



## Pennywell, Sunderland, UK

Estate Regeneration:  
Transformation through a  
Phased Programme



Residents need to perceive Pennywell in a new light - it should become a new and better place ...



Caroline Gitsham, Director, Gentoo Living

Pennywell is one of the UK's largest post-war social housing schemes, located in the central west area of Sunderland, Tyne and Wear. The estate consists mostly of semi-detached houses with ill-defined public and private space, and a lack of quality landscaping.

In the 1980s and early 1990s, Pennywell suffered high levels of crime and anti-social behaviour. Housing choice was limited, resulting in high vacancy levels and vandalism. The estate's isolation was exacerbated by poor public transportation services.

Following the transfer of council housing stock to Sunderland Housing Group (now Gentoo), rigorous appraisals evaluated the stability and sustainability of Pennywell and High Ford. It was determined that modernisation of existing homes would be insufficient to secure the radical intervention necessary for regeneration.



### Project Delivery

- Strategic Design Guidance established two regeneration zones.
- Masterplanning and detailed designs for the major brownfield, suburban regeneration areas.
- An overarching strategy to broaden the range of house-types and tenures.
- A street layout that responds to the topography of the site, following its contours, to provide a cost effective build solution.
- Public realm interventions, including a shared green space at the development's heart and an avenue leading to quieter streets and courtyard spaces.
- Eco-Homes 'Very Good' Standard for the completed Zone B, the smaller parcel of 120 homes.
- A Zone A masterplan, currently being considered by the Council.



### Client

Gentoo Homes (formerly Sunderland Housing Group)

