

**Where we live
matters**



Mayor's Plan

For Homes

July 2026

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Foreword

Where we live shapes how we live. A safe, secure and genuinely affordable home is the foundation for opportunity, health and wellbeing. It is essential to tackling inequality and building a fairer North East.

I am proud of our region, but we must be honest about the scale of the housing challenge we face. Demand is rising, affordability is under pressure, and too many residents are living in homes that do not meet their needs. At the same time, structural issues in our housing market—including low land values, viability gaps and complex brownfield sites—mean that the homes we need are not being delivered at the pace or scale required.

My **Plan for Homes** is an ambitious response to that challenge. We cannot rely on the housing market alone. We need to intervene where needed, invest where it makes the biggest difference and work as one system across the region. Our Plan sets out how we will:

- **Unlock stalled sites, drive investment into brownfield regeneration and accelerate delivery**
- **Deliver more social and affordable homes**
- **Work in partnership to remove barriers**

This is a plan not just to build homes, but to build healthier, more inclusive and more prosperous communities. Housing is central to our economic growth, our public services, and our residents' quality of life.

Together, we want to ensure that everyone in the North East has access to a home they are proud to live in. I want to ensure that we can provide security and stability for those most in need.

Kim McGuinness
North East Mayor



I have three **core objectives**:

1

Improve Housing Quality, Affordability and Inclusion

Improve existing housing stock, tackle inequality and ensure residents can access safe, warm and genuinely affordable homes. This includes embedding the North East Warm Homes Taskforce, delivering retrofit and fuel poverty programmes, developing a regional Homelessness Prevention Blueprint and exploring new approaches to raise standards in the private rented sector.

2

Deliver More Good Quality Homes and Unlock Investment

Accelerate housing delivery and unlock investment by working in partnership to bring forward sites that meet regional need. This includes strengthening the Strategic Place Partnership with Homes England, shaping delivery of the 10-year Social and Affordable Homes Programme, managing devolved investment funds such as the Brownfield Housing Fund and National Housing Delivery Fund, and establishing a robust North East Housing Pipeline.

3

Create Sustainable Places and Support Growth

Support long-term growth by ensuring the right homes are delivered in the right places, aligned to infrastructure, jobs and regeneration. This includes development of the North East Spatial Development Strategy, implementation of the Local Remediation Acceleration Plan, and close working with local authorities and partners to embed housing within wider place-making and economic growth priorities.

Ambition: Where We Live Matters

A good home is the foundation of a good life.

My ambition is clear: **Everyone in the North East should be able to access a home that is affordable, high quality, energy efficient, and connected to opportunity.**

We know we are falling short and we need pace. We know we need to be building over 8,000 homes every year. Our population is projected to increase by 19% over the next 30 years.

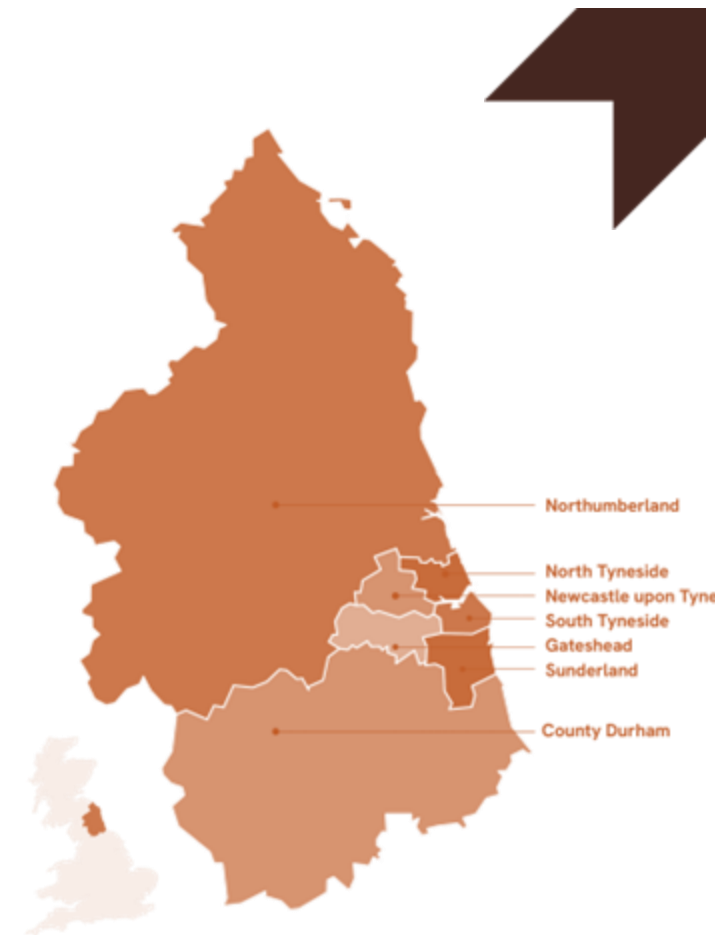
Working with partners I want to ensure we will:

