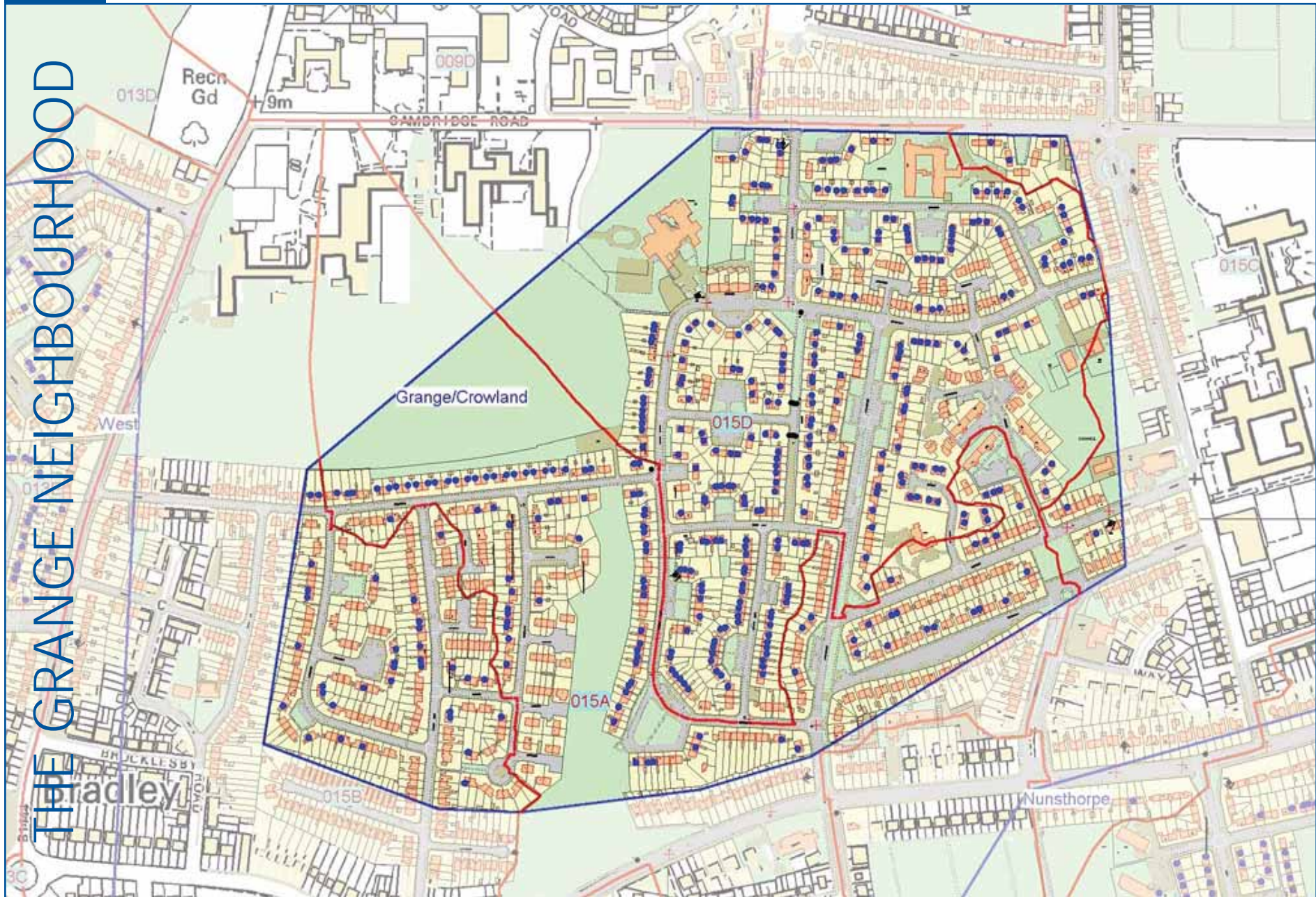


MAP 1 THE GRANGE NEIGHBOURHOOD



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EXECUTIVE SUMMARY

In November 2004, Shoreline Housing Partnership produced a pilot Neighbourhood Investment Plan for the High Rise neighbourhood situated in the Ward of East Marsh. This Neighbourhood Investment Plan, the first for Shoreline and for North East Lincolnshire, identified investment priorities for the High Rise neighbourhood and was the result of many months of community and stakeholder engagement and consultation. Recognising that successful regeneration requires a partnership approach with the local community at its heart, the main agencies and service delivery organisations across North East Lincolnshire came together and coordinated targeted investment, developing a focused and sustainable regeneration strategy for the area and a framework on which to deliver Shoreline's vision of 'creating communities to be proud of'.

Following the production of a further three Shoreline Neighbourhood Investment Plans for Immingham, the Willows and East Marsh, it became apparent that the Neighbourhood Investment Planning process offered real opportunities for the most deprived communities within North East Lincolnshire to have a say in the decisions affecting them and ensure that actions were implemented at neighbourhood level in order to tackle more effectively the issues that matter most to residents. As a consequence of this, the process has now been adopted by the Local Strategic Partnership as a mechanism for Neighbourhood Management and delivery of Neighbourhood Renewal Funding (NRF) across North East Lincolnshire.

The overall objective of this Neighbourhood Investment Plan is to facilitate this neighbourhood management approach through the coordination of all planned investment for the Grange neighbourhood.

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 NRF Partnerships; Safer Communities; Economic Development and Enterprise; Change for Children; Health and Well Being.
- Provide a basis for coordinated, multi agency delivery and a framework on which agencies and services can 'join up' in a way that makes sense at neighbourhood level.

The Grange Neighbourhood

Almost since its inception as a council housing estate in 1951, the Grange neighbourhood has suffered from a poor reputation and a lack of investment. Grimsby Borough Council's estates management team were the first to take over the area, with the first estate office being opened by the council in 1985. Ten years ago, a deal was made with the then known Havelok Housing Association, which stipulated that the land on which these flats stood would be given to them on the condition that the area be regenerated. Specific areas off Carnforth Crescent, Watford Avenue and Welland Avenue were demolished and replaced with modern day housing although social regeneration was slow to follow.

