



Shaping a local identity with strong, safe and attractive communities and creating a thriving economy offering opportunity for all



A SUSTAINABLE COMMUNITY STRATEGY



for Newcastle under Lyme 2008-2020



The people that make up the communities of Newcastle have to be central to everything



MESSAGE FROM SIMON TAGG

I am delighted to introduce the Newcastle-under-Lyme Sustainable Community Strategy. The SCS has been prepared following consultation with the community and other stakeholders. This has provided us with a number of key priorities that will make a difference to our communities and help us to plan services to best meet their needs over the next twelve years.

The people that make up the communities of Newcastle have to be central to everything. The Sustainable Community Strategy will address a range of quality of life issues; these are the things that affect everyone: clean, well maintained streets, parks and open spaces, good quality sporting and cultural activities, safe environments, quality health provision, access to jobs and training opportunities and the development of a thriving local economy.

Newcastle is a district of contrasts with both urban and rural areas that contribute to the Borough's strength and identity and also present us with a

number of challenges. Therefore we have decided to create area panels within Newcastle to deliver a neighbourhood management approach that will deliver positive change. This approach will reinforce the role of Councillors, build stronger communities and make service providers more responsive to peoples needs.

The Sustainable Community Strategy will ensure that we harness the opportunities through partnership working to create a vibrant and prosperous Borough that instils a sense of pride in everyone.

Each of us has a part to play in ensuring the successful delivery of the strategy to make Newcastle a Borough of choice.



Chairman
Newcastle-under-Lyme Local
Strategic Partnership



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It identifies the important issues that need to be addressed in order to enhance the quality of life of local communities



WHAT IS A SUSTAINABLE COMMUNITY STRATEGY?

All local authorities have a statutory duty to produce a Sustainable Community Strategy that sets the strategic vision for the area. The document will be prepared and delivered by local organisations, agencies and local people promoting or improving the economic, social and environmental well-being of their area.

This strategy will create an environment where local people can articulate their priorities, needs and aspirations. Councillors will play an important role in shaping and delivering the strategy. It will develop a framework so all local organisations including the community and voluntary sector will work together to focus and shape activity that effectively meets community needs. It will contribute to achieving sustainable development recognising the regional opportunities by ensuring effective links with the Local Development Framework.

This strategy sets out the vision for Newcastle-under-Lyme to 2020. It identifies the important issues that

need to be addressed in order to enhance the quality of life of local communities.

“Sustainable communities are places where people want to live and work, now and in the future. They meet the diverse needs of existing and future residents, are sensitive to their environment, and contribute to a high quality of life. They are safe and inclusive, well planned, built and run, and offer equality of opportunity and good services for all.”

Source: The Egan Review of Skills - A consultation paper October 2003

The Sustainable Community Strategy will align itself to existing strategies, identifying with their priorities thereby reducing duplication and ensuring a joined up approach.

Newcastle will enhance the Staffordshire SCS through the development of a robust local plan that complements and adds value to local delivery.





It is strengthening its position as a vibrant centre both for its specialised and independent shopping offer and its night time economy



INTRODUCTION TO THE BOROUGH

The Borough of Newcastle-under-Lyme forms part of the conurbation of North Staffordshire, lying approximately half way between Manchester to the north and Birmingham to the south. It is an attractive mix of rural villages and two main towns – Newcastle and Kidsgrove.

Newcastle owes its name to the 'new castle' that was built here in the 12th century to command the important junction between the roads running north from London to Carlisle and west to Chester. The 'lyme' part of the name derives from the huge lime forest that covered a large part of the Borough in the medieval period.

Its subsequent growth lay in commerce and in the development of its market. Pottery manufacture and mining have also been important to the Borough's development.

The Borough today covers some 81 square miles and has a population of around 123,400. The Borough's population is stable but its profile is changing. Most significantly, households are getting smaller in size and the population generally is ageing.