- **Deliver over 15,000 social and affordable homes over 10 years**
- **Unlock over 4,600 homes by 2030** through targeted investment
- Establish a **fully developed regional housing pipeline** across Strategic Place Partnership growth areas
- Be among the first regions to adopt a **Spatial Development Strategy**
- Embed a **regional approach to homelessness prevention**
- Grow the **construction workforce and supply chain capacity**
- Scale **retrofit and fuel poverty interventions**

**£1.1bn
Social and
Affordable
Homes
Programme**

**£143m
Housing
Delivery
Fund**

**15,000 +
homes**



The North East is home to nearly 2 million people with almost a million dwellings. Our cities, towns and villages have distinctive identities. These are the places that provide the homes and the real opportunities for our residents.

An aerial photograph of a residential area in Ashington, North East England. The image shows rows of terraced houses, some with red brick and others with white walls. A large, open, grassy field is visible in the center, possibly a park or a vacant lot. The surrounding area is densely packed with more housing. The sky is overcast, and the overall tone is somewhat muted.

Housing Need

The region's housing needs are complex — with affordability, viability and delivery challenges overlapping.

Affordability pressures

Low social-rent stock turnover, lower wages and deprivation are increasing pressure on households.

Land and viability constraints

Lower land values and viability challenges make it harder to bring forward land for development.

Evidence-led delivery

The housing needs assessment provides the strategic evidence base to steer delivery, inform Local Authority strategies and underpin the North East Spatial Strategy.

This cannot continue. Delivery must align more closely to local needs and communities.



North East Housing Need: The Bigger Picture

Strong Demand Growing pressures. Clear action needed



1. HOUSING STOCK & SUPPLY

950,000 dwellings



Stock & delivery gap

Growth: 6.9% NE | 9.5% nat.



Significant & Growing Shortfall

8,396 homes/year required
Need 40% higher than recent delivery levels



What we need more of
2 & 3 bed homes — all tenures
Supported & specialist homes



Older age profile than national average

Projected +384,400 increase over 30 yrs (19%)



2. AFFORDABILITY PRESSURES

Just over 215,000 affordable homes in the North East



Affordable stock share
22.6% NE | 17.3% national



- ✓ Affordability pressures are acute
- ✓ Rising rents & limited access to Social housing drive inequality
- ✓ Young people priced out
- ✓ Cost of living pressures hit lower Income households hardest



Strong need for social housing

Growing reliance on private Rented sector



3. UNSUITABLE HOMES & HOMELESSNESS



Over 43,000 households in unsuitable homes

(e.g. overcrowding / poor condition)

~4,300 households

with no accommodation

(homeless / concealed households)



Demand Homelessness Services continues to rise

27% over last five years



Over one third households include children

Underlining need for urgent system-wide response

Source: North East housing need evidence base; latest local authority and housing market assessments.

