

CABINET MEETING

DATE	13 th March 2024
REPORT OF	Councillor Philip Jackson Leader and Portfolio Holder for Economy, Net Zero, Skills and Housing
RESPONSIBLE OFFICER	Carolina Borgstrom Director for Economy, Environment and Infrastructure
SUBJECT	Approval of the Housing Strategy 2023-2028
STATUS	Open
FORWARD PLAN REF NO.	CB 01/24/02

CONTRIBUTION TO OUR AIMS

This report presents the new Housing Strategy for 2023-28. The Strategy has been developed with officers and key stakeholders. Its purpose is to set out the Council's strategic priorities for housing over the next five years. The Strategy recognises the key issues affecting housing in North East Lincolnshire and the impact these have on local residents. The plan sets out how the Council will work in partnership with key stakeholders to address the issues identified and demonstrates alignment with other key strategies and plans. The Housing Strategy does not cover the number of new homes required and will not influence where these are located as this is the role of the Local Plan.

EXECUTIVE SUMMARY

The Housing Strategy sets out the Council's ambitions to improve both access to suitable, affordable, quality housing in the borough. In addition, the strategy includes several key areas including, providing housing pathways to meet need for both care leavers and older people.

RECOMMENDATIONS

It is recommended that Cabinet:

1. Approves the adoption of the Housing Strategy for 2023-28 as set out in Appendix A to this report.
2. Delegates authority to the Director for Economy, Environment, and Infrastructure, in consultation with the Leader of the Council, to take all actions reasonably necessary to implement, administer and ensure enforcement of this policy, where necessary.

REASONS FOR DECISION

Making the above decision will enable the Council to put in place plans, to support residents to live in a suitable home, which is safe and affordable.

1. BACKGROUND AND ISSUES

- 1.1 North East Lincolnshire's previous Housing Strategy was published in January 2019. Since then, we have seen many changes for example; Brexit, Covid-19, the cost of living crisis and several mortgage interest rate rises. We are moving into a new housing crisis, where there are unprecedented demands on the homelessness service, including a shortage of the right type of home, and the cost-of-living crisis is impacting on working households.
- 1.2 This is a data driven strategy, setting out five key themes, based on research taken from the Census data 2021, the Indices of Deprivation and other national data available at the time of writing the strategy. This Strategy will act as an overarching document which other housing policies and strategies will be developed from to put in place action plans. The success of the Strategy will be measured in outcomes.
- 1.3 Consultation on the Strategy was opened on the 27 September 2023 and closed on the 8 November 2023. In addition to publishing the consultation, emails were sent to key stakeholders, elected members, and presentations held in several housing related forums.
- 1.4 There were 176 responses to the consultation. Most respondents agreed with the key themes identified within the strategy. There were some points raised which we have responded to separately in the attached Appendix B – Housing Strategy Survey
- 1.5 The five main key themes are.

Themes	
1.	Delivery of New and Affordable Homes and Support Regeneration within our Town Centres
2.	Prevent Homelessness and Rough Sleeping
3.	Improve homes within the Private Rented Sector and reduce the number of empty homes.
4.	Improve accessibility to appropriate housing for all residents including those aged 16-25 years.
5.	Zero Carbon – support creating greener homes through retrofit and new build.

1.6 Delivery of New and Affordable and Support Regeneration within our Town Centres

As our current age profile continues to get older, we need to encourage younger/working age people to stay and to come and live in the area. North East Lincolnshire has the opportunity to grow with new jobs coming into the area through the renewable energy sector and Humber Freeport. Therefore we need to offer the right sort of housing offer to encourage those working here, to live here.

Whilst the overall population has remained largely the same, the number of households has increased, this means that we have smaller households. There is therefore a need for new homes to meet this need so the area can be

sustainable.

Availability of land remains a challenge for the area, and brownfield sites are often unviable. We will work with our partners including Homes England, to develop brownfield sites and create an attractive housing market within our town centres.

The borough has lost around 900 affordable homes through demolition or disposal programmes. Working in partnership with our registered providers, we will increase the number of affordable homes, providing both low-cost home ownership and general needs housing.

Working in partnership with the Government, our town centres in Grimsby and Cleethorpes are benefiting from much needed investment. In Grimsby this has included Homes England finance to support brownfield development in Garth Lane. The Council will continue working with Homes England to develop these and other town centre sites improving our town centre housing offer. In addition, the Council will work with partners to encourage development in Immingham Town Centre.

1.7 Prevent Homelessness and Rough Sleeping

There are many reasons why a household becomes homeless, including leaving prison, care or escaping violent or abusive relationships. For many, life events can cause homelessness, for example losing a job, physical or mental health problems. Substance misuse or alcohol addiction can also cause considerable strain on a household. We need to provide the right support, at the right time to help households maintain a home and stop the cycle of homelessness. As the cost-of-living crisis continues with energy costs and higher interest rates, there is an expectation that the number of households requiring support will increase.

As an authority, we have a statutory duty to deal with these cases and find a home. This is becoming more and more difficult, as people's challenges become more complex, and availability of suitable property becomes more challenging. We need to have a number of solutions available to meet individual needs. This includes the need to reduce the number of households placed temporarily in bed and breakfast facilities.

1.8 Improve homes within the Private Rented Sector and reduce the number of empty homes.

The borough has a high level of poor-quality homes within the private sector, predominantly in the East and West Marsh areas. Poor quality housing impacts on the health of the occupants and can lead to lower life expectancy (12 years lower in the East Marsh Ward). We aim to improve landlord relationships and explore new schemes to drive up standards within the private rented sector.

Areas suffering from market failure and low demand have higher levels of empty homes. There are many reasons why a home can be left empty, this can include, an absentee landlord, landlord unable to finance repairs, disputed probate and occupant living in residential care. Linking empty homes with

unmet need for suitable homelessness accommodation can support providing longer term sustainable homes.

1.9 Improve accessibility to appropriate housing for all residents including those aged 16-25 years.

Many residents are unable to access appropriate housing. We will deliver a Housing and Care Strategy, incorporating both Adult and Younger Person’s needs. This is a new approach for the authority which will reduce silo working. Improving care leaver pathways will help them maintain a home and tenancy giving them a better start.

Like many areas, we have an increasing ageing population. We need to deliver flexible housing options for people with care needs, whether that includes adapting their existing home, or providing extra care/sheltered accommodation.

1.10 Zero Carbon – Support creating greener homes through retrofit and new build.

Housing can play a major role in reducing carbon emissions. Delivery of new homes dropped significantly in the 1980s and continued to drop through subsequent years. This means that many of our existing homes have poor thermal efficiency as they were built in days where energy was cheap, so providing a warmer home wasn’t considered important. With increasing energy costs and climate change, it is now a priority to improve our housing stocks thermal efficiency, in doing so we will reduce carbon emissions and fuel poverty.

2. RISKS AND OPPORTUNITIES

2.1 The following risks are recognised and form part of the identified control measures to reduce these risks:

Risks	Mitigation
Failure to meet our statutory duty to meet our statutory duty to homeless households, within budget	The Homelessness and Rough Sleeper Strategy will prioritise preventing and addressing homelessness, and how we can reduce repeat homelessness. It will set out our approach to procuring and allocating homelessness accommodation and how we will support them.
Failure to increase the number of affordable homes	The Housing Strategy prioritises increasing the supply of affordable housing. The emerging Affordable Housing Policy will set out how we aim to achieve this.
Failure to improve standards in the	The Housing Strategy prioritises

Private Rented Sector	improving standards in the Private Rented Sector and supporting our residents to live in safe warm and secure housing.
Failure to provide a range of housing support and care options to meet the needs of vulnerable people	The Housing Strategy sets out its aims to refresh the Homelessness and Rough Sleeper Strategy, develop a Housing Accommodation Strategy for residents in the borough, which will support the needs of vulnerable people.
Empty Property	The Housing Strategy prioritises bringing empty property back into use by refreshing the Empty Property Policy.
Fuel Poverty	The Housing Strategy priorities contributing towards households coming out of fuel poverty and will develop an Affordable Warmth Policy.

3. OTHER OPTIONS CONSIDERED

The Strategy is an overview setting out the priorities based on evidence from the Strategic Housing Market Needs Assessment. Other options considered included.

Option One – Do nothing.

To do nothing would mean the Council will not address current gaps in housing provision, which could impact on budgets a few years in the future. It could also leave the Council open to not meeting its statutory duty. A strategy is required to support our current Local Plan review process.

Option Two – Extend the Current Housing Strategy

The housing market has changed significantly since 2020, when the previous strategy was approved by Cabinet. Since then we have seen COVID19, Brexit and increases in interest rates which have impacted directly on the housing market.

4. REPUTATION AND COMMUNICATIONS CONSIDERATIONS

Responses received were largely supportive of the key themes identified in the strategy. The action plan will be brought to Scrutiny annually, to provide an update on the various workstreams. The action plan provides Specific Measurable Achievable, Relevant and Time-Bound actions.

5. FINANCIAL CONSIDERATIONS

The strategy sets out the ambition for North East Lincolnshire to improve housing conditions in the borough. The strategy will be funded primarily through existing resources, therefore there are no immediate requirements for additional revenue funding. Future capital funding will be raised through various funding streams, primarily central government, with some funding required from council capital.

6. CHILDREN AND YOUNG PEOPLE IMPLICATIONS

The strategy will contribute towards improving outcomes for care leavers and providing healthier homes for young people.

7. CLIMATE CHANGE AND ENVIRONMENTAL IMPLICATIONS

The strategy contributes to Climate change by reducing carbon emissions in homes.

8. CONSULTATION WITH SCRUTINY

Economy Scrutiny were consulted on the 7 November 2023.

9. FINANCIAL IMPLICATIONS

- 9.1. Whilst there are no direct financial implication arising from the recommendation to adopt the Housing Strategy, the document is consistent with the Council's Financial Strategy and will help to support the growth of the local tax base.
- 9.2. Any external borrowing requests arising from the implementation of the strategy will be subject to business case with financial implications built into future capital investment programme.

10. LEGAL IMPLICATIONS

- 10.1. Adoption of the above strategy will position the Council to better enable it to meet its obligations.
- 10.2 The delegations sought are appropriate. Ultimately the Leader as Portfolio Holder has constitutional authority to approve any future modifications to a policy touching upon the services within the Portfolio Holder's defined remit, even those having a borough wide application.

11. HUMAN RESOURCES IMPLICATIONS

There are no direct HR implications.

12. WARD IMPLICATIONS

This policy covers all wards within North East Lincolnshire.

13. BACKGROUND PAPERS

- 13.1. Appendix A - Housing Strategy and Action Plan 2023-2028
- 13.2. Appendix B – Housing Strategy Survey

14. CONTACT OFFICER(S)

Jacqui Wells 01472 324775 jacqui.wells@nelincs.gov.uk

Councillor Phillip Jackson
Leader and Portfolio Holder for Economy, Net Zero, Skills and Housing



Internal Ref:	NELC Housing Strategy
Review date	February 2024
Version No.	V03.3

North East Lincolnshire Housing Strategy 2023 - 2028

Contents

- Introduction
- Context
- Aims and Objectives
- What is happening in North East Lincolnshire now?
- Our Delivery Themes
- Related Documents

Introduction

Everyone should have the right to a safe, secure, dry, and affordable place to call home. Where we live impacts on so many areas of our life including our health and our ability to thrive in education and employment. Our homes should be our sanctuary, where we feel safe and secure, providing a stable environment for our children to grow, where people want to stay and support building stronger communities.

In the last few years, the country has seen many changes which have directly impacted on the way we live our lives. Whilst there was some success with the “Everyone in” campaign during COVID, other opportunities were placed on hold as we dealt with the challenges presented at the time.

The new strategy recognises those current challenges faced by residents and is set within the context of national policy changes affecting housing, social care, and planning.

Our ambition is set out in our key themes which support the Council’s priorities for.

“Stronger economy and stronger communities”

CONTEXT

Our strategy is informed by current national and local policies including;

National

- Homes England Strategy Plan
- Social Housing White Paper
- Health and Social Care White Paper
- A Fairer Private Rented Sector White Paper
- Levelling up Agenda
- National Planning Policy Framework
- Homeless Reduction Act

Local

- North East Lincolnshire Local Plan
- Joint Strategic Needs Assessment
- Health and Wellbeing Strategy
- Economic Strategy
- Environmental Vision Statement
- Town Centre Masterplan

OUR AIMS AND OBJECTIVES

The Council's stronger economy and stronger communities' priorities are underpinned by a key strategic framework comprising the following:

- Health and wellbeing strategy;
- Economic strategy;
- Environmental Vision Statement
- Prevention and early intervention strategy;
- Financial strategy;
- Safeguarding

Our [outcomes framework](#) is the means by which our priorities will be translated into action and delivered, developed and achieved in conjunction with our partners across sectors. This is intended

to drive a culture of evidence-based decision-making that will enable elected members to take informed key decisions, knowing the risks and the opportunities for citizens, communities and businesses. Our commissioning plan will ensure and foster clear links between the outcomes framework and the resources available to achieve them.

The framework, sets out the five high level outcomes that we and our partners aspire to achieve to ensure prosperity and wellbeing for the residents of North East Lincolnshire.

The five outcomes are that all people in North East Lincolnshire will:

- Enjoy and benefit from a strong economy;
- Feel safe and are safe;
- Enjoy good health and well being;
- Benefit from sustainable communities;
- Fulfil their potential through skills and learning.

Housing covers all five outcomes of the Council's vision, whether it is providing a safe home in which people feel safe and are safe, providing healthy living conditions which can be accessed independently, building communities, or providing opportunities to gain skills.

Links with our Local Plan

North East Lincolnshire's Local Plan 2013 to 2032 (adopted 2018 and currently going through the process of updating) is focused on growth creating opportunity for people: opportunity to have a home; and to be part of a strong community.

Since the plan was adopted, the country has been through significant change, which has impacted upon our lives on both a national and local level. There has been Brexit, the worldwide pandemic, and the continued situation in Ukraine. We cannot ignore how these events continue to impact upon many sectors, included the supply chains and increased construction costs. As this strategy is discussed and the Local Plan is updated, there is little doubt that these factors will be considered.

Despite all of this however, North East Lincolnshire has seen significant private and public investment, with a growth in jobs created around the renewable energy sector and the Freeport status awarded to the Humber ports.

As said above a review of the Local Plan is currently underway having been approved in 2022, and the strategy you read now will contribute towards the process, which will include more public consultation and examination before a final updated plan is submitted to the Government for approval in 2025.

The Local Plan has several strategic objectives which relate directly to the spatial vision, providing a framework for the plan policies to facilitate the form and pattern of development necessary to ensure that the vision is fully realised by 2032.

