

MAP 2 RURAL NEIGHBOURHOOD AREAS



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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 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 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 Rural 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 Rural 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 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 Rural Neighbourhood

The Rural neighbourhood is a geographically diverse area. The concentrations of population are not consistent throughout the areas that the NIP will cover because some are isolated village locations with very few properties within the village, and some parts are classed as rural, existing on the outskirts of larger communities. The challenges facing all the communities that fall within the Rural NIP will be wide ranging due to their differing characteristics and localities. The Rural NIP covers Humberston and New Waltham, Waltham, Wolds, Immingham, Yarborough, Park, Haverstoe and Scartho.

The eleven sub areas are based on places where there is a concentration of Shoreline properties. The Shoreline neighbourhoods are agreed, named localities that the company uses to manage its areas, so a strong sense of identity and leadership can be offered by Shoreline. These names have not been used in the NIP to avoid confusion with the sub area names. The names are as follows:

Neighbourhood	Locality
Clee South	Area 1
South Villages	Area 2
Villages	Area 3
West Villages	Area 4

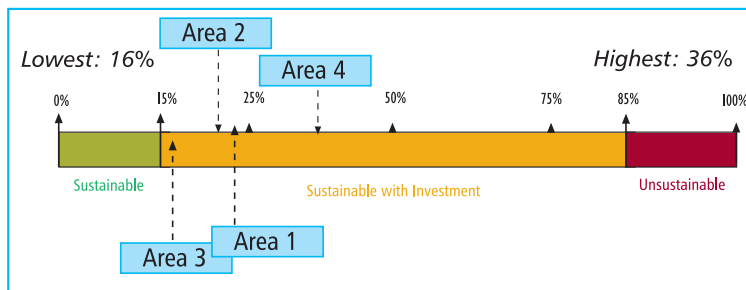


This is illustrated by the fact that compared to the rest of North East Lincolnshire:

- Overall a family within the neighbourhood is less 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 are good with half the schools experiencing higher than average GCSE results.
- The rate of employment within working age group is high and residents are more likely to be retired.
- Health data suggests that the general health of the area is in line with borough averages.
- The Rural neighbourhood suffers from deprivation however, it is less deprived than many of Shoreline Housing Partnership's other neighbourhoods.

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 Rural neighbourhood have a Housing Sustainability Profile of:

Amber: Investment required to ensure sustainability.



With an average profile of 24%, the Rural Sustainability Profile is in line with some of the highest scoring Neighbourhood Housing Sustainability Assessments. In order to understand exactly what investment is required in the Rural 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 Rural 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.

The Rural neighbourhood covers a wide geographic area. To ensure as many residents as possible had their say in the consultation, a mixture of roadshows and door-knocks were used to gather the views on as many questionnaires as possible. Over the course of one week in August 2008 three road show sessions were held, one in Cleethorpes at the Annie Chapple Centre, one in Grampian Way in Scartho and one in St Ives Crescent in Littlecoates. A lightweight gazebo was used to give light shelter for the residents, enhance visibility and to encourage as many people as possible to contribute. Aside from the gazebo, it was recognised that staff knocking on tenants' doors to interview them briefly is also useful in ascertaining views. Staff also consulted with tenants in Healing, Stallingborough, Habrough, Humberston, New Waltham, Waltham, Brigsley, Laceby and parts of Immingham.