The industrial base has changed significantly in the last century, with the closure of local mines and the development of the distribution and manufacturing sectors. The presence of the university at Keele, together with the development of its Science Park and new Medical School, and the growth in the hi-tech and research industries demonstrates the potential and vibrancy of the area. Newcastle Town Centre is recognised as being one of two strategically important centres in the North Staffordshire conurbation, taking advantage of its connectivity to major transport routes. It is strengthening its position as a vibrant centre both for its specialised and independent shopping offer and its night time economy.

Newcastle-under-Lyme is characterised by significant variations in the level of employment, health, economic well-being, housing and overall living standards – life expectancy varies by 10 years between the most affluent and the most deprived areas. The Borough has areas of considerable affluence, but also includes two wards that fall into the 10 per cent most deprived in the country. Reducing these inequalities is a major challenge for us and our partners.



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It will be based on real expectation of improving the quality of people's lives in a way that truly reflects the aspirations of local communities

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DEVELOPING THE STRATEGY

Following best practice guidance it was agreed that a triangulated approach to identifying priorities would be used. This would include identifying: -

- **Community Priorities**
- **Evidence Based Need**
- **Organisational Priorities**

It was agreed that the structure of the consultation and subsequent strategy would align to the 'People, Place and Prosperity' themes highlighted in the former Office of the Deputy Prime Minister's Sustainable Communities five year plan for improving people's quality of life at a local level. These three themes clearly embrace the social, environmental and economic aspects of the sustainability agenda.

Community Priorities

A draft questionnaire was piloted on the stakeholders shown to ensure that it was easy to understand and complete and that the questions were phrased to elicit the best response possible.

- Local residents
- Senior Managers
- LSP Board and theme group members
- Councillors
- Community and Voluntary groups (via Newcastle CVS)

The initial consultation was advertised using the methods below.

- The Sentinel Newspaper
- The Newcastle Advertiser
- 300+ posters at locations across the borough
- Newcastle Borough Council website
- Word of mouth through community groups, service providers and councillors

The consultation process was designed to reach a representative sample of the population with a specific focus on young people as a hard to reach group. A separate questionnaire was designed for young people and circulated during the SPLAT summer activities programme.

Questionnaires were made available using the following mechanisms: -

- 14 community events across the Borough
- An event at Newcastle College
- Events during the SPLAT summer activities programme
- Online questionnaire on Newcastle Borough Council Website
- Packs sent to community groups (interest and geographical) and voluntary sector groups
- Packs sent to all councillors for circulation in their ward
- Packs sent to sheltered housing schemes
- Service Provider reception areas
- Libraries across the Borough

Evidence Based Need

Information was collated from a range of national and local statistical sources to identify key issues for the district across a range of themes including crime, health, housing, education, employment, the economy and the environment.

Organisational Priorities

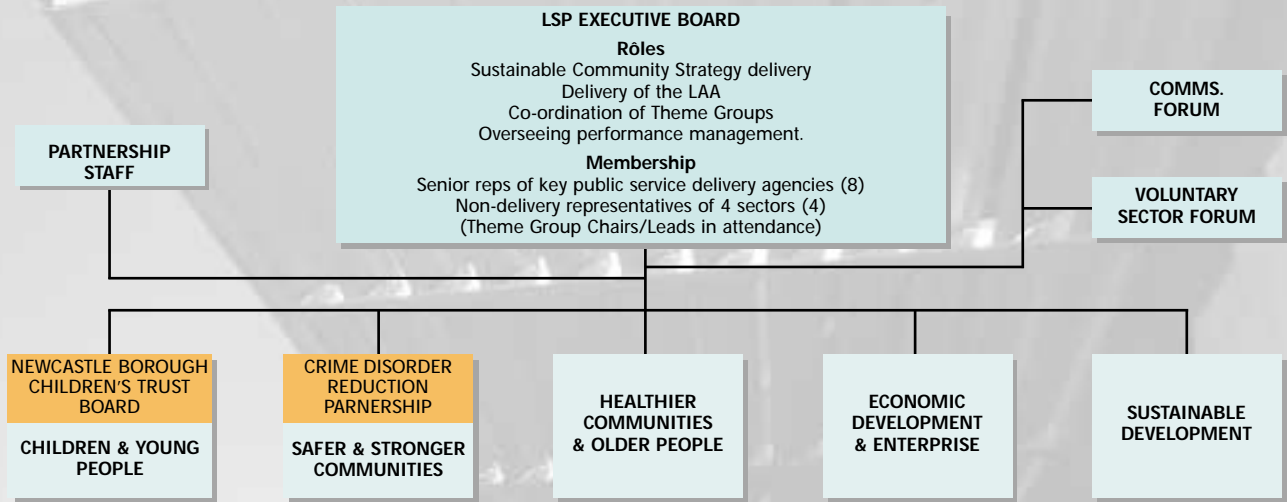
The LSP Theme group's members identified their organisational priorities.

