



**A Havelok Homes regeneration scheme in Grimsby transformed a derelict brownfield site into a desirable, settled community.**

### **Convamore Road, Grimsby**

The Convamore Road site, located on the most deprived ward within north-east Lincolnshire, was formerly a hot-spot for youth nuisance.

The land had been vacant for 20 years and fly-tipping, fires and vandalism were commonplace.

But Havelok Homes was determined to transform the area. The association led a £4.1 million regeneration project to create 39 properties on the site – 29 rented homes and 10 shared ownership units.

Progressing the scheme was not straightforward, as several different owners had to be identified and contacted to assemble the land. Assessing flood risk was also important, as many areas of Grimsby are not far above sea level.

So Havelok Homes worked closely with local planners and the Environment Agency to make sure that the new development was sensitively designed and managed.

The new development, completed in October 2008, has proved a huge success. Despite the tough economic climate, 90 per cent of the shared ownership properties were sold off-plan and the scheme has been welcomed by the local community.

Convamore Road has also contributed towards the wider regeneration of East Marsh, which was recently identified as a neighbourhood renewal area.