) is a ‘not for profit’ financial services business which offers both saving and loan services to its members. In September 2012 there were 44 active members of HEYCU living in Withernsea, however many of these are likely to have joined prior to moving to the town. HEYCU would like to increase the number of members in the town as well as open a part-time branch.

10.10 The Council and the HEYCU will work together to provide home improvement loans to both private sector residents and landlords in Withernsea, helping them to make the necessary improvements to their properties. The loans will be structured to ensure that repayments are affordable. The Council’s Housing Assistance Policy will be revised to reflect these new provisions.

10.11 A Small Improvements Loan (SIL) will be developed for owner occupying residents in the town. This loan will be used to finance small scale home improvements.
Once developed, the HEYCU will also manage a Landlord Home Improvement Loan (LHIL). This loan will help private sector landlords with properties in Withernsea gain access to affordable credit, allowing them to make any necessary improvements to their properties.

In addition to the loans provided by the HEYCU, the Council will develop two other loan products, a Larger Improvement Loan (LIL) and the Empty Property Loan (EPL). LIL will be designed to support owner occupying residents that have had their properties assessed as needing more funding than they will be eligible to under the SIL. Through LIL funding will be provided by placing a charge on the property, recoverable on sale or death.

EPL will be offered to any private resident or landlord to make improvements to a property is empty, with a view of bringing it back into use. Like the LIL a charge will be placed on the property to be repaid later on sale or death.

Improvements that could be funded through these loan schemes include:

- replacement windows and doors;
- gutters, fascias and soffits;
- re-landscaping of front gardens, such as the installation of paths or paving;
- replacement or repair of external decorative features, such as door heads;
- replacement or repair of publicly boundary fencing and gates, which are visible from the street;
- treatment of damp;
- resurfacing of flat roofs or repairs to front dormers; and
- energy efficiency measures not covered by Green Deal or ECO funding support.

The Council is also keen to explore opportunities to set up a 'handy person' service which could potentially be managed and funded by a local community group. This service could potentially have an important role to play in supporting less able residents to maintain and improve their property. This process will require input from stakeholders such as Age UK.

Recognising the important role trusted voices can play, the Council and its partners through the Holderness Community Partnership to develop a network of community champions to help engage with harder to reach residents and voice any local concerns.

The Council will also look to work with private sector landlords, recognising that, like the Council, they will find it increasingly difficult to access funding to make improvements to their properties. As the NRA showed, there are twice as many private rented properties proportionally in Withernsea when compared with the East Riding average. Many of these properties are in the identified priority areas recognising the important role landlords play in the delivery of housing to low income households in the town and the importance of supporting them to make improvements. The Council will continue to work constructively with private landlords, encouraging them to improve the quality of housing required
**Priority Actions to Meet Objective 1:**

- Develop and launch loans to support owner occupying residents to make home improvements.
- Develop and launch a loan to support private sector landlords to make home improvements.
- Encourage responsible financial management by supporting the establishment of the Hull and East Yorkshire Credit Union in Withernsea.
- Develop 'handy person' service.
- Explore all opportunities to work closely with local community groups.
- Identify key private sector landlords in Withernsea and identify ways of supporting them to improve their properties.
Strategic Objective 2: Facilitate targeted face-lifting and streetscene improvements focusing on the priority areas

10.19 The NRA highlighted five distinct housing areas in Withernsea, as outlined in section 4, which are a priority to improve. In their current condition they do not provide quality neighbourhoods for local people, impacting on residents’ quality of life. In addition they have a negative impact on the town’s appearance, making it a less attractive destination for tourists and visitors.

10.20 The Council will focus resources on these streets through an area based approach, using all opportunities to deliver improvements that achieve a street-wide impact. Some of this work will include the promotion of financial products developed as a result of Strategic Objective 1 and the promotion of the Green Deal and ECO outlined in Strategic Objective 4, encouraging individual residents and private sector landlords to access support and improve their properties to complement the wider street improvements.

10.21 The Council is also keen to replicate and build on the element of the Advance Goole project where different Council departments co-ordinated action to maximise impact. In addition to providing a focus on the area's housing, this will also look at other environmental street-level issues, such as problems with parking, street lighting or areas which are particularly affected by dog fouling. This Strategy is supportive of the Queen Street highway, footpath and public realm scheme and work with partners to encourage similar improvements in the town.

10.22 It is hoped to encourage residents, as a result of the perceptible improvements to other properties in their neighbourhood, to consider which improvements they are able to make to their own homes and explore the potential ways of funding them.