Figure 1: Local Plan 2013 to 2032 (adopted 2018) Strategic Objectives

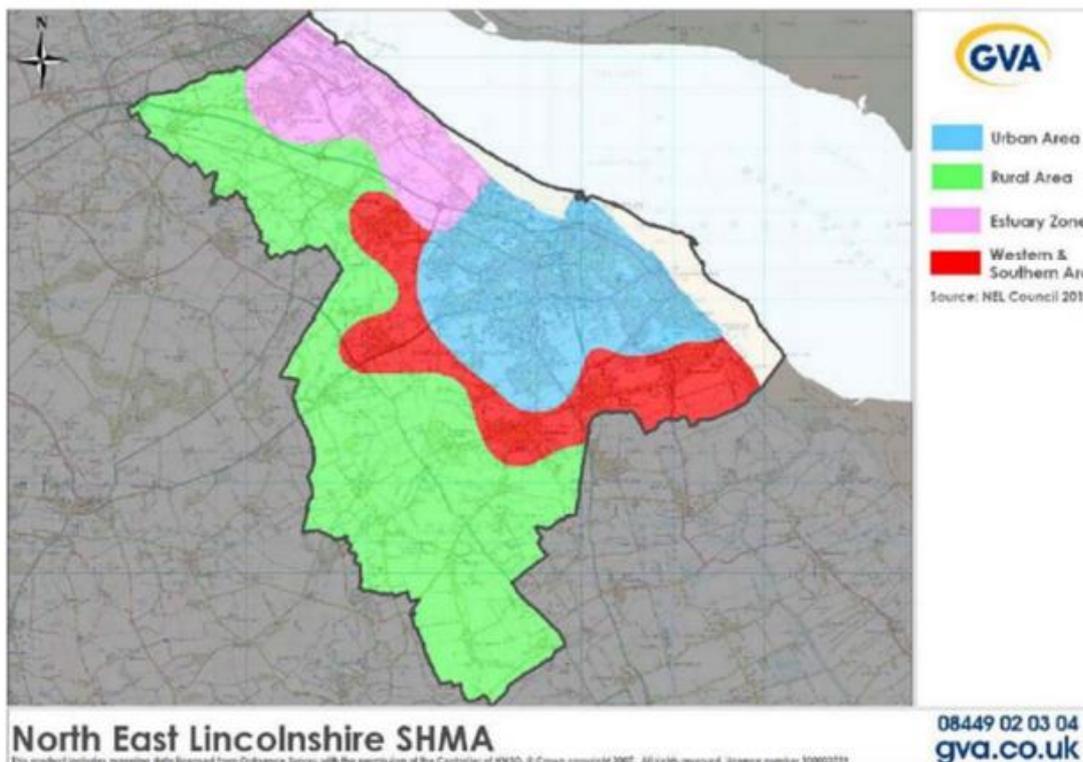


WHERE WE ARE NOW

The Housing Strategy uses the following Housing Market Areas (HMA's) or spatial zones, as follows:

- **Urban Area** – Contains the town of Grimsby and Cleethorpes.
- **Estuary Zone** - Contains the port town of Immingham and valuable land for economic development stretching between the ports of Grimsby and Immingham.
- **Western and Southern Arc** – Contains several smaller settlements that have grown to become service settlements for the borough and offer a range of key services and amenities.
- **Rural Area** – This area is characterised by its high landscape quality and a collection of small villages and hamlets.

Figure 2 Local Market Area Geographies (“Spatial Zones”) in the 2013 SHMA



Source: North East Lincolnshire Strategic Housing Market Assessment (2013), Figure 4.7.

OUR POPULATION

Using data from the 2001, 2011 and 2021 census, we can see trends in our communities and project changes in our population in the future.

Since 2001, the population has decreased by 1,008. This is set against a regional and national increase in population of 10.4% and 14.3%

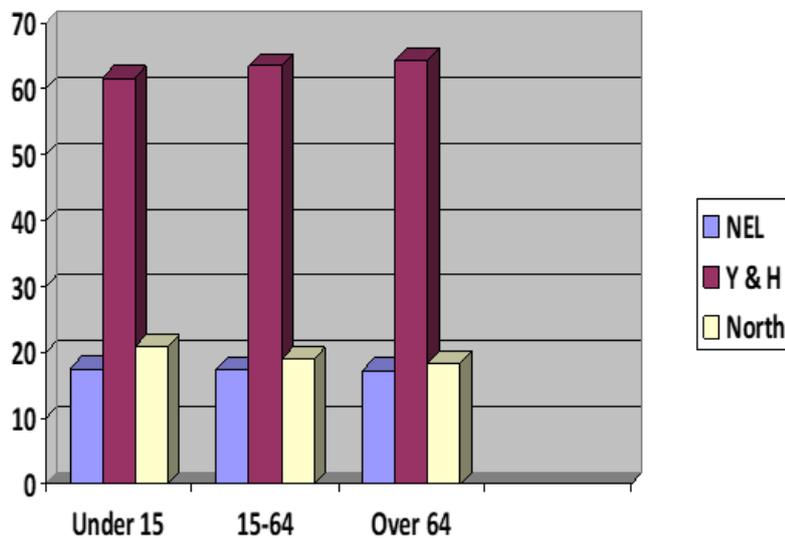
Table 1 Population and Household change in North East Lincolnshire 2001-2021

	2001	2011	2021	2001-2021 Change	2001-2021 % change
Population	157,974	159,616	156,966	-1008	-0.6%
Households	66,054	69,707	69,800	3,746	5.7%

Source Census 2001, 2011, 2021

The number of young residents (0-19 years old) fell by 16.3% over the same period, whereas regionally and nationally they experienced an increase. In addition, the number of working age residents (20-64 years) decreased, whereas regionally and nationally figures increased. The number of older residents increased at a comparable level to the regional and national levels.

Figure 3 Age Profile – North East Lincolnshire (Census 2021)

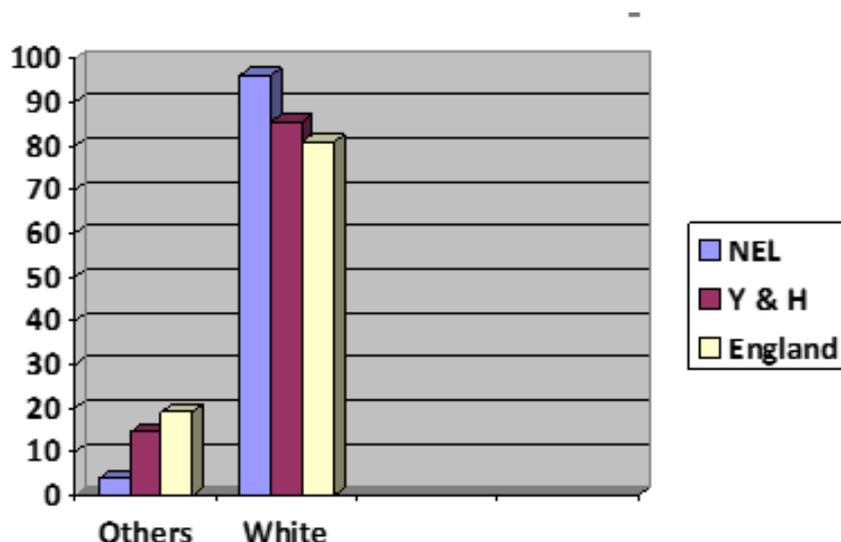


The number of households has increased, against a population which has reduced, which would indicate that the size of household is decreasing.

ETHNICITY

Our ethnicity mix remains predominantly.

Figure 4 – Ethnicity Profile (Census 2021)



HEALTH OF OUR PEOPLE

The health of people in North East Lincolnshire is generally worse than the English average. North East Lincolnshire is one of the 20% most deprived districts/unitary authorities in England and about 26% (7,815) children live in low income families. Life expectancy for both men and women is lower than the English average.

Life expectancy is 13.1 years lower for men and 9.1 years lower for women in the most deprived areas of North East Lincolnshire than in the least deprived areas.

Public Health England – Published 03/03/2020

AVERAGE INCOME

Whilst unemployment has fallen significantly since 2010, it remains higher than those levels experienced regionally and nationally.

Table 2: Median gross annual resident and workplace-based income (2022)

	Resident Analysis	Workplace Analysis
North East Lincolnshire	£29,241	£27,969
Yorkshire & Humber	£33,208	£33,197
England	£30,501	£30,000

12% of residents have no qualifications, compared to 7.8% regionally and 6.4% nationally. The Borough also has a lower share of residents with at least levels one, two, three and four and above NVQ, than the regional and national rates.

DEPRIVATION

North East Lincolnshire is ranked 6th out of 317 (index of Multi Deprivation) areas in England, combining information on life expectancy, air pollution, avoidable deaths, obesity, smoking, heroin deaths, and alcohol related admissions.

OUR HOMES

TENURE

Whilst overall, the borough has a higher proportion of people who own their homes outright, there is a significantly lower number of social housing in the area at 13.2%, compared to regionally and nationally numbers at over 17%. This is explored further on in the strategy.

Figure 5 Tenure Profile of North East Lincolnshire and comparator areas (2021)



Source: ONS (2022): Census 2021: TS054 – Tenure

TENURE PROFILE BY SPATIAL-ZONE

Table 6 shows the clear difference between the Western and Southern arcs that have a high percentage of home ownership and the level of socially rented. Whereas the urban areas see an increase in privately rented over social rented..

Figure 6 Tenure profile by Spatial -Zone across North East Lincolnshire



Source: ONS (2022): Census 2021: TS054 – Tenure

Note figures may not sum exactly due to the very small number of households living rent-free and in shared ownership

Table 3 Household Tenure in Grimsby Town Centre (2021)

	Grimsby Town Centre	Change from 2011 (%)	North East Lincolnshire	Change from 2011 (%)
Owned Outright	459	10.6%	24,373	13.4%
Owned with a mortgage or Loan	346	-40.8%	20,211	-17.8%
Social Rented	585	9.8%	9,191	-8.9%
Private Rented	1,028	17.1%	15,644	23.9%

Source: Census 2021 (TS054 – Tenure)

The demographics of housing in the area and the greater number of single households has seen the population decline at a higher rate of -3.8% than across the borough (-1.7%)

SIZE OF ACCOMMODATION

Table 4 provides a breakdown of the number of bedrooms by properties in the Borough, across the region and nationally. The table shows the imbalance in the local property market for one-and two-bedroom properties. This is also backed up by the local housing register.

THE HOUSING REGISTER

The Housing Register is where households can apply for housing through our registered providers. The process is open to those who wish to move into or within accommodation owned by registered providers. It is also where the following groups apply for housing.

- people who count as legally homeless
- people living in overcrowded accommodation or very bad housing conditions
- people who need to move because of a disability, medical, welfare or hardship reason.

Locally, we offer a register through [Home - Homechoice Lincs](#). Each household is placed into a priority band;

- Band 1 – Urgent

- Band 2 – High Priority
- Band 3 – Medium Priority
- Band 4 – Low Priority

Further details can be found by following the link [Prioritising applications - Homechoice Lincs](#)

Table 4 Share of bedrooms in North East Lincolnshire and comparator regions. (2021)

	North East Lincolnshire	Yorkshire and The Humber	England and Wales
1 Bedroom	8.4%	9.7%	11.4%
2 Bedrooms	21.0%	27.4%	27.1%
3 Bedrooms	54.9%	43.1%	40.4%
4 or more Bedrooms	15.8%	19.7%	21.1%

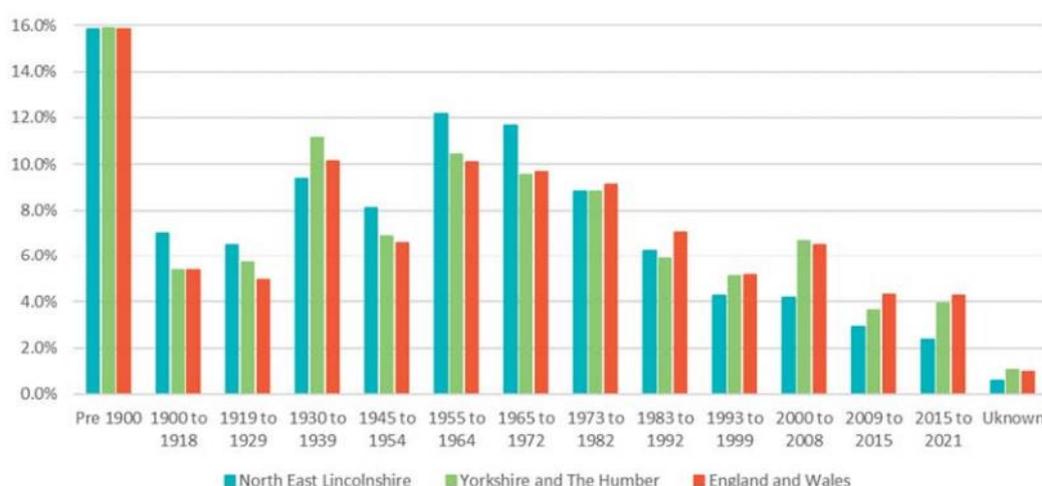
Source: Census 2021: TS050 – Number of bedrooms

This table shows there is a disproportionate number of three-bedroom properties, and low numbers of smaller homes with one and two bedrooms.

STOCK AGE AND CONDITION

Figure 7 illustrates the latest Council Tax data from the Valuation Office (VOA). It shows that 15.8% of the borough’s housing stock was built pre-1900, 22.9% was built from 1900 up to the Second World War, and 51.3% of the borough’s housing stock was built in the post-war period up to 1999. Very few properties, 9.4%, were built post 2000.

Figure 7 Share of properties in North East Lincolnshire and comparator areas by property build period (pre 1900 – 2021).



Source: Valuation Office Agency (2021): Table CTSOP4.0

At the time of writing this Strategy, the Renters (Reform) Bill had received its first reading in Parliament, with its second reading due in Autumn 2023. If the Bill receives consent, it will remove the so called “no evictions” notice, and will empower tenants to challenge poor management practices and unjustified rent increases, along with retaliatory evictions where tenants are evicted

after complaining about housing conditions. The reforms could include the introduction of a Decent Homes Standard. This will mean that all properties will need to meet the Decent Homes Standard before they are let. Parts of North East Lincolnshire have very poor quality housing, especially in the most deprived wards. Whilst it is acknowledged that there are some good landlords, there are still many landlords who provide poor quality housing and management practices. Poor housing and management practices impact on services run by the Council to manage standards and deal with tenants who have been evicted or left due to a property’s condition.

