

The Coventry Housing Statement 2006

The Housing Statement 2006 is a document that presents the vision for housing development in Coventry over the next 10 to 20 years.

The document seeks to provide a concise overview of Coventry's housing; perspective, markets and objectives. In particular it will detail how measures, interventions and initiatives to stabilize and strengthen the market will

- ◆ Support comprehensive wider regeneration measures across the City and Region
- ◆ Assist in the continuing expansion of Coventry's Economy
- ◆ Encourage new development and investment in line with projected growth
- ◆ Provide improved housing choice to encourage people to live and work in the City
- ◆ Raise Coventry's profile within the (City) Region, and contribute to the wider growth agenda for the City Region
- ◆ Create sustainable mixed communities across the City and Region

Coventry's Housing Vision

There are three core aims to Coventry's Housing Vision

Achieving Housing growth to support wider regeneration and economic investment

Rebalancing Housing markets to stem decline, establish new and more stable communities

Improve pathways of choice in housing for Coventry's people and to attract and retain newcomers also can help the city grow and thrive

These core aims will be referred to throughout the document and show how the planned regeneration projects across the city will meet these aims.



Coventry Today

The Coventry Population

Coventry has a population of 307, 000 people and attracts 48,000 people for work and leisure activities in the City. Identified as one of the West Midlands Major Urban Areas in the Regional Spatial Strategy, the City continues to expand as people migrate to the City, both nationally and internationally.

The Economy

Coventry's economy has traditionally been around the automotive and engineering supplies industry. However, with the diversification of the UK's economy, Coventry is now attracting companies such as Barclays Bank, the Department for Work and Pensions and British Telecommunications as well as smaller industrial/creative industries. The development of the new University hospital on the edge of Coventry is also attracting investment from the medical and scientific community and it is hoped that with the future development of the medical business park at Ansty, the scientific and medical industry will invest further in the City.

Skills and Education

Coventry has two Universities within its boundaries, Coventry University and the University of Warwick. Both attract international investment and people to the region and therefore have an impact upon the economy and the housing market of the City. In 2005, Coventry had a total student population of 35,752 people studying at the two Universities. With the planned expansion of the University of Warwick and the development of the City's learning quarter, this number will increase and place further demand upon accommodation in the City. This demand is City wide (due to the number of campuses and the University Hospital at Walsgrave) and with 32700 non decent private sector homes, there is a need for continued investment to meet the demand and encourage people to stay in the City.

Transport

Coventry is situated just over an hour from London and half an hour from Birmingham by rail. The City has good rail links to the South East and the rest of England, is served by four major motorways, has its own airport and is in close proximity to Birmingham International. As a result, the City is well placed in terms of transport and communication links to be able to offer a good location for industry, commerce and educational/cultural activities.



