

# Housing Strategy 2023–2028

Building a Better  
North Tyneside



North  
Tyneside  
Council

# Foreword

**I am delighted to introduce our new Housing Strategy, Building a Better North Tyneside. This Strategy outlines our vision of aspiring to provide high quality homes that meet the needs and requirements of all our residents.**

North Tyneside is a fantastic place to live, work and visit and it is unsurprising that demand for all types of homes remains high. I recognise the importance of diversity of tenure and my ambition is to deliver real housing choice for all.

We will continue our progress to deliver 5,000 affordable homes and through this Strategy will focus on driving up standards in the private rented sector, encouraging developers to build quality homes for sale and recognising the need for low-cost home ownership.

We recognise that there are substantial challenges. The global pandemic and the current cost-of-living crisis has impacted everyone. We know that fuel poverty is increasing, and we have seen more people present as homeless than ever before. All these challenges continue to lead to a high demand for affordable homes.

Our demographics are changing, and this Strategy will ensure that we continue to provide homes that meet a range of health and age-related needs and reaffirm our commitment to supporting our most vulnerable residents access the right type of homes and support that they need.

I am proud that the Council continues to lead the way in working towards a zero-carbon Borough and this Strategy provides a platform for the long-term role that housing can play in supporting this ambition and meeting the climate emergency.

Our Strategy recognises the importance of creating and sustaining communities. It is aligned to our regeneration and economic ambitions within the Our North Tyneside Plan and supports our drive to reduce derelict and empty properties in the Borough.

Finally, I believe that good quality housing supports people and families to thrive and can drive economic prosperity. Our Strategy makes it clear that quality housing is more than 'bricks and mortar' and is essential to providing a secure foundation for good health, wellbeing, education and access to employment.

**Cllr John Harrison**  
**Cabinet Member responsible for Housing**  
**North Tyneside Council**



# Introduction

Homes are a basic human need and a vital part of people's lives. Everyone deserves to have a safe, secure, affordable, and comfortable home to live in. Housing directly impacts our health, and our ability to access education, employment, and health services. Quality housing provides a sense of security and a stable environment for our children to grow up in, whilst helping to build strong communities.

Building on our successes to date, our Strategy sets out the range of activities that the Council and our partners will undertake over the next five years.

It recognises the challenges that we face and is set within the context of national policy changes affecting housing, social care, and planning.

We know the importance of listening to our residents and we have developed this Strategy by using feedback from the Residents' Survey, and consulted with our tenants and stakeholders to develop key themes that provide a consistent approach to our strategic housing delivery.

It is our ambition that through this Strategy we will *build a better North Tyneside* and ensure that our residents can enjoy housing of good quality, that meets their needs irrespective of the tenure they live in.



# Key Strategic Drivers

Our Strategy is informed by current and emerging national and local policies including:

## National

- Social Housing White Paper
- Health & Social Care White Paper
- A Fairer Private Rented Sector White Paper
- Levelling up Agenda
- National Planning Policy Framework
- Homelessness Reduction Act

## Local

- North of Tyne Combined Authority Devolution
- North Tyneside Local Plan
- Climate Emergency Declaration
- North Tyneside's Equally Well Plan
- Emerging Fuel Poverty Plan

## Our North Tyneside Plan

2021 TO 2025 | BUILDING A BETTER NORTH TYNESIDE

The Our North Tyneside Council Plan outlines a vision of building a better North Tyneside looking to the future; and listening to and working better for residents.

The plan features five themes that reflect your priorities aimed at creating a North Tyneside that is thriving, family-friendly, caring, secure and green. Each of these five themes has a clear set of policy priorities.

