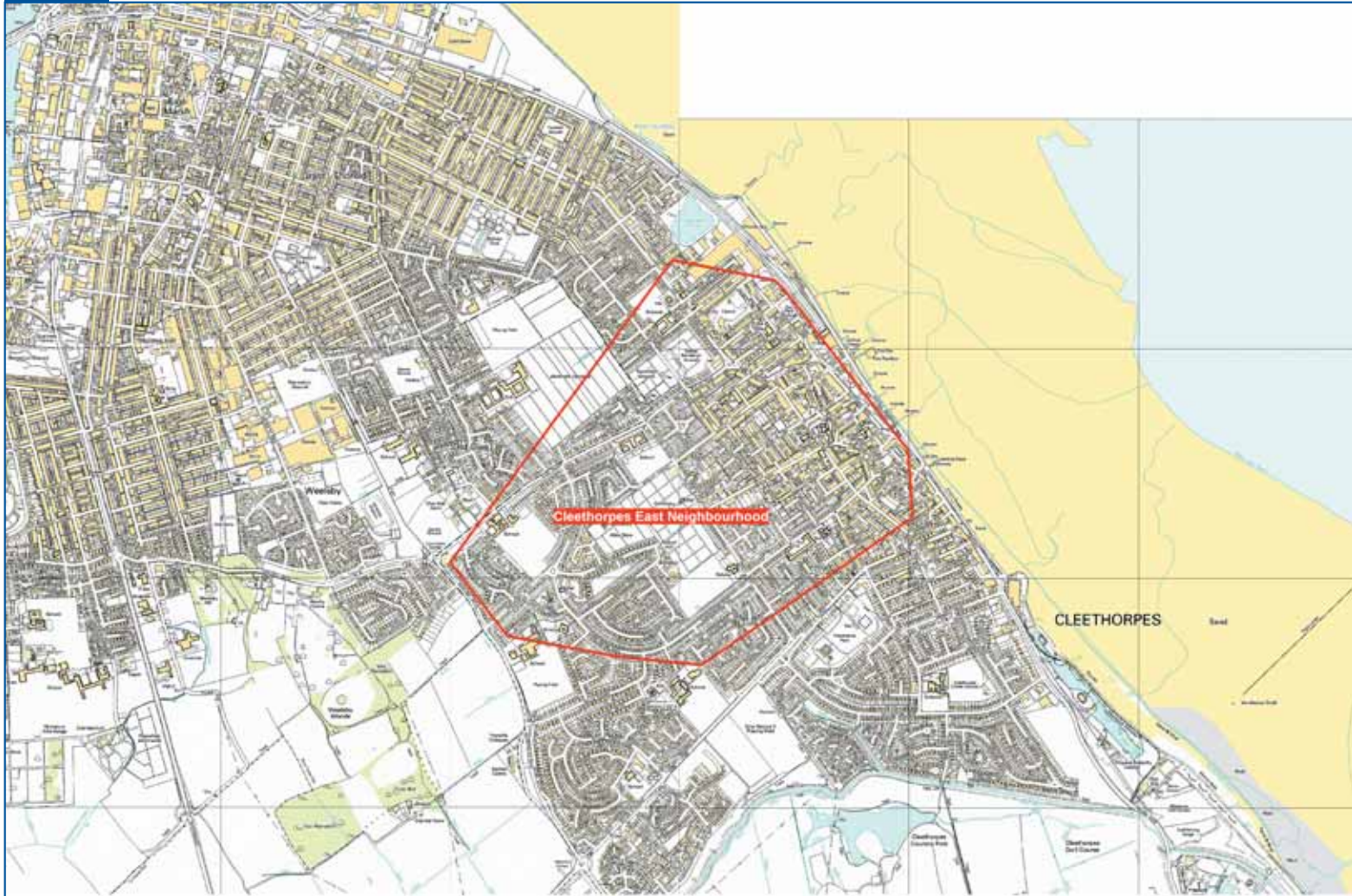


MAP 1 CLEETHORPES EAST NEIGHBOURHOOD LOCATION PLAN



EXECUTIVE SUMMARY

The Neighbourhood Investment Planning process began in North East Lincolnshire in 2004 and was developed by Shoreline Housing Partnership in response to the recognition that successful regeneration requires a partnership approach with the local community at the heart. Having developed this process considerably over recent years, it has become apparent that Neighbourhood Investment Planning offers real opportunities for the most deprived communities to have a say in the decisions affecting them and ensure that actions are implemented at neighbourhood level in order to tackle more effectively, the issues that matter most to residents.