HOUSING MARKET AND AFFORDABILITY

HOUSING MARKET CHARACTERISTICS

The Housing Market Needs Assessment (Lichfields 2023) demonstrates that the borough has a strong level of self-containment in terms of local housing market dynamics, as well as commuting and migration patterns. This means that people living in the area, tend to stay and move around the borough. There is little migration into the borough, with 81.8% of the moves (census 2011) being internal. [please note this figure will be updated as relevant Census Data from 2021 is released and analysed].

HOUSING MARKET PRICES

House prices are lower than other neighbouring areas. For example, the median house price for North East Lincolnshire overall was £143,500 in the year to June 2022, whereas the wider Yorkshire and Humber Region was £179,950, North Lincolnshire was £160,000 and East Lindsey was £199,950.

Median house prices increase as one moves further away from the main Urban Areas with median prices being less than £125,000 in the urban centres, and £125,000 to £149,999 across the Medium Lower Layer Output Areas, to the borough’s rural zones to the south, where median prices are between £175,000 to £199,999.

PROPERTY SALES

Locally, property sales failed to fully recover to levels before the recession in 2008. Annually transactions are around 2000 to 2500, apart from 2021 when they increased to 2806.

RENTAL LEVELS

Median rents are at a much lower rate than those regionally, ranging from £383 per month for a 1 bed home, to £750 per month for a 4+ bed property, compared to £525 for a 1 bed and £1,100 for a 4 bed regionally.

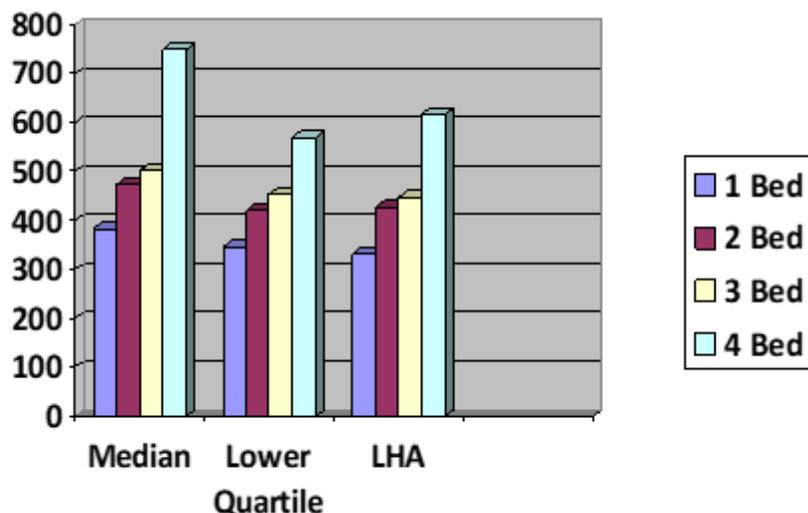
The weekly Local Housing Allowance (LHA) for the North East Lincolnshire area is as follows.

Table 5 Local Housing Allowance as of August 2023

Room Only	1 Bed	2 Bed	3 Bed	4 Bed
£62.75	£77.00	£98.96	£103.56	£142.68

LHA has been frozen and therefore whilst rents have increased, housing allowance has not and households are required to make up the difference between the LHA rate and cost of rent. The table below shows the amount of LHA rent in comparison to median and lower quartile rents.

Figure 8 Median Monthly Rental Prices in North East Lincolnshire, Median and Lower Quartile Rents (y/e September 2022) compared to LHA rates.



AFFORDABILITY RATIOS

The median house price in North East Lincolnshire means residents would need to be earning at least £32,750 and take out a mortgage of 4.5 x annual income to purchase a property. Median incomes will need to increase by around 12% demonstrating the extent to which home ownership is an unaffordable aim for many.

The lower quartile gross annual earnings for residents of £21,860, set against the lower quartile house price of £100,000 equates to a ratio of 4.5. Again, to be able to borrow (assuming no deposit), the full amount of £100,000 at a loan to income ratio of 4.5, borrowers would need to earn £22,009 annually - therefore salaries would need to increase by 1.6%.

EMPTY HOMES

As of 3 October 2021, the government recorded a total of 2,819 empty homes in the borough. Of these 1,348 were classed as long term empties (6 months and over). The overall number of empty homes has been relatively stable over the period from 3.9% in 2004 and 4.2% in 2019 to 3.6% in 2021.

In terms of difference in tenure on empty homes, figures show that 107 properties owned by registered providers were empty during 2022, with 46 of those comprising long-term vacancies.

Many long-term empty homes are located in the urban areas, which indicates a failing housing market.

FUEL POVERTY

North East Lincolnshire Council declared a Climate Emergency in September 2019. We confirmed our ambition to reduce our own carbon emissions to net zero by 2030 in our assets and 2050 for the rest of the borough.

As of 2021, 13,201 (18.4%) of homes in the area were in fuel poverty. Energy prices increased significantly towards the end of December 2021 putting further pressure on families. This is higher

than the number of homes in fuel poverty in the Yorkshire and Humber region which was 16.5%. *(figures Department for Business, Energy and Industrial Strategy - 2021)*

As there is a two-year lapse in data, the figure is likely to be much higher now.

Many homes still have an energy rating less than a D, often located in the more deprived wards where there are high concentrations of poor quality pre 1919 terrace housing.

HOUSING NEED

DEMAND FOR SOCIAL HOUSING

As of January 2023, there were 4,780 households on the Housing Register. Of these 190 were in the urgent priority, 281 in the high priority, 380 in the medium priority, and 3,929 in the lower priority.

Of those applicants registered, 26% were single adults, 28.2% were lone parent families, 25.3% were an older couple, whilst younger couples with a family only represented 9.4% and those without children 11.1%.

The Housing Register demonstrates that there are 2,457 (51.4%) applicants seeking a one-bedroomed property, 728 (15.2%) applicants require a two-bedroom property, and the remaining 225 (4.7%) applicants require a 4+ bedroom property.

AFFORDABLE HOUSING

The number of socially rented housing fell significantly by 900 homes from 2011 to 2021. This is in stark contrast to national and regional trends where there has been an increase of around 2.7% over the same period. Locally, registered providers have either disposed or demolished properties, without rebuilding or replacing stock at the same rate. Over the last ten years, the area has delivered on average 45 homes per annum (hpa), virtually all of these have been social rented. More recently these have been affordable rented properties with very few local-cost home ownership properties.

NET NEW HOMES

Net housing completions in the borough have fluctuated significantly between 2001/02 and 2021/22. The average number of net completions over this period was 327 homes per annum (hpa), equating to 189 hpa below the housing requirement set in the adopted Local Plan (2018). Net delivery has been significantly suppressed by the demolition of several homes by Lincolnshire Housing Partnership (LHP) with the removal of 180 homes at the Freeman Street flats, and additional demolitions included the flats just off Washdyke Lane, Immingham. However, the actual number of demolitions in the borough has been significantly higher with some 966 homes demolished or otherwise lost to alternative uses between 2013/14 and 2021/22.

Whilst this strategy will not make any presumptions on the outcome of the Local Plan review process, all evidence confirms that future additional housing provision is required across North East Lincolnshire. This is essential if the borough is to grasp the economic opportunities presented – good quality homes will attract people to the borough to settle here, whilst also offering good prospects for existing residents to remain. Both this strategy and the review of the Local Plan are undoubtedly focused upon that growth and what it looks like.

HOMELESSNESS

The Council has the main duty to provide temporary accommodation until such time as the duty is ended, either by an offer of settled accommodation or for another specified reason.

The Council will owe an applicant the main housing duty when the duty to relieve homelessness has ended, and they are satisfied the applicant is;

- Eligible for assistance;
- In priority need;
- Not intentionally homeless.

The main duty does not apply where an applicant has applied to the Council and;

- Turned down a suitable “final accommodation or final Part 6 offer” (offer of a suitable property) made by the Council in pursuance of its duty to relieve homelessness, or
- Been served a notice of “deliberate and unreasonable refusal to cooperate”, or;
- Where there is no local connection.

The Council MUST discharge duty by providing either temporary or permanent accommodation. Most are provided with temporary accommodation initially (this could be bed and breakfast). The Council may require the applicant to move from one temporary accommodation to another, until they receive a permanent offer.

In 2005 the Council transferred its housing stock, so therefore it does not have any housing stock to provide housing for homeless residents. It is becoming more difficult to find appropriate and available housing to place applicants. Since 2020, the Council has leased properties from landlords in the borough to provide housing to discharge their homelessness duty, as their needs cannot be met through the current available housing offer. This includes a shortage of suitable housing for care leavers.

COMMUNITY HOUSING

During the previous Housing Strategy, the Council has supported East Marsh United to establish a Community Housing Scheme. The scheme initially set off with the purchase of three properties funded by Homes England (formerly Homes & Communities Agency). These were refurbished to a high standard and provided homes for local residents. The scheme has proven successful providing sustainable tenancies, with funding going back into the community. The vision is to provide 100 homes for 100 years, growing to provide more quality housing for residents and improve their part of the borough home by home.

SPECIALIST HOMES

CARE LEAVERS/HOMELESS YOUNG PEOPLE

Leaving home is a challenge for most people, and many do this with the support of their families.

A care leaver is a young person aged 16-25 years, who has spent time in care, either residential or a foster care.

According to Action for Children, over 120,000 children and young people are homeless nationally. This could be even higher as many young people stay at friends/strangers’ homes sleeping on floors and sofas. This can leave them vulnerable to exploitation and leaves the authorities unable to locate them.

There are many ways a child/young person can be left homeless, these include;

- Family breakdown;
- Abuse and neglect;
- Bereavement;
- Mental health problems;
- Poverty – where the family can no longer afford to look after them.

It is more difficult for a child/young person to gain employment or a bank account to be paid into, if they don’t have a permanent home. This means they end up in a cycle of homelessness, poverty and being vulnerable.

ACCESSIBLE AND ADAPTABLE HOMES

52.9% of households in North East Lincolnshire with residents aged 65 and over have a long-term health problem or disability. This figure is slightly higher than the regional (52.4%) figure, and above the national (51.5%) rate.

Whilst it is appreciated that there will be some degree of overlap between households living with a condition and those living in sheltered/extra care accommodation, there is a greater number of older households living in the social sector.

EXTRA CARE/SHELTERED ACCOMMODATION

The borough currently has 120 extra care units in the urban areas. There is an under provision for sheltered accommodation and a significant under provision of extra care/sheltered accommodation, with provision for older people not keeping pace with the ageing population. The table below shows the amount of additional housing required:

Table 6 Projected housing need from 2022 to 2042 is likely to be in the region of:

Spatial Zone	Sheltered Accommodation		Extra Care	
	Minimum	Maximum	Minimum	Maximum
Urban Area	1107	1775	436	743
Estuary Zone	67	85	9	19
Western and Southern Arc	67	85	9	19
Rural Area	70	124	89	151

Over recent years, registered providers have disposed/demolished most of their sheltered housing

stock. This could be a reflection on the location of the sites and the availability of shopping, medical and leisure facilities. Another fact is that most providers had removed the warden provision, which meant that residents were left without support.

CARE/NURSING HOME

There is likely to be little change in the need for care places in nursing homes with or without nursing care. Research shows that the need from 2022 and 2042 is likely to change little over the years and there is likely to be a surplus of 12 spaces going forward, primarily due to a projected fall in the population aged 50 -64 living in the borough.

ARMED FORCES

On the 6 June 2023, North East Lincolnshire signed up to the Armed Forces Covenant, raising awareness amongst service providers of the challenges faced by our Armed Forces personnel, to have the same access to services as other citizens.

The Covenant places a legal duty on the local authority and other public bodies to have regard to the principles of the covenant when carrying out certain functions, including Healthcare, Education and Housing.

The Strategic Housing Market Needs Assessment considered the needs of our Armed Forces and found that there was no unmet need in the borough. Therefore, this strategy does not include an action plan, however if the situation changed and there was an unmet need, the Council would consider an update to the Housing Strategy.

REFUGEES AND ASSYLUM SEEKERS Securing accommodation and support services for asylum seekers and refugees, and aiding their integration into the community is a key priority for the Council. It is often a complex situation. This strategy aims to support the provision of safe and appropriate housing.

Those applying for refugee status will be placed through the Government scheme, the National Asylum Support Service (NASS) contract, and therefore are not a responsibility of the local authority. Refugees who have received accepted Refugee Status can apply for social housing, or private housing.

Whilst there is no evidence that there is an unmet need, over and above other housing needs, the Council will endeavour to ensure housing needs are met and that those coming into the area have access to safe housing and can access funding where appropriate to support this aim.

SPOTLIGHT ON THE TOWN CENTRE

The Town Centre Living Report (Lichfields 2023) highlights the socio-economic characteristics of the Town Centre. The area provides the following housing;

- Value rentals – Younger singles and couples, some with children setting up home in low value rented properties;
- Youthful Endeavours – Young people endeavouring to gain employment footholds while renting cheap flats and terraces;
- Midlife Renters – Maturing singles in employment who are renting affordable homes for the

short-term; and

- Renting Rooms – Transient renters of low-cost accommodation often within older properties.

Experian (2021): Mosaic-the consumer Classification solution for consistent cross-channel marketing

House prices are lower in the town centre, compared to other areas which exemplifies a weak housing market. There were only 11 houses sales during 2022.

The demographics of housing in the area and the greater number of single households has seen the population decline at a higher rate of -3.8% than that across the borough (-1.7%)

DELIVERY THEMES

Our vision is to drive regeneration and provide quality homes for residents, so they can enjoy a safe and secure home.

We will work with our partners and the community to develop a strong housing market in the borough, providing suitable housing to meet the following objectives which act as the five main pillars of the strategy:

Themes	
1.	Delivery of New and Affordable Homes and Support Regeneration within our Town Centres
2.	Prevent Homelessness and Rough Sleeping
3.	Improve homes within the Private Rented Sector and reduce the number of empty homes.
4.	Improve accessibility to appropriate housing for all residents including those aged 16-25 years.
5.	Zero Carbon – support creating greener homes through retrofit and new build.

1. Delivery of New and Affordable Homes and Support Regeneration within our Town Centres

North East Lincolnshire has the opportunity to grow, with new jobs coming into the area, requiring new homes to meet the need so the area can be sustainable.

Availability of land remains a challenge for the area, and brownfield sites are often unviable. We will work with our partners including Homes England, to develop sites and create an attractive housing market within our town centres.

This work will support the existing Town Centre Masterplan.

As said above, whilst this document will not pre-empt any decisions that need to be made as part of the Local Plan review process, it is clear (with evidence set out in The Strategic Housing Market Needs Assessment) that additional homes are required across the borough and will be essential if North East Lincolnshire is to grasp the economic growth opportunities presented. Therefore, this strategy's

objectives are to plan for growth and increased housing delivery.

This strategy also sets out to the need to provide an additional affordable housing. The strongest levels of affordable housing need are in the urban area and the Western and Southern Arc, and the lowest in the Rural Area, and particularly the Estuary Zone.