### A thriving North Tyneside



We will regenerate the high streets of North Shields and Wallsend, and in addition to the Master Plan for North Shields, we will bring forward Master Plans for Wallsend and Whitley Bay town centre areas. We will also bring investment and improvements to the North West area of the borough and ensure that regeneration delivers ambition, opportunity and benefits for all of our residents;



We will bring more good quality jobs to North Tyneside – by helping local businesses to grow and making it attractive for new businesses to set up or relocate in the borough



We will invest in adult education and to support apprenticeships to make sure people have the right skills for the job



We will keep our libraries and leisure centres open as part of a vibrant range of cultural and sporting activities to support the health and wellbeing of our residents;



We will continue to be the destination of choice for visitors through the promotion of North Tyneside's award-winning parks, beaches, festivals and seasonal activities



We will reduce the number of derelict properties across the borough



We will review how the council purchases and contracts for goods and services to maximise value for money, social value and environmental sustainability

### A secure North Tyneside



Council wardens will work in partnership with Northumbria Police to prevent and tackle all forms of antisocial behaviour;



We will continue to invest £2m per year in fixing our roads and pavements



We will maintain the Council Tax support scheme that cuts bills for thousands of households across North Tyneside



We will tackle health and socio-economic inequalities across the borough including through our Poverty Intervention Fund to tackle food poverty; and



We will provide 5000 affordable homes

### A family-friendly North Tyneside



We will support local schools, making sure all children have access to a high-quality education with opportunities to catch up where needed after the pandemic



We will provide outstanding children's services, events and facilities so North Tyneside is a great place for family life



We will ensure all children are ready for school including through poverty proofing the school day – giving our kids the best start in life

### A caring North Tyneside



We will provide great care to all who need it, with extra support available all the way through to the end of the pandemic



We will work with the care provision sector to improve the working conditions of care workers;



People will be cared for, protected and supported if they become vulnerable, including if they become homeless



We will support local community groups and the essential work they do



We will work to reduce inequality, eliminate discrimination and ensure the social rights of the people of North Tyneside are key to council decision making

### A green North Tyneside



We will keep increasing the amount of waste that can be recycled and introduce food waste collections and deposit return schemes



Council environmental hit squads will crack down on littering



We will secure funding to help low income households to install low-carbon heating;



We will increase opportunities for safe walking and cycling, including providing a segregated cycleway at the coast



We will publish an action plan of the steps we will take and the national investment we will seek to make North Tyneside carbon net-zero by 2030



Building a better North Tyneside:  
A Housing Strategy 2023–28

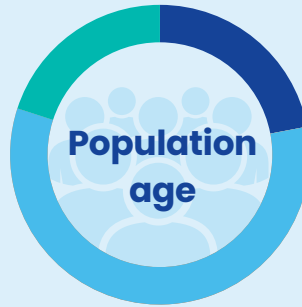
Homelessness Prevention and  
Rough Sleeping Strategy 2023–28

# Our North Tyneside

## Our People

### Population

2011 Census	<b>200,800</b>
2021 Census	<b>209,900</b>
2031 projected	<b>219,200</b>



- Under 20 **22%**
  - 20 to 64 **58%**
  - Over 65s **20%**
- Source: ONS, 2021



Average life expectancy is **79 years** in North Tyneside

Source: ONS, 2021



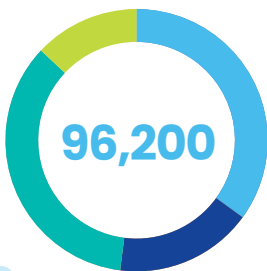
Average income in the Borough is **£25,700**

Source: CAMEO UK 2021



- White British **92%**
  - Asian or Asian British **3%**
  - White non-British **2%**
  - Black-African, Caribbean, British **1%**
  - Mixed ethnicity **1%**
  - Other **1%**
- Source: ONS, 2021