Developed around the LAA framework and the outcomes and priorities identified therein it is hoped that this NIP will co-ordinate all planned investment for the Cleethorpes East neighbourhood and ensure that Shoreline's own investment programme complements and adds value to the work of other partners as we, and they, seek to improve the area and develop a sustainable neighbourhood where people feel safe and want to live. In this regard, the overall objective of this Neighbourhood Investment Plan is to facilitate and enable neighbourhood management in the Cleethorpes East neighbourhood and provide a framework on which to create effective and successful partnerships. As part of this wider remit, the Neighbourhood Investment Plan aims to:

- Provide an accurate profile of the neighbourhood in terms of demographics and deprivation levels, not only to illustrate the lifestyles of the neighbourhood residents, but also to highlight any areas in which concerted investment might be needed.
- Determine the sustainability of the neighbourhood through the examination of issues such as 'Demand', 'Social Exclusion' and 'Environmental Quality'.
- Highlight any existing or planned initiatives and facilities in the neighbourhood, enabling investment to complement that which already exists.
- Outline the community consultation which has taken place in the neighbourhood and the community priorities identified during this process.

- Identify all planned neighbourhood investment designed to address these priorities, to be delivered under the four Lead LSP Partnerships; Safer and Stronger Communities; Economic Development and Enterprise; Change for Children; Healthier Communities and Older People.
- Provide a basis for co-ordinated, multi agency delivery and a framework on which agencies and services can 'join up' in a way that makes sense at neighbourhood level.

The Cleethorpes East Neighbourhood

Shoreline's Cleethorpes East neighbourhood encompasses a very large area, including a large section of the Cleethorpes Sea Front. This means that, as well including a large residential area with a mixture of house types and tenures, the neighbourhood also takes in a substantial area where commercial, retail and leisure usage is prevalent. Although the two boroughs of Cleethorpes and neighbouring Grimsby were combined in 1996 to form the Unitary Authority of North East Lincolnshire, Cleethorpes has retained its own identity as a resort town with tourism still forming the backbone of the local economy, despite the perceived decline of coastal towns such as this across the UK. Due, at least in part, to this continued importance of tourism in the area, the neighbourhood provides a large number of social opportunities, and leisure and community amenities for its residents with a large number of cafes, bars, restaurants and shops located on, or close to St Peter's Avenue, the area's commercial heart.

With such a large and diverse Neighbourhood, the issues and problems faced by residents obviously vary significantly both in substance and severity and indeed, Cleethorpes displays many issues common to coastal towns across the UK, as highlighted in a recent government report on this very subject¹. Although much of the area suffers significantly less deprivation than the majority of Shoreline's other neighbourhoods with some parts more affluent than others, the sea front has been designated a Neighbourhood Renewal Area due to the issues of crime and anti social behaviour that exist here. As a consequence of this, the sea front area in particular is benefiting from the targeted support and intervention that this status affords and is the subject of its own Neighbourhood Investment Plan produced by North East Lincolnshire Council.

¹ House of Commons Communities and Local Government Committee, 2007. Coastal Towns: Second Report of Session 2006-2007.

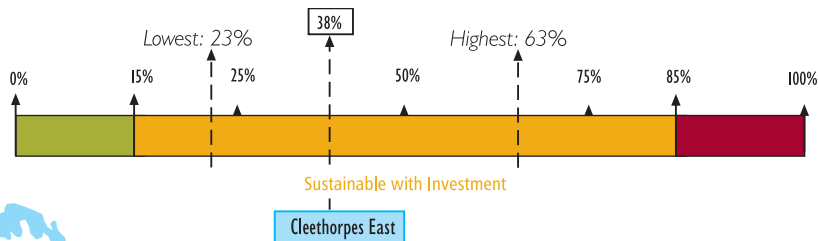


Despite having a relatively good quality of life compared to some other areas of North East Lincolnshire, the Cleethorpes East neighbourhood does have some issues that need to be addressed. This is illustrated by the fact that compared to the rest of North East Lincolnshire:

- Overall a family within the Neighbourhood is **more likely to be affected by an instance of burglary of a dwelling, theft of a motor vehicle, and theft from a motor vehicle.**
- Residents within the Neighbourhood experience varying levels of educational attainment. Overall, adults in the family are **more likely to have no qualifications and less likely to have gained a qualification at level 4 or 5** (HND, degree and higher degree level qualification or equivalent).
- In some areas of the Neighbourhood **almost 50% of the population aged 16-74 do not have qualifications.**
- The rate of employment and economic activity is low with the family **is more likely to be affected by unemployment.**
- Figures for general health and limiting long term illness within the Neighbourhood show **deprivation in terms of health, with more specific concerns arising around issues such as teenage pregnancy.** Girls in the Croft Baker ward are more likely to have a baby by the time they reach the age of eighteen.
- Young people are **less likely to achieve 5 or more GCSEs at Grades A* to C.**

Using the above statistics and further information collected on a range of indicators including demand, reputation and social cohesion, Shoreline Housing Partnership has undertaken a Housing Sustainability Assessment to assess the extent of investment required. The assessment concludes that the Cleethorpes East Neighbourhood have a Housing Sustainability Profile of:

Amber: Investment required to ensure sustainability.



With a profile of 38%, the Cleethorpes East Sustainability Assessment corroborates initial suppositions and illustrates that, compared to the majority of other Shoreline Neighbourhoods, the Cleethorpes East community is a stable one with limited investment required to ensure long-term sustainability. In order to understand exactly what investment is required, and ensure that actions are effective and responsive to local needs, Shoreline and other partner organisations have worked extensively with the local community to devise a set of agreed priorities for the neighbourhood intended to focus activity on the areas it is needed most.

The Community

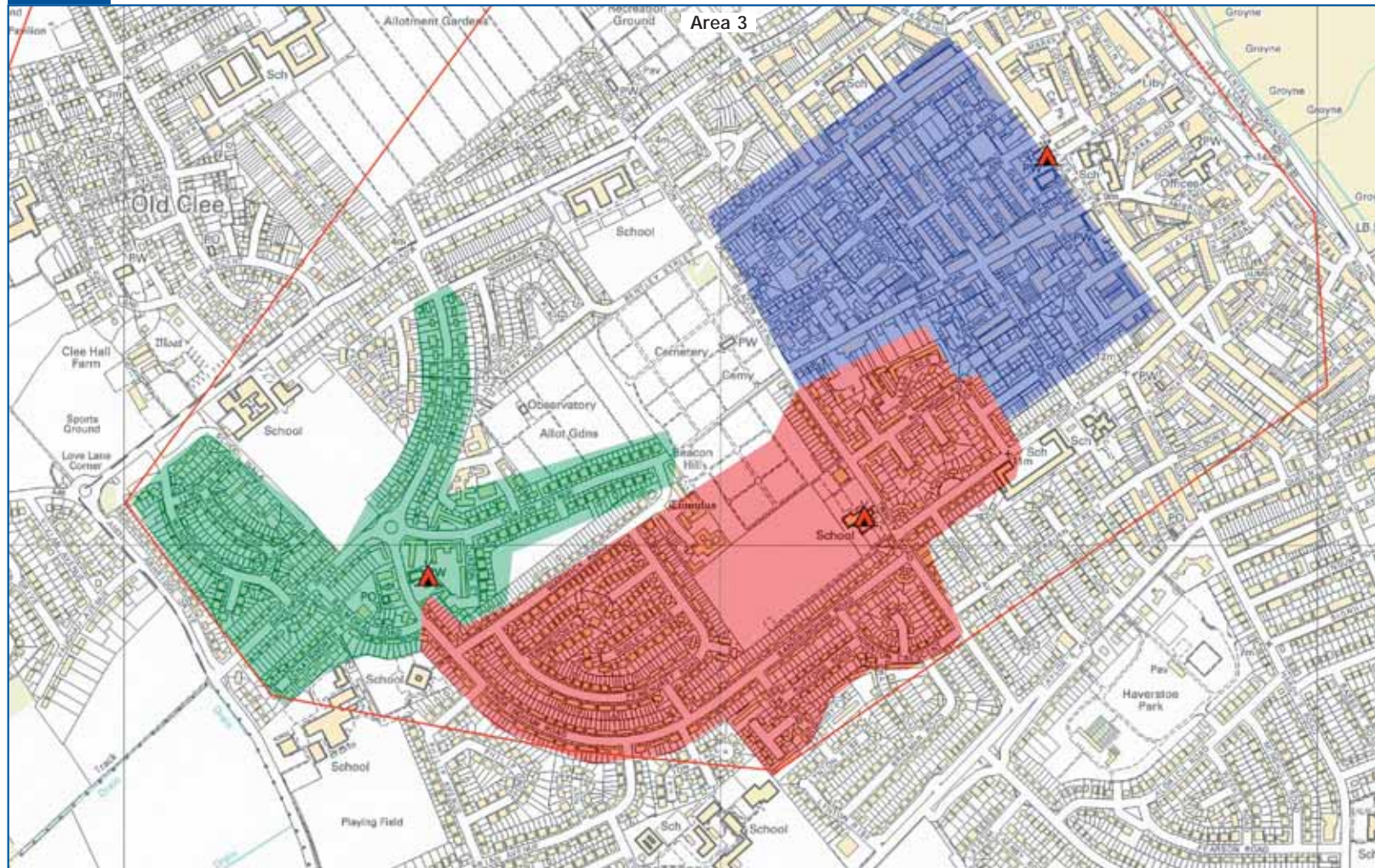
With community consultation recognised as being at the centre of the Neighbourhood Investment Planning process, it is essential that input into the document, and hence into the resulting Neighbourhood Action Plan, is as reflective and as inclusive as possible. In order to facilitate this in such a large and diverse area as the Cleethorpes East neighbourhood, a programme of consultation was developed to ensure that all tenants had an opportunity to have their say about the issues that mattered to them.