A Stakeholder Event was held to consider the community and organisational priorities and the evidence based need data to ensure the priorities for inclusion in the Sustainable Community Strategy were based upon the evidence collected.





The body that will develop, implement, monitor and review the Sustainable Community Strategy



NEWCASTLE-UNDER-LYME LOCAL STRATEGIC PARTNERSHIP

Central government has determined that each Local Authority area has a Local Strategic Partnership (LSP).

In 2006 the Newcastle-under-Lyme Local Strategic Partnership underwent an external review that presented a number of recommendations, as a result of the review the LSP is now structured as above.

The Local Strategic Partnership is...

- A multi agency partnership committed to improving the quality of life of local people.
- The body that will develop, implement, monitor and review the Sustainable Community Strategy (SCS)
- The overarching strategic partnership for Newcastle
- The District Delivery Board of the Staffordshire Local Area Agreement (LAA)
- The body that will ensure other strategies (e.g. Children and Young People's Plan) are aligned with the LAA and SCS
- The body that will support a local COMPACT to develop a framework of good practice

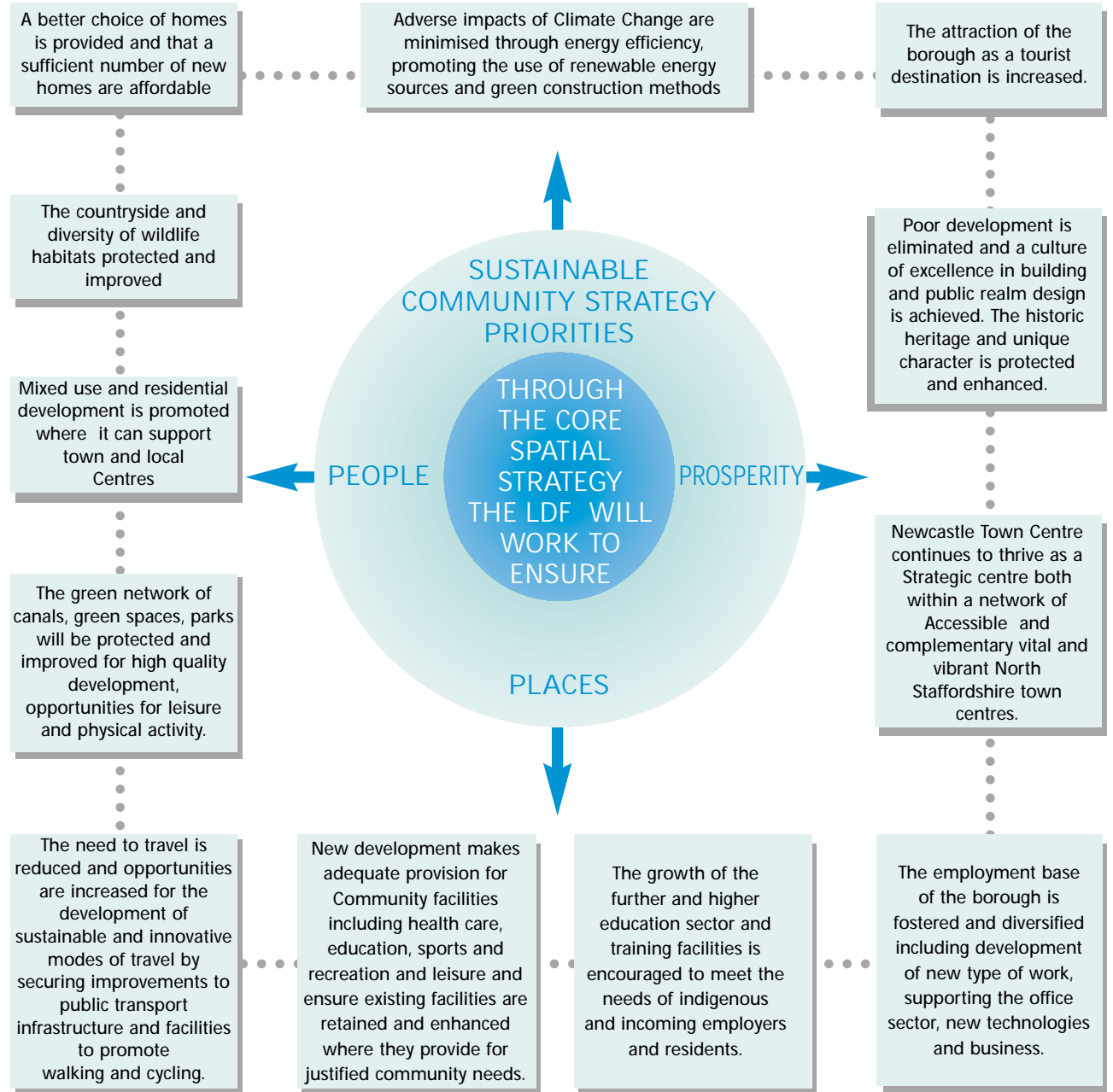
The Staffordshire Strategic Partnership

The Staffordshire Strategic Partnership (SSP) is the countywide Local Strategic Partnership. It is made of representatives from all sectors to work collectively to promote the economic, social and environmental well being of the county. Newcastle LSP will continue to work with the SSP in order to strengthen partnership delivery and ensure efficient and effective use of resources.



LINKS BETWEEN THE CORE SPATIAL STRATEGY AND THE SUSTAINABLE COMMUNITY STRATEGY

The Core Spatial Strategy provides the overarching policy framework for each planning document in the Newcastle-under-Lyme Local Development Framework (LDF) and in this way it works to guide and coordinate investment decisions which have land use implications and which will help to realise the priorities of the Sustainable Community Strategy.





Everyone will have a fair chance to participate in society



PRIORITIES - PEOPLE



The people of Newcastle have a close identity with the areas in which they live and work, it is therefore crucial that the importance and value of neighbourhoods and communities is acknowledged in any future development. The Council will identify geographical areas that will work more closely with the neighbourhoods within them to ensure that local people's priorities, needs and aspirations are intrinsic to local service development and delivery. The strategy will create the framework to engage, inform, include and communicate with local people ensuring they have the opportunity to influence and monitor local services.

Over the next fifteen years trends shows a significant increase of older people and a notable decrease in the 25-44 age group. One of the key priorities is to enhance the quality of life of residents with a particular focus on supporting older people to live independent lives.

Families will be supported to live healthier lifestyles and be given more opportunity to take part in leisure

and cultural activities, particularly children and young people, in order to improve their long term health. There will be a determined effort to reduce the number of families reliant on benefits.

Children will be encouraged to achieve their potential through positive support raising their aspirations. Parents will be supported and encouraged to take more responsibility for their children especially when their behaviour upsets others. Communities will work with local services to reduce the prevalence of anti social behaviour, reduce the number of young people not in employment, education or training and identify positive activities and facilities for young people. Working together we will create safer communities with strong social networks with everyone showing respect for each other.

