

Motion to Full Council – 19th November 2025

Marking the First Anniversary of the Borough's Civic Pride Campaign

Newcastle-under-Lyme Borough Council launched its Civic Pride campaign to enhance the borough's reputation as a clean, safe, and welcoming place.

Over the past 12 months, the community, businesses, partner organisations, and council services have united under the banner #PrideInNUL to boost civic engagement, foster pride, and deliver visible improvements across our town centres, high streets, and both urban and rural neighbourhoods.

The Civic Pride campaign has now reached every ward in the borough, involving activities such as litter-picks, green space planting, business & community engagement visits, bike safety and security, Public Space Protection Order reviews, and other initiatives.

Council teams including Streetscene, Housing and Homelessness, and the Mobile Multifunctional town ranger services have played a key role in the campaign's core activities, including cleansing, graffiti removal, support for vulnerable individuals, and maintaining a visible street presence.

Key partners including Staffordshire Police, Aspire Housing, the Business Improvement District, and Staffordshire County Council have actively supported the campaign.

To further empower community-led initiatives, the Council has established a Civic Pride Investment Fund of £22,000 for 2025/26.

Council believes that:

Civic Pride is about more than just cleanliness and maintenance — it's about people, place, purpose, and partnership. As we mark the first year of the campaign, we must build on its achievements with ambition, ensuring every resident of all ages and backgrounds feels pride in their neighbourhood and safe in their community, especially at a time when social cohesion is increasingly challenged.

Council therefore resolves to:

1. Acknowledge the successful first year of the Civic Pride campaign, recognising the contributions of Council staff, councillors, partner organisations, community groups, businesses, and residents.
2. Reaffirm its commitment to the core goals of Civic Pride: creating a cleaner, safer, and more welcoming borough, and fostering a stronger community cohesion across the borough.

3. Recognise the positive outcomes and momentum generated so far, while acknowledging that further work is needed to embed Civic Pride in all aspects of Council activity.
4. Request that Cabinet and the Health and Wellbeing Scrutiny Committee receive a report on the rollout of Civic Pride to help shape future plans, including:
 - a) Targets and benchmarks for cleanliness, safety, amenity, community engagement and cohesion.
 - b) A communications and engagement plan to increase involvement from residents, schools, businesses, and community organisations.
 - c) An updated neighbourhood-by-neighbourhood rollout plan to ensure comprehensive coverage.
 - d) A review of the impact of the Civic Pride Investment Fund and proposals for future funding rounds.
 - e) Explore new opportunities for youth involvement, digital engagement, volunteering and sponsorship.
5. Note the incorporate of the Civic Pride values as a core element in the Council's wider community, neighbourhood and place-shaping strategies included in its submission to government regarding Local Government Reorganisation.
6. Welcome the launch of the 'Winter of Action' in Town Centres campaign and notes its alignment with existing Civic Pride efforts by the Council and its partners.

Proposed: Simon Tagg

Seconded: David Hutchison