

MAP 1 THE HUMBER NEIGHBOURHOOD



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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. It also ensures that actions are implemented at neighbourhood level in order to tackle the issues that matter most to residents.

Developed around the Local Area Agreement (LAA) framework and the outcomes and priorities identified therein, it is hoped that this Neighbourhood Investment Plan (NIP) will co-ordinate all planned investment for the Humber neighbourhood. It will 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 Humber 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 Humber Neighbourhood

Located in the North East of North East Lincolnshire, the boundary of Shoreline's Humber neighbourhood encompasses areas of both Grimsby and Cleethorpes. Although the neighbourhood covers a large area and incorporates three Wards (the East Marsh Ward, the Heneage Ward, and the Sidney Sussex Ward) the neighbourhood itself contains only a small number of Shoreline Properties (460), most of which are located within the North of the neighbourhood.

The neighbourhood provides an average number of social opportunities and community amenities for its residents, with social activities being provided by the Shalom Project, the Grimsby Neighbourhood Centre and the Your Place Centre. As with a number of other Shoreline neighbourhoods, the Humber offers its residents very few facilities. However, located within close proximity of the town centre, the majority of residents can easily access the facilities provided in the town centre.

With such a large and diverse neighbourhood, the issues and problems faced by residents vary in both substance and severity. Residents in the North of the neighbourhood appear to face a wider variety of problems than those in the South, with two sections of the North being designated as Neighbourhood Renewal Areas. Those who work in the area suggest that as a result of focussed initiatives within these Neighbourhood Renewal Areas, the Humber neighbourhood has improved in recent months. Despite this, issues such as crime and anti-social behaviour remain a problem within many parts of the neighbourhood.

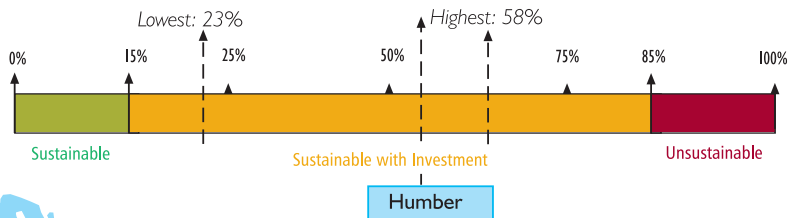


This is illustrated by the fact that compared to the rest of North East Lincolnshire:

- Overall a family within the neighbourhood is more likely to be affected by an instance of crime, and within some parts of the neighbourhood there are particularly high levels of burglary of a dwelling and theft from a motor vehicle.
- Levels of educational performance and training are poor with low school attainment scores and a large number of unqualified residents.
- The rate of employment and economic activity is low and residents are more likely to be affected by unemployment and economic inactivity, and have their income supplemented by work related benefits.
- Health data suggests that the general health of the area is in line with borough averages, and there is a lower rate of limiting long term illness within the neighbourhood. However, in terms of pregnancy rates for females under the age of 18, the neighbourhood has an above average rate of pregnancy. Young female residents are 1.4 times more likely to have a baby by the time they each eighteen in the Humber Ward.
- The Humber Neighbourhood clearly suffers deprivation. Levels of Deprivation are high especially in the domains of Crime and Living Environment.

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 Humber neighbourhood have a Housing Sustainability Profile of:

Amber: Investment required to ensure sustainability.



With a profile of 56%, the Humber Sustainability Profile is in line with some of the highest scoring neighbourhood Housing Sustainability Assessments, such as East Marsh (58%) and Nunsthorpe (63%). In order to understand exactly what investment is required in the Humber neighbourhood and ensure that actions are effective and responsive to local needs, Shoreline, the Local Strategic Partnership (LSP) 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.