Housing

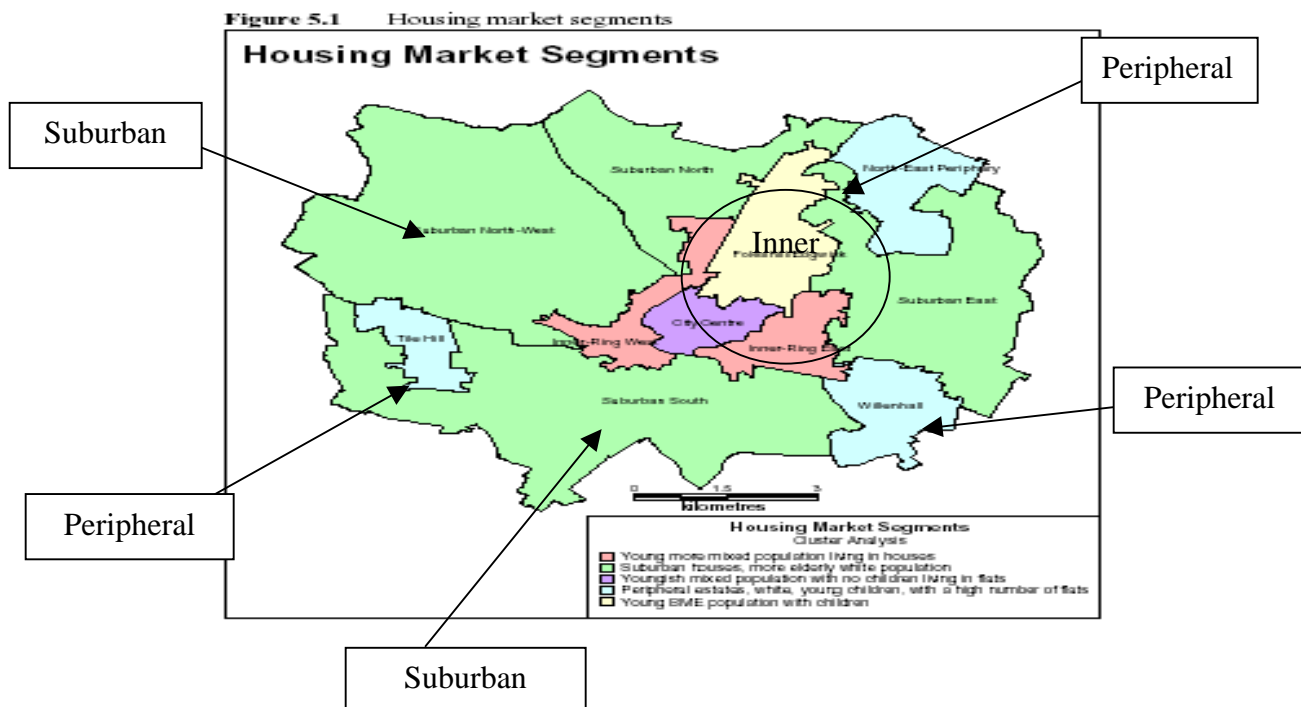
The Housing Demand Study

A Housing Demand Study (commissioned in 2002) examined the trends within the Coventry housing market. The scope of the overall study was:

- ◆ To identify the spatial patterns of demand in Coventry
- ◆ To identify how demand segments the housing market and the City (by tenure, household types, market function and social exclusion)
- ◆ To understand how the Coventry housing market relates to the housing market sub region (Rugby, North Warwick's, Nuneaton and Bedworth) and the West Midlands.

The study was completed in 2005. The main conclusions of the study were:

- ◆ That housing market demand divides the city into 3 distinct segments. Inner, Peripheral and Suburban areas. The inner and peripheral areas of the city have large areas of poor housing, low incomes and are therefore in need of large-scale regeneration. The suburban areas of Coventry are more popular, with more owner occupied stock, households with higher incomes and lower vacancy rates.





- ◆ There is an eastern arc effect applied in the market with market weakness exemplified in the Peripheral areas on the north east radiating down through to the south east side of the city but also taking in parts of Tile Hill on the south west side leading to low demand in parts of these areas.
- Tenure polarization largely within the peripheral areas and priority neighbourhoods affected by market weakness has constrained choice and hence the ability of residents particularly economically active younger, more affluent people and older people to locate to more suitable properties without having to move outside of their neighbourhoods
- To stabilize the market and make Coventry a more attractive place for consumers to remain in or move to, there is a need for a better mix of housing types and tenures across the market as a whole. In particular the market needs to cater for both higher income/aspirational consumers (seeking larger houses in desirable locations) and lower income consumers unable to buy or rent on the private market and requiring access to a diverse range of affordable housing with good quality environments.

In order to address these issues, the Council has adopted robust Supplementary Planning Guidance, designed to ensure that all new development in the City contains the right mixture of market housing and affordable housing appropriate to the particular locations. Furthermore, the Council provides funding for additional affordable and supported housing through the Social Housing Regeneration Fund, a fund that uses the capital receipts from right to buy properties in the City.

In addition to this, the Council has also worked closely with Central Government, regeneration agencies and private industry to provide innovative mixed-use developments across the City. Over the last 5 years these have included the development of the Daimler Green Urban Village and the conversion of the former Broad Heath School and former power station at Radford into Live Work units.

In addition to the new build schemes, Coventry is also committed to renovating existing homes that fail to meet the decent home standard and have been empty for a number of years. Since 2000, 146 long-term vacant properties have been bought back into occupation through partnership work between Coventry City Council and a number of Coventry Housing Associations. However, this work needs to continue.

The next section of the statement focuses upon the specific regeneration schemes currently being developed as well as those planned for the future.



