

# Rural Services Network Localism Seminar – 12 June 2012

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Locality Working – Robin Wiles,  
Partnerships Officer.

# Newcastle-under-Lyme.



- Located in North Staffordshire.
- 81 square miles. 20% urban/80% rural.
- Population of c123,400. 80% urban/20% rural.
- Border with Stoke-on-Trent - Urban conurbation of North Staffs.
- 2 town centres – Newcastle and Kidsgrove.
- Home of Keele University.
- Former coalfield area – two wards in top 10% of deprived, and one LSOA in top 3% deprived.



# Contrasts.



- Urban/Rural.
- Prosperity/Deprivation.
- Life expectancy – variance of 10 years.
- Access to services variable – less in rural communities.

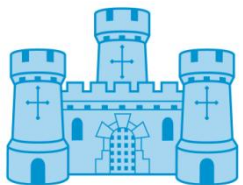
Greatest variance on all indicators of all Staffordshire districts.

# Newcastle Partnership.



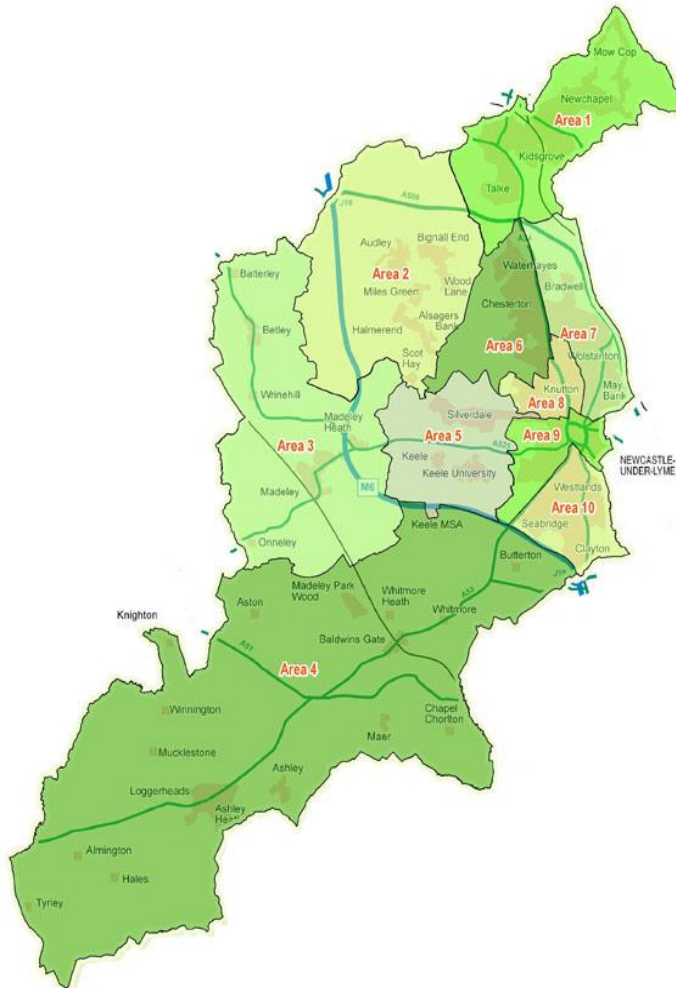
## Aims:-

- To bring together the public, private, voluntary and community sectors to work together to improve the quality of life and experiences for all who live, work, study in, invest in and visit Newcastle-under-Lyme.
- To set the strategic direction for other partnerships within Newcastle-under-Lyme, and oversee the performance management and delivery of joint strategies and outcomes for Newcastle-under-Lyme working within the framework of the Staffordshire Compact.



NEWCASTLE  
UNDER LYME  
BOROUGH COUNCIL

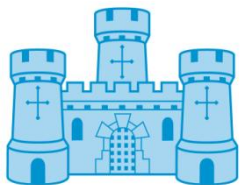
# Locality Action Partnerships (1).