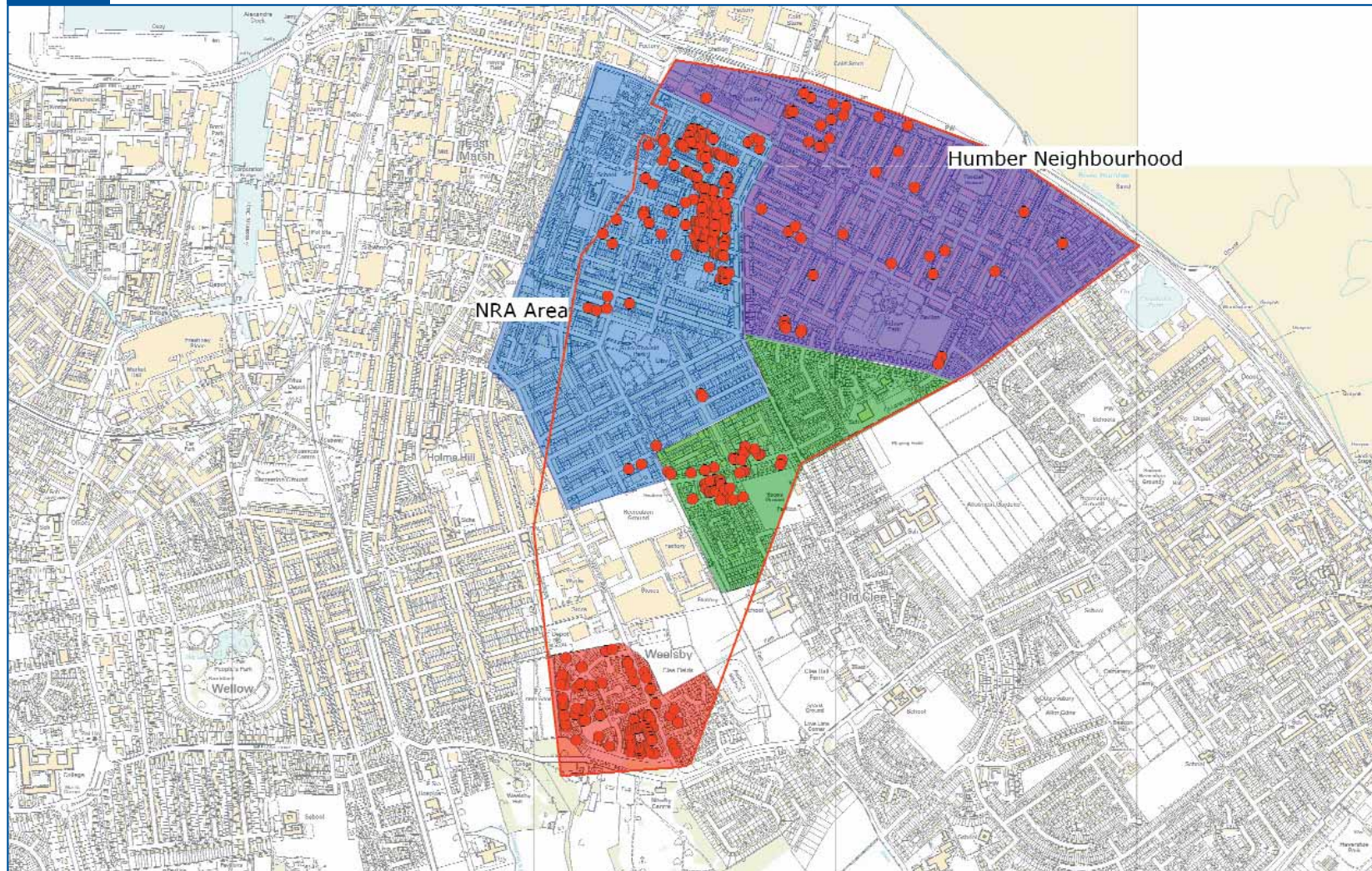
The Community

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 Humber 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.

An area of the Humber neighbourhood is a designated Neighbourhood Renewal Assessment area - shown coloured blue on the map overleaf - and has therefore been the focus of extensive consultation during 2007. As part of this consultation postal surveys and social interviews were carried out and a considerable response was received. Due to this previous consultation, and the funding that is likely to be spent in this area, it was decided to exclude this area from the Humber consultation process in order to concentrate on the three areas coloured Purple, Green and Red on the map overleaf.



MAP 2 AREAS CONSULTED



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Following on from the success sustained in the Nunsthorpe and Bradley Park neighbourhoods, it was decided that a two 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 two days in February 2007, a Shoreline gazebo was sited in two different locations around the neighbourhood, in order to enhance visibility and encourage as many people as possible to take part in the event.

Young people from the Humber neighbourhood were also heavily involved in Shoreline's consultation process with both William Barcroft Junior School and Edward Heneage Primary School completing issue trees 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 Humber neighbourhood were based around the following issues:

Traffic and Public Highways

The main problems for residents in the neighbourhood were concerns over traffic and public highways, with a high proportion of residents agreeing that the poor state of pavements and roads was a problem in the neighbourhood, as well as the prevalence of speeding vehicles and unsafe roads and the fact that there is a lack of car parking facilities in the neighbourhood. When asked to discuss what could be done to solve these problems the most common response was the suggestion that parking bays should be introduced and pavements and roads should be improved.

Access to Services

Inadequate access to public transport was a common issue for residents in the neighbourhood, as was the lack of activities and facilities.

Anti Social Behaviour

Several residents stated that youth nuisance and anti social behaviour (ASB) caused problems in the area and suggested that increased visibility of police officers and the installation of better lighting might help to combat this.

General Environmental Improvements

Local environmental issues were discussed as an issue for some residents with some individuals expressing concern over the general appearance of the neighbourhood, including the prevalence of litter and dog fouling in certain areas of the neighbourhood.

