



Homes
England

The Housing and Regeneration Agency

Homes England Strategic Plan 2023-28





We're geographically diverse and strategically placed across the country to best support our markets, places and partners.

Together with our partners, we're accelerating the pace of house building, remediation and regeneration across the country.

Working with over 5,000 organisations we're accelerating the pace of house building and regeneration across the country, as we seek to deliver homes and places people are proud to live in – for generations to come.



Focus of our new Strategic Plan

- **Regeneration and place making** alongside housing supply, in response to the Levelling up White Paper
- **Place based working**, with an emphasis on supporting **local defined and led** solutions
- **Long-term partnerships** that bridge the gap between the public and private sector, to meet local needs and aspirations
- The **quality of what is being delivered as well as the quantity**, including championing environmental **sustainability, design and beauty** in the homes and places that we support



Homes
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Our mission

We drive regeneration and housing delivery to create high-quality homes and thriving places. This will support greater social justice, the levelling up of communities across England and the creation of places people are proud to call home.

Our strategic objectives

5 interconnected strategic objectives

3 focused on our overlapping categories of work: places, homes, the sector

2 objectives setting out our aspirations for the homes and places we will work with partners to create





Neeps End Catalyst Site, Sheffield
Homes England intervention: Masterplanning



Millers quay, Wirral Waters
Homes England intervention: Infrastructure grant and capacity



Forth Yards, Newcastle-upon-Tyne
Homes England intervention: Capacity and master planning

York Central

Homes England intervention: Land assembly and infrastructure grant



Levelling Up In Action: Riverside Sunderland

An aerial night-time photograph of Sunderland, UK, showing the city's skyline and the River Wear. The Stadium of Light is prominent in the lower-left quadrant, illuminated with its characteristic red and white lights. The city lights are reflected in the water, and the overall scene is a mix of urban development and green spaces.

Neil Guthrie

Development Director

Sunderland City Council

Riverside
Sunderland

City of
Sunderland

Riverside Sunderland



Riverside Sunderland



1,000 new homes to rent and buy in four riverside neighbourhoods



1 million square feet of modern offices in a new central business district



a doubling of the resident population of the city centre to 5,000 people



8,000 – 10,000 additional city centre jobs



civic, public and cultural assets including City Hall, the Eye Hospital and Culture House



ubiquitous smart city technology based on Sunderland's new 5G network



an outstanding landscape setting to increase biodiversity and climate change resilience