Everyone will have a fair chance to participate in society.

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These neighbourhoods will be cleaner and safer having a strong sense of community pride

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PRIORITIES - PLACES



In the north-west of Staffordshire Newcastle is a district of contrasts. The east of the borough is dominated by an urban core of Newcastle-under-Lyme and Kidsgrove, home to the majority of the borough's residents, whilst the west is predominantly rural. The district's relationship with Stoke-on-Trent, with which it shares a considerable border, is significant. With a population of approximately 123,400 the borough is the second largest in the County by population.

Building Stronger Neighbourhoods

Through the development of specific areas, made up of a number of neighbourhoods, communities and service providers will create a reliable infrastructure with facilities for everyone, particularly young people, thus contributing to the reduction in anti social behaviour. These neighbourhoods will be cleaner and safer having a strong sense of community pride.

There will be improved opportunities to recycle, with more people encouraged to reduce and reuse unwanted household products and waste. Local people, businesses and developers will be made aware of the importance of their actions and the impact of these on the environment, and supported to improve their quality of life by taking measures to reduce their carbon footprint and become more energy efficient contributing to the global challenge of addressing climate change.

Good quality open space is an important resource for local people and improving access to it can have a positive impact on people's health and well-being. The focus on providing well maintained, clean and safe open spaces will continue to ensure increased recreational use of these areas which offer opportunities for play, exercise and social interaction.





Newcastle has a wealth of opportunities to improve its economic position over the next fifteen years



PRIORITIES - PROSPERITY



Newcastle has a wealth of opportunities to improve its economic position over the next fifteen years. The economy is broadly based, including manufacturing, commerce, medical, technical, logistics, professional and business services, retail knowledge services and leisure.

The partnership will work together to improve the prosperity and economic vitality of the Borough and ensure that local people develop the skills they need to access new employment opportunities. Newcastle is a university town with Keele University as an internationally recognised centre for medical and other research. Keele University and its Science Park continue to grow in stature as one of the leading regional centres for medical and healthcare technologies and other knowledge based activity.

The development of a Core Spatial Strategy will help to create a dynamic physical and economic environment appealing to investors, developers, residents, businesses and visitors that will ensure the continuing vitality and sustainability of the town and village centres. This will provide the right environment to attract new investment and businesses and this must be utilised to its maximum.

The strategy will work towards transforming the perception of Newcastle working closely with local partners and also at a regional, cross-regional or sub-regional level to develop multi area agreements that will broaden and strengthen Newcastle's sustainability.

It is important that we provide housing to meet the needs of people in Newcastle now and in the future. This includes the provision of affordable housing, lifetime homes that are adaptable for the future and that we offer greater housing choice which will allow mobility within the Borough and also attract new residents to strengthen the diversity of the population.

The North Staffordshire Regeneration Partnership, including the Renew North Staffordshire Housing Market Renewal Programme, is providing the opportunity to work in partnership across geographical boundaries to deliver economic development and to help build sustainable communities.



The local strategic partnership will regularly review the strategy, ensuring outcomes are achieved



MONITORING AND REVIEWING THE STRATEGY

To ensure the success of the strategy and its subsequent action plans there will be a robust performance management system that will enable continuous monitoring and evaluation of the action plans and their activities and interventions.

The performance management system and the action plans will be developed simultaneously to ensure cohesion.

The partnerships will be regularly reviewed to evaluate their effectiveness and adjust their membership and working arrangements accordingly.

The development and implementation of the strategy will become firmly embedded into partners' managerial cultures, resource planning and budgetary decisions.

The local strategic partnership will regularly review the strategy, ensuring outcomes are achieved and so that the strategy can evolve and be refined. The partnership will make sure that the outcomes will contribute to other local and national indicators, in

particular those within the Staffordshire Local Area Agreement. This in turn will support the requirements of the Government's new performance regime, Comprehensive Area Assessments.