This strategy sets out the need to provide an additional net number of affordable housing by 177 to 302 affordable/social rented housing.

Table 7 North East Lincolnshire projected household growth by bedroom size net change 2022 – 2042

	1	2	3	4+
Single <65	231	306	451	48
Single 65+	365	442	575	80
Couple/Other Households	191	1,066	2,205	452
Households with dependent children	-2	-14	-68	-24
Other Households	-98	-547	-1,642	-483
Total	687	1,252	1,520	73
%	19.4%	35.4%	43.0%	2.1%

Source: Lichfields using DLUHC/Census 2011

The results indicate that the projected household growth is likely to be predominantly in cohorts requiring 2- and 3-bedroom properties, therefore we need to work with developers/providers to encourage development of smaller properties.

How will we do this?

- Deliver housing to support regeneration within the Grimsby Town Centre masterplan.
- Support the delivery of housing in other areas of the borough, to support regeneration.
- Maximise investment into the borough to help bring forward unviable sites.
- Support delivery of new homes in line with targets set within the local plan.
- Review how we work with Registered Providers in the future and increase the number of affordable homes.
- Increase the number of low-cost home ownership schemes for example, shared ownership or rent to buy.
- Work with the Housing Developers Forum to increase delivery of housing and deliver the right sort of housing to meet need.
- Work with developers to unlock allocated stalled sites.

2. Prevent Homelessness and Rough Sleeping

Homelessness in our borough is very complex. There are lots of reasons why someone can be homeless, these include leaving prison, care or escaping a violent or abusive relationship.

For many, life events can cause homelessness, for example losing a job, physical or mental health

problems. Substance misuse, or alcohol addiction can also cause considerable strain on a household.

We need to provide the right support, at the right time to help them sustain a tenancy and stop the cycle of homelessness.

Whilst the cost-of-living crisis continues, there are an expectation that more households will need the support of our homelessness team, as more families struggle to afford day to day bills and pay the rent.

How will we do this?

- Review our approach to ending rough sleeping.
- Improve our accommodation offer in the Borough.
- Increase the supply of appropriate housing for homeless households to reduce the time spent in temporary accommodation.
- Work with commissioners and trusted providers to increase the supply of supported housing to meet demand.
- Strengthen our collaborative partnerships to tackle homelessness.
- Work with DASH to establish a Call B4 You Serve to support landlords and reduce the number of evictions.
- Work with Safer Communities to establish a Domestic Abuse Strategy to increase the supply of housing. Implement the Sanctuary Scheme to support families to remain safely in their own home and rehome the perpetrator.

3. Improve homes within the Private Rented Sector and reduce the number of empty homes.

The borough has a high level of poor-quality rented housing, in the urban areas, predominantly in the East and West Marsh areas. Poor quality housing impacts on the health of the occupants. We aim to improve landlord relationships and explore new schemes to drive up standards within the private rented sector.

There are many reasons why properties are empty. This could be due to the landlord being unable to afford repairs, low market demand, or an absent landlord. Empty homes represent a wasted housing resource, that could be used to provide affordable housing for those on the housing register.

How will we do this?

- Work with DASH (Decent Homes and Safe Homes) to review the option of a Landlord Accreditation Scheme
- Develop a business case to consider Selective Licensing in parts of the East and West Marsh areas of the town.
- Work with Homes England and other partners to bring in investment and support improving housing conditions.

- Review and update how we deliver housing enforcement.
- Review and update the Empty Property Policy.
- Continue to use and update the Private Sector Leasing scheme to support meeting housing need.
- Work with our strategic charitable partners to bring empty homes back into use.
- Support community groups to establish further community housing organisations.

4. Improve accessibility to appropriate housing for all residents including those aged 16-25 years.

Many residents are unable to access appropriate housing. We aim to develop plans enabling residents to access appropriate housing.

With an increasing older population, the area has an unmet need for extra care and sheltered accommodation. We will develop a plan with Adult Services and other strategic partners to deliver more schemes.

Disabled Facility Grants are available through the Better Care Fund, to eligible disabled applicants. We will speed up delivery of adaptations and continue to find innovative ways improve and accelerate delivery.

How will we do this?

- Develop a Housing and Care Strategy with Adult Social Services and strategic partners.
- Develop a delivery plan for providing flexible and appropriate housing options for people with care needs.
- Develop a Childrens and Younger Persons Accommodation Strategy
- Develop a delivery plan that helps create pathways for Care Leavers/Homeless Young People that provide an opportunity to transition from childhood to adulthood.
- Reduce overall waiting times for adaptations to support independent living, working closely with our partners.
- Negotiate with developers to include Part M (3) Building Regulations accommodation within their affordable housing.

5. Zero Carbon – support creating greener homes through retrofit and new build.

Housing can play a major role in reducing our carbon emissions. This includes planning for our future, with well planned developments which include encouraging biodiversity, maximising access to green space, building in resilience to flood risk and other climate impacts, increase tree cover, access to green transport and ensure environmental sustainable housing both new and old.

We will continue to support households and obtain funding through the Government schemes, taking a fabric first approach.

Alexandra Docks Development will show case modern methods of construction, which support delivering energy efficient homes which are free from fossil fuels.

How will we do this?

- Supporting the Environmental Vision for North East Lincolnshire, towards a Greener Future, and its annual review to cabinet on the carbon roadmap.
- Develop an Affordable Warmth Strategy for the borough.
- Work with the community to deliver funded energy efficiency schemes including the delivery of external wall insulation.
- Explore opportunities to source revenue funding to establish a Landlord Hotline to provide advice and support to retrofit private sector rented properties.
- Explore opportunities to source capital funding to provide funding to assist landlords to retrofit properties and improve thermal efficiency.
- Continue to work with Greater Lincolnshire authorities to develop and deliver a plan to increase the use of Modern Methods of Construction in the borough.
- Explore opportunities to deliver heat networks in the town centre and developments near to a potential heat distribution source.

HOW WILL BE MEASURE PERFORMANCE?

To measure success, the Council develop an annual action plan with our partners. Within each of the five themes, a set of actions has already been identified, and a more detailed action plan will be developed to set out how these will be achieved.

We will provide an annual update to Scrutiny and reviewed by Cabinet and published on our website.

EQUALITY, DIVERSITY, AND INCLUSION

The Council are committed to promoting equality, diversity and inclusion. We are committed to ensuring wherever possible, we provide equal opportunities to access appropriate housing by recognising, respecting and valuing differences in people. Access to appropriate housing can play a major role in ensuring everyone has the best possible chance to succeed in life, whatever their background or identity.

Housing Strategy Survey

Responses = 176

CONTENTS

Introduction

Methodology

Key findings

Survey results

Appendices

Introduction

In September 2023 North East Lincolnshire Council (NELC) commenced a public consultation on the draft Housing Strategy. The strategy contributes towards the Local Plan and recognises the challenges faced by residents and is set within the context of national policy changes affecting housing, social care and planning.

1,193 people viewed the survey with 65 submitting a partial response and 176 completing the survey.

Methodology

The online survey was live from the 27th September to 8th November 2023. The survey was promoted by North East Lincolnshire Council in a number of locations like the NELC's Have your Say Consultations and Surveys webpage and across various local authority social media platforms.

The survey was emailed to members of the public who have signed up to our Consultations mailing list, as well as going out in NEL Sector Support Newsletter to reach voluntary-community sector organisations (VCSEs).

Key Findings

- Most respondents answered as home owners, followed by tenants, members of the public and private rented sector landlord or agent.
- The 65% of respondents were homeowners, with only 15 respondents living in the borough.
- For question four, 76% of respondents either agreed or strongly agreed with the vision: "Our vision is to drive regeneration and provide quality homes for residents, so they can enjoy a safe and secure home."
- Across all of the matters in question five, very important was selected the most.
- For question six [Is there anything you think should be added to the statements above?], written responses included: the importance of brownfield site development, new homes requiring adequate drainage and controls over the number of HMOs in the local area.
- Across all of the themes as identified by the Council in question seven, strongly agreed or agreed was selected the most.
- For question nine, 74% of respondents either strongly agreed or agreed with the vision, "Our town centre vision will increase homes within our town centres on current brownfield sites. This vision includes Grimsby, Immingham and Cleethorpes."
- For question ten [Is there anything else you'd like to tell us about this Housing Strategy?] themes identified were: prioritisation of brownfield sites, regeneration of the town, anti-social behaviour, concerns around social housing and regeneration of existing properties. Various consideration points were raised.

Survey Results

Please note that this Appendix deals with queries from those who disagreed. Appendices identified below show a broader range of comments.

Q1 Please let us know if you are a...

Response	Count (n)	Percentage (%)
Tenant	35	15.63
Home owner	146	65.18
Member of the public	15	6.70
Parish or Town Councillor	2	0.89
Affordable or social housing provider	2	0.89
Community group or charity representative	4	1.79
Private rented sector landlord or agent	10	4.46
Housing support care or other housing related service provider	4	1.79
Developer and/or planning professional	1	0.45
Other	5	2.23
Total	224	100

Q2 If you are a member of the public, do you live in the North East Lincolnshire area?

Response	Count (n)	Percentage (%)
Yes	15	100.00
No	0	0.00
Total	15	100

Q3 Which Ward do you live in?

Response	Count (n)	Percentage (%)
Croft Baker	2	13.33
East Marsh	0	0.00
Freshney	1	6.67
Haverstoe	0	0.00
Heneage	0	0.00
Humberston and New Waltham	1	6.67
Immingham	1	6.67
Park	2	13.33
Scartho	0	0.00
Sidney Sussex	2	13.33
South	0	0.00
Waltham	1	6.67
Total	15	100

Q4 To what extent do you agree or disagree with this vision:

Our vision is to drive regeneration and provide quality homes for residents, so they can enjoy a safe and secure home.

Response	Count (n)	Percentage (%)
Strongly agree	69	37.91
Agree	70	38.46
Neither agree nor disagree	24	13.19
Disagree	12	6.59
Strongly disagree	7	3.85
Total	172	100

See Appendix A for full list of written responses. Of those who disagreed or strongly disagreed, the responses included:

- 4.1 Brown fields and areas of perpetual poverty don't have any regeneration
- 4.2 Regeneration of older areas of town where homes are not fit for purpose and abandoned homes are not on the agenda, nor is brownfield land development
- 4.3 Greenfield approvals are being prioritised over brownfield land development
- 4.4 No helping homeless people
- 4.5 The homes being built are not in the price range of most local people of average wages or first time buyers. We need affordable homes which are not controlled by market forces
- 4.6 Too many homes are being built in Immingham, with limited infrastructure to cope
- 4.7 Living in the East Marsh

We listened.

- 4.1 With the help of external funding, we aim to fund unviable sites to enable development and regenerate areas of perpetual poverty. NELC is working with Homes England to reduce the viability gaps on brown field sites across the region.
- 4.2 NELC takes regeneration of older areas of the town seriously and this is included in a number of the key themes that will improve homes in the private rented sector, including bringing empty homes back into use.
- 4.3 This housing strategy identifies NEL housing needs, individual sites whether greenfield or brownfield will be required to attain full planning permission which is not influenced by this strategy.
- 4.4 We have a statutory duty to house homeless people. Under theme 2 of our delivery themes this strategy will look to prevent homelessness and rough sleeping.
- 4.5 NELC is reviewing the market requirements for all housing types including price brackets. An Affordable Housing Policy will be designed to enabling home ownership for low-income families.
- 4.6 The Housing Strategy sets out the direction for travel NELC is taking in terms of the multiple Housing issues the region is facing. This strategy does not influence the does not allocate land for housing.
- 4.7 There are plans within the document to support improvements in the quality of housing in the East Marsh as well as other areas.

Q5 We have identified that the following matters are important and we want to know your views on them.

How important are the following matters to you?

Statement	Very important	Important	Neutral	Not important	Not at all important	I don't know	Overall
Building more social and affordable housing for rent	91	45	19	8	8	1	172
	52.91%	26.16%	11.05%	4.65%	4.65%	0.58%	100.00%
Providing more affordable housing home ownership options for first time buyers and working age people	76	55	20	8	3	0	162
	46.91%	33.95%	12.35%	4.94%	1.85%	0.00%	100.00%
Homelessness (e.g. people who are at risk of losing their home or have already lost their home)	71	70	24	1	3	2	171
	41.52%	40.94%	14.04%	0.58%	1.75%	1.17%	100.00%
Improving the standard of privately rented housing	84	57	20	1	6	0	168
	50.00%	33.93%	11.90%	0.60%	3.57%	0.00%	100.00%

Building new homes with improved energy efficiency	74	53	24	13	7	0	171
	43.27%	30.99%	14.04%	7.60%	4.09%	0.00%	100.00%
Building new homes with access to green transport routes	39	54	49	13	15	0	170
	22.94%	31.76%	28.82%	7.65%	8.82%	0.00%	100.00%
Building new homes with access to green space	48	45	46	14	13	1	167
	28.74%	26.95%	27.54%	8.38%	7.78%	0.60%	100.00%
Providing appropriate accommodation for our young people and care leavers	64	66	24	4	3	2	163
	39.26%	40.49%	14.72%	2.45%	1.84%	1.23%	100.00%
Providing specialist care for older people (e.g. extra care or retirement housing)	84	66	19	1	0	1	171
	49.12%	38.60%	11.11%	0.58%	0.00%	0.58%	100.00%
Provide more homes which are accessible and/or adapted for disabled people	52	90	18	1	0	3	164
	31.71%	54.88%	10.98%	0.61%	0.00%	1.83%	100.00%
Support to help people live independently in their own homes	86	66	17	3	0	1	173
	49.71%	38.15%	9.83%	1.73%	0.00%	0.58%	100.00%
Deliver more community housing schemes	59	59	31	9	5	6	169
	34.91%	34.91%	18.34%	5.33%	2.96%	3.55%	100.00%
Provide more housing to meet the needs of people living in the community	67	53	30	9	3	0	162
	41.36%	32.72%	18.52%	5.56%	1.85%	0.00%	100.00%
Provide more housing with support for adults (e.g. for people with mental health, drug and alcohol issues, physical and learning disabilities.	39	60	41	6	8	2	156
	25.00%	38.46%	26.28%	3.85%	5.13%	1.28%	100.00%

5.1 Building more social and affordable housing for rent

5.1.1 There are empty house and/or properties already built to utilise and regenerate Don't build any types of social housing on private estates

5.1.2 How are people prioritised for these?

5.1.3 Renting costs more than a mortgage which makes it harder for people to save for a house deposit, it only helps the landlords and not tenants

We listened.