Priority Actions to Meet Objective 2:

- Explore solutions to localised issues identified by the NRA, such as car parking and dog fouling.
- Provide support to residents interested in adding value to Green Deal/ECO through supporting supplementary improvements.
- Support the area based approach through the co-ordination of internal Council works.
**Strategic Objective 3: Improve community awareness of housing related services and support organisations**

10.23 In Withernsea there is already a network of publicly funded and community organisations that provide help and support to residents. Many of the services that these organisations deliver have housing related benefits, e.g. the Shores Centre provides support to older residents enabling them to live independently in their own home. The Council will continue to work alongside these organisations to help co-ordinate work and raise the profile of these services within the community.

10.24 The Council will also use existing networks and community media to circulate messages and information. For example the local Disability Action Group produces a Newsletter which would enable the Council to target support to those in the most need.

10.25 Through the staging of a community event the Council will bring together all interested stakeholders to discuss the Strategic Objectives of this Strategy and look at ways in which they can play a part in its delivery, improving housing across Withernsea.

10.26 Findings from the NRA, such as 27% of residents surveyed requesting a benefit check, show that residents are interested in accessing support where possible and this was also demonstrated by approximately 200 residents who attended the Community Advice Event in October 2011. The Council's role will be to consider what services it is able to provide and how effectively they are currently being delivered. This will also involve looking at what services are currently being provided by other statutory bodies and community partners and identify opportunities to work more collaboratively.

**Priority Actions to Meet Objective 3:**

- Hold a community event in the town to bring together stakeholder organisations and community groups to agree ways of joint working.
- Review existing housing related services available to residents in Withernsea and explore ways of making them more effective.
Strategic Objective 4: Improve household energy efficiency, with a focus on encouraging the take-up of the Green Deal and the Energy Company Obligation

10.27 The NRA highlighted that the majority of the properties considered in the study are not well insulated. In particular, the streets of Victorian terraced houses contain properties that do not have cavity walls and therefore are 'hard to treat'. Households that live in homes that are not energy efficient are at risk of either being unable to heat their home or afford the energy bills as a result of doing so. Fuel poverty is recognised as a particular issue in the town.

10.28 By supporting residents to make their properties more energy efficient the Council will reduce fuel poverty and decrease the negative impact that this can have on public health and wellbeing. Until they are removed completely in early 2013, the Council will continue to promote loft and cavity wall insulation schemes in the town, helping eligible residents and landlords to take advantage of the last of the Carbon Emissions Reduction Target (CERT) and Warmfront.

10.29 It will also be important to maximise the potential benefit that the Government's new energy efficiency programmes may offer to Withernsea. In particular, the Council will work in partnership with an energy provider and other stakeholders to develop a range of different schemes for Withernsea which maximises the numbers of households able to access the Green Deal and apply for ECO support.

10.30 As discussed in Section 7, in partnership with Hull City Council and DECC, the Council has delivered a Green Deal Pilot and Project in Withernsea. The aim of this work was to gain a comprehensive understanding of the energy efficiency needs of the town's housing. The Council intend to extend this project into a delivery scheme for Withernsea, utilising the Carbon Saving Communities (CSC) element of ECO, a funding stream provided to increase energy efficiency in low income areas.

10.31 The Council will continue to review its role in the delivery of Green Deal and intend to use an area based approach to ensure that Withernsea residents, especially those living in the priority areas gain access to this funding and have all the information needed to make a decision on whether to undertake Green Deal improvements or not. The Council are currently developing a Home Energy Policy which will provide a more detailed explanation of it's initial approach to Green Deal and ECO.

10.32 The success of any Green Deal scheme will rely on a willingness of residents to accept a charge on their electricity bill to fund energy efficiency improvements. This is a new concept to many residents and it is likely that some will be reticent to sign up for what they see as a long term complex scheme. The Council will have an important role to guide and 'hand hold' residents through the details of the scheme, providing them with clear information that allows them to make an informed decision.

10.33 Where properties are eligible for support through the ECO 'Affordable Warmth' element of the scheme, the Council has an important role to play to ensure that these residents are identified and with their permission referred through to a suitable scheme.
If a single property or row of terraced homes is having extensive works undertaken on them, such as external wall insulation funded through the Green Deal, it is the ideal time for the householders to consider other improvement works, such as boundary wall replacement or new guttering. The Council is keen to work with householders and private landlords to promote complementary works where Green Deal / ECO improvements are proposed.

