

Call to arms

In 2020, businesses in Newcastle-under-Lyme will have an important choice – should their Business Improvement District (BID) continue for another five years?

BIDs are business-led partnerships, created through a ballot, which work to improve town centres. They allow the business community and a range of partners to work together to improve the local trading environment through a range of initiatives.

In 2015, businesses voted in favour of creating the BID and since then it has worked hard to promote the town centre and surrounding area, to develop a distinctive Newcastle experience and to foster a business community, investment and growth.

The BID's five-year term comes to an end in 2020, when businesses will be voting again to determine if it should continue its important work.

Based in the Guildhall the BID co-ordinates a wide range of events to encourage people to come into the Town Centre. The BID Ambassadors Nick Colclough and Sue Smith (as shown below) can be seen in the town centre liaising with the businesses and engaging with the public.

BID renewal workshops are taking place at the

Guildhall on Wednesday, 4 September from 8.30am - 10am and also 5.30 - 7pm. Go along and discuss your issues and proposals.

For further information on the BID visit the

website
www.newcastleunderlyme.org



Contact information

Staffordshire Police - 101 or 999 in an emergency.

Complaints can also be reported via the Staffordshire Police website
www.staffordshire.police.uk/report

Report crime through Crimestoppers
0800 555 111

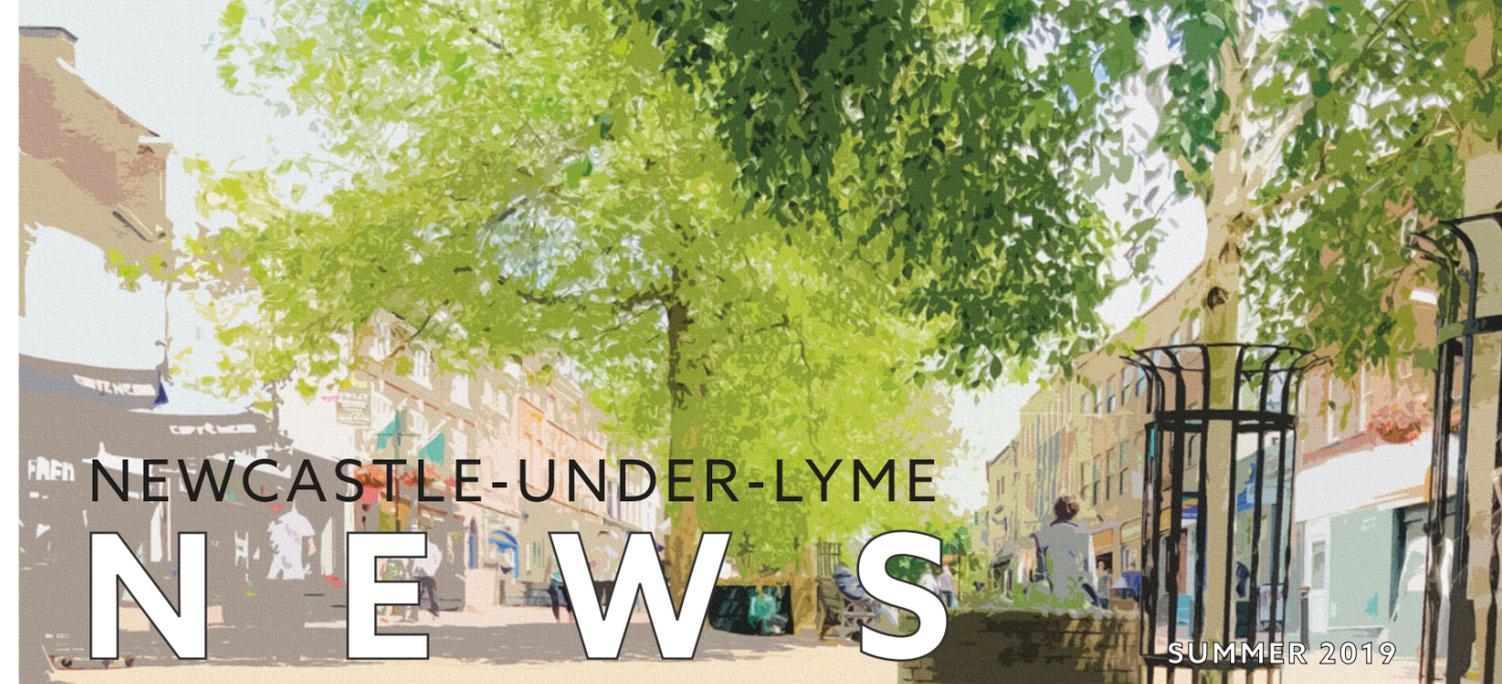
Newcastle-under-Lyme Borough Council
01782 717717

Rough Sleepers Outreach Service (24/7)
0800 970 2304

Brighter Futures - 01782 406000

Newcastle Housing Advice - 0345 850 9698

Open Doors - www.opendoorstokeontrent.co.uk
or 01782 844718.