As has already been highlighted, the Cleethorpes Sea Front is a designated Neighbourhood Renewal area and has therefore been the focus of previous consultation exercises undertaken in late 2006. Due to this previous consultation, the funding being spent in this area as a result of NRF plans, and the low level of Shoreline properties in the area, it was decided to exclude this area from



the Cleethorpes East consultation process in order to concentrate on the three areas identified on the map opposite where the majority of Shoreline properties are located.

MAP 2 AREAS CONSULTED



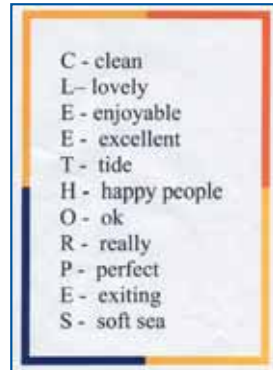
Shoreline Housing Partnership Ltd. justin.griffith@shorelinehp.com. +44-1472 572083

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Following on from the success sustained in the Nunsthorpe and Bradley Park neighbourhoods, it was decided that a three day 'road show' would be the best method of reaching tenants and residents and gathering their views on the area in which they live. Over the course of three days in October 2007, a Shoreline gazebo was sited in three different locations around the neighbourhood, as highlighted on the map above, in order to enhance visibility and encourage as many people as possible to take part in the event. While two members of the consultation team staffed the gazebo, other members of the team conducted a door-knocking exercise in order to complete questionnaires with residents.

Young people from the Cleethorpes East neighbourhood were also heavily involved in the consultation process with both Thrunsoe Junior School and Saint Peter's Church of England Primary School taking part in various activities.

St. Peter's Church of England Primary School took part by producing some posters and mnemonics of Cleethorpes



.....and the children at Thrunsoe Junior School took part by completing an issue tree by sticking different coloured leaves on a blank paper tree.

The complete tree then provided a visual representation of young people's issues, concerns and suggestions for the area.

Although each area had slightly different concerns and identified specific problem 'hotspots', the community priorities for residents of the Cleethorpes East neighbourhood were based around the following issues:



Anti social behaviour

The biggest concern for residents was the congregation of youths and the resulting anti social behaviour that is perceived to occur. Several anti social behaviour 'hotspots' were identified during consultation with respondents suggesting that increased visibility of police officers, and greater security measures might help to combat this. Another common cause for concern amongst residents was the prevalence of anti social behaviour incidences that occurred at weekends. This was seen to emanate from the pubs and clubs in the area and involved drunken behaviour including noise disturbance and abuse.

Crime and the fear of crime

Residents expressed anxiety over crime related issues in the area with particular emphasis on drug related crime, as well as car crime and burglary.

Access to activities and facilities

The lack of activities and facilities was seen as a key concern for residents within the neighbourhood. Residents indicated that there was a need to provide activities for all ages, and to promote current activities and facilities more proactively. Further to this, residents felt that the existing services could be better utilised, and that parks and green spaces could be improved. Members of the Bangladeshi community who took part in the consultation mentioned the inadequacy of their current community centre and suggested that a larger, more appropriate building would allow them to provide a range of activities for the local community, as well as enabling them to better meet the needs of the Bangladeshi community specifically.