**Priority Actions to Meet Objective 4:**

- Deliver an area focused scheme to maximise CSC ECO funding
- Provide information to residents on the Green Deal and ECO.
- Identify all properties eligible to receive support through any form of ECO.
Strategic Objective 5: Support future housing development which meets housing needs and encourages prosperity

10.35 The emerging East Riding Local Plan recognises the important role that Withernsea’s existing residential offer plays, not only in supporting the housing needs of the town’s residents but also in maintaining its role as a local service centre for the wider South East Holderness area.

10.36 Figure 13 shows a number of sites in Withernsea which already have planning permission for housing (shown as ‘Existing Commitments’). It also shows sites that have been submitted to the Council for possible inclusion as housing allocations in the Local Plan (shown as ‘Potential Sites’). The Local Plan will promote further sites to help meet local needs over the period to 2029. Consultation on such sites will take place later this year with a view to identifying them as preferred locations for developments. The draft Local Plan proposes that around 510 new homes will be built in Withernsea over the plan period (that is, 30 per annum). This is a relatively low figure compared with other similar sized settlements in East Riding, reflecting the relatively weak housing market in the town and low levels of completions in the past years - an average of 14 new homes per annum over the last 10 years.

10.37 It is, however, important that new housing is provided which adds to the range of existing housing in the town, making it a more attractive place for people to move to and offering further options for those already living in Withernsea.
In promoting such development, the Council will be keen to work with developers to deliver the right type of housing in terms of size, tenure and design, to meet needs and to ensure that an appropriate level of affordable housing is provided.

The 2011 East Riding Housing Needs Survey considered the need for affordable housing across the authority. It found that the Holderness Housing Market Area (of which Withernsea is part) has a greater need proportionally compared with the rest of East Riding. In Withernsea there is an identified need for a total of 34 additional affordable homes per annum, identified through the completion of a Strategic Housing Market Assessment across East Riding. The breakdown of this figure is:

**Figure 14: Breakdown of affordable housing need in Withernsea**

<table>
<thead>
<tr>
<th>Age of residents/Property Size</th>
<th>Number of new Affordable Properties Required</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 65/Smaller (1 and 2 bed)</td>
<td>26</td>
</tr>
<tr>
<td>Under 65/Larger (Over 2 bed)</td>
<td>5</td>
</tr>
<tr>
<td>Over 65/1bed</td>
<td>0</td>
</tr>
<tr>
<td>Over 65/2+ bed</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>34</strong></td>
</tr>
</tbody>
</table>

The fact this identified need for affordable housing exceeds the annual requirement for housing identified in the Local Plan demonstrates how important the issue of affordable housing is. Figures in the table above suggest that the greatest affordable housing need in the future is for smaller properties, mirroring the situation across East Riding where there is a recognised shortage of two bedroom homes.

New housing and indeed other forms of development can contribute directly to the area in terms of employment and training opportunities. It can also have a very positive impact on not only the overall appearance and reputation of the area but also on local confidence. This creates the conditions where local people may be more inclined to invest in their own properties and where local businesses may choose to adopt more ambitious investment plans.

**Priority Actions to Meet Objective 5:**

- Seek to ensure proposed housing developments are influenced by housing needs information.
- Provide updates to stakeholders, such as the Withernsea and South East Holderness Regeneration Partnership, on what developments are being proposed and what impact they are likely to have on services.
Objective 6: Explore all external funding opportunities to bring in additional resources and link to other economic development and regeneration activities

10.42 In delivering the various housing based investment priorities listed above, the Council will endeavour to align with other ongoing and planned regeneration and renaissance activity in the town. This will be achieved by establishing a core group of relevant officers and ensuring that future service delivery and investment proposals are progressed in a co-ordinated way to maximise the impact on the town - with a view to contributing positively not only to the priorities set out in this Strategy but also in other relevant strategies and plans. In particular it will be important to maintain a strong and mutually supportive working relationship with the Withernsea and South East Holderness Regeneration Partnership. Such linkages, with clearly defined outcomes, will provide a far stronger case for accessing external funding.

Priority Actions to Meet Objective 6:
- Develop a Core Group with the remit of co-ordinating works in the town.
- Make further links between housing and economic regeneration and explore potential of including housing in any future bids or schemes.
- Utilise new and existing relationships with the big energy companies to access further finance for the town
11. Delivery, Monitoring and Review of the Strategy

11.1 A co-ordinated strategic approach is needed if this Strategy’s Vision and Strategic Objectives are to be delivered. Whilst new schemes such as the Green Deal and ECO provide a number of opportunities, they will also bring new challenges. Not least there will be a need for a significant culture shift in the community, as residents will be required to accept that if they want access to finance to fund improvements a charge on their property or a loan will be the norm.