- 10 areas.
- 11 Locality Action Partnerships (LAPs).
- LAP Chairs Group.
- Lessons from previous initiatives:-
  - 2 SRBs.
  - Renew North Staffs.
  - NMP.

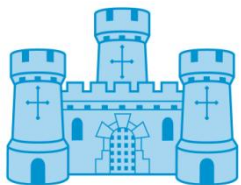
# Locality Action Partnerships (2).

- Establish local priorities via evidence and intelligence led planning and where appropriate linked to the priorities of the Community Strategy;
- Enable residents to influence, challenge and be involved in service delivery where appropriate and agreed by the relevant organisation;
- Engage elected members with their communities and partners;
- Improve communications;
- Enable service providers to engage at a local level and to work together to meet local need;
- Give a voice in each locality to identify and fix issues;
- Strengthen community understanding and awareness; and
- Reduce inequalities, enabling funding and staff to be utilised more effectively and efficiently.



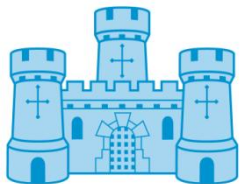
# LAP projects – “ST7”.

- **Locality:** Butt Lane and Kidsgrove
- **Project Name:** ST7
- **Description:** Teenage pregnancy DVD project aimed at tackling issues relating to teenage pregnancy and to reduce the numbers of teenage pregnancies across the two localities.
- **Why:** Butt Lane identified as a teenage pregnancy hotspot location (Staffordshire Observatory District Profiles 2011 and 2012).
- **Who's involved:** Project lead is Staffordshire County Council Targeted Youth Support, others involved include: Tesco, Staffordshire County Council Families First, Newcastle Borough Councillors – KR, RB, EB and DA, Town Councillor - DS.
- **At what stage is the project:** Funding and location for filming has been secured.



# LAP Projects – Older Person’s Day Celebration.

- **Locality:** Knutton & Cross Heath; Keele, Silverdale & Parksite.
- **Project Name:** Older Person’s Day Celebration, 2011.
- **Description:** Event held on Saturday 1st October 2011, at the Ex-Servicemen’s Club, Knutton - 218 older people from Knutton, Cross Heath & Silverdale came, between 2.00 pm and 5.30 pm, for entertainment and refreshments – tea & coffee, cakes & sandwiches. Young people from the local scouts together with volunteers from agencies waited on the guests, whilst young people from Project House made flower decorations for the tables. Service Users from Newcastle Day Services on Wilmot Drive attended and participated.
- Information stalls were also available, and on leaving, people were given goody bags with old fashioned sweets and information leaflets.
- **Why:** To celebrate International Older Person’s Day on 1st October; to have fun and provide information.
- **Who’s involved:** Aspire Housing Independent Living Team; Early Detection of Cancer Project; Knutton Ex-Servicemen’s Club; Knutton St. Mary’s Church; Knutton Scouts; Newcastle Borough Council; Newcastle CVS; New Vic Borderlines; Project House; Staffordshire County Council (Adult Health & Social Care & Day Services); Young Ones Drama Group – and Elvis!
- **At what stage is the project:** Evaluation of the event was overwhelmingly positive – plans for Older Person’s Day Celebration 2012 under way.







# Issues - Community involvement.

LAPs seen as key to involving communities and local residents – seeking to improve through:-

- Not just meetings – involvement in activities.
- Use of social media.
- Community engagement through 3<sup>rd</sup> sector partners.
- Local Councillors role as community champions.
- Better promotion of successes.

# Issues – Capacity building.

- Governance - LAPs currently unincorporated groups with Terms of Reference.
- Ability to raise their own funds for projects – organisational accounts with 2 signatories.
- 3<sup>rd</sup> sector commission for infrastructure service includes requirement to support LAPs in developing their capacity.

# Parish Councils.


- Parish Councils in rural areas & 2 urban areas.
- Relationship between LAPs and Parish Councils can be interesting.
- Involvement in LAPs variable.

## Newcastle Rural LAP.

- Four Parish Councils.
- All active members of the LAP.
- Make use of the opportunity to deal with issues that affect all.

# Contacts.

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