THE BOTTOM LINE

The North East faces a clear and growing housing challenge.

More homes of the right type, across all tenures — affordability, suitability and prevention.



Key Principles

I have identified clear principles to drive forward action:

- **Evidence-led delivery**

We will use robust data to target the homes most needed—by tenure, type and location.

- **Strategic leadership and coordination**

We will lead from the front, aligning partners, funding and delivery.

- **Unlocking delivery through pipelines**

We will develop a **clear, investable pipeline of sites**—identifying barriers and actively intervening to remove them.

- **Maximising investment and impact**

We will align devolved funding, national programmes, and private finance to maximise delivery.

Together these principles provide a clear foundation for coordinated, effective action to deliver better housing outcomes for residents and communities that address our housing needs.

Working in Partnership

Delivering this level of ambition requires **long-term partnership**.

Government are taking action to fix the planning system to enable further development, providing powers to create regional spatial strategies and allocating significant funding for the construction of social and affordable housing investment and delivering warm homes. We need a diverse house building industry, supply chain and skills capacity to deliver, backed by longer term investment that enables a range of housing types and tenures that meet the housing needs of our region.

We need the right infrastructure to unlock our ambition from the **physical** (transport, energy and water) that enables delivery and supports connectivity to **social and green** that provides capacity for schools, health and biodiversity that enables sustainable growth for our communities.

We cannot do this in isolation. Working with Government, national and regional partners I will look to maximise impact to deliver better outcomes for our communities.



North East Strategic Place Partnership

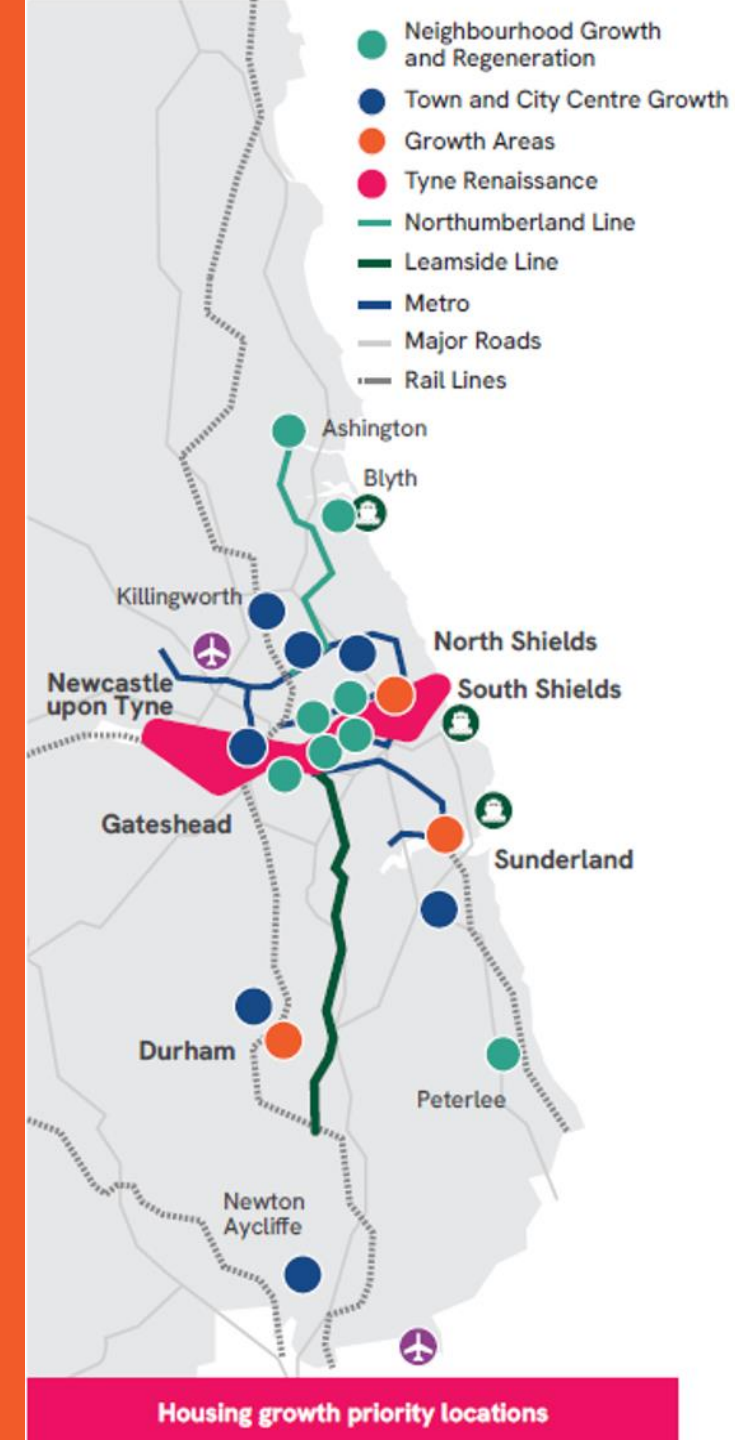
Bringing together Homes England and Mayoral Strategic Authority I am committed to identifying and unlocking priority sites that unlock housing growth where it is needed. Through a coordinated one team approach and **Major Projects Delivery Unit** the partnership will work with Local Authorities and wider stakeholders to align resources.

