# **Housing Strategy Survey**

Responses = 176

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**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 if 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%f 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**

**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 |

Of those who disagreed or strongly disagreed, the responses included:

* 1. Brown fields and areas of perpetual poverty don’t have any regeneration
  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
  3. Greenfield approvals are being prioritised over brownfield land development
  4. No helping homeless people
  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
  6. Too many homes are being built in Immingham, with limited infrastructure to cope
  7. Living in the East Marsh

**We listened…**

* 1. With the help of external funding, we aim to fund unviable sites to enable development and regenerate areas of perpetual poverty.
  2. There are plans to regenerate older areas of the town and this is included in a number of the key themes that will improve homes in the private rented sector, and bring empty homes back into use.
  3. This document is not a planning document and therefore will not determine brownfield over greenfield.
  4. We have a statutory duty to house homeless people.
  5. The Affordable Housing Policy will look at enabling home ownership for low-income families.
  6. The Housing Strategy does not allocate land for housing.
  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

* + 1. 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…**

* + 1. There are empty homes and/or properties, however these will be covered by our Empty Property Strategy. We currently have a shortage of affordable housing which is why we need more to meet need.
    2. The Home Choice Lincs website provides details on how applications are prioritised. Details can be found on [Home - Homechoice Lincs](https://www.homechoicelincs.org.uk/)
    3. Some landlords have increased rents, to cover their increased mortgage payments. There is a shortage of quality rental accommodation which has led to an increase in prices. 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)](https://www.gov.uk/guidance/local-housing-allowance)
  1. *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...**

* + 1. This will be included within our Affordable Housing Policy.
    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.
  1. *Homelessness (e.g. people who are at risk of losing their home or have already lost their home*

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

**We listened...**

5.3.1 The Local Plan sets out what percentage of affordable housing will be included on a housing development over 15 units. 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 unmet need.

*Building new homes with improved energy efficiency*

* 1. *Improving the standard of privately rented housing*
     1. Should not be built in private dwellings
     2. Energy efficiency support should be provided to older homes first
     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 unmet need.

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://www.nelincs.gov.uk/homes-and-property/home-energy/)

5.4.3 Empty homes are in the private sector, therefore the Council has little control over when they are brought back into use. The Empty Property Strategy explains the challenges faced by the Council when trying to work with private owners, and looks at initiatives to help support owners bring properties back into use.

* 1. *Building new homes with access to green transport routes*
     1. Not all new homes are selling due to pricing and affordability so we should use what we already have
     2. We should be regenerating old properties and brownfield sites
     3. Who decides ‘green’?
     4. Building new homes is destroying productive farm lands

**We listened…**

* + 1. This Strategy looks at housing need and how this can be met. It is evidence based and strategies/policies that come out of this document will support providing houses for all areas of need.
    2. The Strategy does look at regeneration and making viable brownfield sites.
    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://naturalengland.blog.gov.uk/2023/01/24/a-blueprint-for-a-better-future-new-green-infrastructure-advice/)
    4. The Housing Strategy does not allocate housing sites. However, our boroughs housing needs cannot be met through brownfield development alone.
  1. *Building new homes with access to green space*
     1. There is already green space, building new homes removes existing green space
     2. We should level up the poorer areas
     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
     4. This can mean developers will promise green space to get planning permission and then not deliver
     5. Not all new builds are selling due to affordability and salary levels
     6. There are already plenty of houses that are for sale but not being sold

**We listened…**

* + 1. The Housing Strategy does not allocate housing sites. However, our boroughs housing needs cannot be met through brownfield development alone.
    2. The Housing Strategy aims to level up areas and support all households to have a safe, warm, and dry home.
    3. The Council promotes the wider use of our green spaces. Green spaces in housing developments are maintained by private management companies. Green spaces have other benefits for example making nature more accessible.
    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. The Housing Strategy seeks to deliver solutions to assist making homes affordable for lower income households.
    6. This is natural for a housing market and dependent on market conditions, sellers realistic expectations and other factors are outside of the Council’s remit.
  1. *Providing appropriate accommodation for our young people and care leavers*
     1. It is up to the parents to help young people, not everyone else
     2. The public only have so much money to help keep supporting already employed people

