



Housebuilder Awards 2024 - Highly Commended  
BEST REGENERATION INITIATIVE

This regionally important development in **Scotswood**, is a generation-defining scheme that is transforming this once deprived and stigmatised part of Newcastle.

This area, just 2 miles west of Newcastle, overlooking the River Tyne, had experienced decades of significant social decline. It became stigmatised by its many societal problems. However, Newcastle City Council were determined to re-define this part of the city.

As leading partnership homebuilders, Keepmoat was perfectly suited to creating a vibrant new community that is now attracting economically active families back into the area.

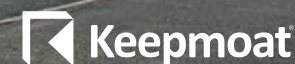
This large-scale regeneration is happening over five phases over an 18 year period delivering around 1,700 new homes.

#### Key facts

- ▶ The Rise is a £265m redevelopment project of a 60 hectare brownfield site in Scotswood.
- ▶ Work started in 2013. The 382 homes of Phase 1 is complete and Phase 2 is nearing completion. The number of new homes delivered has risen to over 600 to date.
- ▶ The Rise is a Joint Venture between Newcastle City Council and Keepmoat with £20m initial remediation by Homes England. The development has been supported by North of Tyne Combined Authority, who have invested over £7m for infrastructure related improvements.



A DEVELOPMENT BY





## OVERVIEW

**Keepmoat was appointed as development partner in the New Tyne West Development Company. And our innovative partnership working approach was key in delivering this housing-led regeneration project.**

By working closely with our partners, this large, multi-phased regeneration project is already delivering on its vision. This collection of inclusive mixed-tenure homes provides genuine affordability and is helping local people get on and move up the property ladder. Our design-led approach has also visually transformed the area in a hugely positive way. Helping to fuel a rise in house prices in the local area.

### Building a sustainable community

To ensure a lifetime of low carbon, low-cost heating and hot water, a £6m district heating system, operated by EON, has been created to supply homes at The Rise. To help create an independent and thriving community, we are also delivering a new neighbourhood centre featuring a convenience store and health centre.

### Overcoming challenges to the site

Formerly known as the Scotswood Terrace, the site sloped towards the river, making development difficult. To overcome this, we worked with Homes England and North of Tyne Combined Authority to secure over £27m of Government funding. This supported with the site remediation, infrastructure and engineering works on a number of very large retaining walls, up to 11 metres high. With this in place, the regeneration of site could progress at pace. [See Appendix 1](#)



Red line boundary (pre-construction)



The Rise progress photo (2023)

# Delivering on our promise: Building Communities. Transforming Lives.

Creating real and lasting social value is everything to us. Building the homes people need and making a positive difference in the places in which we work.

Attracting economically active families back into the west end of the city was our strategic aim. The stats below from Phase 1 show how we are delivering on this. Plus find out what homebuyers at The Rise think of their experience. [See Appendix 2](#)



## Means of finance

- ▶ 93% purchased with mortgage



## Buyer status

- ▶ 74% first time buyers
- ▶ Only 1% investors



## Age profile

- ▶ 26% <25 years of age
- ▶ 53% 26-40 years of age
- ▶ 21% >41 years of age



## Top reasons for choosing The Rise

- ▶ 37% style and quality
- ▶ 26% price
- ▶ 15% proximity to work
- ▶ 8% public transport
- ▶ 4% reputation of the area



## Employment details

- ▶ 45% professional/office
- ▶ 21% public sector
- ▶ 13% manual/craftsperson
- ▶ 13% retail
- ▶ 3% self employed
- ▶ 2% Armed Forces
- ▶ 2% retired/not in employment

# Creating lasting social value in Phase 2

Our partners are extremely pleased with the social value impact the development has had on the local area, as demonstrated in the testimonial from Geraldine Cunningham, Economic Development Officer at Newcastle City Council. [See Appendix 3](#)

Directly employed

**21 apprentices**

to date all from Newcastle with the majority having NE4 and NE15 postcodes. We are also committed and on track to employ 75 apprenticeships across the lifespan of the project.

Social value created

**£3.7m**

from Phase 2 alone.

We delivered

**22 weeks**

of work experience from Phase 2 alone.

**£10k per year donated**

to support Healthworks Newcastle - a charity tackling health inequalities.

Supporting on average

**6 projects per year**

with Excelsior Academy, Trinity Academy, Bridgewater Primary

We aim to replicate similar social value statistics in all future phases.

## The NHBC Bricklaying Hub



To tackle the skills shortage within the construction industry, at The Rise we created the accelerated apprenticeship hub in Newcastle in partnership with NHBC.

This provides the opportunity for aspiring bricklayers from all homebuilders, contractors and subcontractors to join the 15-month

programme. The specialist bricklaying hub provides a programme for up to 100 apprentice bricklayers per year. [Find out more about Tyler, one of our apprentices.](#)



## APPENDIX 1: PARTNER TESTIMONIAL



**Mayor Jamie Driscoll at Newcastle's 'Great Wall of Scotswood'**  
Mayor of the North of Tyne Jamie

Driscoll was among those to lay the first bricks atop 'The Great Wall of Scotswood', which boasts a surface area of more than 4,800 square metres.