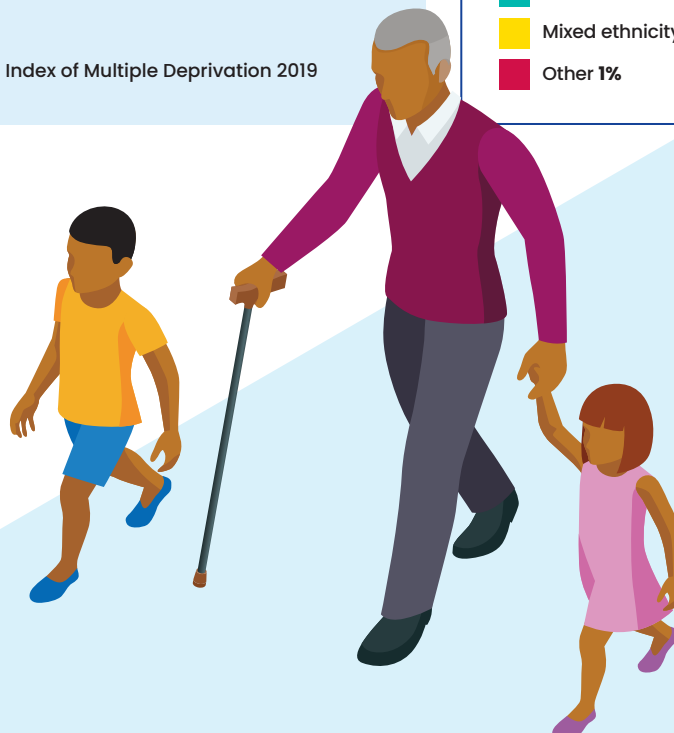
### Number of households



- Single **35%**
- Couples **17%**
- With children **35%**
- Other **13%**

North Tyneside is **128th most deprived** of 317 UK authorities

Index of Multiple Deprivation 2019

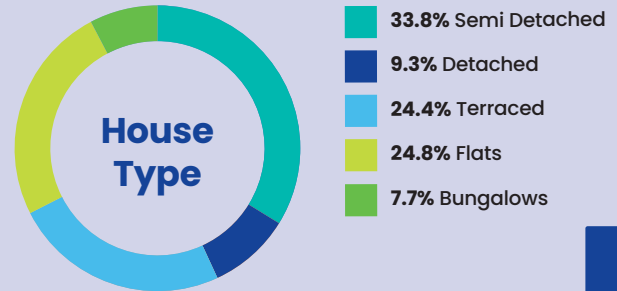
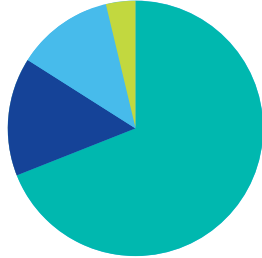


# Our Homes

## Tenure

100,000 homes in North Tyneside, of which:

- 64% Owner-occupied
- 20% Social rent
- 15% Private rented
- 1% Shared ownership



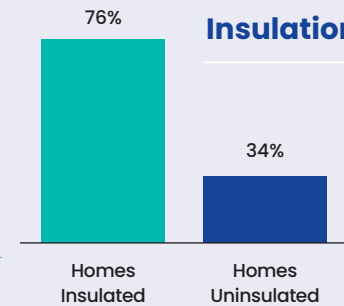
Source: Home Analytics Housing Stock Database, 2022

## Property Age

- Pre-1900 5%
- 1900 to 1949 34%
- 1950 to 1995 51%
- Post 1996 10%

Source: Home Analytics Housing Stock Database, 2022

## Insulation



## EPC rating of homes in North Tyneside

- 7% A to B
- 34% C
- 47% D
- 10% E
- 2% F to G

Approx. 14,000 homes are in fuel poverty

Source: Home Analytics Housing Stock Database, 2022

# Housing Market & Affordability

## Average price of a home £240,000

Detached	£375,000
Semi Detached	£244,000
Terraced	£246,000
Flat / Apartment	£131,000

Source: Land Registry price-paid data, Q2 2022

## Average private rent £608

1 bed	£462
2 bed	£560
3 bed	£721
4 bed	£1,016

Source: VOA, 2022

The average house price is **5.8 times** the average annual income in North Tyneside

Source: ONS 2021

In 2021/22, **624 new homes were built**, of which **266 were affordable**

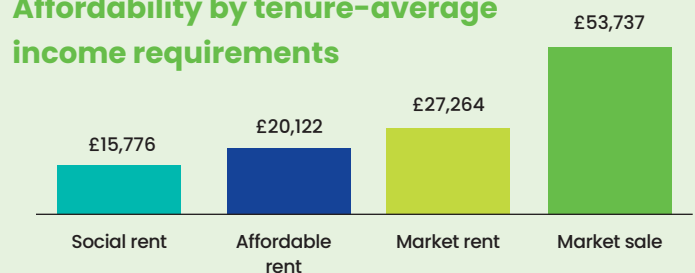
Source: Planning and affordable homes programme data, 2021

