

NEWCASTLE BOROUGH COUNCIL'S ANNUAL REPORT TO ITS CUSTOMERS
Town centre gets a facelift
How to cut your 19-4% Poll Tax bill - see centre page

GREEN SITE TURNS GOLD

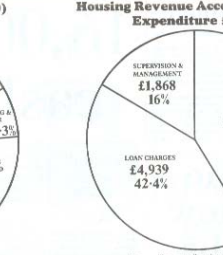
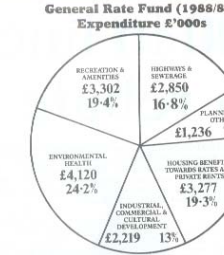
Project set to make millions
AN AWARD-winning land project which has turned an industrial wasteland into a picturesque valley is set to bring a multi-million pound pay-off for families in Newcastle and Kidsgrove.

A gem from the Orient
NEWCASTLE, Joanne Harrison, gives a guide to the Borough's latest development... a Himalayan Golden Planetarium.

Sale completes industry plan
During the last 12 months a major land sale by the Borough Council has marked the final chapter in the development of Parkhouse Industrial Estate.

Borough Museum and Art Gallery
Workmen are also carrying the building touches to a natural history garden which incorporates traditional features of the Borough's past.

INSIDE: Finance 2, Profile 3, Employment 4, Conservation 5, Housing 6, Shopping 7, Sport Leisure 8



Green site turns gold
The development of an industrial site into a green space for sports and recreation is a major project for the Council.

Spending well within budget

The Council has spent less on services funded from general rates for the 1988/89 financial year... £44,000 less than the previous year.

Rebates

A total of 42 per cent of borrowing goes to repay loans taken out to construct and improve the housing stock.

Leaders' tribute

In a joint message the leaders of the council's various committees... Mr Alan Owen...

End of era as chief retires

With the advent of local government reorganisation in 1974, Mr Owen joined the merger of the council's various departments.

Mr Owen's departure... a significant loss to the Council.

Toxic
The legacy of such extensive industrial activity was a significant environmental problem.

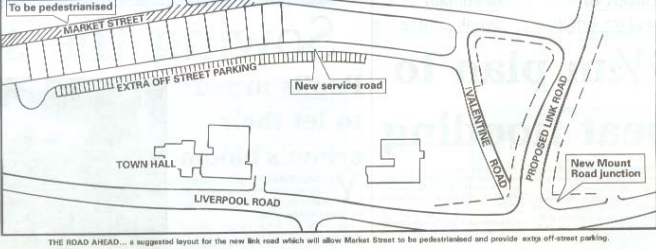
Repairs
The Housing Revenue Account shows spending and income covering the Council's housing management and maintenance of some 11,000 properties.

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- Management team - facing up to challenges ahead
DAVID MILL - Treasurer, ERIC WETHERELL - Secretary, KEITH MAYOH - Planning and Development Officer, BOB HANSON - Manager, Manpower Services, BRIAN SIMCOCK - Director, Housing and Health, IAN CONWAY - Director, Technical Services, BARRY ORFORS - Director, Education and Amenities

Newspaper advertisement for 'The Newcastle Under-Lyme Reporter' featuring 'Jobs on the New Tax' and 'Tackling Traffic Chaos in Kidsgrove'.

£300,000 LINK ROAD HOLDS KEY TO KIDSGROVE TOWN CENTRE BOOST



Paving way to safety for shoppers

PROPOSALS for a new £300,000 link road which will pave the way for the pedestrianisation of Kidsgrove town centre are being given top priority by Borough Council.

Advertisement for 'Smokeless zones set to go ahead', 'Bus pass charge to remain at \$5', and 'Smokeless zones set to go ahead'.

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Reporter

YOUR NEWSPAPER WORKING WITH YOU

INSIDE

CLEAN SWEEP **HOW TO CUT YOUR FUEL BILLS** **HAVEN OF HELP**

Housing: Your Future
- special 4-page supplement

GET CUT BY \$1 MILLION

Tax increase limited to 8%

By TIM BEVINGTON
A MAJOR economy drive by the Borough Council to slash its budget by \$1 million has cushioned the rise in this year's Council Tax bills.

Despite the cuts, however, bills in the Borough are due to go up by an average of 8 per cent from April.

Councillors say the increase was inevitable after the Government cut \$362,000 in grants and from the authority's spreading fund at last year's level.

It means the Borough's share of the Council Tax bill will go up from \$88.63 to \$100.92. The amount needed by Staffordshire County Council rises by 6.4 per cent to \$83.13.

Police
Added to \$54.74 for the Police Authority (a 13.7 per cent increase), a family in a Band D property can expect a total bill of \$209.79.

In addition, families in some rural parts of the Borough will have to pay extra towards parish council services.

Council Leader Eddie Butler said: "We have worked extremely hard



\$150,000 faciliti makes town's subways safer

WORK has now finished on a \$150,000 project which has transformed three of Newcastle's main subways.

The work to the subways in High Street, Goose Street and Friars Street has involved new tiling, skid-resistant flooring, handrails and signs.