the UK's first carbon-neutral urban quarter



two new bridges across the River Wear to strengthen walking and cycling networks



an urban quarter designed to reduce car dependency and promote active travel



the transformation of St Mary's Boulevard into a stylish city street



investment in the public realm, public art and lighting

£500m

City of
Sunderland

Housing & Community

Vaux Housing





Riverside
Sunderland



Home of 2030

Kingsley Gardens



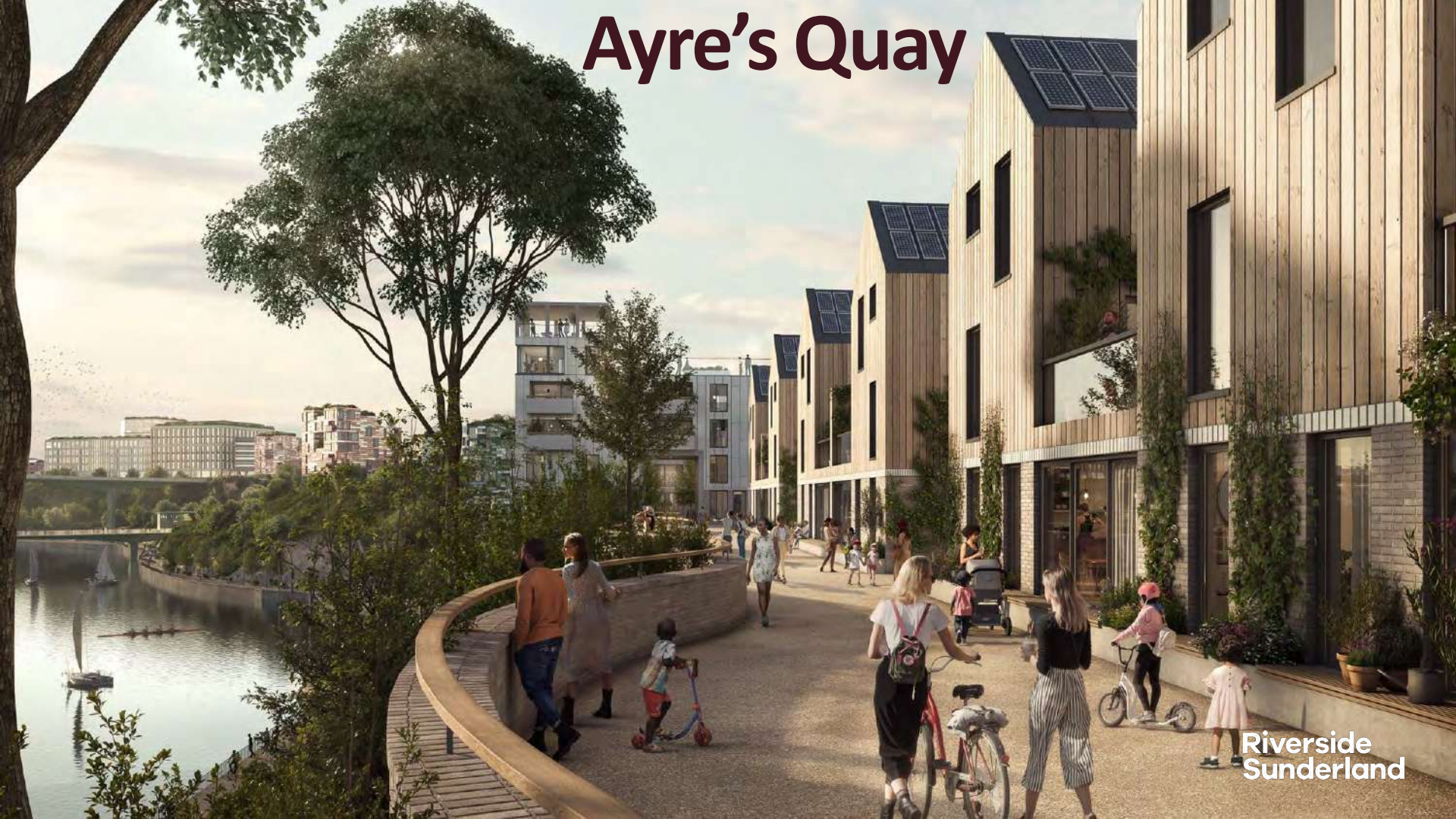
Riverside
Sunderland

Farringdon Row



Riverside
Sunderland

Ayre's Quay



Riverside
Sunderland

Sheepfolds



Riverside
Sunderland

City of
Sunderland

Employment

The Beam



Riverside
Sunderland



CITY
HALL

Riverside
Sunderland

Maker & Faber



Riverside
Sunderland

The Yard



Riverside
Sunderland

Central Business District



Riverside
Sunderland

City of
Sunderland

Leisure

The Fire Station



Riverside
Sunderland

VESTA
HILLS

Keel Square Hotel



Riverside
Sunderland



Culture House



Riverside
Sunderland



The Stables



Infrastructure

City of
Sunderland

Riverside Car Park



Riverside
Sunderland

New Wear Crossing



Riverside
Sunderland

Sunderland Station



Riverside
Sunderland

High Quality Public Realm



Riverside
Sunderland

Riverside Park



Riverside
Sunderland

Innovation

City of
Sunderland

Housing Innovation & Construction Skills Academy



Riverside
Sunderland

Eye Hospital



Riverside
Sunderland

National Esports Performance Hub



Riverside
Sunderland



Smart City Infrastructure

Riverside
Sunderland

City Centre Heat Network



Riverside
Sunderland

Visit
308
E PENINSULA

Visit
308

Visit
308
E PENINSULA

Inspiration

City of
Sunderland

Come to



for **inspo**

Riverside
Sunderland



Supporting those furthest from jobs market into work

Maggie Cornall,
Director of Operations,
Blackpool Coastal Housing



Blackpool Coastal
Housing

Blackpool Coastal Housing

- Largest social housing provider in Blackpool
- Manage approx. 5,000 homes
- Main provider of specialist and supported housing in the town



Blackpool Coastal
Housing

The situation in Blackpool...