Long term empty homes have decreased from **1,256 since 2019 to 853**

Source: Council Tax data, 2022



## Affordability by tenure-average income requirements



Source: SHMA, 2021

## Housing Need

**4,946**

households are registered on the Council's Choice Based Letting scheme

Source: Homefinder, 2021

Each Council home, on average, attracts

**34 bids**

**477 affordable homes** are required each year

**2,675 specialist homes** for older people are required by 2039

Source: SHMA 2021

**799 new homes**

are required each year until 2039

Source: SHMA 2021



## Homelessness

In 2021/22, there were **2,007 homelessness presentations**, compared to **1,786 the previous year**

Source: Housing Options data

**411 cases** of homelessness were prevented in 2021/22

**341 people** were placed in temporary accommodation in 2021/22, compared to 304 in 2020/21

Source: Housing options teams data

**7 rough sleepers**

in the Borough during 2021/22

**Main reason for homelessness** from 2019-22 was being asked to leave by family and friends

Source: Housing options teams data



# Building a Better North Tyneside – Delivery Themes

**Our vision** is to '**Build a Better North Tyneside**' by aspiring to provide high quality homes that meet the needs and requirements of all our residents. The policy context, evidence and consultation have led us to identify five key themes of the Strategy.

1. Deliver Affordable Homes and Support Regeneration Plans
2. Prevent Homelessness and Improve our Specialist Housing Offer
3. Improve the Private Rented Sector and Tackle Derelict Properties
4. Lead the Way – Greener Homes to Support Carbon Net-Zero by 2030
5. Support our Tenants and Residents and Improve Our Communities





# 1. Deliver Affordable Homes and Support Regeneration Plans

Our population continues to grow, and demand is high for all types of housing. With the rising cost of living and an increase in house prices, the Council has set an ambitious target of delivering 5,000 affordable homes.

Land availability remains a challenge and options to use brownfield sites will continue to be explored. We will work with a wide range of partners, including our wholly owned subsidiary housing companies, and will consider innovative new models for delivery.

Our plans recognise the importance that housing plays in regeneration, and we will ensure that housing will be central in the Council's regeneration master plans.

## How will we achieve this?

- Deliver the Affordable Homes Programme
- Implement an affordability plan to access low-cost home ownership
- Work with our strategic partners to access brownfield funding and other grant opportunities to support the delivery of new homes in the right places
- Increase delivery and innovation through the North Tyneside Trading Company
- Deliver housing growth through the Local Plan and accelerate delivery of pipeline sites
- Develop housing-led regeneration plans and focus on opportunities in our town centres



## 2. Prevent Homelessness and Improve our Specialist Housing Offer

Homelessness is a complex issue that can have a detrimental effect on people and families for many years. Our Homelessness Prevention and Rough Sleeping Strategy 2023–28 recognises the challenges and provides a whole system approach to tackle homelessness and rough sleeping, providing support to our residents.

This strategy recognises the need to plan strategically to provide a wide range of accommodation that meets the needs of different client groups, both now and in the future.

Care and support needs change over a person's life and demand for supported housing is increasing. This includes planning for an ageing population and those with more complex needs relating to homelessness, mental health, learning disabilities and autism.

### How will we achieve this?

- Review our approach to ending rough sleeping
- Improve our accommodation offer in the Borough
- Strengthen our collaborative partnerships to tackle homelessness
- Increase support for the mental health and wellbeing of our residents
- Refresh the Market Position Statement to identify future specialist need