Regeneration

Since the late 1990s, Coventry has expanded and diversified culturally and economically. Large areas of brownfield land, situated in the north south regeneration corridor have been redeveloped to provide mixed-use business, leisure and housing facilities. With the Coventry Solihull and Warwickshire's sub-region strategically positioned between the West Midlands heartland and the south east and able to offer an attractive area for continued growth (especially for businesses seeking to relocate in and around this sub-region to supplement those who have already moved their base into the sub-region), large scale developments such as Daimler Green, Woodway Gate and New Century Park have started to provide the required infrastructure for this growth. Over the next ten years the development of Coventry will intensify with the regeneration of areas such as Swanswell, Wood End, Henley and Manor Farm (New Deal for Community areas), providing a projected 11,000 properties. However, politically, both locally and regionally, the aspiration is for growth beyond the projected 11,000 properties.

In order to realise the expectation of significant expansion, continued work on site identification and the remodelling of the existing stock needs to occur. This work has been undertaken in part through a land capacity study undertaken in 2006 and the small scale regeneration schemes on estates such as Hillside Meadway, Manor Guildhouse and Guild and Pridmore.

Alongside the continued remodelling of the City's housing stock, Coventry stakeholders are continuing to invest in employment, leisure and retail infrastructure. In particular:

- ◆ The City's universities and higher education colleges continue to expand and there is the planned development of the Coventry learning quarter
- ◆ The super hospital at Walsgrave has opened.
- ◆ Leisure and business facilities are being up graded across the city with the development of Bannerbrook Park, Electric Wharf, Belgrade Plaza and Paragon Park.
- ◆ The Public transport system continues to be improved, through investment in the prime line bus routes across the City and the upgrade of the West Coast main rail line.

The next 2 pages give examples of the current and future housing regeneration schemes that have and are projected to take place over the next 10 years.

Guild And Pridmore



Developers: Lovells on behalf of Orbit Housing Group
Housing Associations: Orbit and Whitefriars
Location: Guild and Pridmore Housing Estate in Foleshill
Total Number of Units: 68 dwellings plus communal facilities of which
Affordable Units: 35 units for rent
Expected Completion: 2007/08

Daimler Green



Developer: George Wimpey Development
Housing Association: Accord (Ashram), Jephson, Coventry and Warwickshire YMCA
Location: Former Jaguar/Daimler Works, Radford
Total Number of Units: 600 units – mixed-use site of which 80 affordable units
Expected Completion: Winter/Spring 2007

There have been 6 major regeneration schemes over the last 10 years resulting in 1,497 new housing units. All of the schemes have been within the north south corridor of the Coventry-Nuneaton regeneration zone and have therefore contributed to meeting the objectives of the sub region and the City.

REDEVELOPMENT OF COVENTRY CURRENT SCHEMES

Woodway Gate

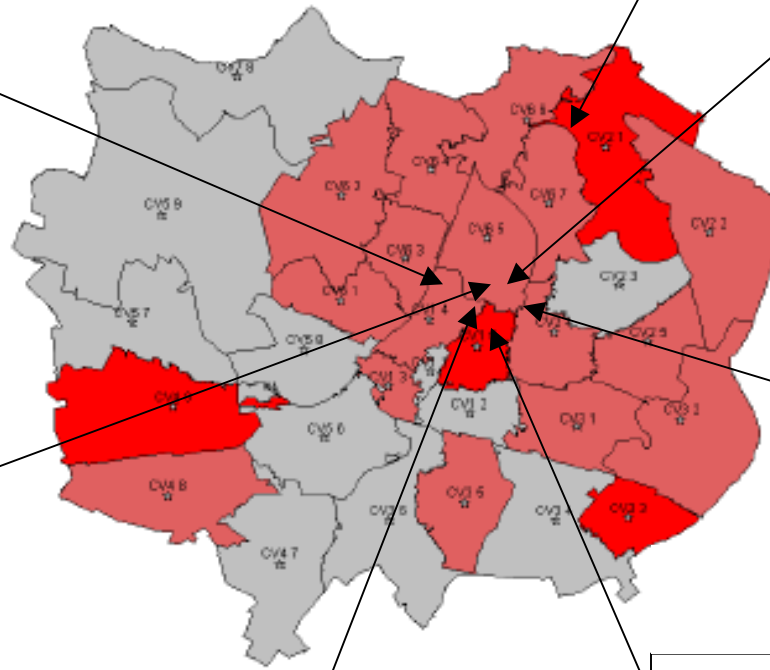


Developer: Taylor Woodrow/Bryant
Location: On the former Woodway Park
Total Provision: 120 units comprising of houses, flats and bungalows of which 30 are affordable units (comprising of a mix of houses flats and bungalows)
Expected Completion: 2006