The issues

Around 2.5 million people visit Newcastle town centre every year. These are mostly residents, families and students attending the college and local universities but there are also visitors from outside the area.

They come to shop, work, socialise or just chill out in some of the lovely spaces dotted around what is still recognised as one of the nicest town centres in Staffordshire.

We have a historic market which the Council is trying to breathe new life into and save for future generations. We also have some great independent businesses, shops and cafes in the heart of Newcastle that need your support as well as the more established chains.

The early evening and night-time offering in Newcastle town centre is also appealing for visitors with a variety of eateries, entertainment establishments and a diverse blend of licensed premises.

Despite these positives, people and organisations with an interest in ensuring a prosperous and safe future for the heart of Newcastle recognise that there are issues that need tackling.

They are not unique to Newcastle town centre but we have to tackle them as best we can with fairly limited resources.

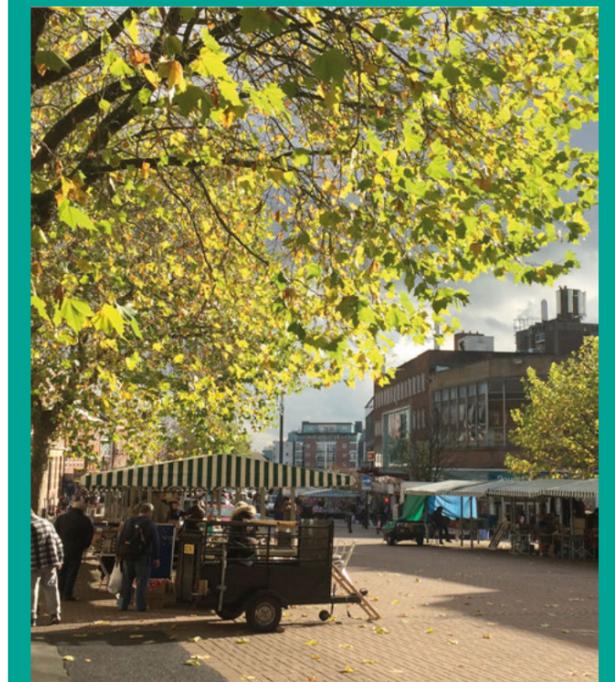
Begging, empty shops, the challenge of online retailing, burglaries and other crime are some of the important issues we are currently facing and looking to tackle.

These aren't just issues for Newcastle Borough

Council, the Police, the Business Improvement District or even individual traders themselves to deal with. To address these issues most effectively partnership working is important.

These issues can be tackled most effectively by partners in Newcastle town centre working together with the Newcastle Partnership – which brings everyone together – and is trying hard to tackle the difficulties Newcastle town centre faces.

This newsletter – which is also available online at www.newcastle-staffs.gov.uk/anti-social-behaviour – tells you a bit about what's already going on and also what you can do to help bring about a brighter future for the Newcastle town centre.



Who is doing what and why - Begging

There are a small number of people who are officially homeless in Newcastle-under-Lyme. Despite that we see a number of people on Newcastle town centre's streets asking for cash.

If you want to really help – don't give them anything.

People are generous and they want to help those in need but giving beggars or people claiming to be homeless money or food can actually make things worse and prevents these vulnerable people from getting the support they really need.

Do your bit to help by giving money to Make it Count – an initiative which sees donations distributed to registered charities who tackle homelessness and substance misuse in our borough.

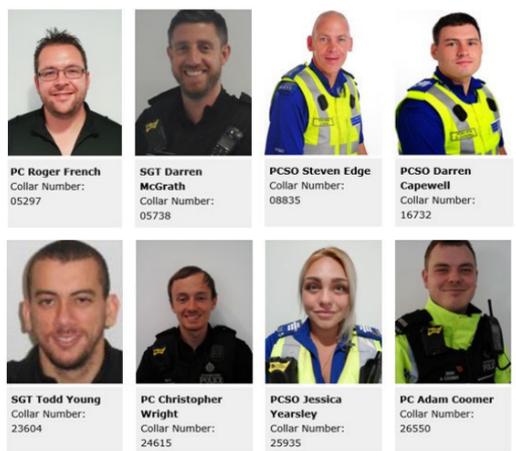
There are collection boxes in shops around Newcastle town centre:

Café Java (Ironmarket)
Electric Avenue (High Street)
Hippy Hippy Shake Company (Church Street),
Jubilee2 (Brunswick Street)
H C Cheadle Butchers (High Street)
Boss & Sons Hairdressers (Fogg Street)
Guildhall
Castle House,
Fistful of Vapes (Lancaster Building)
Heron Foods (Castle Walk).