- Blackpool is 1 of 20% most deprived districts/unitary authorities in England
- 28% (7,200) of children live in low income families.
- Life expectancy for both men and women is lower than the England average
- High rates of early deaths from serious illness such as cancer and lung disease
- Low employment rate
- Proportion of people claiming out of work benefits is double the national average
- Approx. 17.8% of the working age population in Blackpool have no formal qualifications
- 10% of young people are not in education, employment or training





Queen's Park
1960s



Queen's Park
now

- Demolition of the 1960s tower blocks
- 191 new Council apartments and family homes.
- Total cost £22 million



Why are we involved in an employment and activity project?

- Housing isn't just about bricks and mortar... but that's a good place to start.
- Our commitment to Blackpool Council:
 - Economy
 - Community
- Our moral responsibility as an anchor institution in Blackpool
- Our relationship with tenants
- Our reputation in the town with non-tenants
- Our assertive approach
- Makes good business sense:
 - ASB
 - Void Turnover
 - Rent arrears





More Positive Together Key Stats (BCH)...

- 2952 Participants working with us
- 398 people into work
- 248 people into training or education





Building stamina / hooking in

- Gym passes with Active Blackpool for 6 months
- Promenade/ Beach clean with participants
- Sports day at Stanley Park for participants and their children – consisting of Football, rounder's, relay races, long jump , face painting & cricket.
- Bike Re-cycle for participants to be involved and receive their own bike for transport.
- Table Tennis at the community centres with Participants.



Learning from MPT: BCH Housing Plus services helping to deliver better health outcomes...

- Jobs, Friends and Houses
- Positive Transitions
- Housing for people with Learning Disabilities



Questions...

Thank you...



Blackpool Coastal
Housing

hen
ne

Building
brighter
futures.



Who we are

A **partnership of thirteen north east housing providers**, some with charitable status, working with tenants, residents, communities and stakeholders to deliver a **coordinated, strategic approach to employability.**

Reduce barriers to employment and enable individuals to **realise their potential** as independent and **valued** members of their community.

Our partners



Your Homes
Newcastle

johnniejohnson
HOUSING

living longer, living better.



Living

believe
housing



karbon
homes

thirteen

Managing and building homes

Beyond
Housing



OASIS COMMUNITY HOUSING
HOPE. NOT HOMELESSNESS.

BERNIA

Tyne
Housing



NORTH STAR

Creating homes, building futures

gentoo

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 - Level 2 bullet points go here and look like this, some are longer than others
 - Bullet points go here and look like this, the point size isn't fixed and depends on the content



twice as likely to be out of work

twice as likely to be disabled

twice as likely to work in lower skilled jobs

paid a

third less

key role in

boosting growth, raising living standards and reducing inequalities

BOOST men

Action-focused customer journey.

*Following the initial engagement, we will apply a person-centred approach to delivery that **understands and addresses barriers** people face that might prevent them from being economically active.*

As social housing providers we have for a long-time been mindful of a broader spectrum of these employment barriers including **mental health, illness, caring/childcare responsibilities, benefits, transport, location, confidence, and motivation.**

Whether it be to...

- ✓ Help to **BOOST** someone's confidence
- ✓ Develop soft skills
- ✓ Broker relationships and forge links with potential employers

Our approach touches levels which do not revolve around general skills activities; rather focus on the person and their immediate needs.

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henne

Housing Employment Network North East

Building
brighter
futures.

Fair Foundations Place Approach Better Places Webinar

June 2023

Mission

Provide a strong foundation for life



Homes

Provide as many
good quality homes
as we can



Customer

Deliver an excellent
customer service



Place

Shape strong,
sustainable places for
our communities

How Karbon wants to help in Places



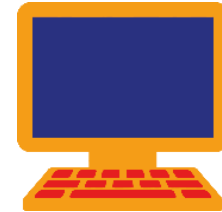
Physical

Providing good homes people can afford and strong place making



People

Supporting people living in our communities



Processes

Using local suppliers - outcome driven work using local supply chains



Fair Foundations

A new movement for left behind places

January 2023

Fair Foundations - a new approach

Everyone deserves a fair chance to realise their potential, wherever they live.

What? A new approach to evaluating places and interventions based on the concept of the foundational economy.

How? A coalition of active, willing, like-minded partners to tackle the challenges of left behind places.