Electric Wharf



Developer: Complex Development Projects
Location: Near Widdrington Road and Sandy Lane
Total Provision: 65 loft apartments and 18 ecohouses
Funding: The project was part funded by Advantage West Midlands and the European Union
Expected Completion: 2006



Hillside Meadway



Developer: Wates Development Group
Location: Valley Road, Coventry
Housing Association: Whitefriars
Total Provision: 271 units – mix of apartment blocks and houses of which 67 affordable units over 2 phases will be provided.
Expected Completion: Phased development 2005-2009

Broad Heath School



Developer: Midland Heart
Location: Former Broad Heath Primary School
Total Provision: 37 dwellings including 8 live work units, youth centre, business and enterprise facilities
Completion: 2006.

New Century Park



Developer: Bellway Homes
Location: Marconi Site, Stoke
Total Provision: 10,000sqm additional employment space and 355 dwellings of which 89 affordable housing units
Expected Completion: Phased development 2002-2009

"To ensure decent homes, housing choice and support for Coventry citizens"

Bannerbrook Park



Site: Former Massey Fergusson Site
Developer: Persimmon
Proposed: Mixed-use science and technology park including 840 dwellings
Estimated Completion: 2010/11

FUTURE REGENERATION SCHEMES 2006-2017

Paragon Park

Site: Off the Foleshill Road
Developer: Paragon UK Ltd
Proposed: Mixed-use site – retail, leisure and 1000 dwellings
Estimated Completion: 2015

Swanswell

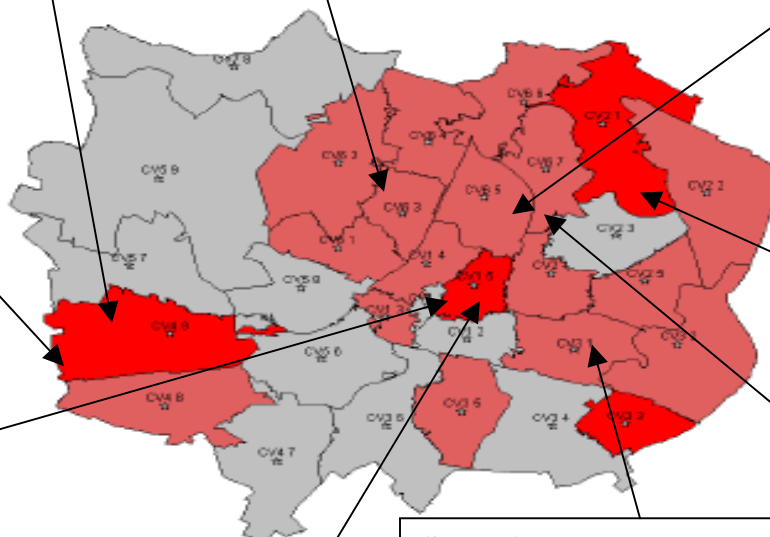


Site: City centre and Hillfields
Developers: To be identified
Proposed: Mixed use site – learning quarter, business, retail and housing
Estimated Completion: 2020

Canley Regeneration



Site: From Prior Deram Park to Aldermoor Harris School
Developer: To be identified
Proposed: Phased development – housing and leisure
Estimated Completion: 2016



Wood End NDC



Site: Incorporates Wood End, Deedmore and Henley
Developer: BKW
Proposed: 4748 Housing units
Estimated Completion: 2020

Belgrade Plaza



Site: Coventry City Centre
Developer: Oakmoor Deeley
Proposed: Mixed-use – accommodation, retail and leisure – 361 apartments
Completion: 2010

Park Court



Site: City Centre
Developer: Cassidy
Proposed: Mixed-use site – retail, leisure, business and accommodation (367 apartments)
Estimated Completion: 2010

Stoke Aldermoor



Site: Former Peugeot site
Developer: Parkridge
Proposed: – Mixed use, retail, leisure and accommodation
 1700 units
Completion: 2015

