

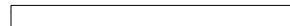
**Afzal Hussain – Director
Coventry New Deal for Communities**

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Area Characteristics

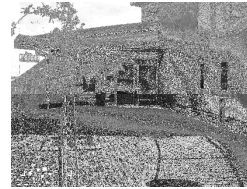
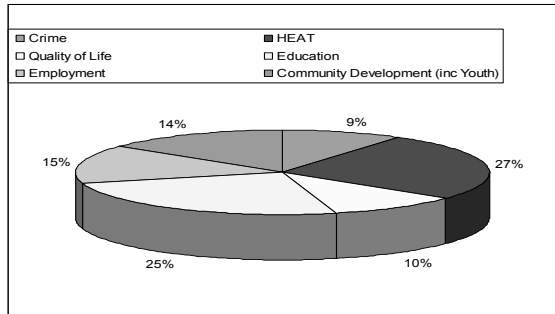
- Situated in North East Coventry – 3 estates, poor image and reputation
- 3000 homes
- Population - 7,000, 50% under the age of 25
- Growing ethnic minority population
- Nearly 20% are lone parent households
- 75% of households are social housing tenants
- Poor housing stock and physical environment
- Unemployment is 2.5 times the city average
- 38% of residents do not have any qualifications
- Life expectancy is 8 years less than the city average





Activities & Spend

- Environment - Neighbourhood Wardens & selective demolition
- Education – Two new schools, Learning mentors
- Employment , Skills and Enterprise - The Business Network, Workshop
- Community Infrastructure – 3 new community facilities & dedicated youth facilities
- Comprehensive Masterplan



Outcomes

NDC National Evaluation - Consistently closed the gap on most key indicators

- ☺ Community Engagement
- ☺ Satisfaction with the Area
- ☺ Recorded Crime & Antisocial behaviour
- ☺ Key Stage 2 Results (Primary school)
- ☺ Young People Entering Positive Destinations
- ☺ Household Incomes & Worklessness

- ☹ Local Economy
- ☹ Levels of 'Churn'
- ☹ Rate of Change
- ☹ Aligning Goals / Targets with Institutions – Mainstreaming

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The Masterplan

Mixed Community Goals

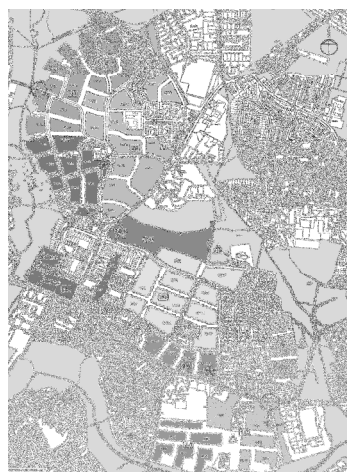
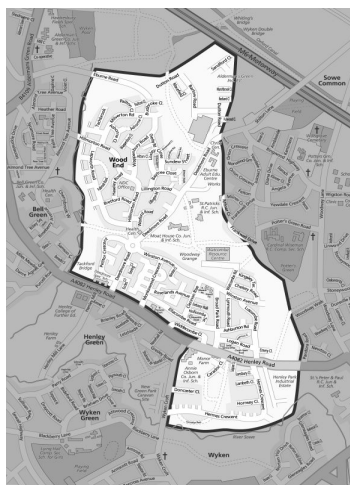
- Develop a stable and sustainable community with a rebalanced mix of housing tenures and increased levels of economic activity

£360m redevelopment programme with critical mass over 10 – 15 years

- 3,500 properties to be built
- New retail units, play facilities & environmental improvements
- Increase in owner – occupation from 14% up to 60%
- Underpinned by a Resident's Charter & Homeowners Scheme

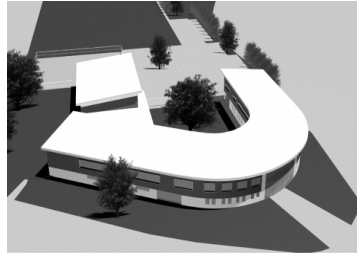
Inputs

- Land Contribution – 80% Whitefriars, 20% City Council, Masterplan production, demolitions and buybacks - £3m NDC



More than Housing...

- £7m investment in 'Country Park'
- £3m complementary Environmental Programme
- £11m Leisure and Neighbourhood Centre
- City Academy & Broad Spectrum Special Needs School
- Employment, Training and Enterprise Opportunities
- Neighbourhood & Estate Management
- Securing long term commitments to the area
- Supporting and sustaining the community



The Story So Far

- A visionary Masterplan by Hunt Thompson Associates (2003/4)
- Invitation to Submit Outline Proposals (ISOP – April 2005)
- Appointment of Bovis Homes, Keepmoat plc and Westbury Partnerships (BKW) – September 2005
- Stakeholder Project Board Established – December 2005
- Heads of Terms with BKW and Memorandum of Understanding with stakeholders – March 2006
- Masterplan Communication Events – June 2006
- Stakeholder Approvals – March 2007
- Appointment of Project Director – April 2007
- Legal sign off – July 2007

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Scheme Features

- Large scale/transformational change
- Output driven model
- No. of players
- Limited public sector finance
 - “Risk” money
 - Buy in expertise
- Lead in time/communication & engagement
- Stakeholder commitment & resources
- Framework beyond NDC

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From a NDC Perspective

- HLO achievable? – without tackling the physical fabric of the area
- Balance between immediate and longer term issues
- Complementary activities
- Dedicated resources
 - £
 - ↑
- Evolving role
- Risk & reward
- Securing mainstream commitment
- Fully signed and paid up member
- Legacy beyond 2011

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