Sector recommendations

What housing associations and anchor institutions can do



- No zero hours contracts
- Grow your own employment initiatives
- Employability support in left behind places



- Help customers and colleagues to overcome barriers to travelling to key employer locations



- Support for childcare outside school hours



- Focus hardship funds on left behind places



- Partner with other employers and local authorities to colocate service points to support high streets
- Upgrade social infrastructure in left behind places

The 'Karbon Impact' Areas

Karbon Impact Areas



Identify areas of **high need and high stock concentration**



Detailed research into challenges, strengths and potential interventions



In-depth consultation and engagement



Place shaping **action plan**

Actions we are taking in places



Residual household income

Real Living Wage
No zero hours contracts



Employment

Skills hub
Paid placements
'Unlocking Social Value' Opportunities



Homes

Decarbonisation
Flooring Trial



Family

Out of hours childcare
Support for young people



Place

High street
Garage sites
Local procurement

**An example of what we are
doing in our places:**

Newstart 2023

Boosting employment



North East's employment rate is 71.8% compared to a national rate of 75.7%



UK's national unemployment rate for workers aged 16+ is 3.7% but 4.1% in the North East



Our unique position as place-based housing associations



Collaboration Innovation

Our unique position as place-based housing associations

Utilising UK CRF funding in 2022, North of Tyne based Housing Providers collaborated to create an innovative solution to combat 'worklessness'.

73 new, fully funded 5 month 'career starter' roles were created exclusively for social housing tenants, across 23 employers.

46 out of 72 placements secured permanent roles either with their placement employer or another organisation.

https://www.youtube.com/watch?v=2zZ16Kycllk&embeds_referring_euri=https%3A%2F%2Fwww.karbonhomes.co.uk%2F&source_ve_path=OTY3MTQ&feature=emb_imp_woyt



Place – based Newstart

Newstart is a fully funded work placement by **Karbon**, which provides 5 months' work experience, up to a maximum of 30 hours per week for Karbon customers, their children or non-dependants.

These hours are flexible, and the **number of hours, and work patterns are flexible**

2023 cohort – 9 employers, 17 roles fulfilled
(2 from Byker and 9 from Stanley)



The initiative is **heavily linked to place shaping**, and priority has been given to customers living, and organisations operating in in Byker and Stanley

Place Shaping in Stanley, County Durham

Place Shaping Underway in Stanley

Acquisition of the Stanley Board School



It is **early days**, but we're committed to exploring ways in which we can support the revitalisation of Front Street.

These things take time, but **we are working hard to find an approach for the Board School** that works for us, stakeholders and the community.

Place Shaping Underway in Stanley

What could the Board School become?



Granby Four Streets and Winter-Garden, Liverpool



Star And Shadow Cinema, Newcastle



Back on The Map, Sunderland



Refuse, Chester-le-Street



Stockton Enterprise Arcade

**Thank you.
Let's hear your thoughts!**

Victoria.Keen@KarbonHomes.co.uk

Suzanne.Jobson@KarbonHomes.co.uk



Homes
England

The Housing and Regeneration Agency

Homes England Local Government Capacity Centre

Lisa Cattanach, Head of Learning – Local Government
Capacity Centre



Our strategic objectives

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Our Strategic Plan says

“We will work with our partners in local government in a bespoke way, tailoring our offer to reflect a place’s capacity and ambitions.

Our **Local Government Capacity Centre** will continue to work with local government to develop and deliver **technical advice, guidance and tailored support** packages. This will draw on the skills and resources from across the Agency and its partners.

... to **provide local authorities with training and support to develop their housing and regeneration expertise**. We will also produce resources that explain standards and good practice in areas such as design quality, placemaking, building safety and sustainability and, where possible, provide support to help partners adopt these.”