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 (LAA). The LAA 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 Local Strategic Partnership (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 effective 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 for pleasure
 - Raise standards in English, Maths and Science in secondary education
- Achieve Economic Well Being



Within the Economic and Enterprise Partnership, the LAA Outcomes are to:

- For each NRF district, significantly improve the overall employment rate and reduce the difference between this, and the overall employment rate for England
- Encourage and sustain entrepreneurial activity and support sustainable business growth
- Support a successful and thriving economy which successfully tackles worklessness
- Develop a population with the right skills to meet current and future business needs
- Provide an environment that encourages investment
- Build confidence and communication

Within the Healthier Communities and Older People Board, the LAA Outcomes are to:

- Improve health and reduce health inequalities
- Reduce premature mortality rates with a particular focus on reducing the risk factors for heart disease, stroke and related diseases
- Improve opportunities for vulnerable groups to play a full and active part in their communities
- Enhance independence, choice and control for vulnerable groups
- Improve access to appropriate housing and housing support services

Strategy Into Action

Creating Stronger Communities in the Humber neighbourhood

- Humber Priority One: Improve road safety in identified hotspots (Fiveways Area, Ladysmith Road, Beverly Crescent, Runswick Road and Ariston Street)
- Humber Priority Two: Reduction in anti social behaviour (ASB) in identified hotspots (Park Street area, Sidney Park, Hardys Recreational Ground and Grant Thorold Park)
- Humber Priority Three: Reduction in crime and the fear of crime
- Humber Priority Four: Environmental improvements
- Humber Priority Five: Provision of activities and facilities for residents
- Humber Priority Six: Eliminate the proportion of non-decent social housing by 2010

Achieving Change for Children in the Humber neighbourhood

- Humber Priority Seven: Improved maintenance of the neighbourhood's parks and play areas
- Humber Priority Eight: Reduction in teenage pregnancies
- Humber Priority Nine: Higher levels of educational attainment at secondary level

Increasing Employment and Growing Enterprise in the Humber neighbourhood

- Humber Priority Ten: Improving skills and access to job opportunities
- Humber Priority Eleven: Encourage entrepreneurialism as a means of economic growth

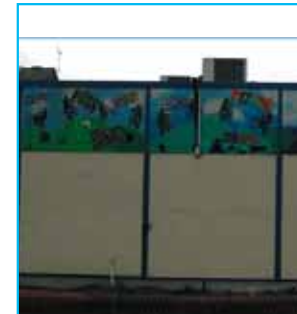
Improving health and wellbeing in the Humber neighbourhood

- Humber Priority Twelve: Ensure the health service is adequate to meet any additional demands placed on it by the ageing population

Community Engagement at the neighbourhood Level

- Humber Priority Thirteen: Increased cohesion between neighbourhood groups and service delivery organisations to enhance communication and overall effectiveness

THE HUMBER NEIGHBOURHOOD ACTION PLAN



Priority One

Improve road safety in identified hotspots (Fiveways Area, Ladysmith Road, Beverly Crescent, Runswick Road and Ariston Street)

Priority Two

Reduction of anti social behaviour in identified hotspots (Park Street area, Sidney Park, Hardys Recreational Ground and Grant Thorold Park)

Priority Three

Reduction in crime and the fear of crime

Priority Four

Environmental improvements

Priority Five

Provision of activities and facilities for residents

Priority Six

Improved maintenance of the neighbourhood's parks and play areas

Priority Seven

Eliminate the proportion of non-decent social housing by 2010

Priority Nine

Higher levels of educational attainment at secondary level

Priority Ten

Improving skills and access to job opportunities

Priority Eleven

Encourage entrepreneurialism as a means of economic growth

Priority Twelve

Ensure the health service is adequate to meet any additional demands placed on it by the ageing population

Priority Thirteen

Increased cohesion between neighbourhood groups and service delivery organisations to enhance communication and overall effectiveness.

The Humber neighbourhood is unique in that it sits in the centre of two other neighbourhoods the East Marsh and Cleethorpes East, both of which have action plans that will aim to deliver outcomes in relation the above priorities. Ultimately the Humber neighbourhood will benefit from these actions which inevitably will feed through to this Investment Plan's action plan. The following table highlights some of these actions which can be used as a baseline for other initiatives brought forward through the Neighbourhood Delivery Team processes.

PROJECT	TASK	DEADLINE	FINANCIAL CONTRIBUTION	PRIORITY ADDRESSED
Gated Communities (Alley Gates)	Harold Street Taylor Street Park Street	October 08	£30,000	2, 3 & 4
Skate Park	Grant Thorold	Nov 09	£30,000	2, 3 & 6
Media Project	Radio Station, Dance, School of Rock, Café.	2009/10	Circ £500,000	5, 10 & 11
Building Futures	Promoting skills, through 'Have a go' auto repair, horticulture, construction etc.	July 08		5, 10 & 11