

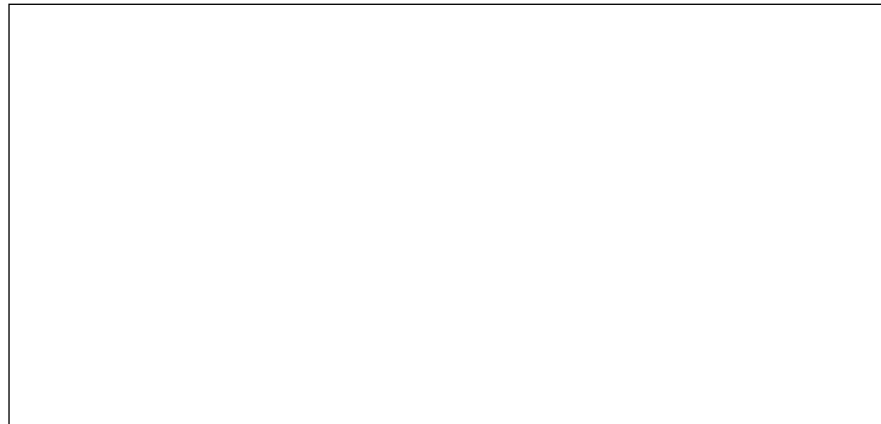
The borough council in partnership with Staffordshire County Council continues its work to create a new retail-led development scheme on the Rycroft site in Newcastle. Through our commitment to securing new investment on this site we hope to step change the Newcastle town centre economy.

Our communities need to grow and develop and our commitment is to support them to do so. We currently have a housing shortage in the borough which if not addressed means that our children will not be able to live in their local community.

Through our developing **Local Plan** we will bring forward sites for new homes and new businesses, the establishment of which will work hand in hand with our strategy for investment. The plan will set out in detail our ambition for growth and how new development in the Borough will be delivered in a sustainable way.

By careful use of our planning powers we will steer new housing development to appropriate locations and we will continue to ensure that we maintain a balance between housing and good quality public open spaces giving people recreational opportunities close to where they live.

Within the Stoke and Staffordshire Strategic Economic Plan Keele Science Park is identified as the premier development site in North Staffordshire and land has already been allocated on the university campus to support further growth. We are working with the university and the county council to ensure that new development is sensitively integrated into our existing community.



### **A Healthy and Active Community**

For our borough to be truly prosperous we not only need to ensure we have good homes and jobs but we need to ensure our communities remain safe, our people healthy and fulfilled in their daily lives.