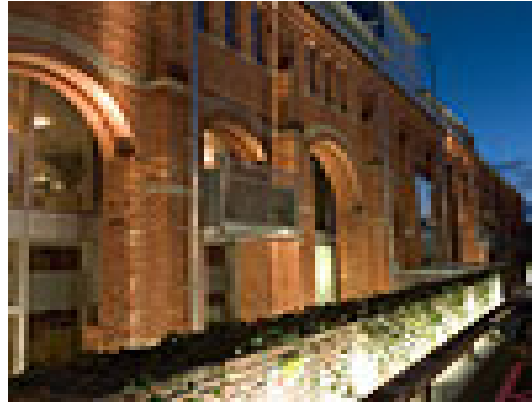
Cobden Street



Site: Off Stoney Stanton Road
Developer: Orbit Housing Group
Proposed: 86 affordable housing units
Completion: 2008

The map highlights the areas of planned and proposed regeneration in the City over the next 10 years. All the schemes are mixed use schemes on brownfield land. These schemes will assist Coventry in meeting the growth agenda target set out by the regional housing and spatial strategies. In total, the development of these sites will result in 11,000 new dwellings across different tenures. Politically the City is encouraging ambitious levels of growth and there is an expectation to develop in excess of these figures.

Current Schemes: Electric Wharf

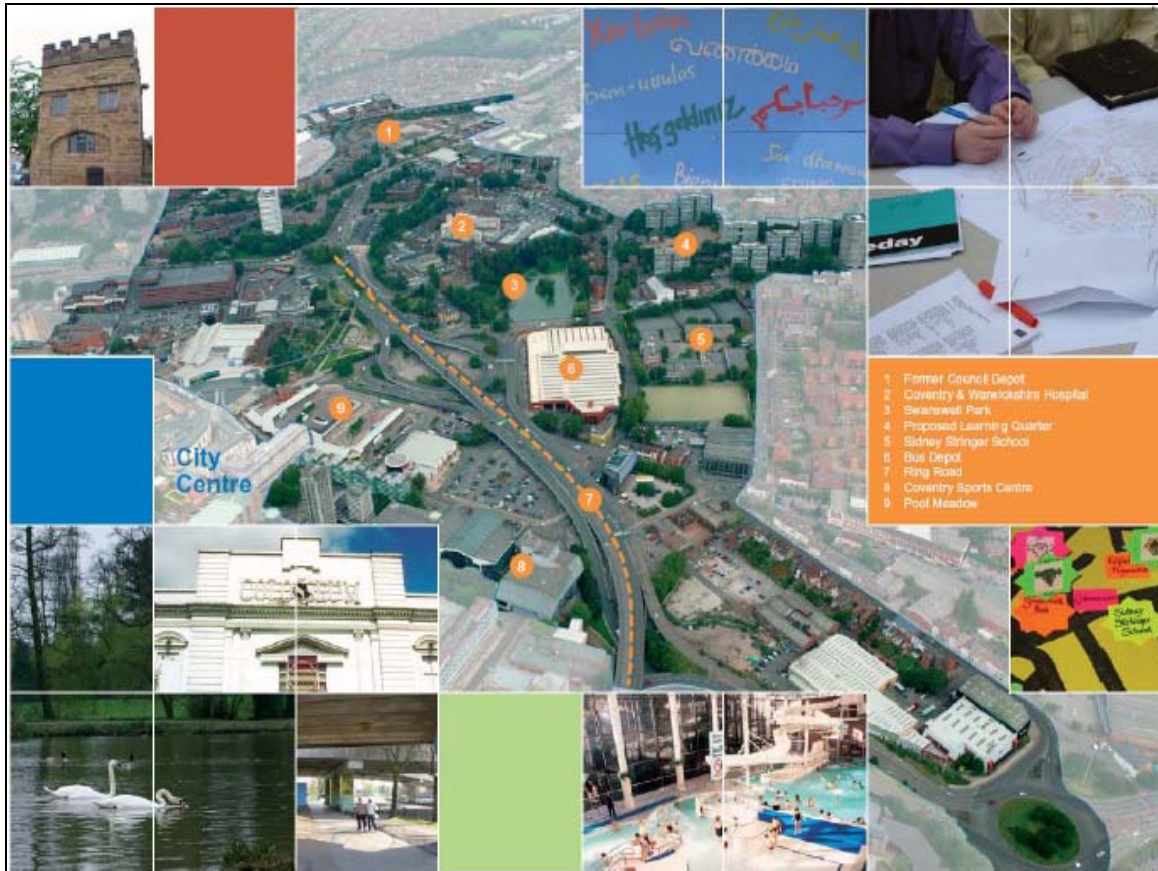


Electric Wharf is the site of an innovative redevelopment that incorporates modern live work units and eco homes on the site of a former power station. There are 65 loft apartments and 18 eco houses, which are currently being marketed. Located near Coventry City Centre and near the canal basin, the scheme is building upon the success of the City Centre developments, such as the Pheonix Initiative.