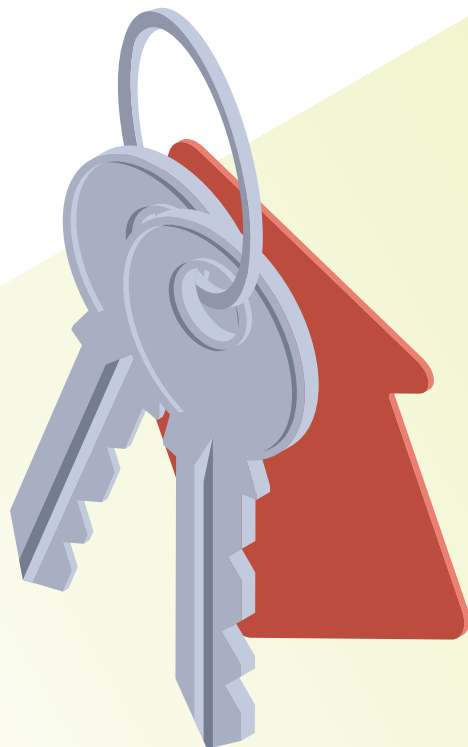
# 3. Improve our Private Rented Sector and Tackle Derelict and Empty Properties

There are many wider social, economic and environmental benefits of tackling empty properties. We will continue to target derelict and empty properties, work with private landlords and owner-occupiers to further reduce the number in the Borough. Where possible, bring them back into use as affordable homes.

Poor quality private rented housing can have a damaging effect on people's health. Through this Strategy, we will focus on improving landlord relationships and exploring new schemes to drive up standards in the private rented sector.

## How will we achieve this?

- Continue to reduce the number of long-term empty homes
- Target derelict homes and commercial properties
- Continue to work with private landlords to drive up quality in the private rented sector
- Develop new, innovative solutions to reduce the number of derelict properties
- Explore options for a new Landlord Accreditation and Licensing Schemes



## 4. Lead the Way – Greener Homes to Support Carbon Net-zero by 2030

North Tyneside Council declared a climate emergency in 2019 and ambitious targets have been set to reduce our carbon footprint.

We know that 22% of carbon emissions come from the way homes are powered and heated. In North Tyneside, 13% of homes are in fuel poverty and 59% of homes have a lower energy efficiency rating of D-G. Owner occupiers and private rented properties have higher levels of fuel poverty. The Council will continue to lead the way and build new homes free from fossil fuel and use new, modern methods of construction to deliver energy efficient homes.

### How will we achieve this?

- Ensure all new Council homes are built to 2025 standards and free from fossil fuel
- Improve energy efficiency of our existing stock
- Promote a fabric first approach and explore retrofit options for Council homes
- Maximise grant funding to deliver energy efficiency measures in homes across the Borough
- Work with the North of Tyne Combined Authority to develop a framework for low carbon energy installers
- Explore finance models to provide greener energy measures in homes



# 5. Support our Tenants and Residents and Improve our Communities

Housing plays a major part in the appearance, quality, and attractiveness of neighbourhoods and the overall wellbeing of our communities. This Strategy will support our work to create safe, healthy, sustainable places and communities as outlined in our Equally Well Plan 2021-25.

The Strategy recognises the impact that the rising cost of living is having on many of our residents, and continuing to provide advice and support for people in need is a clear priority.

We know that our residents prefer to maintain their independence and stay in their own homes for as long as safely possible. To support this, we will continue to focus on providing advice and support and, where possible, provide aids and adaptations to achieve this.

The Social Housing White Paper clearly sets out a commitment to ensure residents in social housing are safe, listened to and live in good quality homes. We will continue to engage with our tenants, residents, and service users to ensure that our homes and services are to a high level of satisfaction.

## How will we achieve this?

- Provide support and advice to tackle fuel poverty and the cost-of-living crisis
- Continue to meet the Decent Homes Standard in all Council homes
- Ensure our communities are kept clean, safe and welcoming
- Continue to target and tackle anti-social behaviour
- Support Veterans of our Armed Forces
- Increase support and advice to residents to maintain their independence and remain in their homes
- Continue to develop our approach to tenant, resident and service user engagement



# Tracking our Progress

To contribute to the success of the Strategy we will develop an annual action plan with our partners. Within each of the five themes of the Strategy, a set of actions are identified, and a more detailed action plan or measures will be developed to clearly set out how these can be achieved, linking it back to the Our North Tyneside Plan.

Our progress will be reported on an annual basis to Housing Sub Committee and be reviewed by Cabinet. An annual review will be published on our website, and we will continue to consider feedback from all our residents to develop the next annual action plan.



If you need us to do anything differently (reasonable adjustments) to help you access our services, including providing this information in another language or format, please call (0191) 643 6202.