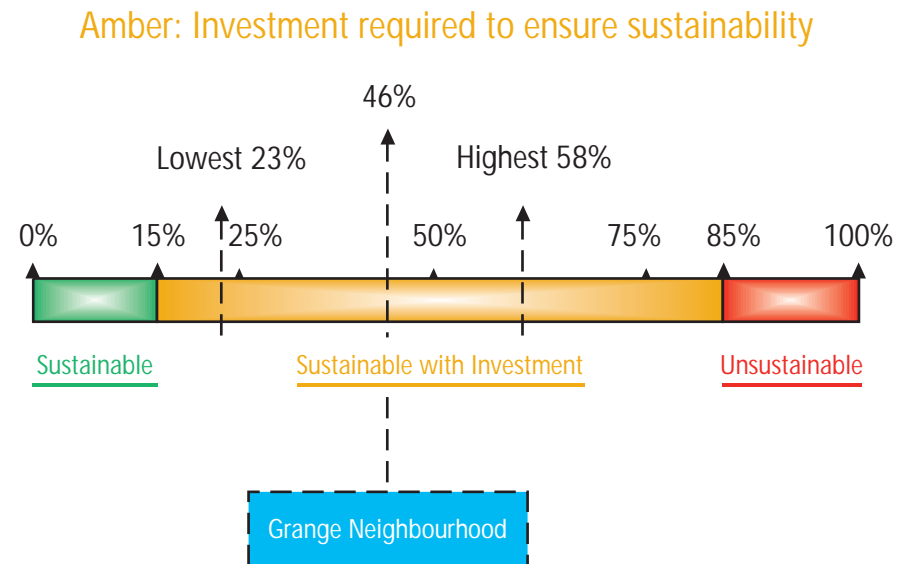


Today, the Grange neighbourhood houses about 3000 residents living in 1200 households, the vast majority of which are social housing tenants. The lack of local community facilities is extremely evident in the Grange neighbourhood and access to key services such as affordable childcare and recreational facilities is limited. The shopping area consists of four shops; a take-away; a hairdressers and a small supermarket. One other, a newsagent, is now closed. Area based initiatives are also lacking and the neighbourhood provides very few social opportunities for its residents, especially the younger generation with DN34 Community Centre being the only social facility on the estate. Although facilities located in other neighbourhoods are easily accessible, the situation does little to encourage community cohesion in this area where residents feel disillusioned by the attention they have been afforded in the past.

These feelings of neglect have perhaps been compounded by the high levels of deprivation that exist within the neighbourhood with some parts lying within the 5% most deprived in England and Wales according to the Index of Multiple Deprivation 2004. Compared to the rest of North East Lincolnshire:

- **The rate of employment and economic activity is low** and male residents are 2.4 times more likely to have periods of unemployment and 1.5 times more likely to be permanently sick or disabled.
- Female residents are more likely to be employed in part-time economic activity.
- Residents living in LSOA 015D are 3 times more likely to be in receipt of Job Seekers Allowance.
- **Levels of educational performance and training are poor** with residents 1.4 times more likely to have no qualifications at all and 2.2 times less likely to have gained a qualification at level 4 or 5 (HND, degree and higher degree level qualification or equivalent).
- **Health data would suggest that there are serious concerns within this neighbourhood especially around particular issues such as teenage pregnancy.** Young female residents are 1.6 times more likely to have a baby by the time they reach eighteen.

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 Grange neighbourhood has a Housing Sustainability Profile of:



With a profile of just below 50%, 23% higher than the Neighbourhood with the best Housing Sustainability Assessment to date, it is evident that much work needs to be done if sustainability is to be assured. In order to understand exactly what investment is required in the Grange neighbourhood and ensure that actions are effective and responsive to local needs, Shoreline, the Local Strategic Partnership 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

Until January 2006, when Shoreline Housing Partnership became involved in the area, community consultation and engagement in the Grange neighbourhood had all but ceased since the Grange Neighbourhood Forum's disbandment in 2004. Following on from the success sustained in the Willows neighbourhood, Shoreline's Community Participation Team began building up links within the neighbourhood with the aim of promoting the period of consultation that was soon to take place. Along with colleagues from Havelok Homes, Shoreline staff attended pop-in sessions at DN34 and took part in door-knocking exercises around the neighbourhood to explain the purpose of consultation and give advance notice of meetings.



Several events then followed this initial networking period that allowed residents to share their views with the rest of the community and gave a valuable insight into the community's priorities for the Grange Neighbourhood. The first public meeting was succeeded by a series of working party meetings, a photo survey and a mapping exercise, the results of which were conveyed back to the community at a second meeting held in March 2006.

It was recognised however, that this method of consultation encouraged participation from only a particular section of the community and that there are a number of 'hard to reach' groups or individuals who find it difficult to access these public channels of involvement and engagement. Having identified young people as one of these groups, and as part of Shoreline's commitment to ensuring engagement is as inclusive as possible, consultation was extended to capture their views on the neighbourhood and the issues that affect them. With the help of Grange Community School, the children were invited to take part in a poster competition showing either before and after pictures of the neighbourhood, or highlighting something they thought was a particular problem.

As part of Shoreline's aim to engage with all members of the community, it was also acknowledged that certain groups or individuals would feel unable to attend the consultation meetings. This might be due to disability issues or simply because an individual might feel uncomfortable expressing their views in such an environment. As such, all residents were given the opportunity to contact a member of the Shoreline Team in order to outline their priorities on a one-to-one basis, either by telephone or through a home visit.