- 5.1.1 NELC understands that there are empty homes and/or properties across the borough and put forward measures towards tackling this issue through the Empty Property Policy. Theme three of our delivery themes addresses empty properties.
- 5.1.2 The Home Choice Lincs website provides details on how applications are prioritised. Details can be found on [Home - Homechoice Lincs](#)
- 5.1.3 Households may be eligible to rent through a Registered Provider (RP). RP rents are often lower for example the Local Housing Allowance which can be the way they set rents. [Local Housing Allowance - GOV.UK \(www.gov.uk\)](#)

5.2 Providing more affordable housing home ownership options for first time buyers and working age people

5.2.1 The houses being built are not actually affordable so people cannot get on the property ladder with high interest rates

5.2.2 Council tax and wages are not in line with the cost of living

We listened.

- 5.2.1 This is a priority of NELC and delivery theme 1 (Delivery of new affordable homes and supporting regeneration within our town centres) will help us to achieve more affordable quality homes.
- 5.2.2 Council tax is set annually by the Council and approved by the Council. This strategy aims to increase the number of affordable homes to support low income households and the cost of living.

5.3 Homelessness (e.g. people who are at risk of losing their home or have already lost their home)

5.3.1 This type of housing should not be built on private estates

We listened.

- 5.3.1 There are many types of affordable housing, including first homes and low cost home ownership which provide low income households an opportunity to own their own home. There is a shortage of socially rented housing, and therefore the Council will support additional social rented housing to help reduce homelessness.

Building new homes with improved energy efficiency

5.4 Improving the standard of privately rented housing

5.4.1 Should not be built in private dwellings

5.4.2 Energy efficiency support should be provided to older homes first

5.4.3 There are empty houses to be used first

We listened.

- 5.4.1 We assume the respondent is referring the provision of affordable housing within private housing developments. There are many types of affordable housing, including first homes and low cost home ownership which provide low income households an opportunity to own their own home. There is a shortage of socially rented housing, and therefore the Council will support additional social rented housing to help reduce homelessness.
- 5.4.2 The forthcoming Affordable Warmth Strategy aims to support initiatives and measures installed in older homes and support development of energy efficiency of new homes. [Home energy | NELC \(nelincs.gov.uk\)](https://nelincs.gov.uk)
- 5.4.3 NELC understands that there are empty homes and/or properties across the borough and put forward measures towards tackling this issue through the Empty Property Policy. Theme three of our delivery themes addresses empty properties.

5.5 Building new homes with access to green transport routes

- 5.5.1 Not all new homes are selling due to pricing and affordability so we should use what we already have
- 5.5.2 We should be regenerating old properties and brownfield sites
- 5.5.3 Who decides 'green'?
- 5.5.4 Building new homes is destroying productive farm lands

We listened.

- 5.5.1 This Strategy reviews the boroughs housing need and how this can be met. It is evidence based and will support the provision of housing types identified through the market evaluation.
- 5.5.2 The Strategy does look at regeneration and making viable brownfield sites.
- 5.5.3 "Green" refers to environmental and sustainable transport routes e.g. cycle lanes, close proximity to access to medical, shopping and leisure facilities etc. [A blueprint for a better future: new Green Infrastructure advice - Natural England \(blog.gov.uk\)](https://blog.gov.uk)
- 5.5.4 This Housing Strategy does not influence the allocation of housing sites or the land they are built on. All developments for housing will require full planning permission which is outside of the scope of this strategy.

5.6 Building new homes with access to green space

- 5.6.1 There is already green space, building new homes removes existing green space
- 5.6.2 We should level up the poorer areas
- 5.6.3 Green spaces are attractive to look at like parks but more often than not used by the vast majority of people or not looked after
- 5.6.4 This can mean developers will promise green space to get planning permission and then not deliver
- 5.6.5 Not all new builds are selling due to affordability and salary levels
- 5.6.6 There are already plenty of houses that are for sale but not being sold

We listened.

- 5.6.1 This Housing Strategy does not influence the allocation of housing sites or the land they are built on. All developments for housing will require full planning permission which is outside of the scope of this strategy.
- 5.6.2 The Housing Strategy aims to support all households to have a safe, warm, and dry home.
- 5.6.3 The Council promotes the wider use of our green spaces. Green spaces have other benefits for example making nature more accessible.
- 5.6.4 The open spaces delivered in housing sites is identified at the stage that approval is granted, and therefore will be provided as part of their planning conditions.
- 5.6.5 The Housing Strategy seeks to deliver solutions to assist making homes affordable for lower income households.
- 5.6.6 This strategy identified the housing needs for the area over the next 5 years, as such different housing options need to be considered including new home as well as introducing policy to reduce the number of empty properties.

5.7 *Providing appropriate accommodation for our young people and care leavers*

- 5.7.1 It is up to the parents to help young people, not everyone else
- 5.7.2 The public only have so much money to help keep supporting already employed people

We listened.

- 5.7.1 The Strategy looks at how we can support care leavers and those who do not have parental support. The link provides more information on who we aim to support with clear pathways to housing. [Young people leaving care | Barnardo's \(barnardos.org.uk\)](#) [Corporate parenting | NELC \(nelincs.gov.uk\)](#)
- 5.7.2 The Council have a duty to support young people and care leavers into employment, so they can live financially independently.

5.8 *Support to help people live independently in their own homes*

- 5.8.1 It would be better to address the why people get into situations where they need help

We listened.

- 5.8.1 There are many reasons why people become homeless. This could be their landlord has decided to sell their home, or the cost-of-living crisis and they are unable to afford their rent. Other strategies within the Council support the reasons why households become homelessness. [Homelessness prevention, housing related support and housing advice | NELC \(nelincs.gov.uk\)](#)

5.9 *Deliver more community housing schemes*

- 5.9.1 The schemes should not be built near private homes

We listened.

- 5.9.1 Community Housing Schemes cover different types of housing need, including supporting first time buyers to own their own home. [What is community led housing? | Community Led Homes](#)

5.10 *Provide more housing to meet the needs of people living in the community*

- 5.10.1 There are too many houses being built as it is
- 5.10.2 How will the likes of other services such as: hospitals, schools, social services, water, gas, electricity and sewage treatment cope with an influx of new homes being built?
- 5.10.3 We need to regenerate empty houses in the area, instead of moving wildlife out of habitats

We listened.

- 5.10.1 The level and type of housing need is based upon economic growth and demographic change. This document does not set the scale of housing requirement, it looks at the need for different types of accommodation.
- 5.10.2 Individual developments contribute to the local amenities, education and health service provision as part of the planning application process. This strategy addresses NEL's housing need and housing type.
- 5.10.3 NELC understands that there are empty homes and/or properties across the borough and put forward measures towards tackling this issue through the Empty Property Policy. Theme three of our delivery themes addresses empty properties.

5.11 Provide more housing with support for adults (e.g. for people with mental health, drug and alcohol issues, physical and learning disabilities)

- 5.11.1 Although vulnerable, it is these peoples' choice and can cause a disruption to other people (e.g. because of drugs etc.)
- 5.11.2 If people choose to waste their income on the likes of alcohol and drugs, it is up to them to improve themselves in this situation
- 5.11.3 Don't build these on private developments
- 5.11.4 We should utilise existing buildings
- 5.11.5 Existing schemes show little successful results on matters for these people
- 5.11.6 We need controls to be brought in for HMOs in Grimsby through an Article 4 notice

We listened.

- 5.11.1 The Council has a statutory duty to support and house vulnerable people, who have often turned to alcohol/drugs after a trauma in their life.
- 5.11.2 The Council works with several other agencies who support vulnerable households. [Alcohol, drugs and substance misuse | NELC \(nelincs.gov.uk\)](https://nelincs.gov.uk)
- 5.11.3 Contributions towards affordable housing are negotiated on a site-by-site basis, on the basis of the thresholds and contributions set within the Local Plan.
- 5.11.4 The Empty Property Strategy will support utilising existing buildings.
- 5.11.5 There are success stories where people's lives have been turned around, and these will support the development of a Homelessness and Rough Sleepers Strategy.
- 5.11.6 There are an increasing number of HMO's which are currently meeting housing need in the borough. Article 4 can be considered if an area had a neighbourhood plan which would require properties to have planning permission to convert, or for example in areas of Conservation. Recent legislative changes mean that the Council would be unable to do a borough wide Article 4 designation. Tools within the Housing Act 2004 provide powers to set up a discretionary licensing scheme. This would not prevent properties being converted to a HMO, it would only ensure when they are converted, they are up to standard and managed correctly.

Q6 Is there anything you think should be added to the statements above?

Responses from this question included:

- 6.1 Brownfield sites should be developed in the centre of towns, not in villages and greenbelt areas
- 6.2 New homes require drainage, but little thought is given to this when building
- 6.3 There should be controls over the number of HMOs in the town centre especially when conflicting with conservation matters and should be subject to planning controls

We listened.

- 6.1 Developing brownfield sites in town centres is a key theme within the Housing Strategy.
- 6.2 All sites are assessed on their drainage requirements during the planning application process.
- 6.3 How NELC address HMO's is being considered with any measures introduced being rolled out through complementing policy.

Q7 The Council have suggested five main key themes, which are:

- Delivery of new and affordable homes and support regeneration without our town centres

- Prevent homelessness and rough sleeping
- Improve homes within the private rented sector and reduce the number of empty homes
- Improve accessibility to appropriate housing for all residents including those aged 16-25 years
- Zero Carbon – supporting creating greener homes through retrofit and new builds

To what extent do you agree or disagree with these key themes:

Statement	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree	I don't know	Overall
Delivery of new and affordable homes and support regeneration within our town centres	88	62	10	5	9	0	174
	50.57%	35.63%	5.75%	2.87%	5.17%	0.00%	100.00%
Prevent homelessness and rough sleeping	80	66	19	2	3	0	170
	47.06%	38.82%	11.18%	1.18%	1.76%	0.00%	100.00%
Improve homes within the private rented sector and reduce the number of empty homes	99	54	11	3	3	0	170
	58.24%	31.76%	6.47%	1.76%	1.76%	0.00%	100.00%
Improve accessibility to appropriate housing for all residents including those aged 16-25 years	62	72	30	6	1	0	171
	36.26%	42.11%	17.54%	3.51%	0.58%	0.00%	100.00%
Zero Carbon – support creating greener homes through retrofit and new build	57	52	43	13	5	1	171
	33.33%	30.41%	25.15%	7.60%	2.92%	0.58%	100.00%

7.1 Prevent homelessness and rough sleeping

- 7.1.1 From observation rough sleeping is less than what it is described, with most homeless people having some form of accommodation e.g. YMCA
- 7.1.2 The main reason for homelessness is drug addiction

We listened.

- 7.1.1 Homelessness and Rough Sleeping can be hidden from view for example sofa surfing, staying in the night shelter, or living in tenants or doorways hidden out of view. Whilst we do offer facilities like the YMCA and Salvation Army, these do not meet the need of all our homeless households for example those with children.
- 7.1.2 There are many reasons why people become homeless of which addiction to drugs is one.

7.2. Zero Carbon – supporting creating greener homes through retrofit and new build

- 7.2.1 It is an important matter nationally but should be targeted at areas who can afford it first
- 7.2.2 I support greener homes but not new builds

We listened.

- 7.2.1 National policy supports helping those who are unable to fund energy efficiency measures to their home.
- 7.2.2 The Strategy aims to support existing and new homes. Changes to Building Regulations will support greener homes in new builds.

Q8 Is there anything you think should be added to the key themes above?

Theme	Count (n)
Regeneration of existing properties	9
Support social housing tenants and landlords	4
Unaffordability	6
Concerns around greenbelt land and greenfield sites	8
Anti-social behaviour	4
Consideration Points	1
Total	33

8.1 Regeneration of existing properties

- 8.1.1 Use PV roof slates in homes
- 8.1.2 Regenerate areas in need before choosing new builds e.g. overgrown gardens
- 8.1.3 Drainage needs improving of existing properties (volume and capacity) and infrastructure
- 8.1.4 Don't let heritage buildings fall into decay
- 8.1.5 Demolishing existing homes like high and low rise helps is making the housing situation worse

We listened.

- 8.1.1 PV's and air/ground source heat pumps are some of the measures included to reduce carbon emissions in homes.
- 8.1.2 The Strategy aims to support regeneration in areas of need, however the areas housing need will not be met by this in isolation.
- 8.1.3 Drainage requirements are considered as part of the planning application for new housing and through Risk Management Authorities NELC and Anglian Water for existing surface water.
- 8.1.4 Heritage Buildings are not covered by this document specifically as this is covered by planning legislation.
- 8.1.5 NELC notes your concerns, this strategy will support how we work with external providers in the future to increase the number of affordable homes delivered.

8.2 Support social housing tenants and landlords

- 8.2.1 Ensure landlords are supported to provide good quality rental housing
- 8.2.2 Social housing should be of benefit to all and not just to be sold to developers/occupiers
- 8.2.3 Tenants are sometimes stuck in areas due to no fault of their own

We listened.

- 8.2.1 Social Landlords are monitored through the Regulator of Social Housing.
- 8.2.2 This strategy aims to support an increase in social / affordable housing.
- 8.2.3 The strategy aims to support an increase in social/affordable housing, to provide more choice for resident which includes location.

8.3 Unaffordability

- 8.3.1 Starting prices of houses are out of reach for many, with the wrong houses being built for the area
- 8.3.2 Wages don't match the cost of living and mortgage prices making it difficult for people to get on the property ladder
- 8.3.3 Council tax banding prices should be on bands as well as points

We listened.

- 8.3.1 The Affordable Housing Strategy will support low-income households to purchase affordable homes. The Council are unable influence what a developer builds on a private development.
- 8.3.2 The Affordable Housing Strategy will support low-income households to purchase affordable homes.
- 8.3.3 Council Tax banding sits with the "Valuation Office" and not the Council. [How domestic properties are assessed for Council Tax bands - GOV.UK \(www.gov.uk\)](https://www.gov.uk/government/organisations/valuation-office-agency/about-us/how-domestic-properties-are-assessed-for-council-tax-bands)

8.4 Concerns over green belt lands and greenfield sites

- 8.4.1 Don't build on green belt land or greenfield site
- 8.4.2 Preserve green spaces/land by building on brownfield sites to improve the environment and run-down areas of the town
- 8.4.3 Redeveloping the town centre will cut travelling, promoting the Zero Carbon initiative

We listened.

- 8.4.1 There is no green belt designation within North East Lincolnshire. Allocating land for developing sits outside of this policy.
- 8.4.2 The Housing Strategy does not influence the allocation housing sites or determine the type of land developed upon.
- 8.4.3 Agreed, the Council is committed to securing a future for the Town Centre and reducing carbon emissions.