If you are interested in taking part in the scheme contact Trevor Smith at the Borough Council - trevor.smith@newcastle-staffs.gov.uk

Crime and disorder

As part of the Neighbourhood Policing Team these are the officers designated to the town centre.



Police Action Days

The Police are undertaking a series of action days, starting in August, designed to tackle anti-social behaviour in Newcastle town centre and provide reassurance to businesses and the public.

Operation Safer Nights

This is a police-led operation which provides a dedicated police presence in Newcastle town centre every Friday and Saturday night.

This operation has run in Newcastle for more than 15 years and tackles alcohol-fuelled crime and disorder and provides reassurance both to revellers and also to the night-time economy venues, including door supervisors.

Partnership Against Business Crime in Staffordshire.

This scheme aims to reduce the impact and cost of crime against businesses both during the day and at night.

Businesses use a radio network to keep each other informed on the movement of criminals and any suspicious activity. The network links in with police officers as well as the town centre CCTV.

Licensees are also involved and focus on topics such as "Pubwatch" and "Behave Or Be Banned" scheme which excludes people causing anti-social behaviour.

Business owners can participate in "Shopwatch" which excludes individuals who shoplift and commit business crime.

If you wish to become a member of PABCIS please contact Paul Greenhough, Business Crime Manager on 01785 233190 – www.pabcis.co.uk

The Police have a Crime Protection Officer who where available is able to visit businesses to assess the premises and offer advice on how to design out crime.

Rough Sleepers Outreach Service

The Borough Council and Stoke-on-Trent City Council jointly commission Brighter Futures to provide an outreach team to engage and work with rough sleepers in Newcastle between 6am and 1pm.

You can also call them any time you see someone sleeping rough and want to help. The number is on the back page.

Public Spaces Protection Orders (PSPO)

Two PSPOs are currently in place – one for Newcastle town centre and one for nearby Queen Elizabeth Park.

These orders are made under the Anti-Social Behaviour, Crime and Policing Act 2014 and enable councils to identify a particular space or area where they want to restrict bad behaviour by prohibiting certain actions such as taking drugs, consuming alcohol, groups congregating, persistent or aggressive begging.

If any of these conditions are breached an individual may be at risk of being issued a £100 Fixed Penalty Notice and failure to pay could see them in court.

In addition to these powers, police officers in Newcastle town centre use dispersal orders. Dispersal orders are effective for up to 48 hours – to remove trouble makers from the area.

Partners will be using other enforcement options such as Community Protection Notices alongside Fixed Penalty Notices.



Other initiatives

Open Door Stoke-on-Trent

This charity was founded in November 2013 and has now grown into a large operation that offers two drop-ins, a food bank as well as clothes/ furniture bank and a substance free house. The service is targeted at individuals in need of support, guidance and signposting.

All of these are projects are organised by a team of volunteers. There is a local drop-in at the Salvation Army at 45 Bridge Street, Newcastle every Tuesday 9am until 1pm. Everyone is welcome.

Newcastle market

Dating back to 1173 the market is an integral part of why people come into Newcastle Town Centre. The Borough Council understands this and is undertaking a review with a view to revitalising the market. The Council will be talking to the traders and look at new and innovative ways to retain this historic part of the town centre.

Community Safety Projects

There are several locations in Newcastle town centre where anti-social behaviour occurs including Market Lane and the alleyway next to the pet shop on High Street South. Work will start shortly on improving the lighting in Market Lane to help reduce anti-social behaviour. The BID and the Borough Council are also looking to restrict access to the alleyway next to the pet shop on the High Street.

Purple Flag

Purple Flag is an accreditation scheme governed by the Association of Town Centre Managers (ATCM) designed to improve the early evening and night time offering in Newcastle town centre and beyond. Newcastle has held this award since November 2014 and criteria used includes policing, crime and disorder, cleanliness, parking, lighting, entertainment, leisure and retail.

Ryecroft

The Borough Council's planning committee has approved in principle proposals to utilise the Ryecroft area for large town centre attractions while longer-term regeneration plans are developed. The move comes after the Council successfully hosted the internationally-acclaimed NoFit State Circus and the Winter Wonderland event, including an ice-rink, in 2017. Earlier this year the site was a temporary home to the tents, caravans and Big-Top of the world-famous Gandey's Circus. These events each attracted thousands of visitors to the town. The planning committee approved in principle permission to use the site for holding up to four events a year, over an unspecified number of years, with each event lasting between two and four weeks.

CCTV review

The Borough Council is working with a number of its partners including the BID to improve and enhance the existing CCTV system and how it is monitored. This will obviously cost more money and options are being explored over how we can tackle improvements.