

Our Unique Housing Offer

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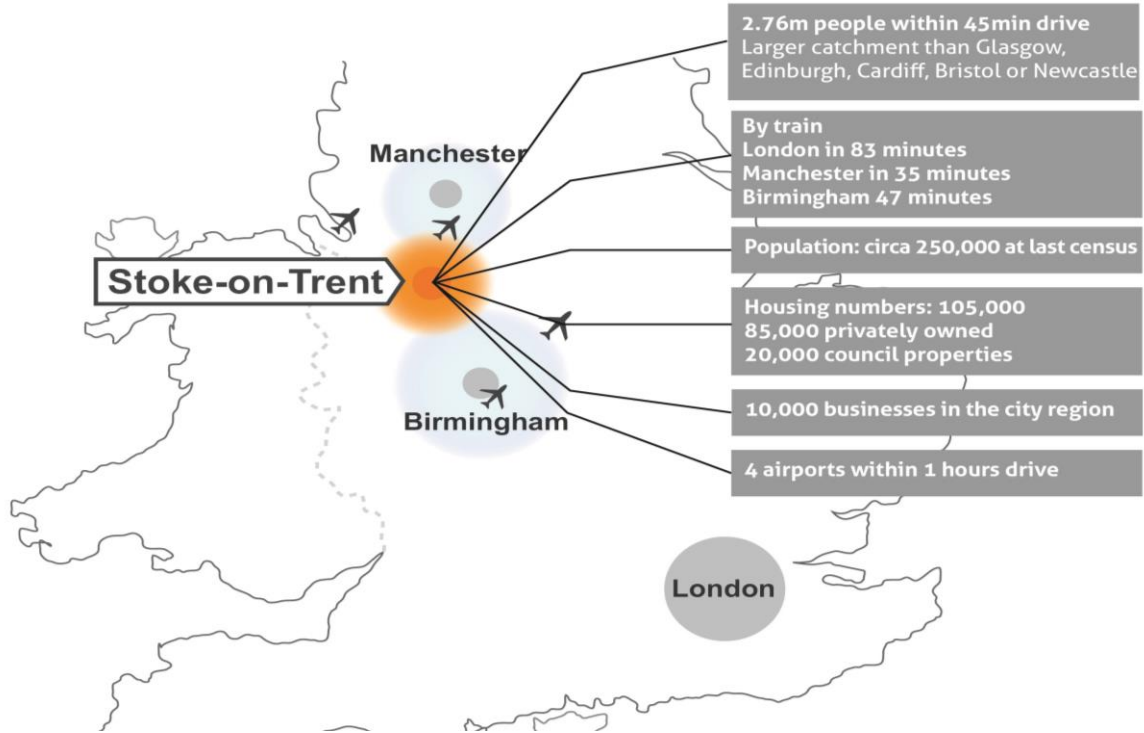


Content

- A little bit about Stoke-on-Trent
- Our Challenges
- Our Unique Housing Offer
- Relationships with Housing Associations
- What can be delivered?



A little bit about Stoke-on-Trent



OUR FAMOUS
£1
HOUSE
SCHEME
HAS SEEN...



...AND A
SECOND
PHASE IS
NOW UNDER
INVESTIGATION!

IN ONE YEAR WE SAW

1736

NEW BUSINESSES SET
UP IN THE CITY

THIS IS A

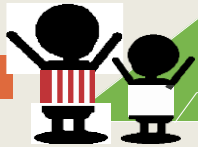
73%

INCREASE

STOKE-ON-TRENT
European City of Sport 2016

SPECTACULAR LAUNCH
EVENT IN JANUARY!

£3.5m
of investment



£11M PUBLIC REALM UPGRADES IN THE CITY CENTRE

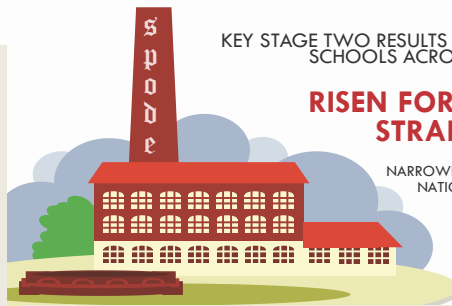
£40M INVESTMENT IN OUR UNIVERSITIES

HIGH-SPEED FIBRE BROADBAND TO **97%** OF PROPERTIES

KEY STAGE TWO RESULTS FOR PRIMARY
SCHOOLS ACROSS THE CITY HAVE

**RISEN FOR THE FIFTH
STRAIGHT YEAR**

NARROWING GAP WITH
NATIONAL AVERAGE



£177,000

INVESTMENT TO BRING
THE 18TH CENTURY SITE
BACK TO LIFE.