8.5 Anti-social behaviour

- 8.5.1 Actively pursue vogue landlords who contribute to local fly tipping incidents in the East and West Marsh
- 8.5.2 Prevent homelessness and rough sleeping
- 8.5.3 Allow more play areas for children – new estates are forgotten about in regard to this

We listened.

- 8.5.1 The Council will review its Housing Enforcement approach which could include Selective Licensing to make landlords more accountable.
- 8.5.2 The Homelessness and Rough Sleeper Strategy aims to prevent homelessness and rough sleeping.
- 8.5.3 The requirement for play areas is considered as part of the planning process. Larger sites do have to provide children's play areas.

Consideration Points

- 8.6 Can the strategy cross-reference the likes of the Local Plan and other documents, so they are not contradicting one another? The content at the start talks about low wages and the need for low-cost housing then the narrative shifts to growth and points out the need to increase wages to bring more people to the area with higher equality housing.

We listened.

- 8.6.1 The Local Plan, like the Housing Strategy and Skills Strategy identify a need across the borough to provide high skilled/high wage opportunities. Doing this will help to strengthen our economy and feel pride in being part of the larger economic growth of our area. To take full advantage of this, the area needs to provide housing to enabling those coming into the area to work, an opportunity to live in the borough.

Q9 To what extent do you agree or disagree with this vision?

Our town centre vision will increase homes within our town centres on current brownfield sites. This vision includes Grimsby, Immingham and Cleethorpes.

Response	Count (n)	Percentage (%)
Strongly agree	98	57.99
Agree	29	17.16
Neither agree nor disagree	22	13.02
Disagree	11	6.51
Strongly disagree	9	5.33
Total	169	100

- 9.1 Parks and local areas need looking after to prevent people damaging
- 9.2 Shouldn't neglect other parts of town; the town centre is a dangerous area so bringing families to live there isn't a good idea
- 9.3 Too many houses being built without adequate drainage, doctors and schools
- 9.4 Regenerate town with a focus on attracting visits to stay longer than a day, like self catering hotels, holiday stay establishments and grants to be given to local businesses
- 9.5 Build affordable houses on brownfield land
- 9.6 Building a cinema and improving the market however positive will not encourage back to the town centre without higher quality homes too; build nice buildings like Peoples Park area and people will buy them
- 9.7 Houses in the local area need modernising
- 9.8 The vision assumes footfall will increase, but the regular person won't want to go to a shop and then the cinema. A lot of things have moved online so we would have been better consolidating and building more leisure areas
- 9.9 To make a vibrant town centre a multi-themed approach is required, where a key to this is a safe environment which is in the hands of the Police, and not the local authority
- 9.10 As very few want to live in the town centre we are currently building on greenfield sites; the vision sounds good but in reality is different
- 9.11 These proposals don't drive the development of brownfield for housing where the plans are largely unpopular

- 9.1 Green spaces within newer developments are managed privately. Developers are encouraged to design out crime during the planning process. Parks and local areas where there is crime and antisocial behaviour are covered by our Neighbourhood Team. See link [Parks and open spaces | NELC \(nelincs.gov.uk\)](#) This covers the procedure for reporting damage or disrepair of equipment.
- 9.2 The Council has other initiatives that cover strategies to deal with improving the attractiveness of the Town Centre, and reduce anti-social behaviour. Crime is tackled by Humberside Police and key increases/decreases can be reviewed by looking at [North East Lincolnshire \(humberside-pcc.gov.uk\)](#)
- 9.3 Drainage and schools are addressed as part of the planning process. Doctors and health provision are subject to their own funding mechanism based on the number of patients registered with them.
- 9.4 The Council have a number of initiatives aimed at improving the attractiveness of our town centres, these are included in our Town Centre Masterplan. [Untitled \(nelincs.gov.uk\)](#)
- 9.5 Sites will be developed, taking into consideration location, viability, and land ownership. Where possible, the Council will encourage developers to provide affordable housing in partnership with Homes England.
- 9.6 Our plan is to work with a developer partner to build quality homes to meet market need in the town centre.
- 9.7 The area has a high percentage of housing dated pre-1980. These are predominantly in private ownership, and whilst it is accepted that some don't meet the needs for modern living, the Council is limited to how much they can do due to availability of funding. However, there is funding available to carry out energy efficiency measures for eligible households and the Council remain committed to apply for funding to improve older housing when this is available.
- 9.8 We refer you to the Town Centre Masterplan. [Untitled \(nelincs.gov.uk\)](#) Economic studies indicate that the area has the potential for growth which in turn can increase the level of footfall if we adapt our town centre offer.
- 9.9 There are various initiatives that the Council in partnership with Police are working on to reduce anti-social behaviour in the town centre. The Council is keen to design out crime in any future developments.
- 9.10 The Council are working with employers to develop housing that will attract people into the town centre, using case studies from other areas including Stockport.
- 9.11 The Policy does support brownfield development, where there is a need and where people can live close to shopping leisure and medical facilities. The Council has recently gone out to tender to acquire a partner to develop brownfield sites within the town centre.

Q10 Is there anything else you'd like to tell us about this Housing Strategy?

See Appendix G for a full list of written comments for this question. Of those respondents who answered this question, responses from this question included:

Theme	Count (n)
Prioritise brownfield sites	12
Regeneration of the town	6
Anti-social behaviour	3
Concerns around social housing	12
Regeneration of existing properties	4
Consideration Points	5
Total	42

10.1 Prioritise brownfield sites

- 10.1.1 Building on brownfield sites is preferable to greenfield sites and green belt land to protect wildlife and open spaces
- 10.1.2 Doubtful on delivering the brownfield site promise as planning permission is still being given to many greenfield sites
- 10.1.3 There isn't enough brownfield sites to meet demand, so build on green belt where necessary
- 10.1.4 Brownfield sites and empty homes should be put back into use over the next 10 years

We listened.

- 10.1.1 The Housing Strategy does not influence the location of housing sites or the land they are developed upon.
- 10.1.2 A range of sites to be brought forward to meet the different needs of the community. We are developing initiatives to bring forward brownfield development which is more challenging than greenfield development.
- 10.1.3 Brownfield sites will not provide sufficient capacity to meet housing need. However, working to bring these back into use will reduce the impact on greenfield sites and improve our inner urban areas.
- 10.1.4 Whilst the Empty Property Strategy will support bringing empty property back into use, most or in private ownership and therefore the Council have limited powers to force landlords to bring properties back into use. What the Council will do is to provide tools to support owners who are willing to work with us.

10.2 *Regeneration of the town*

- 10.2.1 Why is the old Bird's Eye site not selling?
- 10.2.2 Schools, doctors, dentists are needed before building more houses
- 10.2.3 Huge plots in the town centre are empty e.g. demolition of the multi-storey flats, and better transport infrastructure is needed
- 10.2.4 Ensure sewage systems are put in place before building

We listened.

- 10.2.1 This is a private development, and we are therefore unable to comment.
- 10.2.2 The relevant services have their own funding mechanisms based on capacity. This therefore sits outside of this strategy.
- 10.2.3 We acknowledge comments around the area where multi-storey flats have been demolished and are working with the landowner to find solutions to bring this area of land back into use.
- 10.2.4 Each planning application is assessed for its drainage capacity before planning can be approved.

10.3 *Anti-social behaviour*

- 10.3.1 Reduce trouble makers in the town centre, like those addict to substances and homeless people
- 10.3.2 Close the town centre off at night to stop gangs who cause damage to homes
- 10.3.3 Runs the risk of accentuating existing anti-social behaviour problems

We listened.

- 10.3.1 The Council are working with its partners on several initiatives to reduce anti-social behaviour in the town centre.
- 10.3.2 There are several public houses and restaurants who would suffer financially. The Council are working with partners to reduce anti-social behaviour in the town centre.
- 10.3.3 The aim is to reduce and not accentuate anti-social behaviour in the town centre.

10.4 *Concerns around social housing*

- 10.4.1 Private landlords expect high rent which is difficult when wages don't match the cost of living
- 10.4.2 Specific to Immingham, is in need of social housing that meet the needs of the community e.g. a lack of infrastructure like doctors while the population is increasing
- 10.4.3 Affordable social housing is needed – the LHP waiting times are unacceptable
- 10.4.4 More social housing bungalows in safe surroundings for those with dementia
- 10.4.5 The homes on the East Marsh are well built but due to poor renting control have been let go of
- 10.4.6 More social housing needs to be near infrastructure and public transport
- 10.4.7 There is a need to assist the provision of social housing to a level that makes private renting affordably, and simplified access to housing related support
- 10.4.8 More quality housing for working professionals is needed

We listened.

- 10.4.1 Unfortunately, the strategy does not cover rental incomes, these are defined by market forces.
- 10.4.2 We acknowledge the need for affordable housing in Immingham in the Strategy.
- 10.4.3 The strategy acknowledges the need for additional affordable housing to reduce overall waiting times to access social housing.
- 10.4.4 The strategy acknowledges the need for supported housing. Delivery will be included in the emerging Housing with Care Strategy.
- 10.4.5 The Strategy looks at developing a Selective Licensing Business Case for parts of the East and West Marsh. This will improve quality of homes and management practices.
- 10.4.6 We agree with this comment which is why we want to encourage and encourage development on inner urban brownfield sites.
- 10.4.7 We acknowledge this comment and encourage the writer to participate in the consultation process for the Homelessness and Rough Sleeper Strategy review.
- 10.4.8 This is included in the policy and our aims and ambitions for future Town Centre housing.

- 10.5.1 Bring old properties back into use which are empty
- 10.5.2 Don't demolish old characterful buildings

We listened.

- 10.5.1 We agree, which is why we will review our current approach in a new Empty Property Strategy.
- 10.5.2 This sits outside the strategy as this is a planning decision, with statutory provisions to support decision making.

10.6 *Consideration Points*

- 10.6.1 Writing a draft strategy before consulting with professionals is the wrong way to approach the subject
- 10.6.2 There are positive signs but not an integrated plan
- 10.6.3 Property owners should rent their properties if vacant, and limit the number of houses allowed for short-term rental like Air BnB
- 10.6.4 This will reduce the 'donut effect', where more people living in the town centre will reduce the amount of traffic
- 10.6.5 The money could be spent on more urgent housing needs than the likes of a cinema

We listened.

- 10.6.1 The strategy is written based on evidence provided through our Housing Market Needs Assessment, which is determined using a set methodology. Consultation did take place with professionals and key stakeholders who had an opportunity to express their views. The Action Plan will be delivered in partnership with our key stakeholders that explores commentary policy in areas such as homelessness provision, care leavers, accommodation types etc.
- 10.6.2 The Strategy is an enabling document that sets the council's direction of travel in regard to housing provision. An action plan will be developed to bring all housing related policy towards this strategy.
- 10.6.3 As the properties are in private ownership, the Council is limited to how far they can intervene. The Council intends to encourage and offer options enabling landlords to rent or sell their properties.
- 10.6.4 Development of town centre brownfield sites are being explored with Homes England to provide alternative housing options.
- 10.6.5 Unfortunately the plans around a new cinema are not within the scope of this consultation.

11. Other Consultation Feedback

11.1 Scrutiny

[3.-DRAFT-Economy-Scrutiny-Minutes-7-Nov23PDF-196KBicon-namepaperclip-prefixfa.pdf \(nelincs.gov.uk\)](#)

- The context for the loss of 900 affordable homes through demolition or disposal.
Response: This was due to the loss of affordable homes through demolitions.
- Target dates for actions within the strategy, particularly with regard to provision of extra care units.
Response: Timelines will come back to Scrutiny
- Did the council have sufficient resource to deliver everything within the strategy?
Response: Initially they don't have sufficient resources however each case will be treated individually and we need to make a start.
- How would housing issues faced by 16-25 year old care leavers be included in the strategy?
Response: These will be picked up in the Housing With Care Strategy
- The impact of 'no fault evictions' on homelessness in the area
Response: It is difficult to determine what the impact will be however we are looking to implement the "Call before you Serve" service. This will support both landlords and tenants to support retaining tenancies and reducing the number of notices served.

11.2 Portfolio Holder Feedback

- Include national comparatives of affordability ratios to be added into the strategy
Response: The Strategy has been updated and these are included.
- A clearer definition of what the housing register needs to be added.
Response: The Strategy has been updated.

11.3 Homelessness Forum

Concerns were raised about consultation with partners.

Response: Reassurance was provided that the policies/strategies identified in the strategy will rely on input from the forum.

Concerns were raised about some of the figures not following on. These have since been amended.

11.4 Housing Developers Forum

Concerns raised about viability and availability of land for development.

Concerns raised around Future Homes Standard being viable.

Response: Both comments are outside of the Housing Strategies remit. Availability of land sits within the Local Plan along with viability, and Future Homes Standard sits at a national government level.

Appendices

Appendix A

Q4 To what extent do you agree or disagree with this vision:

Our vision is to drive regeneration and provide quality homes for residents, so they can enjoy a safe and secure home.

Written comments received:

[Strongly disagree] You do not drive regeneration. No brown fields or areas of perpetual poverty have any regeneration. You create new homes for residents outside the borough to move into. Nearly all new builds are areas in decent post codes... so the statement is ridiculous.
[Disagree] Regeneration of older areas of the town where homes are not fit for purpose is not on the agenda, neither is brownfield land development. However continuous permissions for greenfield land are being granted.
[Disagree] Not building on brown sites, happy to rip up fresh land to build on, there are loads of places within established communities
[Strongly disagree] You can't help the homeless
[Disagree] The homes built are not in the price range of most local people
[Strongly disagree] I don't feel the authority has any vision
[Disagree] All the new homes being built are too expensive for the average local wage
[Disagree] They are not affordable for single first time buyers
[Disagree] As you wish to provide these home in green belt areas in one of the lowest income towns we're jobs are low and your version of affordable for my children is a joke and they are never going to get on the property ladder . We have so many abandoned homes building and yet there never repaired and repurchased and if they are they are done through your partners energy who are over priced and do shoddy work to say the least .
[Disagree] NELC are not landlords and therefore not able to provide housing
[Disagree] You seem to be developing too many greenfield sites instead of prioritising brownfield sites. We need more affordable homes building for our young people
[Disagree] Too many homes being built in Immingham. We don't have the infastructure to cope with any more.
[Disagree] The new homes being built are not affordable for the single buyer in a minimum wage job, in the local area.
[Strongly disagree] The town is in need of a very large amount of both affordable homes and very good local government rental properties at rents that are not controlled by market forces.
[Strongly disagree] All that i have seen is new development of expensive high band buildings
[Strongly disagree] I live in the east marsh!

Appendix B

Q5 We have identified that the following matters are important and we want to know your views on them.

How important are the following matters to you?

