



County Durham Housing Strategy: Targeted Delivery Plan

Deneside East

March 2021



Targeted Delivery Plan: Deneside East

Context

The County Durham Housing Strategy sets out that the Council will seek to improve the quality of the existing housing stock and the wider residential environment. The Strategy notes that the Council will develop localised and Targeted Delivery Plans (TDP) to outline activities to support the creation and maintenance of mixed and balanced communities.

This draft TDP has been developed by Durham County Council with input from, Believe the Registered Housing Provider.

Location

Deneside East is an area in Seaham, East Durham. This TDP relates to the area as defined on the map on page 7. This boundary is based on the Lower Super Output Area, however in practice, actions will not be limited at this boundary if there is a rationale to extend interventions to adjacent sites and nearby streets.

What are we trying to achieve in Deneside East?

Deneside East is associated with higher than average levels of unemployment and lower than average incomes. This will impact on residents in a number of ways, but in a housing context, income deprivation impacts on the affordability of living, including acquiring or continuing to live in suitable housing products and other costs of living. The Council and its partners will coordinate a number of measures to address poverty in a housing context and support tenancy sustainment. This will be of benefit to the health and wellbeing of residents in the most need in County Durham.

What will be the outcome for Deneside East?

Focused interventions with the intention of addressing poverty, will have a direct benefit for the residents of the area supporting tenancy sustainment and improving financial and health wellbeing.

Furthermore, through the TDP, older residents will receive support to stay in their home maintaining the wellbeing of the individual and the community.

Past and ongoing interventions

The Council and its partners have undertaken a series of interventions in this area this includes:

Past interventions

- Warm Front and Warm up North fuel poverty grant programmes for home energy efficiency measures.

Ongoing interventions

- Energy Company Obligation boiler and insulation grants for low income and fuel poor households.
- Warm and Healthy Homes project with GP surgeries to provide warmer homes for patients with a cold related illness.
- Managing Money Better service providing energy bill saving and fuel debt advice and support.
- Warm Homes Fund providing grants for first time central heating measures.
- Green Homes Grant Fund targeting fuel poor homes for insulation retrofit and renewable heating installations.
- Deneside East benefits from a range of general and specialist health services, which are available across the County. Full details of these are available on the Locate portal. In addition to these services the East Durham Trust covers the whole of the East to support the local community.

Evidence base

The Council has developed an evidence base to identify which communities would benefit from intervention to maintain and improve the existing housing stock and the wider housing environment and to inform the actions in those areas.

In addition, the Housing Strategy notes that the Council will ensure that housing is provided specifically to meet the needs of the older people within our communities. It is recognised that the population of County Durham is already ageing and over the next few decades, there will be a 'demographic shift' with the number (and proportion) of older people increasing. This TDP therefore contains an action to identify opportunities to deliver accommodation for older people.

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Evidence and monitoring

Deneside East is in the top 10% for deprivation, the data shows that there are issues in this Lower Super Output Area regarding employment and health, which are in the worst performing 10% of the county and income which is in the worst performing 15% of the county.

Employment and health are ranked in the worst performing 10% of the county. Employment is a determinant of health, it has direct and indirect effects on individuals, families and communities. Ill health has an impact on participation in work and unemployment is linked to poor health.

Low employment in the area will also be related to low average income and high percentage of income deprivation affecting children, which are both ranked in the worst performing 15% of the county.

Employment is ranked in the worst performing 10% of the County. The area is also associated with lower than average incomes and high percentage of income deprivation affecting children which are ranked in the worst performing 15% of the County. Deneside East is ranked in the worst performing 10% for health. It is recognised that poor health can have an impact upon the ability to participate in work.

The Council will continue to develop and monitor evidence to understand issues associated with balance and potential decline across the county.

| Issue | Context | Deneside East |
|--|---|---|
| Employment IMD 2019 | The Employment Deprivation Domain measures the proportion of the working-age population in an area involuntarily excluded from the labour market. | Within County Durham Deneside East is ranked 8th out of 324 LSOAs with 1 being the most deprived |
| Income deprivation IMD 2019 | The Income Deprivation Domain measures the proportion of the population experiencing deprivation relating to low income. | Within County Durham Deneside East is ranked 37th out of 324 LSOAs with 1 being the most deprived |
| Income deprivation affecting children IMD 2019 | The Income Deprivation Affecting Children Index (IDACI) measures the proportion of all children aged 0 to 15 living in income deprived families. | Within County Durham Deneside East is ranked 39th out of 324 LSOAs with 1 being the most deprived. |
| Health IMD 2019 | The Health Deprivation and Disability Domain measures the risk of premature death and the impairment of quality of life through poor physical or mental health. | Within County Durham Deneside East is ranked 6th out of 324 LSOAs with 1 being the most deprived |
| Demographics and housing stock profile | In County Durham, 20.6% of the population is aged 65 and over. County Durham has a relatively low proportion of bungalows (13.7%) compared to other housing stock. This highest proportion of housing stock in terraced at 36.9%. (MHCLG 2017). | Within Deneside East 37.2% of the population are aged 65 and over. 76.6% of the housing stock are bungalows and 22.1% are terraced. |

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Action Plan

The TDP action plans bring together actions from across the Council's range of functions and that of partners to address the issues identified in the evidence base. In TDPs, the actions are identified as having the following timescales:

- Mainstream activity / core offer: These are Council or partner activities that are undertaken routinely, but opportunities will be sought to focus these within the TDP area to bring an intensive approach to addressing issues.
- Short term: New actions which will be undertaken within 2 years. Some of these actions will be delivered in a substantially shorter timeframe, depending on their nature.