There are core growth area priorities:

- Tyne Renaissance
- Neighbourhood growth and regeneration
- Town and city centre growth
- Strategic urban extensions
- Major transport corridors
- Coastal and rural

The partnership will look to support and unlock delivery through existing structures such as Mayoral Development Zones and consider new innovative partnerships and delivery vehicles that would enable delivery at pace.

Our strong partnership foundation in the region is strengthened through our Local Authorities, North East Housing Partnership, Developer Forums, targeted Taskforces and working groups. We have the right building blocks. Registered Housing Providers and Local Authorities are the anchor institutions within our communities that employ our residents, invest in new housing and existing homes and support our growth ambitions.



Unlocking Investment

I will ensure that the region takes a proactive, intervention-led approach to unlocking housing delivery. Through our Strategic Place Partnership One Team approach we are committed to collaborative action. Homes England and the Housing Bank are able to consider how equity, finance and private capital will be considered alongside devolved grant to accelerate delivery and help realise longer terms ambitions.

Our approach to unlocking sites:

- Target brownfield and stalled sites
- Address viability gaps through funding and finance tools
- Invest in infrastructure and remediation
- Use public land and strategic acquisitions
- Leverage Homes England's Housing Bank and private capital

The **Major Project Delivery Unit** with Homes England will provide tailored expertise to unlock and accelerate housing and capital scheme delivery across the region.

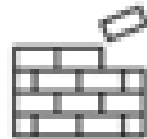
Funding & Investment to unlock housing



Strategic Place Partnership One Team Approach

There are different funding and investment routes to address viability challenges and construction costs within the region

We're committed to collaborative action



Social and Affordable Homes Programme

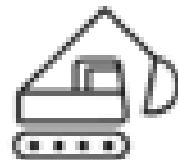
Supporting construction costs of social rent and affordable homes

Homes England Land

Supporting land assembly and masterplanning collaboration

Housing Bank & Private Capital

Variety of debt finance, equity and guarantees to deliver early stage investment and lower rates to fund construction viability gaps and cashflow



National Housing Delivery Fund

Tackling in ground abnormal, land remediation and infrastructure



Housing Commitments

Guided by core principles I am committed to delivering more, unlocking barriers and make the best use of resources.