**We listened…**

* + 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)](https://www.barnardos.org.uk/get-support/support-for-young-people/leaving-care) [Corporate parenting | NELC (nelincs.gov.uk)](https://www.nelincs.gov.uk/health-wellbeing-and-social-care/childrens-social-care/children-looked-after/corporate-parenting/)
    2. The Council have a duty to support young people and care leavers into employment, so they can live financially independently.
  1. *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...**

* + 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)](https://www.nelincs.gov.uk/homes-and-property/homelessness-prevention-and-housing-advice/)
  1. *Deliver more community housing schemes*

5.9.1 The schemes should not be built near private homes

**We listened...**

* + 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](https://www.communityledhomes.org.uk/what-community-led-housing)
  1. *Provide more housing to meet the needs of people living in the community*
     1. There are too many houses being built as it is
     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?
     3. We need to regenerate empty houses in the area, instead of moving wildlife out of habitats

**We listened...**

* + 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.
    2. This is beyond the control of this document. The Council engages with service delivery partners, enabling them to assess future need, based on the prospective development of sites. This is included within the Local Plan.
    3. The Council are committed to bringing empty homes back into use. However, the boroughs housing needs will not be met by this alone.

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

* + 1. Although vulnerable, it is these peoples’ choice and can cause a disruption to other people (e.g. because of drugs etc.)
    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
    3. Don’t build these on private developments
    4. We should utilise existing buildings
    5. Existing schemes show little successful results on matters for these people
    6. We need controls to be brought in for HMOs in Grimsby through an Article 4 notice

**We listened.**

* + 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.
    2. The Council works with several other agencies who support vulnerable households. [Alcohol, drugs and substance misuse | NELC (nelincs.gov.uk)](https://www.nelincs.gov.uk/health-wellbeing-and-social-care/health-and-wellbeing/alcohol-drugs-and-substance-misuse/#:~:text=Contact%20them%20by%20phone%20on%2001472%20806890.)
    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.
    4. The Empty Property Strategy will support utilising existing buildings.
    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.
    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:

* 1. Brownfield sites should be developed in the centre of towns, not in villages and greenbelt areas
  2. New homes require drainage, but little thought is given to this when building
  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...**

* 1. Developing brownfield sites in town centres is a key theme within the Housing Strategy.
  2. It is not clear whether this is evidence driven as all sites are assessed on their drainage requirements during the planning application process.
  3. Some HMO’s fall under permitted development, others do require planning permission. There is a shortage of one bedroom accommodation currently.

**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% |

* 1. *Prevent homelessness and rough sleeping*
     1. From observation rough sleeping is less than what it is described, with most homeless people having some form of accommodation e.g. YMCA
     2. The main reason for homelessness is drug addiction

**We listened…**

* + 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.
    2. There are many reasons why people become homeless of which addiction to drugs is one. Others include, mental health, cost of living crisis and family breakdown.

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

* + 1. It is an important matter nationally but should be targeted at areas who can afford it first
    2. I support greener homes but not new builds

**We listened.**

* + 1. National policy supports helping those who are unable to fund energy efficiency measures to their home.
    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** |

* 1. *Regeneration of existing properties*
     1. Use PV roof slates in homes
     2. Regenerate areas in need before choosing new builds e.g. overgrown gardens
     3. Drainage needs improving of existing properties (volume and capacity) and infrastructure
     4. Don’t let heritage buildings fall into decay
     5. Demolishing existing homes like high and low rise helps is making the housing situation worse

**We listened...**

* + 1. PV’s and air/ground source heat pumps are some of the measures included to reduce carbon emissions in homes.
    2. The Strategy aims to support regeneration in areas of need, however the areas housing need will not be met by this in isolation.
    3. Drainage issues sit outside of the Councils control and with Anglian Water.
    4. Heritage Buildings are not covered by this document specifically as this is covered by planning legislation.
    5. This strategy is to support how we work with external providers in the future to increase the number of affordable homes delivered.
  1. *Support social housing tenants and landlords*
     1. Ensure landlords are supported to provide good quality rental housing
     2. Social housing should be of benefit to all and not just to be sold to developers/occupiers
     3. Tenants are sometimes stuck in areas due to no fault of their own