Through all of the above mediums, the community of the Grange neighbourhood identified three key issues that they would like to see addressed:

Crime and Anti-Social Behaviour (ASB)

Crime & ASB was considered by the community to be the most pressing priority. Concerns regarding drug and alcohol use, the congregation of youths and abusive behaviour were major concerns particularly outside the shops on Carnforth Crescent and around the Chester Walk area. General problems of ASB and crime are also being experienced by residents in the Coningsby Drive and Coventry Avenue areas of the Grange, whilst speeding cars and car crime are also a worry for local residents.

Environmental Issues

Litter, broken glass, fly-tipping and damaged fences were all issues raised by residents, once again particularly outside the shops on Carnforth Crescent and Chester Walk, but also outside local schools and the shops on Chelmsford Avenue. Other issues included dog fouling on grassed areas, poor lighting across the whole of the neighbourhood and a shortage of litter bins.

Lack of Facilities and Activities

It was clear that residents felt that there were insufficient organised activities for people of all ages in the Grange neighbourhood, and that the facilities available locally were either substandard or under utilised.

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 Renewal in North East Lincolnshire is based upon this vision. The Neighbourhood Renewal Fund, delivered by the Local Strategic Partnership, will ensure that all neighbourhoods are places where people want to live and work and where opportunities are created for individuals and communities to improve their quality of life.

In order to ensure effective implementation of the Neighbourhood Renewal strategy, and ultimately of the Community Strategy, a number of issues have been identified as immediate priorities for action across North East Lincolnshire. Four lead Partnerships, operating as sub-groups of the LSP, will deliver these priorities, along with those identified above, through their Neighbourhood Renewal outcomes. The four Partnerships are:

- Safer Communities
- Economic Development and Enterprise
- Change for Children
- Health and Well Being

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

The Neighbourhood Renewal Action Plan for North East Lincolnshire had been developed by the LSP and will be used as the mechanism for NRF delivery across the borough. The Action Plan sets out strategic priorities for all Key Outcomes and identifies delivery arrangements and floor targets for each of these in order to ensure that all Neighbourhood Renewal activity is effectively measured and monitored.

Within the Safer Communities Partnership, the objectives of Key Outcome One: Crime, are:

- To reduce crime, anti-social behaviour and the fear of crime across the borough.
- To reduce crime and disorder with particular emphasis on reducing acquisitive crime, violence, criminal damage and incidents of disorder.
- To increase the number of drug users accessing treatment.
- To reduce the fear of crime.

Within the Change for Children Board, the objectives of Key Outcome Two: Education, are to:

- Raise standards of educational achievement for children at ages 5, 11, 14 and 16 across the borough.
- Tackle inequalities in educational achievement between the areas with the lowest results and the rest.
- Enable young people to fulfil their potential at school and increase school and college rates.

Within the Health and Well Being Board, the Objectives of Key Outcome Three: Housing, are:

- To reduce the number of non-decent social sector homes to zero by 2010.
- To increase the number of private sector vulnerable households living in decent condition to 65% by 2007.

STRATEGY INTO ACTION

Within the Economic Development and Enterprise Partnership, the objectives of Key Outcome Four: Employment, is to increase employment rates with particular emphasis on disadvantages groups. Within this Outcome there are two strategic priorities that need to be addressed:

- Increase overall employment rate for North East Lincolnshire by 2008
- Increase employment rate for
 - Lone Parents
 - Ethnic Minorities
 - People aged 50 and over
 - Those with no qualifications
 - Working age people living in areas of multiple deprivation

Within the Health and Well Being Board, the Objectives of Key Outcome Five: Health are to:

- Increase life expectancy
- To reduce teenage pregnancies
- To reduce health inequalities
- To tackle the determinants of ill health and health inequalities