Written comments received:

Building more social and affordable housing for rent
[Not at all important] How do you prioritise people for these and when they are earning a good wage should they be forced to move.
[Not at all important] There are plenty of houses which can be used for this already.
[Not at all important] Do not build any type of social housing on private estates
[Not important] Too many empty houses already
[Not at all important] How do you prioritise people for these and when they are earning a good wage should they be forced to move.
[Not important] Utilise existing unused properties
[Not at all important] Renting seems to cost more than a mortgage, and it makes it harder for people to save for a house deposit. It only helps the landlord and not the tenants.
[Not important] Surely it would be better to use existing properties which are more accessible then to be building more on the outskirts and using up green spac
[Not important] There are empty houses that could be used. You don't need to build more.

[Not at all important] Regenerate and reuse what is already there. Stop expanding when there are properties that are stood empty.
Providing more affordable housing home ownership options for first time buyers and working age people
[Not important] Because the houses are not affordable, people cannot get on to the property ladder as interest rates are at the highest as is council tax and wages are not inline with the cost of living.
[Not important] All I have seen in North East Lincolnshire is new building sites for home ownership options. I don't see any new sites building any new solely social housing. However, I agree all new housing should be 'affordable' and there should be more housing options for single people. Not everyone wants a 2,3 bed plus property.
[Not important] We all struggle to begin with.
[Not important] The Government has previously provided initiatives to support first time buyers and this simply increased prices. Owning a house is not the be all and end all and for some people and families is not a suitable method of housing.
[Not at all important] It is up to people to save towards an affordable home, that way they value it more and will look after it.
[Not important] As above
[Not important] Affordable housing is a misnomer used by developers to knock up low quality housing often on greenbelt land. Building more social housing should be a priority.
[Not at all important] Ensure planning permission is not given to incorporate this type of properties on private estates
Homelessness (e.g. people who are at risk of losing their home or have already lost their home)
[Not at all important] From what I hear most homelessness is self-inflicted.
[Not at all important] This type of housing not to be built on private estates
[Not important] Many in this group will have taken on too many financial commitments with no reserve funds/savings. They have brought on their own demise through a couldn't care less attitude, as I'm ok for now.
Improving the standard of privately rented housing
[Not at all important] Privately rented housing is a rip off. We need more social housing to help more people. So people can actually afford their rents and have more disposable income for other essential things like food, clothes and energy bills. In addition, why would it be the councils job to improve 'private' rented housing standards? Shouldn't that be for the 'private' landlord responsibility?
[Not important] As someone who has recently sold my rental property due to more and more red tape I think landlords have a very tough and often thankless task. I agree there are bad landlords and they should be brought into line but the bias towards tenants has gone too far.
[Not at all important] The landlord from the rent should maintain the property to a livable standard, that is what part of the rent is for.
[Not at all important] Not to be built among private dwellings
Building new homes with improved energy efficiency
[Not important] we're in a town with high poverty, these energy efficiency homes are not for those who can afford to do that in the first place.
[Not at all important] Not new homes
[Not at all important] There are plenty of houses in the local area that can be used, rather than building new ones all over the area.
[Not important] I don't see how new homes can be made more efficient when the modern heating pumps have proved to be a failure
[Not at all important] As above. New houses are already being built now, with no improved energy efficiency. Existing houses should be given help with improving efficiency
[Not important] Provide support to improve older houses first
[Not important] Focus should be on regeneration and brownfield sites. We have large numbers of empty properties within NEL, this should be a focus.
[Not important] Insulate what already exists first.
[Not important] Already too many empty houses yet you keep building more
[Not at all important] There's no need for new houses. There's plenty of empty houses in N E Lincs. There's too many new houses being built on the green belt. Displacing nature is definitely NOT the way to go!
[Not important] Renovation of older, empty houses needs to be done. Not building masses of new homes over our green space.
[Not important] what energy efficient are you talking about. We have the eyesore of the solar panels too close to homes and the roads without screening of trees.
[Not important] There are empty homes that could be updated
[Not important] Too many sites already being developed or not completed
Building new homes with access to green transport routes
[Not at all important] We should be regenerating the old properties and derelict areas of Grimsby not more new builds.
[Not at all important] Who decides 'green'
[Not important] People should be made aware of the area they choose to move into. Transport routes are very low priority
[Not important] What green transport is available were you build
[Not at all important] Building even more new homes is destroying farmland. If we continue to build on productive land how will we feed ourselves in the future
[Not at all important] Existing homes in towns should be improved. Building new houses which are not affordable for most people doesn't help with the housing situation. There is no such thing as a green transport route.
[Not at all important] New houses are not selling, let's use what we have already
[Not important] We need to prioritise building new houses, regardless of adding in anything that may complicate the matter
[Not important] I don't see this as a high priority
[Not important] Building homes on brownfield sites close to existing infrastructure would be better.
[Not at all important] New builds deliberately priced into bands B,C,D are not affordable to local people due to the non existence of industries able to pay staff that level of salary
[Not at all important] A focus should be on redevelopment of brownfield not new builds
[Not at all important] Too many new builds taking over green belt when so many lay empty
[Not important] People should be made aware of the area they choose to move into. Transport routes are very low priority

[Not important] What green transport is available were you buil
[Not important] As previously said we cannot take any more homes.
[Not important] Stop building on farm land. There are brown sites that could be used
[Not at all important] Population has declined as there is a brain drain as the more gifted have left the area not to return.
[Not important] There are so many houses boarded up in the area that these should be renovated instead of just moving outwards and building new homes on the green areas leaving these eyesores to rot. The transport we have is poor and needs sorting to service the areas we already live in and consider making these services more environmentally friendly.
Building new homes with access to green space
[Not important] There's loads of green space... this just destroys existing green space.
[Not at all important] Again regeneration of the town in place not more new housing. Let's level up the poorer areas with projects like freshney green where the Yarbrough estate was transformed.
[Not important] By building next to green spaces you are depriving other people of their Green space
[Not at all important] I agree we all need access to green spaces but I don't agree we need even more new houses (unless on brown field sites)
[Not important] The more homes we build, the less green space there is for anyone
[Not important] Green spaces are nice to look at but more often than not are not used by a vast majority of people
[Not at all important] Inevitably means developers will promise green space in order to get planning then not deliver.
[Not at all important] New builds deliberately priced into bands B,C,D are not affordable to local people due to the non existence of industries able to pay staff that level f salary.
[Not at all important] A focus should be on redevelopment of brownfield not new builds
[Not at all important] No more new builds
[Not important] By building next to green spaces you are depriving other people of their Green space
[Not important] We have plenty of parks and some people don't look after their gardens
[Not important] There would be more green space if housing estates weren't being built over them
[Not at all important] We are building to many homes in green spaces when we have spaces in town not being built on, plus the houses we build on green spaces are all built for people who can afford big houses not for people who are starting oout on the housing ladder.
[Not important] There won't be any green spaces left
[Not important] Too many new houses are being built without improvements to infrastructure
[Not at all important] I agree we all need access to green spaces but I don't agree we need even more new houses (unless on brown field sites)
[Not important] There are already plenty of houses with For Sale notices on them
[Not at all important] There's already too much building going on in N E Lincs!
[Not important] No green space left to build on!!!!
[Not important] People cannot afford to buy on the large number of sites already being developed. No jobs in the area to encourage people to move here
Providing appropriate accommodation for our young people and care leavers
[Not important] They still have options with youth.
[Not important] We all have our lives to lead & only have so much money to keep supporting already employed people
[Not at all important] It's up to the parents to help the young, not everybody else.
[Not important] Do not build this type of Dwellings on private estates
[Not important] Cannot accomodate any more
Deliver more community housing schemes
[Not important] Mrs Thatcher sold all the Council Housing so it's clearly not seen as important.
[Not important] People are selfish so community does not matter
[Not important] The public sector is poor at delivering such schemes. It does not have the experience or knowledge to do so efficiently and inevitably such schemes fail to live up to expectations. The private sector will deliver these schemes if there is demand for them.
[Not at all important] Community housing schemes not to be built near private homes
Provide more housing to meet the needs of people living in the community
[Not important] We should be utilising existing properties. New buildings mean more land loss & less areas for food production
[Not important] Wrong type of housing being built more starter homes required
[Not important] Only thing we need are large units of good quality flats with secure gardens , more pet friendly housing association more onee bed homes my eldest has autism and had to move out due to at the time being a risk his only option was the nunshore were he has been conned out of money, bullied no secure garden for his little dog it's joke it's dangerous round there always trouble yet no we're else to go or afford to move to to top up as no one beds so bedroom tax he only has his pip and housing ext joke ...service leavers same boat nothing and I know as worked as a child care officer for 13yrs and hubby still works in sector no homes for mainstream and def nothing for disabled.
[Not important] Because we already have enough houses being built but we do need more social housing. Redeveloped sites that are vacant in town centre before building ongreen sites.
[Not at all important] This survey seems to be very bias towards even more new houses. There are 100s if not 1000s being built all over the place. How will the Hospital, schools, social services, water, gas, electricity sewage treatment etc cope?
[Not important] People from other parts of the country are buying up new builds as they are cheaper. The roads road scartho are busier now than before Peaks parkway was built. The dust and car pollution on Louth road is awful. This will further increase with the Wigmore development
[Not important] There are a great number of houses which are For Sale in the area and are not selling
[Not at all important] To many houses being built
[Not important] Wrong type of housing being built more starter homes required
[Not at all important] This survey seems to be very bias towards even more new houses. There are 100s if not 1000s being built all over the place. How will the Hospital, schools, social services, water, gas, electricity swage treatment etc cope?
[Not important] Use what is available

[Not at all important] If that means building MORE NEW houses, NO!!! Regenerate all the empty houses around the area and stop allowing building on green belt and moving wildlife out of their habitat!!!
[Not important] This is a vague statement. What does 'more houses' mean in actual numbers? How are the needs assessed?
Provide more housing with support for adults (e.g. for people with mental health, drug and alcohol issues, physical and learning disabilities.
[Not important] Because I live on the willows on although these people are vulnerable, it often seems to be a choice and they do nothing but cause issues and make people's lives a nightmare. (drugs and so on)
[Not important] Again utilise existing buildings
[Not at all important] I come from the age where ' you make your bed, you lie on it', if people chose to waste any income (wherever it comes from) on alcohol or illicit substances, then they deserve no help... unlike those who are unfortunate enough to be caught in that trap by no fault of there own!
[Not at all important] Should in prison drug user
[Not important] Do not build any of this type of properties on private developments
[Not at all important] Existing schemes show little positive results
[Not at all important] Not on my doorstep thank you
[Not at all important] I am surrounded by bedsits full of such people and would like some controls for be brought in for HMOs in Grimsby through an article 4 notic
[Not important] I am surrounded by such tenants in HMOs and wish they would be moved to purpose built accommodation
Support to help people live independently in their own homes
[Not important] I have some sympathy for these people but it would be better to address why they got into that predicament.

Appendix C

Q6 Is there anything you think should be added to the statements above?

Written comments received:

Start doing more things similar to the Yardborough estate.
Just that we need to stop building on green space on the outskirts of the town we are creating a dohnut effect where the centre of town is getting less investment when this should be the focus of the housing plan. We don't need more new homes we need to improve the areas we already have.
I understand building new homes is very important however I think the council should also doing their best to regenerate existing buildings that are not in use. Also, with the climate crisis and the need for more green spaces they should consider building upwards in stead of spreading housing estates on an already limited amount of space!
All new home require drainage. Tg3 builders give little thought to our sewers hence are dying fish & filthy seas
People in council housing should not be allowed to stay in these rented properties once they are earning a good wage
My view is there are loads of properties that could be revamped instead of pulling down, scruffy old buildings done up for those with no homes, why build new spend the money and clean up these rundown properties make them into real affordable homes for first time home owners at realistic prices.
Question: Do you agree to building more houses on farmland / green field sites? Question: Do you feel the general public are listened to by Local Councils?

Appendix D

Q7 The Council have suggested five main key themes, which are:

1. **Delivery of new and affordable homes and support regeneration without our town centres**
2. **Prevent homelessness and rough sleeping**
3. **Improve homes within the private rented sector and reduce the number of empty homes**
4. **Improve accessibility to appropriate housing for all residents including those aged 16-25 years**
5. **Zero Carbon – supporting creating greener homes through retrofit and new builds**

To what extent do you agree or disagree with these key themes:

Written comments received:

Delivery of new and affordable homes and support regeneration within our town centres
[Strongly disagree] It's up to private industry to do this.
[Strongly disagree] I do not support the high number of new builds and proposed new builds that are concreting over the green spaces of the borough
[Strongly disagree] where are you going to put them
[Strongly disagree] Do up the properties in rundown areas for affordable homes for first time buyers and homeless
[Disagree] The question is two fold. Do I agree to the building of new houses - No Do I agree to the regeneration of town centres – Yes
[Disagree] Empty Homes already built should be updated.
[Strongly disagree] New homes are not affordable to most people, especially the ones who need them most. Town centre regeneration should be given priority over new builds which are mostly away from town centres.
[Strongly disagree] Town centres as in the 'High Street' are long gone. Shopping is now internet based and it's pouring money down the drain.
[Disagree] Regenerate the properties already built first
[Disagree] Affordable yes but not new. There are lots of old homes that could be upgraded & used
Prevent homelessness and rough sleeping
[Disagree] From what I've observed, rough sleeping seems to be blown out of proportion and most beggars etc have homes or some form of accom ie the YMCA.
[Strongly disagree] Already made my views clear on this.... for those who chose that path...
[Disagree] We need to tackle to root cause of these issues or we don't solve the problem
[Strongly disagree] Main reason drug addiction which causes homelessness
Improve homes within the private rented sector and reduce the number of empty homes
[Disagree] Increase council housing and stop private renting that can be constantly hiked in price. Reintroduce the circular model and build, rent buy that previous generations had the option of.
[Disagree] Legislation already exists that allows the Council to do this. The Council is simply not administering the process correctly. The only reason that some homes in the borough are substandard is because the council has previously failed to act.
[Disagree] Who pays
[Strongly disagree] Private rentals just make landlords richer , do up rundown properties for the homeless run by council not private landlords
[Strongly disagree] Most landlords have invested in providing good homes. It seems to me you need to support the landlords and more houses will become available.
[Strongly disagree] Landlords should do this via the rents they are paid
Improve accessibility to appropriate housing for all residents including those aged 16-25 years
[Disagree] Too young.... families should protect families
[Disagree] Except in unusual circumstances I believe 16 to 25 year olds should be encouraged to stay with their parents or guardians, I don't believe they should be given a priority unless they are homeless or in danger.
[Strongly disagree] It's up to their parents to help them not my council tax
[Disagree] Not sure what the question is trying to say
Zero Carbon – support creating greener homes through retrofit and new build
[Disagree] Expensive; and we're a town in poverty. It's important nationally, but needs to be targeted at areas that can afford it first.
[Disagree] Retro fitting homes is not workable, as most are suffering from damp thus making them cold and heat pumps do not create enough heat, also to retro fit older homes with either internal or external insulation will create further damp and mould conditions. The best route is triple glazing.
[Strongly disagree] Regenerate older properties
[Disagree] Zero carbon doubt this will ever be achieved whilst building on green belt areas.
[Disagree] Zero carbon is a myth.
[Strongly disagree] Far more important things than this
[Disagree] Maybe I have mis understood the statement but I don't know how building new builds will help reach net zero. I understand they will be fitted with all new features to reduce energy cost but the amount of energy it takes to produce and build a new home must be a lot.
[Strongly disagree] I totally support greener homes. Not new build
[Disagree] Who pays
[Disagree] Focus on using abandoned home and doing to good standards 1st I'd agree slightly more if it was to gain profit so about you not the people and you being obsessed with squeezing homes all over on every bit of green going people need colour they need green animals need green it's not rocket science get with the times stop being stuck in the past don't be scared to tell the powers above no this is not what our town wants on the green land when we can do this .
[Strongly disagree] Do up rundown properties with all these greener / zero carbon etc
[Disagree] Another two fold question Support retrofitting Yes Support New building No I would have to add that as I realise new building will continue at a pace whatever I think then ALL new building should include Solar Panels (but I think heat pumps are useless)
[Disagree] Retrofit is a good solution, but isn't happening. New builds do nothing to achieve zero carbon status. They produce the opposite effect.