Housing Quality, Affordability and Inclusion

Short term up to 2030

To improve existing housing stock, tackle inequality and ensure residents have access to safe warm homes

- Working in partnership to improve housing availability and unlocking more social and affordable homes to improve housing choice for residents in both rural and rural communities
- Championing the North East Warm Homes Taskforce to develop its strategy, designing retrofit programmes and use devolved retrofit funding and powers to deliver sustainable, impactful retrofit programme at scale
- Developing the North East Homelessness Prevention Blueprint and delivering **£4.1m** targeted supported housing interventions that raise housing quality and provision over the next 4 years
- Exploring new approaches to raise standards in the private rented sector and options to increase housing stock through buy back schemes
- Maximising opportunities to deliver clean affordable heat for homes
- Promoting Building for a Healthy life principles to develop higher quality neighbourhoods, streets, homes and public spaces

Looking ahead to 2036

To raise housing standards and scale of housing delivery

- Championing the need for more devolved resources to support wider place regeneration that could support bringing empty homes back into use and housing renewal
- Using Local Skills Improvement Plan to identify skills needs and shape future provision aligned to the construction sector
- Securing additional resources to enable targeted interventions that raise standards within the private rented sector

To build strong skills and supply chains

- Delivering **£1m** North East Construction Skills Programme including retrofit and industry placements with private housebuilders, developers and social housing providers to maximise wider social value
- Showcasing construction training facilities and providers such as Housing Innovation and Construction Skills Academy and Construction Technical Colleges to embed inclusive routes to employment

More Good Quality Homes and Unlock Investment

Short term up to 2030

To embed partnership working and development of housing pipelines

- Embed the North East Strategic Place Partnership with Homes England to unlock priority housing growth areas and collaborative capacity
- Manage a robust regional housing pipeline that identifies priorities, housing needs and barriers including land assembly, planning, infrastructure (including energy, power & utilities investment), viability, investment asks, phasing and capacity

Looking ahead to 2036

To raise the scale of investment and delivery

- Maximise investment and wider place-based impacts through the Social and Affordable Housing Programme
- Embed the housing pipeline and unlock medium- to longer-term schemes through devolved funds and investment solutions
- Continue delivery through the Brownfield Housing Fund and Housing Delivery Fund Programmes

To deliver, unlock and maximise investment that supports quality housing

- Shape delivery of the **£1.1bn** Social and Affordable Homes Programme within the North East MSA through the SPP Affordable Homes Working Group over the next decade
- Deliver the **£143m** National Housing Delivery Fund through a portfolio approach to unlock over **4,600** homes by 2030
- Deliver over **3,000** contracted homes through the **£66.8m** North East Brownfield Housing Fund programme
- Work with Homes England and partners to identify debt, equity and guarantee products that can support more housing and mixed-use schemes

Sustainable Places and Support Growth

Short term up to 2030

To support and enable sustainable development in the right places

- Develop and adopt the North East Spatial Development Strategy, setting out housing, employment and infrastructure growth requirements to enable economic ambitions over the next 30 years. Will enable us to deliver growth in our key priority sectors in the Local Growth Plan.
- Consider develop and growth aligned to Mayoral Development Zones to embed place based investment and wider economic growth
- Consider opportunities to unlock town centre living that supports vibrancy within our highstreets

To deliver safe homes and tackle cladding remediation on high rise

- Implement the Local Remediation Acceleration Plan by convening partners and stakeholders to support delivery of government-funded cladding remediation programmes

Looking ahead to 2036

To promote the North East and support wider housing-led investment

- Deliver the ambition and housing growth articulated within the North East Spatial Development Strategy
- Embed place-based approaches to investment with stakeholders that support housing growth, job creation and economic growth



Our residents and communities are at the heart of my Plan. I am committed to developing the right approaches, delivering the right homes in the right places with partners and making investments that add value. Engagement and place-based approaches will shape investment decisions and strategy work, underpinned by delivery across all Local Authorities and partners within the region.

Let's work together
to deliver at pace



I am proud to call the **North East Home**