**We listened...**

* + 1. We assume the writer is referring to Social Landlords. Social Landlords are covered by the Regulator of Social Housing.
    2. The writer believes this comment relates to the right to buy scheme. This is central government policy, which is outside of the reach of this policy.
    3. The policy aims to support an increase in social/affordable housing, to provide more choice for resident which includes location.
  1. *Unaffordability*
     1. Starting prices of houses are out of reach for many, with the wrong houses being built for the area
     2. Wages don’t match the cost of living and mortgage prices making it difficult for people to get on the property ladder
     3. Council tax banding prices should be on bands as well as points

**We listened...**

* + 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.
    2. The Affordable Housing Strategy will support low-income households to purchase affordable homes.
    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/guidance/understand-how-council-tax-bands-are-assessed)
  1. *Concerns over green belt lands and greenfield sites*
     1. Don’t build on green belt land or greenfield site
     2. Preserve green spaces/land by building on brownfield sites to improve the environment and run-down areas of the town
     3. Redeveloping the town centre will cut travelling, promoting the Zero Carbon initiative

**We listened…**

* + 1. There is no green belt designation within North East Lincolnshire. Allocating land for developing sits outside of this policy.
    2. The Housing Strategy does not allocate housing sites. However, our boroughs housing needs cannot be met through brownfield development alone.
    3. Agreed, the Council is committed to securing a future for the Town Centre and reducing carbon emissions.
  1. *Anti-social behaviour*
     1. Actively pursue vogue landlords who contribute to local fly tipping incidents in the East and West Marsh
     2. Prevent homelessness and rough sleeping
     3. Allow more play areas for children – new estates are forgotten about in regard to this

**We listened...**

* + 1. The Council will review its Housing Enforcement approach which could include Selective Licensing to make landlords more accountable.
    2. The Homelessness and Rough Sleeper Strategy aims to prevent homelessness and rough sleeping.
    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*

* 1. 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...**

* + 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** |

* 1. Parks and local areas need looking after to prevent people damaging
  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
  3. Too many houses being built without adequate drainage, doctors and schools
  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
  5. Build affordable houses on brownfield land
  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
  7. Houses in the local area need modernising
  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 bee better consolidating and building more leisure areas
  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
  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
  11. These proposals don’t drive the development of brownfield for housing where the plans are largely unpopular

**We listened…**

* 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)](https://www.nelincs.gov.uk/leisure-and-things-to-do/parks-and-open-spaces/) This covers the procedure for reporting damage or disrepair of equipment.
  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)](https://www.humberside-pcc.gov.uk/Your-Police/Crime-Levels/North-East-Lincolnshire.aspx#:~:text=Here%20is%20the%20latest%20recorded,is%20a%20decrease%20of%202%25.)
  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.
  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)](https://www.nelincs.gov.uk/assets/uploads/2020/12/Grimsby-Masterplan-Report.pdf)
  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.
  6. Our plan is to work with a developer partner to build quality homes to meet market need in the town centre.

* 1. 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.
  2. We refer you to the Town Centre Masterplan. [Untitled (nelincs.gov.uk)](https://www.nelincs.gov.uk/assets/uploads/2020/12/Grimsby-Masterplan-Report.pdf) 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.
  3. 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.
  4. 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.
  5. 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?**

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*

* + 1. Building on brownfield sites is preferrable to greenfield sites and green belt land to protect wildlife and open spaces
    2. Doubtful on delivering the brownfield site promise as planning permission is still being given to many greenfield sites
    3. There isn’t enough brownfield sites to meet demand, so build on green belt where necessary
    4. Brownfield sites and empty homes should be put back into use over the next 10 years

**We listened…**

* + 1. The Housing Strategy does not allocate housing sites. However, our boroughs housing needs cannot be met through brownfield development alone.
    2. We need 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 that greenfield development.
    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.
    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.
  1. *Regeneration of the town* 
     1. Why is the old Bird’s Eye site not selling?
     2. Schools, doctors, dentists are needed before building more houses
     3. Huge plots in the town centre are empty e.g. demolishment of the multi-storey flats, and better transport infrastructure is needed
     4. Ensure sewage systems are put in place before building