11.2 A number of references are made throughout the Strategy to the potential role of Green Deal and ECO and to the benefits that this could bring to the identified priority areas and for householders and private landlords living in these areas. It remains to be seen however what the Government’s final product will be and the appetite of local people in terms of taking advantage of such a deal. Although the Council is keen to use Green Deal/ECO to the full advantage of people in this area, precise details on the level and nature of support likely to be available are not currently available.

11.3 The Strategy will be delivered through an Action Plan, which is attached at Annex C. Actions are specifically designed to help delivery of at least one of the six Strategic Objectives. Each action outlined provides information on how it will be measured and what the resource implications will be over the three years.

11.4 The Action Plan has been designed to be a living document, meaning that it will be reviewed and amended on a regular basis, with new actions added where and when necessary.

11.5 A cross-directorate officer Core Group will be established to monitor delivery, review actions and co-ordinate resources. The group will meet on a quarterly basis to explore opportunities to target existing services to provide a greater impact and a better outcome for Withernsea. Performance against agreed budgets will continue to be monitored on a monthly basis through the Council’s Housing General Fund Working Group.

11.6 It is proposed that an annual report will be taken to the Council’s Environment and Regeneration Overview and Scrutiny Sub-Committee, outlining progress and updating Members on any significant developments. A six monthly update will also be provided to Withernsea Town Council and the Withernsea and South East Holderness Regeneration Partnership.
Annex A: Link to Strategies and Policies

Community Plan

- Local Plan
- Plan for Reducing Crime and Disorder
- Third Local Transport Plan
- LUAH Housing, & Asset Strategy Plan
- Economic Development Strategy
- Housing Strategy
- Other People’s Strategy
- Children and Young People’s Strategy and Plan
- Health & Wellbeing Strategy
- Service for Adult Joint Commissioning Strategy
- Burn Strategy

Housing Strategy

- Housing Strategy for Vulnerable People
- Area Based Improvement and Renewal Strategies
- Home Energy Policy
- Affordable Homes Strategy