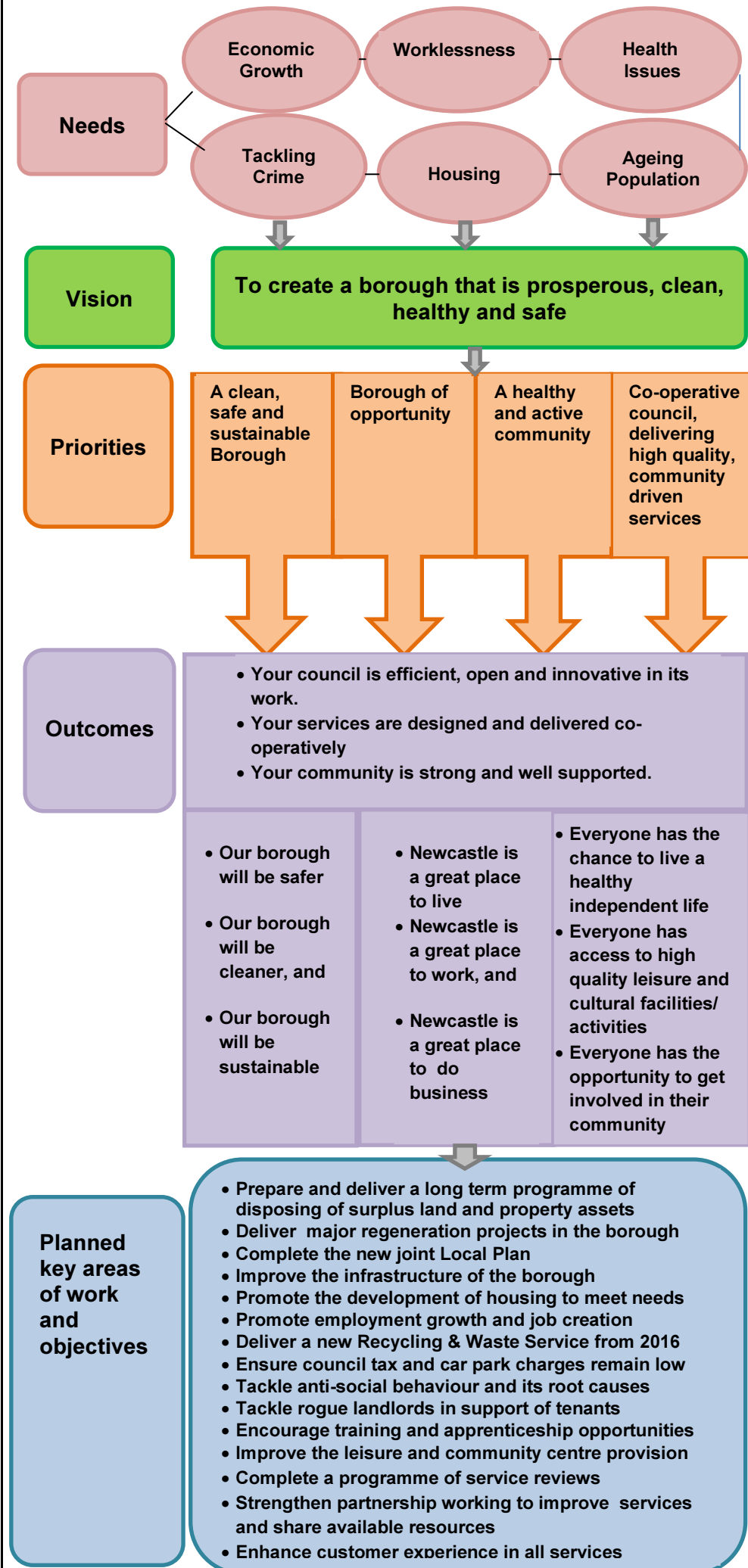
### **A strategy for wellbeing**

In 2012 the council opened a new leisure centre in Newcastle – Jubilee 2. Jubilee 2 has not only provided a popular facility for our residents but is also helping them to live healthy and more fulfilled lives. We have an aspiration to repeat this success in Kidsgrove and to provide a replacement facility for the ageing Kidsgrove Leisure Centre. To do this we will need to release surplus land assets. This process supports our commitment to invest wisely in facilities which will benefit our borough long into the future.

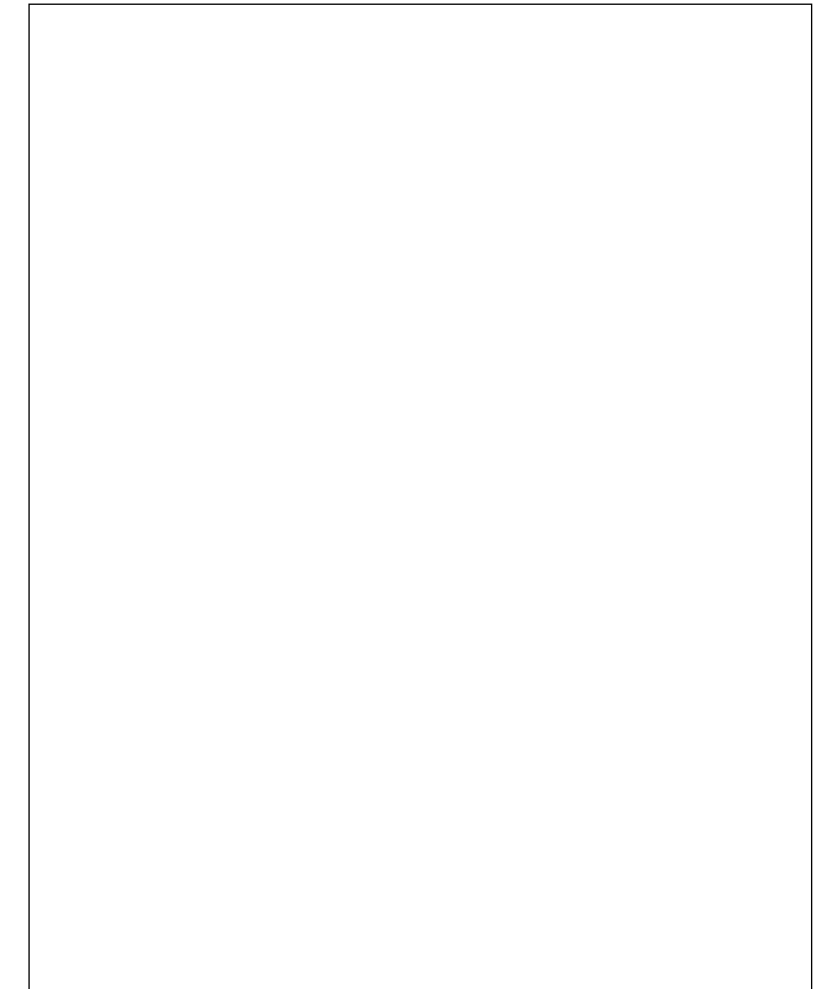
We are also placing a particular priority on:

- Enhanced levels of physical activity
- Encouraging people to cut down on smoking and drinking, as well as eating more healthily
- Playing a full role in their local communities to avoid the problems of loneliness and social isolation

Our Health and Wellbeing Strategy sets out in detail our ambition for promoting good health and fulfilled lives and the means through which we will achieve this.



## **Our Newcastle 2020: A strategy for investment, growth and community well being**



*This is a summary of the Borough's Council Plan for the next five years, 2015-2020.*

## Needs

Newcastle is home to around 125,200 residents and is characterised by significant variations in the level of employment, health, economic well-being, housing and overall living standards.

We know that:

- the population is ageing with its average age slightly higher than the national average,
- there is a large student population and,
- the borough is becoming more diverse.

## Our vision

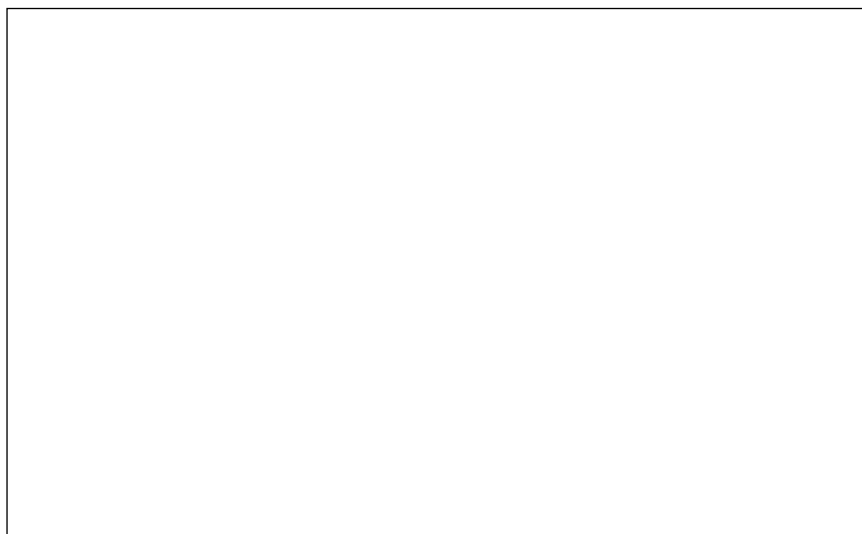
Our vision is to create a borough that is prosperous, clean, healthy and safe.

We will deliver our **vision** by ensuring that:

- *there is growth in the number of jobs, homes and opportunities for the people of our borough*
- *people can enjoy healthy and fulfilled lives, and*
- *our communities remain safe*

The council has developed **four priorities** to deliver this:

- **A co-operative Council, delivering high quality, community-driven services**
- **A clean safe and sustainable Borough**
- **Borough of opportunity**
- **A healthy and active community**

