

Spirit uarters

Coventry's new place of pride

Midlands Estate Regeneration Workshop 31st August 2016



BACKGROUND

–AREA CHARACTERISTICS (2000)

- 4 estates in North East Coventry – Wood End, Henley Green, Deedmore and Manor Farm
- 3,000 homes – 86% social housing tenants / 14% owner occupation
- Population - 7,000, 50% under the age of 25
- Nearly 20% are lone parent households
- Poor housing stock and physical environment and high void levels (10%)
- High levels of crime and anti-social behaviour
- Unemployment is twice the city average
- 38% of residents do not have any qualifications
- Life expectancy is 8 years less than the city average
- Transient population
- Poor Reputation

BACKGROUND – NEW DEAL FOR COMMUNITIES

VISION: TO BE A NORMAL COMMUNITY WHERE
PEOPLE CHOSE TO LIVE

<u>Theme</u>	<u>Spend</u>
Employment	£6m
Education	£8m
Crime	£3.3m
Quality of Life	£4.2m
Community Development	£6m
Housing, Environment & Transport	£20m
Policy	£5.7m

Headline Achievements

- **Delivery of a £9.5m Neighbourhood and Leisure Centre**
- **Anti-Social Behaviour has fallen by 65% and domestic burglaries by 45%**
- **Students leaving school with no qualification has reduced from 20% to 8%**
- **c600 residents supported into employment**

BACKGROUND

– HOUSING REDEVELOPMENT

















- Master-plan developed in 2005
- Consortium of 3 Developers appointed in 2006
- Master Development Agreement and Stakeholders Agreement signed in 2007
- No reliance on public subsidy funding
- Project Objectives identified
- **Vision:**
‘Create a sustainable, successful and mixed income community’

BASICS OF THE DEAL












- Whitefriars Housing and Coventry City Council land goes in at nil value
- Whitefriars Housing receive replacement homes, to maintain its business plan, from the profit generated from sale of open market homes
- Developers maintain agreed profit level



Application Proposals

-  WEHM project boundary
-  Development parcels with indicative layout
-  Landscaped urban square
-  Proposed entrance design feature
-  Landmark buildings
-  Mixed use development opportunity
-  Natural play areas
-  Public open space
-  Main access roads
-  Main streets
-  Streets
-  Indicative points of access
-  Main tree lined avenues
-  Greenway (swale)
-  Attenuation basin (shape will be subject to change at detailed design)
-  Proposed main footpath/cycle routes

Existing land uses

-  Parish Church of St. Chad and Community Centre to be retained
-  Caradoc Hall (Tower) to be retained
-  Existing shops retained
-  NDC Leisure and Neighbourhood Centre with all weather pitches (due completion late 2008/early 2009)
-  Play area within the NDC Leisure and Neighbourhood Centre
-  Proposed grass amphitheatre / informal play feature / existing football pitch
-  Listed building
-  Flood risk areas (1 in 1000yr plus 20% climate change)
-  Proposed Broad Spectrum School
-  Village Green
-  Riley Square centre

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HOUSING REGENERATION OUTPUTS

Output	Original (2007)	Revised (2013)
Demolition of existing homes	1967	688
Number of new build homes	3328	1382
Existing Whitefriars homes improved	353	1384
Retail provision	New retail in Wood End	New retail in Wood End
Tenure mix change to homeownership	14% to 64%	14% to 41%
New play provision	8 new play areas	5 new play areas
Employment & Training	5% of the workforce being trainees	5% of the workforce being trainees

ACHIEVEMENTS TO DATE



Homes Demolished:

471 homes have been demolished

ACHIEVEMENTS TO DATE



New Homes:

Phase 1 – 154
Homes completed
2012

Phase 2 – 230
Homes completed
2015

Phase 3 – 232
Homes due for
completion 2017

ACHIEVEMENTS TO DATE



New Homes:

Supported over 300 residents to move into their new home

ACHIEVEMENTS TO DATE



Whitefriars Homes Improved:

Over 1000 homes have benefitted from External Wall Insulation, double glazing, new doors, rainwater goods and roofs where required

ACHIEVEMENTS TO DATE

23
Apprenticeship
/ trainee
placements



Support and
sponsor a
range of
Community
Events and
Activities



New Play
Areas



INVESTMENT TO DATE

- **£3m NDC master-planning funding**
- **£1.7m CCC growth funding**
- **£2.2m Developer funding for outline planning fees**
- **£16.4m HCA funding**
- **£2.4m WF funding (Guaranteed Purchase Scheme and Shared Ownership)**
- **£7m WF funding to improve existing homes (above decent homes works)**
- **£3.3m Project Management costs (Coventry partners)**

TOTAL £36m

WHAT HAS WORKED WELL

- Community Leadership / Ownership / Engagement
- Partnership Working / Solutions
- PR & Communications strategy
- Land Assembly strategy
- Keepmoats top selling site in the region

WHAT HASN'T WORKED SO WELL

- Managing community expectations – achieving the right balance
- Social & economic investment – building on previous successes

NEXT STEPS & CHALLENGES

- Achieve financial viability on Phase 4 - 370 homes
- Deliver £10m improvement programme in Manor Farm
- Assess the impact of reduced public sector funding and government policy changes on the Community and Project delivery



Moat House
Community Trust



Homes &
Communities
Agency