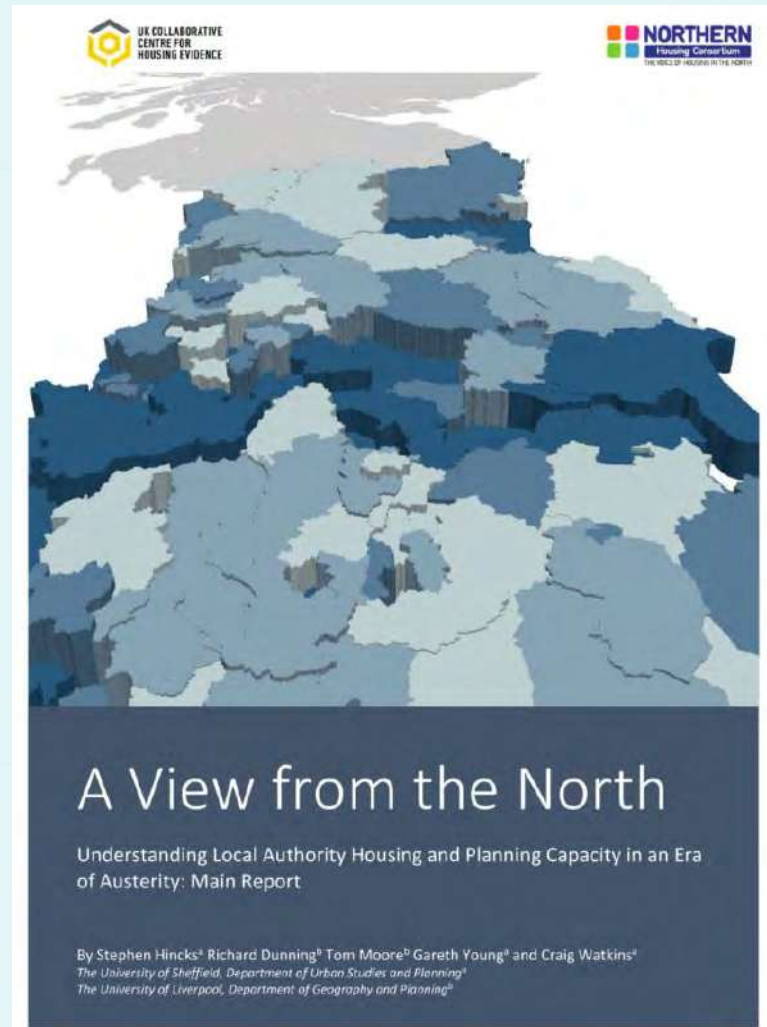


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The Local Government Capacity Centre (LGCC) develops, curates and designs well structured, accessible offers for local government and their partners to increase capacity and skills, drive regeneration and housing delivery, and create high quality homes and thriving places

Effective and efficient support

- recognise local leaders and partners best placed to understand opportunities in their area, but don't always have the capacity or capability required to implement their visions
- LGCC established to respond to identified gaps
 - reduces risk of failure with partners and improves capability and capacity to deliver high quality outcomes
- Northern Housing Consortium research shows issues are particularly significant in the north
 - change in net expenditure per authority in the north between 2010-11 and 2018-19 **-54% for housing** and **-65% for planning and development** services
 - across rest of England -34% for housing services and -50% for planning and development services
- our work must help “level up” communities



Our offers to date

Learning programmes

- bi-annual 2-week programmes
- over 43,500 registrations to date
- 14 sessions in upcoming Summer Learning Programme (10 to 20 July)
- aligned with Strategic Plan themes
 - quality and sustainable homes
 - market diversification
 - placemaking and levelling up
 - working with local places
 - capacity and capability

Public Practice

- LGCC invested seed money in 2022 to expand service to the north-east, north-west and Yorkshire and the Humber
- follow on investment from Department for Levelling Up Housing and Communities (DLUHC) has expanded this offer to all regions across England



Launching from autumn 2023

Housing Information Hub

- a central index to signpost users to relevant information
- targeted at housing and regeneration
- existing GOV.UK resources
- other approved shareable sites, guidance information and tools

Factsheets

- content to support local authorities being developed from trusted sources

Place readiness assessment tool

- to be directly usable by authorities and colleagues to assess local government capacity
- developed in response to LGCC research revealing gaps in awareness in authorities of readiness/capacity for delivering housing, impacting ability to deliver housing and regeneration





Homes
England

- sign up for learning programmes at [gov.uk/guidance/explore-housing-development-learning-events-for-local-government](https://www.gov.uk/guidance/explore-housing-development-learning-events-for-local-government) until 3 July – but places booking fast!
- view materials from our previous learning programmes on [YouTube](#)
- look out for further resources coming this autumn and our winter learning programme in January
- contact the LGCC team at cce@homesengland.gov.uk



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enquiries@homesengland.gov.uk

0300 1234 500

gov.uk/homes-england