- Medium term: New actions to be undertaken within 5 years
- Longer term: New actions to be undertaken over a period longer than 5 years, in recognition of the scale of the intervention.

The Action Plan notes the status of individual actions, to note some of these will be undertaken as ongoing actions, others will be associated with existing funding streams, however, others will require funding. The Council and its partners will make use of the TDPs to support applications for funding.

Support and maintain mixed and balanced communities across County Durham

| Ref | What | Lead (and Partners) | Timescale / Notes |
|-----|---|--|---|
| A1 | Monitor, update and develop evidence at a localised level to understand stock condition, demand and supply and associated issues. | DCC Empty Homes team. | Mainstream activity. |
| A2 | Work with Registered Providers to encourage use of their 'buy back' option to bring former right to buy stock back into the market as affordable housing and to assist in supporting and maintaining mixed and balanced communities, where appropriate. | DCC Housing Regeneration team, Believe. | Long term / ongoing. |
| A3 | Work with DCC Community Action Team to programme regular targeted interventions to address environmental issues, such as improvements to works bollards, weeding of footpaths and flag paving repairs. | DCC Environmental Health team. | Mainstream activity. Programme for 2021 in discussion. |
| A4 | Continuous liaison with private landlords. | DCC Private Landlords Team. | Mainstream activity. |
| A5 | In line with Cabinet's September 2020 decision to agree to begin a Council house building programme of up to 500 homes over the period 2021-26 opportunities will be explored for homes across the county, including this TDP area (see action A6). | DCC Housing Development. | Long term. Project to progress in line with Cabinet approval. |
| A6 | Work to deliver potential development site identified at Land North of Portland Avenue, Seaham The site is to the north west of the TDP area. Part of phase 1 of council homes building programme. | DCC Housing Development, Spatial Policy, Development Management. | Medium/Long term. 45 homes in total. 20/30 DCC homes |
| A7 | Facilitating new housing development including the opportunity for the delivery of homes to meet the needs of older people. | DCC Planning and Housing Development team. | Mainstream activity. |

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Support and maintain mixed and balanced communities across County Durham (continued)

| Ref | What | Lead (and Partners) | Timescale / Notes |
|-----|---|---|--|
| B1 | Scoping targeted business improvements to support shop front improvements, benefiting the wider street scene. | Scoped and coordinated by Community Economic Development. | Medium term. Identified following Autumn 2020 initial scoping. |
| B2 | Promote County Durham Lettings Agency and leasehold scheme. | DCC County Durham Lettings Agency Team. | Mainstream activity. |

Addressing poverty in a housing context and the impacts of welfare reform in a housing context

| Ref | What | Lead (and Partners) | Timescale / Notes |
|-----|---|---|---------------------------------|
| C1 | Work with landlords to enable greater understanding of the impact of poverty. | DCC Housing Solutions, DCC Commissioning, Registered Housing providers. | Mainstream activity. |
| C2 | Enable delivery of the Council's Poverty Plan and Child Poverty Plan, within a housing context. | DCC Housing Solutions, DCC Commissioning, Registered Housing providers. | Mainstream activity. |
| C3 | Review and extend and raise awareness of the Financial Assistance Policy. | DCC Housing Solutions. | Short term/Mainstream Activity. |
| C4 | Raise awareness of support and services available to support residents. Scope community engagement methods to achieve this and to provide a 'one stop shop' approach to join up services and information. | DCC Housing Solutions, DCC Housing Regeneration. | Short term/Mainstream Activity. |
| C5 | Scope and implement tenancy management training sessions for residents. | DCC Housing Solutions, DCC Housing Regeneration. | Short term/Mainstream Activity. |



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Provide care and support for older and vulnerable people

| Ref | What | Lead (and Partners) | Timescale / Notes |
|-----|--|---|----------------------|
| D1 | Consider requirement for support packages to meet needs in County Durham. | DCC Housing Solutions, DCC Commissioning, Registered Housing providers. | Short/medium term. |
| D2 | Continue to widen wrap around support to support vulnerable people to achieve and sustain tenancies. | DCC Housing Solutions, DCC Commissioning, Registered Housing providers. | Short/medium term. |
| D3 | Encourage uptake of Disabled Facilities Grants in order to enable individuals to remain in their home. | DCC Housing Solutions. | Mainstream activity. |



Targeted Delivery Plan: Deneside East map of evidence and interventions

Context

This map confirms the boundary of the Deneside East Lower Super Output Area. The map complements the action plan and provides an overview of evidence and issues to be addressed in the area.

This map is based on the Deneside East Lower Super Output Area, however in practice, actions will not be limited at the boundary if there is a rationale to extend interventions to adjacent sites and nearby streets.

- Percentage of Private landlords per Street - Above national Average
- No. of Empty Properties per Street
- A8 - Bus Stop repairs





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**towns
&villages**

Durham
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