

Advance Goole “Changing Streets” scheme



A Case Study in the development and delivery of a ‘Whole Street / Whole Community’ regeneration programme to ‘Private Sector’ Housing



EAST RIDING
OF YORKSHIRE COUNCIL



Advance Goole “Changing Streets” scheme

Agenda

- Introduction to Goole
- Project scope and aims and Project development
- The consultation process and ‘Added Value’
- Quantitative and qualitative outcomes
- Some pretty pictures!!
- Summary, current issues and a considered view

Philip Bristow
Technical Officer
East Riding of Yorkshire Council
01482 396229
Philip.bristow@eastriding.gov.uk



EAST RIDING
OF YORKSHIRE COUNCIL



Introduction to Goole

- 20,000 inhabitants
- Largest inland Port in the UK
- Third “Principal Town” in the East Riding of Yorkshire
- Situated at Junction 36 off the M62 motorway
- Located between Hull, Doncaster and York
- Excellent Port, Motorway and Rail connectivity
- Loss of traditional industries (ship building, clothing manufacture etc)
- Large migrant worker population, mostly Eastern European



Project scope and issues

- 700 properties - **Privately owned**
 - Mixed tenure – owner occupied and private rented (50%)
 - Voluntary participation
 - Therefore **700 plus individual negotiations and agreements to be reached (contrast with Social Housing where there is one owner to negotiate with)**
-
- 25 streets of pre 1919 terraces
 - Solid wall construction, various states of disrepair
 - **Aesthetic fabric improvement required**
 - How to maximise impact within a limited budget?
-
- Areas of Multiple deprivation - Community low in confidence
 - Lack of investment in private sector housing stock



Development of the “Changing Streets” Scheme



Initial aims

- Improve the outward appearance of properties
- Increase confidence in the area
- Provide an incentive for further investment

Development

- Energy efficiency became an increasingly important element, in particular **external wall insulation**
- Became apparent that there were opportunities to increase the scope and ‘add value’ by adopting a more holistic approach



Changing Streets Consultation / Engagement



Consultation via an *intensive* programme of;

- Public meetings with contractors and other partners present
- Provision of drawings for the owners to approve
- Door knocking and “on street discussions” with owners and tenants
- Press releases at all stages
- Regular Newsletters to inform and advise on the programme and surrounding issues
- Street Celebration events with entertainment, competitions, food and drink



Adding value to the main project

- Links established with the commercial sector to enhance the programme
- External partnerships established with Yorkshire Water, Police, Fire Service
- Establishment of a Core Working Group of internal partners including; Highways, Environmental Control, Community Development, Street Scene, Sustainable Communities, Building Surveyors
- Regular meetings to address issues and explore the potential to enhance the programme
- Use of 'Planning for Real' and other community events to identify social issues



External Wall Insulation - Systems used

Webertherm XP

- 60 – 70mm Phenolic insulation boards
- Mix of finishes including;
 - monocouche (scrapecoat) render
 - Acrylic render
 - 'Brick slip' using a polystyrene 'carrier'



Uvalue reduction

- Original value = 2.1 (W/m².K)²
- Post insulation value = 0.27 (W/m².K)²



Changing Streets Quantitative Outcomes



- 700 properties refurbished in 3 years (2008-2011)
- Improvements to 10 commercial properties at the owners expense
- 558 lofts insulated (including “hard to treat” areas)
- 99% participation in the scheme
- Trials of different finishes

Added Value;

- £300k plus of leverage from internal and external partnerships
- Streetscape improvements to paths, roads, street lighting
- Refurbishment of a “Community Shop” at the main contractors expense
- Involvement in ‘social issues’



Energy Efficiency Outcomes



	SAP	CO2	£
Existing	39	11.0	1716
+ loft insulation	49	8.5	1400
+ cladding (front and gable)	59	6.7	1136
Difference	+ 20	-4.3 tonnes	- £580 p.a.



Qualitative Outcomes

- “On street” surveys among **non - participants** showed 86% felt “Changing Streets” had improved the image of Goole
- Common theme was to “do more streets”



- 99% satisfaction from participants
- “Brilliant”, “Fantastic”, “Excellent”, “Awesome”, were commonly used adjectives
- People felt “happier”, “safer”, “more proud” and had a “greater sense of community”



Customer feedback

- “Old Goole now feels part of Goole whereas before we felt like poor relations”
- “*When you improve a property and the rest look tatty you feel like your fighting a losing battle. But when all the street looks nice it lifts your heart and makes you proud*”
- “The poorer areas of Goole are being brought in line with the more affluent areas. Brilliant!”
- “**Materially the streets look less deprived and rundown. Greater sense of civic pride**”
- “A totally win, win situation. A great service to the community.”
- Goole has improved immensely and the work carried out by the team is brilliant. You have a sharp awareness when you walk down the streets.”**
- “Things are positive in Goole now. More employment and the houses looking better gives people more pride.”



A Whole Street approach!!



External Wall Insulation



Community shop refurbishment



Alternative finishes – Brick slips and replication of original features (door and window heads)



Summary

The Changing Streets Scheme has;

- Improved perceptions of the town and the Council
- Engaged the community and addressed wider social issues
- Produced high satisfaction levels and increased confidence
- Encouraged further investment
- Reduced CO2 emissions and fuel poverty
- By definition, improved the health of occupants
- Developed and demonstrated the benefits of partnership working, both internally and externally
- Created a template for private sector housing refurbishment



Current retrofit issues within Private Sector Housing

- There is a drive to improve the thermal efficiency of Solid Wall properties across the UK
- Funding, for the most part, is from the Green Deal / Energy Company Obligation
- This is limited, creating a 'gap' which Local Authorities are unable to fill due to cutbacks
- Already evidence of Commercial Installers working with limited funds 'cutting corners', using cheapest and quickest methods
- Reduced emphasis on aesthetics and other less 'cost effective' measures (photograph example shows EWI fitted leaving original timber windows in place!)



Whole Street Retrofit programmes – a considered view

For a retro fit programme to be truly successful it must maximise its impact and utilise economies of scale. This can be achieved by developing “Whole Street” programmes and:

- establishing effective partnerships both in the public and private sector
- adopting a holistic and flexible approach
- having a wide range of skills within the delivery team and a ‘can do’ attitude
- engaging communities in the pursuit of ‘added value’
- using established, ‘trusted’ bodies as the lead organisations



Thank you for your attention!



EAST RIDING
OF YORKSHIRE COUNCIL