The retaining walls at The Rise are believed to be the biggest such structures built in the UK in recent years – and there are more still to construct. [See video](#)



## APPENDIX 2: CUSTOMER TESTIMONIALS



*"We moved into our brand-new home a year ago, and we absolutely love our house. The site team have been so helpful over the past 12 months and have resolved any little issues we have had as quickly as possible."*

*"The design is fun, quirky and something a little different, allowing us to stamp our personalities into each and every room...We are very happy with our new forever home – and as the saying goes, this isn't just a home, it's a Keepmoat home."*

Tony and Stuart  
Residents - The Rise

CU

customer

2 reviews GB

★★★★★

Updated 16 Dec 2022

**Keepmoat**

Keepmoat - The Rise

The house was ready on time, neat and tidy. Any other works outstanding were completed on time.

From the moment I entered the sales office at the Rise, I felt that the welcome I received from the Sales girls and the atmosphere within the office was so warm and I knew this is where I wanted to live. Sam and Tracey were so helpful and friendly and went above and beyond my expectations when helping me choose my new home. They are a credit to Keepmoat and very knowledgeable about the business and development. On collecting my keys in September, there were some issues with my new home that the Site needed to address, but they have been very proactive with sorting things out and Katie from Customer Care has also been outstanding. I would recommend Keepmoat to anyone and the Rise has a great community feel to it. I am very happy in my new home.

Date of experience: 16 December 2022

DA

Daniela Atanasiu

6 reviews GB

★★★★★

20 Dec 2022

**Keepmoat The Rise- Amazing estate**

After we have been checked at different developments, we have choose Keepmoat The Rise, as they built homes for life! We moved in our new lovely home in August 2022! Tracey and Sam - sales office offered great support, very efficient with emails/phone calls for weekly updates throughout the building process, always contactable and approachable Big thank you both of them!

Also we would like to thank to Steve- site manager and Catie costumer care- they been above and beyond expectations! Great level of service and support!

We would highly recommended Keepmoat Homes-The Rise for any future purchasers if they require an outstanding level of service!

Thank you for the hard work!

Daniela Atanasiu

Date of experience: 18 August 2022

CF

Chris Francis

2 reviews GB

★★★★★

Updated 16 Feb 2023

**Quick and helpful**

The whole customer care team at The Rise have always been extremely helpful to me, and have always replied in very good time - especially Georgie.

Date of experience: 15 February 2023

## APPENDIX 3: PARTNER TESTIMONIAL



The person dealing with this matter is:  
Geraldine Cunningham  
Work and Thrive  
Deputy Chief Executive  
Newcastle City Council  
9th floor, Civic Centre  
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Geoff Scott  
Social Value Manager  
Keepmoat Homes

23 April 2024

Dear Geoff

**House Builder Awards 2024 - Best Regeneration Initiative Award**

I am delighted to provide a testimonial with regards to The Rise and Keepmoat's commitment to the regeneration of Scotswood and engaging the local community in employability and apprenticeship programmes.

Creating employment and learning opportunities is an important part of regeneration and supports the delivery of Newcastle City Council's inclusive Economic Strategy, with a vision to continue to grow the economy and deliver opportunities for all. The regeneration partnership, between Newcastle City Council and Keepmoat at The Rise has, since the site commenced, been focused on creating apprenticeships, jobs, training and educational opportunities for the local community. This has been through a range of activities, from providing employment and skills advice and guidance, organising community recruitment events, facilitating site visits and offering work experience, apprenticeships and jobs.

Keepmoat have been committed to ensuring that all employability and apprenticeship programmes have had a positive impact on the local community. Over 20 apprenticeships have been created at The Rise, to date, many of whom live locally to the site and would have struggled to secure an apprenticeship elsewhere. This includes care leavers and young people who may have previously had a difficult experience of learning at school or college. The apprentices have been provided with a supportive environment to work and train in and given the best start in their construction career.

Securing an NHBC Bricklaying Hub at The Rise has strengthened the local and regional offer for those interested in a career in construction. It provides a realistic working environment to learn a trade whilst addressing the skills shortages in the sector. We've also been able to inspire future apprentices through open days with the opportunity to try their hand at bricklaying and meet recruiting employers and current apprentices. Keepmoat have encouraged subcontractors to identify additional apprenticeships and engaged with local training providers who can visit the Hub with their learners.

I consider the partnership with New Tyne West Development Company and Keepmoat, to deliver the employment and skills aspirations at The Rise, to be a personal career highlight of mine and my colleague's Donna Nicola. Having been in post for the last 26 years, I've seen firsthand the transformation of Scotswood and witnessed what can be achieved on a housing regeneration project with shared objectives and a commitment to maximising the economic and social impact for residents.

I'm happy to support the submission to the House Builder Awards 2024 for Best Regeneration Initiative Award and wish you the best of luck.

Your sincerely

Geraldine Cunningham  
Economic Development Officer



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