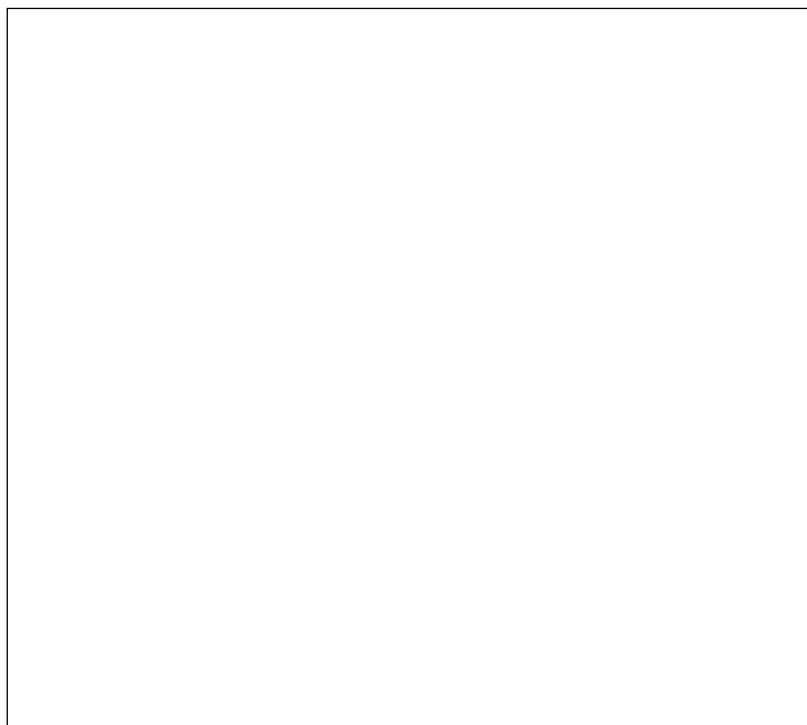


### **A co-operative Council, delivering high quality, community-driven services**

Newcastle under Lyme Borough Council is committed to becoming a co-operative council and our commitment is driven by:-

- a real desire to build on existing partnership arrangements and improve/enhance them
- the need to deal effectively with increased expectations from our residents and stakeholders
- interpreting and implementing the changing legislative agenda of government
- easing the financial pressures for ourselves and our partners

This priority is an overarching one which encompasses everything we want to achieve and as described links to future financial sustainability and communities.



Due to reductions in public spending, funding for the borough council from government grant will reduce between now and 2020 which means fewer available resources to deliver our services ourselves in the future.

We need to balance the books by:

- Focusing our spending, where possible, on those services directly delivered to the public
- Providing all services efficiently and in partnership with other organisations where appropriate
- Ensuring that the services we provide are value for money and continue to be lean and efficient
- Regularly reviewing our services to see if they are meeting the needs of the citizen/customer
- Being clear on our priorities for spending and investment
- Eliminating waste wherever we find it

One of our biggest challenges is capital funding. We need capital to spend on the buildings, equipment and modern technology to ensure provision of our fit for purpose services. Also to establish the necessary infrastructure for the Borough to grow economically with the new jobs and income such growth brings.

The council has two main options to fund its capital needs – we can borrow or we can sell assets or a mix of both to meet our needs. However we are fortunate in having land assets. By releasing surplus land we can not only provide funding for services but also assist the borough's growing housing shortage and help to sustain our communities and neighbourhoods.

Our current **Medium Term Financial Strategy** sets in detail our commitment to ensuring the council's financial sustainability and the means by which we will achieve this.

Our **Capital Strategy** details the capital investment required to provide a continuing sustainable funding flow in to the future.

## **A strategy for communities**

The borough council works closely with partners to ensure our communities remain strong and are safe places to live and work.

At the heart of our commitment to co-operation are four key values: -

- We will ... put residents at the centre of everything we do
- ... work co-operatively with our partners and communities
- ... be open and transparent in our decision making
- ... be open to new ideas and new ways of doing things

We will continue to work with our residents, partners and local organisations to collectively deliver the best we can using the fewer resources we have. This will mean everyone looking at the way we work and adopting an innovative approach to ensure the best possible services are delivered to the people in the borough using the resources we have.

## **A clean, safe and sustainable Borough**

We will improve the environment so that everyone can enjoy a safe, sustainable and healthy borough.

Our **Stronger and Safer Communities Strategy** sets in detail our ambition for keeping our borough safe and the means through which we will achieve this.

Working with the police over the next few years, we will deliver and develop initiatives funded by the Office of the Police Crime Commissioner to ensure that crime continues to remain low, our communities feel safe and work to ensure communities can deal with their own problems with or without our direct involvement.

Together we have adopted a no-nonsense yet co-operative approach to anti-social behaviour and have worked with communities to deal appropriately with those who seek to disrupt and damage the lives of others.



## **Borough of opportunity**

As a council we want to see investment in the borough which will bring jobs and improve prosperity as well as improving the well-being of our citizens and their communities.

## **Strategy for investment and growth**

We want to continue to encourage investment through new business start ups and the further growth of established businesses.

During the past two years we have placed a particular focus on our two main town centres, Newcastle and Kidsgrove and supported the creation of two business-led town centre partnerships.