£2.5 BILLION OF INVESTMENT IN THE DEVELOPMENT
OF A GOVERNMENT-BACKED ENTERPRISE ZONE

MORE THAN

40 ARTISTS
STUDIOS

£30M OF INVESTMENT IN AN EXPANDING RETAIL SECTOR

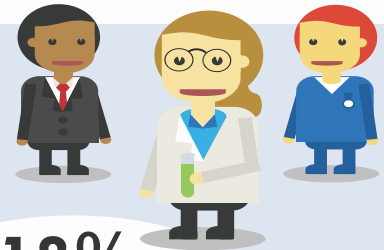
£7.5M INVESTMENT IN THE CITY'S HIGHWAYS

96%
ON PREVIOUSLY
DEVELOPED
LAND

PLANS FOR
ANOTHER
1216
HOUSES
APPROVED

(THE HIGHEST LEVEL SINCE BEFORE THE RECESSION!)

674 NEW HOMES COMPLETED SO FAR



18%

FALL IN UNEMPLOYMENT IN THE
CITY COMPARED TO THE
NATIONAL FALL OF - 12.9%.

9TH

**FASTEST GROWING
ECONOMY IN THE UK**

26.4%

PRODUCTIVITY GROWTH BETWEEN
2010 AND 2015 COMPARED TO
NATIONAL AVERAGE OF JUST 15.4%

2ND

**BEST PLACE TO START A
BUSINESS IN THE UK**



BIG CERAMICS EMPLOYERS
EXPANDING PRODUCTION BY

50%

(AGAINST A PICTURE OF NATIONAL DECLINE)

Data from October 2016

A little bit about Stoke-on-Trent (cont.)

Employers

Michelin

Vodafone

Steelite

Bet365

Fuchs

Emma Bridgewater

Moorcroft

Goodwin international

Our challenges

An aerial photograph of an industrial or brownfield site. The image shows several large, rectangular buildings with flat roofs, some of which appear to be in various stages of construction or renovation. There are parking lots with several cars, and a road runs along the top edge of the site. The overall scene suggests a complex development project in an urban or industrial area.

- Low land values
- Challenging brownfield sites
- Funding
- RTB sales
- Waiting list pressures
- Housing Association delivery

Our Unique Housing Offer

- HFI – First Council to achieve Housing Business Ready
- New Housing Strategy
- Strong partnership working and support from HCA & DCLG
- Housing Zone Status – circa 1,200 units on 8 brown field sites
- Regeneration Programme – DCLG support
- Supported Housing Programme – HCA support
- Housing Infrastructure Bid – DCLG & HCA support

Our Unique Housing Offer

- Custom & Self Build – National Vanguard Status
- Reviving Communities (£1 homes) – award winning and national recognition
- Traditional and Modular Build
- Accelerating delivery of homes by using public sector land
- Unlocking private sector / institutional investment
- Fortior Homes:
 - Market Rent
 - Market Sales

Our Unique Housing Offer

- Ceramic Enterprise Zone:
 - 9,000 jobs on 6 sites
- Northern Gateway:
 - 100,000 new homes
 - 120,000 new jobs
- 18,500 Council homes
- Better use of HRA resource by combining regeneration / developments with other Council developments
- Greater Flexibility discussions with DCLG to increase housing supply which will also fill the market left by Housing Associations!

Relationships with Housing Associations

- A Real Partnership Approach
 - Equal Risk / Equal Share
 - Understand each others business
- Council Enabler / HA Developer?
- Council to use HA Development Team
- Council to manager VRTB for HA
- Addressing homelessness
- Agree who delivers what!



What can be delivered?



Wellington Road site

What can be delivered? (cont.)



Wellington Road new build housing

What can be delivered? (cont.)



City Centre (Hanley)

What can be delivered? (cont.)



City Centre (Hanley)

What can be delivered? (cont.)

On the Up!

- Planning Numbers
- House Sales
- Population growth
- Economic Performance



VIS UNITA FORTIOR



City of

Stoke-on-Trent

What can be delivered? (cont.)

- Every home built creates 2.4 jobs (source LGA)
- £1 million spent on new housing provides work for 19.9 workers for a year (source DCLG)
- 1 construction job supports 0.78 jobs in the supply chain (source DCLG)
- £1 million income from every 400 homes built via New Homes Bonus and Council Tax
- Rental income - £££
- Homes for people at different stages of their life

STOKE-ON-TRENT-FOR CITY-OF-CULTURE-2021

-GET-BEHIND-
THE-2021-BID-

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Thank you