Within the Safer Communities Partnership, the objective of Key Outcome Six: Liveability is to deliver cleaner, safer and greener public spaces and improve the quality of the built environment. Within this however, there are five strategic priorities that need to be addressed:

- Reduce levels of litter and detritus
- Reduce abandoned vehicles by 25% by 2008
- Reduce households living in poor quality environments
- Increase satisfaction with parks and open spaces to 75% by 2007
- Increase household satisfaction with the quality of the place in which they live to 62% by 2008

SAFER COMMUNITIES

Key Outcome One: Tackling Crime in the Grange neighbourhood

- Grange Priority One: Reduction in anti social behaviour
- Grange Priority Two: Reduction in drug and alcohol abuse and the associated crimes
- Grange Priority Three: Reduction in vehicle crime
- Grange Priority Four: Burglary

Key Outcome Six: Improving liveability in the Grange Neighbourhood

- Grange Priority Five: Improving road safety
- Grange Priority Six: Reduction in graffiti, fly tipping and vandalism
- Grange Priority Seven: Better street lighting
- Grange Priority Eight: Chester Walk
- Grange Priority Nine: General environmental improvements
- Grange Priority Ten: Provision of safe and clean play and leisure facilities and activities
- Grange Priority Eleven: Lack of parking areas, particularly on Chelmsford Avenue and Carnforth Crescent Shops



ECONOMIC DEVELOPMENT AND ENTERPRISE

Key Outcome Four: Increasing employment in the Grange neighbourhood

- Grange Priority Twelve: Increase employment for lone parents
- Grange Priority Thirteen: Increase employment rate for those with no qualifications
- Grange Priority Fourteen: Increase employment rate of working age people living in areas of multiple deprivation

CHANGE FOR CHILDREN

Key Outcome Two: Raising education in the Grange neighbourhood

- Grange Priority Fifteen: Increase school attendance rates
- Grange Priority Sixteen: Higher levels of educational attainment
- Grange Priority Seventeen: More young people to enter further education and training

HEALTH AND WELL BEING

Key Outcome Three: Providing decent homes in the Grange neighbourhood

- Grange Priority Eighteen: Eliminate the proportion of non-decent Social Housing by 2010
- Grange Priority Nineteen: Enhance the reputation of the Grange neighbourhood to ensure sustainability

Key Outcome Five: Improving health in the Grange neighbourhood

- Grange Priority Twenty: Reduce teenage pregnancies
- Grange Priority Twenty One: Increase access to Primary Health Care Facilities
- Grange Priority Twenty Two: Improve access to affordable groceries.

Ensuring Effective Delivery

In order to meet the overall objective of Neighbourhood Investment Planning and facilitate implementation of this local action plan through multi-agency neighbourhood management, it is essential that there is an effective, coordinated mechanism for delivery. The Grange Neighbourhood Delivery Team will implement Shoreline Housing Partnership's internal Action Plan and will include representatives from Shoreline, their construction partners and the community. From March 2007 to completion in August 2007, the Delivery Team will also monitor the Decent Homes programme in the neighbourhood alongside the ongoing interventions identified above to ensure delivery is responsive to the needs of the local community and that all actions represent the best and most effective way forward for all stakeholders.

Together with this, a Combined Delivery Team, made up of representatives from all major agencies across North East Lincolnshire, will develop as part of the Neighbourhood Renewal agenda to deliver those initiatives requiring multi-agency input. Working very closely with Shoreline's Neighbourhood Delivery Team, it is hoped that the Combined Delivery will continue long after NRF has finished. To this end, it is envisaged that both teams will continually monitor progress and report regularly, making informed decisions as and when they are required through the structures set in place to facilitate this.

The importance of the neighbourhood has never been more apparent and the creation of sustainable communities relies on meaningful community involvement and devolved decision making at the most appropriate level. In response to this, it is hoped that this process will form the start of a coordinated approach to area regeneration across North East Lincolnshire that will develop and continue long into the future.





Kira