The development has been carefully designed to incorporate the surrounding canalside area and the architectural details of the original buildings. The reuse of buildings and materials has also helped to save materials and reduce landfill. The eco homes have been designed to incorporate grey water rain systems, 'A' rated appliances and solar power assisted heating systems.

The project has been developed as a result of a financial and working partnership between Advantage West Midlands, Coventry City Council and Complex Development Projects. The project attracted part funding from the European Union and Advantage West Midlands.

Future Investment – Case Study: Swanswell



Swanswell's strategic location and availability of sites has the capacity to contribute to the improvement of the City's housing profile and therefore enable the City's economic expansion. Swanswell's housing stock is characterised by older, low value stock and tenure polarisation. It has traditionally been an area where new communities and those with specialised needs have lived. The zone outside the ring road includes large amounts of socially rented properties. The lack of mix of sizes of units mean that when circumstances change, household have little choice but to move to a new area in order to meet their altered housing requirements. In general the area suffers from a poor image and is not seen as an aspirational place to live. Therefore there is an identified need at all levels of policy to ensure that the Swanswell masterplan includes the provision of a true mix of housing types, sizes and affordability throughout the area. Housing should serve a wide range of needs, and must cater for older people, Black and Minority Ethnic Communities, those with special needs, students and key workers. In addition there is a recognition that housing should be set within an overall context and contribute towards a positive sense of place, be well integrated with local services and public transport, be part of mixed-use development in higher density areas, be safe and secure and contribute to wider regeneration activities.

Future Investment – Case Study: Coventry NDC



The aim of the NDC is to improve the quality of life and opportunities available to residents, make the area a place where people will visit, and to generally bridge the boundaries between the Wood End, Henley Green and Manor Farm area and the rest of Coventry.

The quality of some of the existing houses in the area is poor and others are no longer suitable for the needs of the residents. The lack of local facilities in the area and links to employment sites are also factors in the area's decline.

The development will aim to tackle these issues and go some way to attracting a variety of tenure by offering a new range of low-cost starter homes, higher value homes and apartments, as well as homes for the current residents of the area.

There will be a variation in the density and mix of the site so areas of higher density and distinctive character will focus upon major public spaces and along major routes. A variation in density will also promote "pepper potting" of affordable and private accommodation in clusters around the site. The premium locations for views and access will also be mixed tenure.



Investing in Coventry's Future

Over the last 10 years Coventry has attracted major investment from funding sources such as the Central Government Neighbourhood Renewal and Social Regeneration Budget Funds, the Housing Corporation, private developers and service sector providers such as the University of Warwick.

In 2006, Coventry was awarded the second largest Housing Corporation allocation (in the West Midlands) for investment in affordable housing until 2008. Private Developers also continue to invest heavily in the City. Barratts, Taylor Woodrow, Persimmon and Oakmoor Deeley have invested in large-scale schemes. Wates builders have also been attracted to the area and have started the redevelopment of the Hillside Meadway estate. This is the first development outside the Southeast for Wates.

Other large-scale companies such as IKEA and Primark are also choosing to locate large stores to Coventry. IKEA is developing its first city centre store within the next few years.

Therefore, there is a significant level of confidence from the private and public sector in the City. Regionally, Coventry is seen as strategically positioned between the West Midlands heartland and the south east (in particular the Milton Keynes & South Midlands Growth Area) and is able to offer an attractive area for continued growth especially for businesses seeking to relocate in an around this sub-region to supplement those who have already moved their base into the sub-region. However to achieve the quality and quantity of growth anticipated (locally, regionally and nationally), further investment is required. Substantial population growth requires substantial investment in infrastructure and services. To date this has been built into plans by the development of mixed-use schemes (i.e. large scale developments will provide housing, business and leisure facilities). However, because expected growth is beyond the current planned level (i.e. 11,000 properties) further consideration and investment will have to be given to the provision of additional infrastructure.