Appendix E

Q8 Is there anything you think should be added to the key themes above?

Written comments received:

Regeneration of existing properties
More important to improve existing homes
How about being the first local authority to use PV ROOF SLATES
Regenerating areas, rather than new builds should be more considered, there's plenty of empty houses around deprived areas left to rot. Yet, building new builds seems to be popping up everywhere.
Question one should be separated, need to concentrate on regeneration, rather than concentrating over more land that supports drainage. Also existing drainage needs improving (ie more volume/capacity) and the Electrical/Water Supply infrastructures need 'beefing' up before making new housing areas.
Looking after the homes already built would be a help some, really bring down areas and overgrown gardens make it harder for sellers who want a house next to a mini jungle, all things old house provider for Grimsby council was on top off now areas are awful all down to lack of care from h l p
Give the Tree Officer more power to stop the kind of destruction we see at Lovelane Corner. Stop allowing heritage buildings to fall into decay so they become 'too dangerous' and developers have to step in, as in Eleanor Street.
Older homes should be updated & brought back to a good standard
%age of PV tiles compulsory on new builds
Demolition of existing houses, especially high rise and low rise flats isn't helping the housing situation, only making it worse. Flats have been demolished in Immingham and Grimsby, and the resulting area left as derelict wasteland with nothing being built on them. New and affordable housing should be being built there, not in out of town new builds.
Support social housing tenants and landlords
Construct social housing for the benefit of all and not sold on to occupiers/developers
More to be done to support housing tenants especially those stuck on areas due to no fault of their own stop using least ya have a roof that's not always good my lad has roof but need my support and I work 40hrs plus hubby 50hrs plus he's needs to be able to be near
Support and incentive landlords. Tenants often abuse the property and just move in. No wonder houses are left empty as there is no incentive to keep making improvements
Ensure conscientious Landlords are supported in their endeavours to provide good quality rental properties. Make sure that bad tenants who do not comply with the basic rules of their contract are not tolerated within the housing system. Support Community Advice/Activity Hubs for all ages.
Unaffordability
The way the council housing bands are done in this authority are terrible. They should be done on bands as well as points. There will always be someone in the band above you so you will never have a home. Please look to other authorities methods of giving points for housing.
Affordable homes are not fashionable with the builders currently building in our area. The number of estates with starting prices outside the reach of most in the area shows the wrong type of house are being built. Profit over being for purpose.
Affordable housing
Hoenaire the under 25 meant to get on the property ladder when they are too expensive and wages don't match mortgages
I would like the council to seriously think what affordable homes are for those who live in Grimsby. I work full time on minimum wage, as a single person, and I cannot afford any of the new homes which are being built.
I don't know why the council can't buy up private rentals of tenants who's homes are up for sale through no fault of their own, why the council can't cap rents of private houses why should some one have to pay over £600 on rent and it's council tax band A, why can't affordable housing be affordable and not 250 grand that's not affordable the rich are getting richer and poor people paying for it,
Concerns over green belt land and greenfield sites
Develop more 'brownfield' sites to improve the environment and run-down areas in the town.
Not on green field sites anymore
Town Centre Brown Field sites should be developed for housing. This will cut costs for people travelling to and from work places, promoting the Zero Carbon initiative.
Improving viability of new housing on brownfield sites
Anti-social behaviour
Actively pursue rogue landlords whom contribute to local fly tipping incidents with both East and West Marsh.
Prevent homelessness and rough sleeping - this is a big task to try and prevent. I don't think this council could manage it. We've had 13 years of the Tories who have once again brought society to it's knees. To prevent something like homelessness, you would need a nationwide strategy to reduce poverty, increase access and funding for health care, housing and other services. Everything the national government hasn't done. So good luck with that!
Allow more play areas for children. New estates seem to have forgotten about play areas, somewhere to meet friends etc
Stop other councils sending their homeless disruptive people to our town, very obvious as you walk around the town at present that large number of none local people have arrived in the town in the last year and don't seem to be in world
Consideration Points
Thanks for this brilliant document. I really enjoyed reading it. Can I give one piece of feedback that would make it easier to understand? The content at the start of the document talks about low wages, shrinking local population and the need for low-cost housing. The narrative then shifts to growth and rightly points out the need to raise wages, attract people to the area and use high-quality housing as a lever to enable that to happen. The skills report makes the same points, largely. It says that we need to train people better so that we have the capacity and capability to attract business to the area. It says that the new jobs created will not significantly, though, raise the median salary range. So, it will not deliver the demand for housing that is referred to in the housing strategy. So, the narrative across these two strategies does not scan. Similarly, the employment outlook for the future of the town is to replace retiring workforce in low-paid jobs with new workforce in similar jobs. So, this will not deliver demand for higher level housing. The local plan is being consulted upon and so it is not possible, yet, to consider whether that enhances or detracts from this document – as you rightly say. Could the strategy

therefore cross-reference these and other documents produced by NELC which seem to contradict each other? We could deliver on this strategy but overall, the situation would be worse for the local economy and environment as we build great houses on green spaces that nobody wants because the demand we hoped for, but do not predict, does not materialise. I would love our area to level-up but to do that all these strategies need to integrate and contribute to each other.

Appendix F

Q9 To what extent do you agree or disagree with this vision?

Our town centre vision will increase homes within our town centres on current brownfield sites. This vision includes Grimsby, Immingham and Cleethorpes.

Written comments received:

[Disagree] Too many houses being built with no new infrastructure IE drs, schools, sewers, drainage,
[Disagree] CLEETHORPES Town centre should be for shops restaurants hotels entertainment and attractions for the holiday industry as its a holiday resort. This will provide locals with more job opportunites. Councillors should work on attracting more leisure industries and regenerating parts of the town to make it more attractive to visitors to stay longer than a day. Incentives should be given to self catering hotels and other holiday stay establishments to stay to attract more visitors to the town to support local job growth. Grants should be given to local businesses to brighten up their business frontages along with resident Houses based around the town centre to regenerate the town centre. Empty shops should be given a a free year commercial rates reduction for their first year of trading to encourage quick take ups and offered other incentives and support to remain sustainable.
[Disagree] People are damaging the areas and properties so how will making more houses work, the parks and local areas are being ruined so you are wasting your money
[Strongly disagree] neglecting other areas all for the town centre not really a fair way and the town centre is a dangerous place so bringing families to live in it surely not a clever idea
[Strongly disagree] All for building affordable houses in town, against building unaffordable houeses on brown/ green belt land
[Disagree] Can only speak on Grimsby. The current plan to build a cinema and improve the market, which I support. Will not encourage people back to the town centre without higher quality accommodation to go with it. I live around Peoples Park, which has some beautiful buildings, but modern developments aren't of the same standard. Build nice buildings and people will buy them, as the area around people's park shows.
[Disagree] There are plenty of houses in the area which can be modernised without building more. New houses locally people could struggle to afford.
[Strongly disagree] The vision is nonsense and assumes footfall through it will increase which is unlikely. People don't go for a big shop and then pop to a cinema. There are no good restaurants in the town centre. Lots of things have moved online, we would have been better consolidating the town center, and building more leisure areas.
[Disagree] A simple statement does nothing. In order to create a vibrant town centre a multi themes approach is required. Key to all of this is the creation of a safe environment which is outside the Council's control and sits firmly with the police.
[Strongly disagree] We are currently building on green field sites, as very few want to live in a town centre. The vision sounds nice but the reality is different.
[Disagree] I don't feel the proposals for town centre will drive the development of brownfield for housing. Nelc has missed an opportunity by pressing on with the largely unpopular plans

Appendix G

Q10 Is there anything else you'd like to tell us about this Housing Strategy?

Written comments received:

Prioritise brownfield sites
Using brown field areas is more important than taking up what's left of the country side around the urban expanse's
Prioritise brown field sites in town centres and not rural greenfield sites. More 2 bed affordable properties
Building on brown sites is preferable
I'd like to think that your strategy would deliver on converting current brown field sites but I have no confidence that it will do
Totally agree that we should be building on brownfield sites as much as possible as opposed to greenfield sites
Stop builds on green belt land
Stick to brown land stay off our field and green
Avoid developing green fields/farmland Protect wildlife and open spaces from over development
Please make it happen (NOT on the green and pleasant land though), but in doing so please don't destroy any more of our heritage buildings (Bull Ring, Flour Square, Winter Gardens etc etc)
Brown field sites are long overlooked these should be the 1st options to build on

This sounds like a sensible strategy, but doesn't seem to be happening. Planning permission is still being given for many green field sites in the area rather than brown field sites. Very little is being built on brownfield sites in these areas.
Not enough brownfield to meet demand. Build on greenbelt where necessary!
I would like to envision that all of the brownfield sites and empty homes are put back into use over the next 10 years. Especially before any attempt at planning a concrete invasion of the surrounding countryside. A flood survey based on the effects of recent Storms/exceptional rainfall levels would be a good starting point. A review of the current water table management strategy by professionals who are capable of implementing practical innovation would be useful.
Will the vision actually deliver the new homes within the town centres on brownfield sites? Current progress is slow and many homes have been lost from the town centres
Regeneration of the Town
In Grimsby - consideration should be given to: Why the old Birds Eye site isn't selling Affordable housing doesn't mean two 2 bed houses per estate . Thanks
I have high hopes for the town's vision for Feshney Place, I see it as a social hub for all, supporting the residents of the area, as well as giving the area easy access to amenities for socialising, learning, and gain support from community groups.
Ensure the builders Create sewers before building
When you put the things in place that are important first i.e. schools doctors dentists shopping centre a decent post office then think about building more houses.
The massive area of derelict and ruined buildings in the town centre, together with the huge plots left derelict by demolishing the multi storey flats should be redeveloped ASAP . And building thousands of properties to the south of Grimsby and Cleethorpes needs better transport infrastructure, as everyone needs to cross the town to get out to workplaces
Anti-social behaviour
Don't put trouble makers like druggies, drinkers, homeless in town centre, recipe for disaster
Close the town centre off at night to stop the gangs causing damage who want a house where there is vandalism
this sound very good, however it runs the risk of accentuating existing problems of anti-social behaviour that will deter investment in the town Centre and discourage those people in the outlying areas to return to the town centre and spend money.
Concerns around social housing
I feel a home is the most important factor to most people . Private landlords (not all of them) charge very high rents that the local authority pay for through the benefits system again not everyone that it must be better for the local authority to have housing stock
Specific to Immingham we are in desperate need of social housing that meets the needs of the community I feel Immingham isn't considered properly and this needs to change all the new housing so far has been for purchase including part but but this doesn't reflect the deprivation of the town no infrastructure has been added in relation to services in the town doctors dentists etc are over booked and we get compromised service because of the increased population
There should be more access to social housing. All we are seeing built in the area are large 4/5 bed houses when the real need is affordable housing. The current LHP waiting times are unacceptable.
I hope the housing that gets built in and around a Grimsby is actually built to a good quality with affordable rent!
More social housing bungalows in safe surroundings for those with dementia.
Along with housing there needs to be adjacent social spaces to encourage a vibrant neighbourhood
All you see is more empty shops no additional housing
The council need to think about who lives in the community, and who they are building for. I feel this has not been thought of. The homes on the East Marsh, are well built homes but due to poor renting control, they have been let go so much. I lived on Guildford street before they were knocked down and they were great homes. 3 good sized bedrooms, 2 good sized living rooms, and great sized gardens. Homes now have a box room and small gardens, they are not equipped for family living, and encouraging people to spend time outside.
Social housing needs to be near to facilities & public transport.
Commit to assisting housing associations to increase the provision of social housing. Lobby central government to increase the LHA to a level that makes private renting affordable. Simplify access to housing related support.
Quality housing for working professionals. Not drug users as this is why people won't go into town, it's not a pleasant place to visit.
More social housing is definitely needed in the Immingham area
Regeneration of existing properties
Make long standing empty houses brought back into use , lot of private properties empty .
Stop demolishing old, characterful buildings in the town centre and cultural areas. Convert them to housings, and people will move back into them. Go to any city or town in Europe, and because they have looked after their heritage, their town centres are thriving. This short sighted, peruse for economic growth is hurting us in the long run.
Regenerate old houses that's empty have empty shops turned into homes if children services building is emptied at Cleethorpes convert it into council housing all council buildings not been used should be converted into accommodation
Far too many new houses being built. Renovations of old properties needed.
Consideration Points
Writing a draft strategy before consulting with professionals is the wrong way to approach the subject. It shows a lack of understanding, by local authority officers, of how the housing market works. there is always a reluctance on the part of local authority officers to change documents that have already been drafted. A better approach would have been to carry out the consultation first and then write the strategy.
This is not publicized. The council seem to be intent on spending money to provide a cinema in Grimsby Town centre but in reality residents think this is a waste of money - the money could be spent on more urgent housing needs
There are some positive signs but there is not an integrated plan - the masterplan will not deliver the mixed estate we need. There does not seem to be a plan for the Flour Mill for example.
Force property owners to allow their houses to be rented if vacant. Limit the number of houses allowed for short term rental such as on Air bnb
See previous comments. This will reduce the 'donut ' effect that is currently strangling the life out of Town Centres. The more people living in the town Centres will reduce the amount of traffic in the towns. Developments in the outskirts are going ahead with no increase in amenities; shops, schools, surgeries etc., causing more traffic in the Centres.