**We listened...**

* + 1. This is a private development, and we are therefore unable to comment.
    2. The relevant services have their own funding mechanisms based on capacity. This therefore sits outside of this strategy.
    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.
    4. Each planning application is assessed for its drainage capacity before planning can be approved.
  1. *Anti-social behaviour*
     1. Reduce trouble makers in the town centre, like those addict to substances and homeless people
     2. Close the town centre off at night to stop gangs who cause damage to homes
     3. Runs the risk of accentuating existing anti-social behaviour problems

**We listened...**

* + 1. The Council are working with its partners on several initiatives to reduce anti-social behaviour in the town centre.
    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.
    3. The aim is to reduce and not accentuate anti-social behaviour in the town centre.
  1. *Concerns around social housing*
     1. Private landlords expect high rent which is difficult when wages don’t match the cost of livin
     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
     3. Affordable social housing is needed – the LHP waiting times are unacceptable
     4. More social housing bungalows in safe surroundings for those with dementia
     5. The homes on the East Marsh are well built but due to poor renting control have been let go of
     6. More social housing needs to be near infrastructure and public transport
     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
     8. More quality housing for working professionals is needed

**We listened...**

* + 1. Unfortunately, the strategy does not cover rental incomes, these are defined by market forces.
    2. We acknowledge the need for affordable housing in Immingham in the Strategy.
    3. The strategy acknowledges the need for additional affordable housing to reduce overall waiting times to access social housing.
    4. The strategy acknowledges the need for supported housing. Delivery will be included in the emerging Housing with Care Strategy.
    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.
    6. We agree with this comment which is why we want to encourage and encourage development on inner urban brownfield sites.
    7. We acknowledge this comment and encourage the writer to participate in the consultation process for the Homelessness and Rough Sleeper Strategy review.
    8. This is included in the policy and our aims and ambitions for future Town Centre housing.
  1. *Regeneration of existing properties*
     1. Bring old properties back into use which are empty
     2. Don’t demolish old characterful buildings

**We listened...**

* + 1. We agree, which is why we will review our current approach in a new Empty Property Strategy.
    2. This sits outside the strategy as this is a planning decision, with statutory provisions to support decision making.
  1. *Consideration Points*
     1. Writing a draft strategy before consulting with processionals is the wrong way to approach the subject
     2. There are positive signs but not an integrated plan
     3. Property owners should rent their properties if vacant, and limit the number of houses allowed for short-term rental like Air BnB
     4. This will reduce the ‘donut effect’, where more people living in the town centre will reduce the amount of traffic
     5. The money could be spent on more urgent housing needs than the likes of a cinema

**We listened...**

* + 1. The strategy is written based on evidence provided through our Housing Market Needs Assessment, which is determined using a set methodology and did include professionals. Consultation did take place with professionals and key stakeholders who had an opportunity to express their views. The Action Plan will delivered in partnership with our key stakeholders.
    2. The Strategy is linked with the Council Plan which acts as a “golden thread” and sets out Councils priorities. The Strategy does link in with key strategies for example the Skills Strategy. Other Policies and Strategies will be developed from the evidence within the Housing Strategy and its key themes. Once the Local Plan review is complete, the Strategy will be updated to reflect any updates. It is difficult to predetermine the outcome of the Local Plan at this stage.
    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.

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* + 1. Yes, the Council does intend to reduce the ‘donut effect’ and improve opportunities to reduce car travel and carbon emissions.
    2. We refer the writer to the Town Centre Masterplan. The Town Centre project is largely financed through external funding and therefore it would not impact on housing support delivery. [Untitled (nelincs.gov.uk)](https://www.nelincs.gov.uk/assets/uploads/2020/12/Grimsby-Masterplan-Report.pdf)

**11. Other Consultation Feedback**

11.1 Scrutiny

[3.-DRAFT-Economy-Scrutiny-Minutes-7-Nov23PDF-196KBicon-namepaperclip-prefixfa.pdf (nelincs.gov.uk)](https://democracy.nelincs.gov.uk/wp-content/uploads/2023/05/3.-DRAFT-Economy-Scrutiny-Minutes-7-Nov23PDF-196KBicon-namepaperclip-prefixfa.pdf)

* 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 by16-25 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.