General environmental improvements

Local environmental issues were discussed as problems by many residents during consultation, with young people especially highlighting concerns in this regard. As well as general concerns regarding the prevalence of litter, graffiti and dog fouling in the area, a number of residents also mentioned the poor maintenance of roads and pavements.

Neighbourhood Regeneration and Renewal

North East Lincolnshire's Community Strategy - Shaping the Future - sets out the long term vision for the people of the borough which envisages that "by improving the physical appearance of the area and the quality of life for its residents, North East Lincolnshire will be a place in which people are proud to live, work and welcome visitors".

The delivery of neighbourhood regeneration and renewal across North East Lincolnshire is based upon this vision and its message is implicit throughout the Local Area Agreement. The Local Area Agreement will, by facilitating more effective service and resource deployment and allocation, and by driving genuine partnership working, increase the impact of regeneration and renewal strategies on the well-being of our most disadvantaged communities and increase the pace of improvement.

In order to ensure effective implementation of the Local Area Agreement, and ultimately of the Community Strategy, the structure of the LSP has recently been revised to create a better focus for strategic and community priorities. Four themed Boards, operating as sub-groups of the LSP, will work to ensure that the delivery of these priorities is as effectively as possible. The four Boards are:

- The Safer and Stronger Communities Board
- The Economic Development and Enterprise Partnership
- The Change for Children Board
- The Healthier Communities and Older People's Board

These partnerships will ensure that actions are more effectively co-ordinated across relevant agencies and organisations and that neighbourhood management is encouraged and supported.

Within the Safer and Stronger Communities Board, the LAA Outcomes are to:

- As part of an overall housing strategy for the district ensure that all social housing is made decent by 2010
- Reduce overall crime in line with the local Crime and Disorder Reduction Partnership targets and narrow the gap between the worst performing neighbourhoods and the rest of the borough

- Reassure the public, reducing the fear of crime
- Build respect in communities and reduce anti-social behaviour (including improving the physical environment and quality of life to have cleaner, safer, greener public spaces)
- Improve quality of life for people in the most disadvantaged neighbourhoods
- Service providers more responsive to neighbourhood needs and improved service delivery
- Improve the quality of the local environment with a particular focus on reducing levels of litter and detritus
- Tackle climate change through reduced greenhouse gas emissions
- Reduce the harm caused by illegal drugs
- Empower local people to have a greater voice and influence over local decision making and a greater role in public service delivery

Within the Change for Children Board, the LAA Outcomes are:

- Be Healthy
 - Enjoy good physical and mental health and live a healthy lifestyle
- Stay Safe
 - Are protected against harm and neglect
- Enjoy and Achieve
 - Stimulate creativity and imagination to enhance learning and develop social skills
 - Support the learning process and encourage reading pleasure
 - Raise standards in English, Maths and Science in secondary education
- Achieve Economic Well Being

THE CLEETHORPES EAST NEIGHBOURHOOD ACTION PLAN



Creating Safer and Stronger Communities in the Cleethorpes East Neighbourhood

NO	ACTION	LEAD AGENCY	BUDGET	PROGRESS 	IMPACT/COMMENTS LINKAGES
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Cleethorpes East Priority One: Reduction of anti social behaviour in identified hotspots (Trin Youth Centre, Rufford Road, the Cemetary, Sandringham Road Group Dwelling, Shops)

1	Skate Park Development	GYPO/NELC			
2	Development of initiatives to tackle underage drinking and extension of activities undertaken by Clee Lincs Forum to ensure entire area is covered	Forum/TARA			
3	Initiatives to encourage more sustainable tenancies and deter crime and anti social behaviour especially in hotspots such as Rufford Road. E.g. provision of lighting and cameras, environmental initiatives	SHP			
4	Examine possibility of 'mosquito device' in the above mentioned ASB hotspots	SHP			
5	Encourage greater usage of Trin Youth centre and the facilities they provide	NELC			

Cleethorpes East Priority Two: Reduction in Crime and the Fear of Crime

6	Group Dwelling Security Review	SHP			
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7	The Phoenix Group's Intergenerational Projects - designed to reduce the fear of crime by enabling different generation to socialise and take part in activities together	Phoenix Group/Support from other agencies			
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Cleethorpes East Priority Three: Provision of activities and facilities for residents