Tenancy Strategy

- Tenancy Policy
- Affordable Rent Policy
- Allocations Policy

Mimeme Plan for People with Learning Disabilities

- Older People’s Housing Strategy
- Affordable Waste Management Strategy
- Homelessness Strategy
- PHA Business Plan
- Private Rented Housing Strategy
- Empty Homes Strategy
<table>
<thead>
<tr>
<th>Objective</th>
<th>Ref</th>
<th>Priority</th>
<th>How Measured</th>
<th>In Year Targets</th>
<th>Resources (£000s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Objective One</td>
<td>1.1</td>
<td>Develop and launch loans to support owner occupying residents to make home improvements. (small improvement and larger improvement loan)</td>
<td>Products are available</td>
<td>Develop a range of products</td>
<td>Launch loans</td>
</tr>
<tr>
<td>Objective One</td>
<td>1.2</td>
<td>Develop and launch a loan to support private sector landlords to make home improvements (landlord home improvement loan)</td>
<td>Products are available</td>
<td>Develop loan</td>
<td>Launch loan</td>
</tr>
<tr>
<td>Objective One</td>
<td>1.3</td>
<td>Develop a loan scheme to encourage the bringing back into use of empty homes (empty property loan)</td>
<td>Products are available</td>
<td>Develop loan</td>
<td>Launch loan</td>
</tr>
<tr>
<td>Objective One</td>
<td>1.4</td>
<td>Encourage responsible financial management by supporting the establishment of the Hull and East Yorkshire Credit Union in Withernsea</td>
<td>Increases in the number of Withernsea members</td>
<td>44</td>
<td>60</td>
</tr>
<tr>
<td>Objective One</td>
<td>1.5</td>
<td>Development of 'handy person' service</td>
<td>Service is in place</td>
<td>-</td>
<td>Develop Service</td>
</tr>
<tr>
<td>Objective One</td>
<td>1.6</td>
<td>Explore all opportunities to work closely with local community groups</td>
<td>Progress outlined in annual report to Env &amp; Regen Overview and Scrutiny Sub Committee</td>
<td>Produce Report</td>
<td>Produce Report</td>
</tr>
<tr>
<td>Objective One</td>
<td>1.7</td>
<td>Identify key private sector landlords in Withernsea and identify ways of supporting them to improve their properties (in addition to the loan)</td>
<td>Progress outlined in annual report to Env &amp; Regen Overview and Scrutiny Sub Committee</td>
<td>-</td>
<td>Produce Report</td>
</tr>
<tr>
<td>Objective Two</td>
<td>2.1</td>
<td>Explore solutions to localised issues identified in the NRA such as car parking and dog fouling</td>
<td>Progress outlined in annual report to Env &amp; Regen Overview and Scrutiny Sub Committee</td>
<td>Produce Report</td>
<td>Produce Report</td>
</tr>
<tr>
<td>Objective Two</td>
<td>2.2</td>
<td>Provide advice for residents interested in adding value to Green Deal or ECO through supporting supplementary improvements</td>
<td>Information is available and provided to residents</td>
<td>-</td>
<td>Information made available to residents</td>
</tr>
<tr>
<td>Objective Two</td>
<td>2.2</td>
<td>Support the area based approach through the co-ordination of internal Council works</td>
<td>Progress outlined in annual report to Env &amp; Regen Overview and Scrutiny Sub Committee</td>
<td>-</td>
<td>Produce Report</td>
</tr>
<tr>
<td>Objective</td>
<td>Ref</td>
<td>Priority</td>
<td>How Measured</td>
<td>In Year Targets</td>
<td>Resources (£000s)</td>
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<tr>
<td>Objective Three</td>
<td>3.1</td>
<td>Hold a community event in the town to bring together stakeholder organisations and community groups to agree ways of joint working</td>
<td>Summit event</td>
<td>Attend the SHORES community event</td>
<td>Hold an event</td>
</tr>
<tr>
<td>3.2</td>
<td>Review existing housing related services available to residents in Withernsea and explore ways of making them more effective</td>
<td>Review undertaken and a report is produced, auditing recommendations of how services could be improved</td>
<td>-</td>
<td>Report Produced</td>
<td>Review service provision</td>
</tr>
<tr>
<td>Objective Four</td>
<td>4.1</td>
<td>Deliver an area focused scheme to maximise CSC ECO funding</td>
<td>Progress outlined in annual report to Env &amp; Regen Overview and Scrutiny Sub-Committee</td>
<td>Develop scheme</td>
<td>Start to deliver scheme</td>
</tr>
<tr>
<td>4.2</td>
<td>Provide information to residents on the Green Deal and ECO</td>
<td>Progress outlined in annual report to Env &amp; Regen Overview and Scrutiny Sub-Committee</td>
<td>Information produced</td>
<td>Information reviewed</td>
<td>Information reviewed</td>
</tr>
<tr>
<td>4.3</td>
<td>Identify all properties eligible to receive support through ECO</td>
<td>A list of properties is produced to target support</td>
<td>Develop list</td>
<td>Review progress</td>
<td>Review progress</td>
</tr>
<tr>
<td>Objective</td>
<td>Ref</td>
<td>Priority</td>
<td>How Measured</td>
<td>In Year Targets</td>
<td>Resources (£000s)</td>
</tr>
<tr>
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<tr>
<td>Objective Five</td>
<td></td>
<td></td>
<td></td>
<td>Produce Report</td>
<td>Produce Report</td>
</tr>
<tr>
<td>5.1</td>
<td></td>
<td></td>
<td>Seek to ensure proposed housing developments are influenced by housing needs information.</td>
<td>Progress outlined in annual report to Env &amp; Regen Overview and Scrutiny Sub Committee</td>
<td>-</td>
</tr>
<tr>
<td>5.2</td>
<td></td>
<td></td>
<td>Provide updates to the stakeholders, such as the Wilderness and South East Holderness Regeneration Partnership on what developments are being proposed and what impact they are likely to have on services</td>
<td>Officer attendance at W&amp;SEHRP meetings</td>
<td>Progress provided at the group</td>
</tr>
<tr>
<td>Objective Six</td>
<td></td>
<td></td>
<td></td>
<td>Group in place</td>
<td>Group meets on a quarterly basis</td>
</tr>
<tr>
<td>6.1</td>
<td></td>
<td></td>
<td>Development of a Core Group with the remit of co-ordinating works in the town for maximum benefit</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>6.2</td>
<td></td>
<td></td>
<td>Make further links between housing and economic regeneration and explore potential of including housing in any future bids or schemes.</td>
<td>Officer attendance at W&amp;SEHRP meetings</td>
<td>-</td>
</tr>
<tr>
<td>6.3</td>
<td></td>
<td></td>
<td>Utilise new and existing relationships with the big energy companies to access further finance for the town</td>
<td>Progress outlined in annual report to Env &amp; Regen Overview and Scrutiny Sub Committee</td>
<td>-</td>
</tr>
</tbody>
</table>

Notes:
The Council will take the lead role in ensuring delivery of the Action Plan. As discussed in the main body of the Strategy, successful delivery will require the input and commitment from a range of other stakeholders.
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