Working with members there will be continuing efforts to engage communities in the evaluation of services and in the preparation and implementation of strategies.



Newcastle must take the opportunity to work with countywide partners to provide a high quality of life for all



THE STAFFORDSHIRE WIDE PICTURE

Staffordshire has a rich and varied landscape, being both rural and urban, which provides numerous challenges for service delivery. The diversity of Staffordshire is reflected in the different tiers of governance across the County from the County Council, to the eight Districts authorities and the Parish and Town Councils.

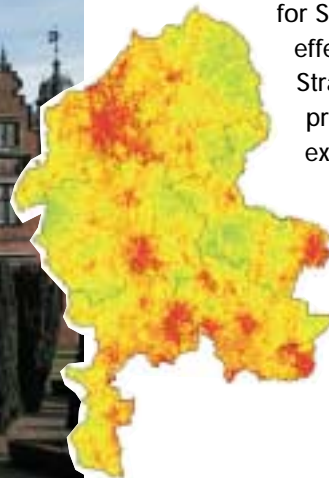
The Staffordshire Strategic Partnership has three main roles, firstly to develop a long term vision for Staffordshire, secondly to develop an effective Sustainable Community Strategy for the County, and finally to provide a deliberative forum to explore and discuss new issues and to recommend ways of tackling them in a partnership environment.

Staffordshire has taken the District Sustainable Community Strategies and looked where they, as a County, can add value,



through partnership working to deliver genuine, long term improvements for Staffordshire Communities.

Newcastle must take the opportunity to work with countywide partners to provide a high quality of life for all.



NEXT STEPS

Following the adoption of the Sustainable Community Strategy by all partners the Local Strategic Partnership theme groups will develop Action Plans detailing appropriate interventions to address the priorities shown.



Priorities for Newcastle

PEOPLE

PE01

To raise the aspirations of all young people, particularly those from disadvantaged groups

PE02

To provide appropriate youth provision for young people of all ages

PE03

To deter anti-social behaviour by providing support and positive diversionary activities

PE04

To identify NEETS (Not in Education, Employment or Training) and encourage their engagement

PE05

To encourage more people to lead healthier lifestyles with a particular focus on children and young people

PE06

To encourage parental responsibility and provide more parental support

PE07

To reduce the number of families reliant on benefits

PE08

To significantly increase the number of children participating in PE and OSHL (Physical Education and Out of School Hours Learning)

PE09

To increase the number of older people living independent lives

PE10

To improve the quality of life of older people

PE11

To tackle domestic abuse

PLACES

PL01

To improve the facilities and infrastructure across the borough

PL02

To build stronger neighbourhoods enabling communities to actively participate and influence service delivery

PL03

To build community pride through the provision of cleaner, safer neighbourhoods

PL04

To improve opportunities to recycle and encourage more people and businesses to participate

PL05

To raise awareness of environmental issues and encourage action using a think global, act local approach to enable more people to lead sustainable lifestyles

PL06

To develop and promote energy efficiency measures contributing to the global challenge of tackling climate change

PROSPERITY

PR01

To provide opportunities for upskilling the working age population

PR02

Enabling young people to achieve their potential and encourage their investment in the local economy

PR03

To transform the perception of Newcastle and the North Staffordshire region

PR04

To maximise the benefits of investment coming to the borough for businesses and local people

IMAGES



The Apedale Valley



Kidsgrove Town Hall



Sunrise over Newcastle



Sunset at Keele



New housing, Newcastle



St. Giles, Newcastle



The Brampton



Newcastle



Civic Offices, Newcastle



University Hospital



Science Park, Keele



Knutton St. Mary's CE



Viggars Place, Knutton



The Guildhall, Newcastle



The Brampton Museum



Keele Hall



University Hospital



Rogers Avenue, Cross Heath



University Hospital



Wolstanton High School



Queens Gardens, Newcastle



LOCAL STRATEGIC PARTNERSHIP

Newcastle · under · Lyme



Local · Strategic · Partnership

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