8	Support the development of Sussex Rec to enable small projects and activities to be provided for the benefit of the community	Neighbourhood Forum/SHP			
9	Provision of facilities and activities for the Bangladeshi community including a multi-cultural community centre and community education initiatives	Bangladeshi Community/SHP			
10	Examine possibility of converting underutilised assets into community facilities for community benefits	Forum/TARA/SHP/NELC			
11	More effective marketing of activities that already exist through the production of a directory for example	SHP through multimedia organisations			

Cleethorpes East Priority Four: Environmental improvements

12	SHP environmental maintenance	SHP	£736,110		
13	Greater provision of litter bins	NELC			

14	More effective enforcement and removal of fly tipping	NELC			
15	Regular community clean-ups	TARA/Forum/ SHP			
16	Improvements to Sussex Rec	Forum			
17	Improvements to Trin Youth Centre and surrounds	NELC			

Cleethorpes East Priority Five: Eliminate the Proportion of non-decent Social Housing by 2010

18	Decent Homes Kitchen and Bathroom refurbishment	SHP	£2,312,750		
19	Electrical Works	SHP	£971,690		
20	Upgrade heating systems	SHP	£1,599,600		
21	Improvements to external doors and windows	SHP	£558,436		
22	Internal improvements to communal areas where appropriate	SHP	£81,031		
23	External fabric repairs and repairs to paths, ramps and hard standings	SHP	£1,965,993		
24	Fencing and gates	SHP	£440,159		
25	Boundary walls - examine possibility of extending Walling Scheme	SHP	£30,304		

Achieving Change for Children in the Cleethorpes East Neighbourhood

NO	ACTION	LEAD AGENCY	BUDGET	PROGRESS	IMPACT/COMMENTS LINKAGES
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Cleethorpes East Priority Six: Reduction in teenage pregnancies

1	Trin Peer Education Project	NELC			
2	Conduct Audit of facilities in the area and look at ways of filling any gaps in provision that do exist	SHP & Partners			

Cleethorpes East Priority Seven: Improved maintenance of the neighbourhood's parks and play areas

3	Co-ordinate all past consultation and findings of this in order to determine an appropriate action plan	SHP			
4	Improvements to play area opposite the Sussex Rec.	Forum			
5	Development of Training Brokerage to enable local enterprises to take on this work	SHP			

Cleethorpes East Priority Eight: Improve Road Safety

6	Traffic calming measures in 'hotspot' areas such as Trin Road	NELC/SHP			
7	Road Safety education programmes in local schools				

Cleethorpes East Priority Nine: Higher levels of educational attainment at secondary level

8	Actions to follow				
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Increasing Employment and Growing Enterprise in the Cleethorpes East Neighbourhood

NO	ACTION	LEAD AGENCY	BUDGET	PROGRESS	IMPACT/COMMENTS LINKAGES
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Cleethorpes East Priority Ten: Improving skills and access to job opportunities

1	Development of Training Brokerage	SHP			
2	Promotion of activities and services offered by both Thrunscoe Adult Education Centre and St Peters Community Learning Centre and support for new ones the community would like to see developed				

Cleethorpes East Priority Eleven: Encourage entrepreneurialism as a means of economic growth²

3	E-factor programmes, especially the Outreach Team	E-Factor			
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Improving health and wellbeing in the Cleethorpes East Neighbourhood

NO	ACTION	LEAD AGENCY	BUDGET	PROGRESS 	IMPACT/COMMENTS LINKAGES
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Cleethorpes East Priority Twelve: Ensure the health service is adequate to meet any additional demands placed on it by the aging population

1	Provision of appropriate facilities at the new Cleethorpes Primary Care Centre	NEL PCT			
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Cleethorpes East Priority Thirteen: Ensure equal access to health services for all members of the community

2	Greater provision for individuals from BME communities, especially the large Bangladeshi community in the area	NELC PCT			
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Cleethorpes East Priority Fourteen: Greater provision of affordable housing in order to ensure access to adequate housing for all

3	Actions to follow				
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Encouraging Community Engagement in the Cleethorpes East Neighbourhood

NO	ACTION	LEAD AGENCY	BUDGET	PROGRESS ▲ ■ ●	IMPACT/COMMENTS LINKAGES
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Cleethorpes East Priority Fifteen: Increased cohesion between Neighbourhood groups and service delivery organisations to enhance communication and overall effectiveness

1	Creation of community and multi-agency networks	All Partners			
2	Provision of capacity building training for community groups				
3	CAMEO (Come and Meet Each Other) project run by Phoenix Community Group	Phoenix Community Group			