The improvements have been paid for out of money which the

KNOW YOUR LOCAL COUNCILLOR - SEE PAGE 11 FOR FULL DETAILS

Recycling success is on the cards

FAMILIES made sure two new festive recycling schemes were a major success.

A staggering 20,000 unwanted cards were handed in by residents who responded to the Borough Council's first Christmas card recycling project.

And dozens of families called in at the Council's depot in Knutton Lane, Newcastle, Kidsgrove Town Hall and Audley Community Centre car park to have their Christmas trees recycled.

For a Christmas card placed in the recycling area and at the Council's depot.



Villages celebrate a \$3m ease of life

Seven-year boost for jobs and homes

PROJECTS ranging from a new business park to improved training are being planned for a group of urban villages in the Borough after the area won \$2.3 million in Government cash.

Schemes will be carried out during the first 12 months of the seven-year Newcastle Northern Urban Villages Community programme.

The projects will mean a better quality of life for over 12,000 residents in the Silverdale, Cross Heath, Knutton and surrounding areas.

Around \$300,000 of the cash will be spent in the first year, but much of the allocated sums will be re-allocated after the year 2000. Altogether, over 60 public, private and voluntary organisations are backing the programme and have already been some success.

The Housing Corporation has allocated \$200,000 for new houses at Knutton Lane and \$102,000 for rehabilitation of properties in Parkfields.

A detailed plan setting out how the first year's programme will be delivered has been sent to the Government for approval.

First-year projects
Schemes planned over the next 12 months include:

- site preparation for phase 1 of the Silverdale Business Park on the site of the former Newcast Footway
- family learning initiative to involve parents in their children's learning
- landscaping near the new Meadow Lane playground
- roof insulation in Council houses receiving double glazing
- upgrading Stretford High School swimming pool
- a bus to tour the area giving security advice
- setting up a neighbourhood community office.

Young citizens hold civic Question Time

NINETY pupils from Ebbson County Primary School at Wolstanton visited Newcastle's Civic Offices for a junior environmental forum.

The Mayor, Mr George Cairns, and Head of Environmental Services, Alan Hudson, are pictured welcoming the youngsters to the Council Chamber.

Several Council officers gave short talks on topics including global issues, litter and recycling, dog matters, leisure and accidents, as part of the authority's commitment to the Agenda 21 initiative.

Delighted The pupils then had the chance to join a 'Question Time' session with the panel of experts.

Wolstanton Ward Councillor Mick Clarke, who helped to organise the visit, said: "I'm delighted that the Council has been in to help the youngsters to find out more about what's going on in their community."

Reporter

YOUR NEWSPAPER WORKING WITH YOU

INSIDE

On target for grants - p3

Youngsters follow safety trail - p12

PLUS - Spotlight on Borough services - p4 & 9

COUNTY NEWS - 4 page supplement including Performance Plan

Biggest elections in Borough's history VOTERS FACING DOUBLE POLL

DANCERS DISPLAY THEIR DRUGS WARNING



TEENAGERS have been using dance and art to voice their concerns about drugs to local residents in their community.

They took centre stage at a special awareness-raising session at Broadwell Community Education Centre to express their views on drugs were highlighted.

Representatives from local youth groups gave short talks on substance abuse and displayed work they had cre-

By TIM BEVINGTON
VOTERS will go to the polls on May 2 in the biggest elections in the 800-year history of the Borough.

As well as casting their vote in elections for a brand new, 65-seat Council, residents will also get the chance to vote in the Borough's first local referendum which will decide whether or not local services should be run by an elected Mayor and a Cabinet.

The new Borough Council is being formed after a national survey said that the number of councillors should go up from 56 to 65 and an extra ward created to make sure electors are more fairly represented in the future.

Letters
Westlands and Wolstanton wards now have three councillors each.

- Silverdale ward is split into two each having two councillors
- Copeland and Whitmore wards are combined into a single three-member area
- New Broadwell ward between Kidsgrove and Newchapel with two councillors

Revised Newchapel ward with two councillors.

Around 700 electors will have to change their polling station and letters are being sent to every household to warn people. Election results will be available on the evening of May 2.

Postal votes are available for both the Borough elections and the referendum, and any one individual is urged to apply as soon as possible. Applications forms are available:

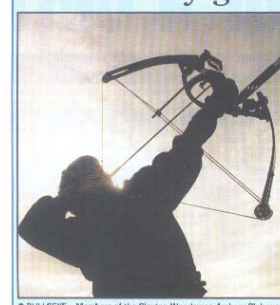
- on the website: www.newcastle-staffs.gov.uk
- in person: from Newcastle Civic Offices or Kidsgrove Town Hall

By email: - elections@newcastle-staffs.gov.uk

For votes on Silverdale there will be a third leaflet paper to fill in on the envelope which is first parish council following a campaign and petition by local residents.

See information sheet p3.

Community groups hit the bullseye



MEMBERS of the Clayton Woodmen Archery Club won a \$500 grant to buy new targets through the community chest fund.

A PILOT scheme which gives cash grants of up to \$500 to help local community projects is hitting the bullseye.

The scheme, which is run by the Borough Council, has already funded a number of projects, including the purchase of new targets for the Clayton Woodmen Archery Club.

The club's members were given a share of a \$25,000 fund which they can then award as grants for schemes which will improve the quality of life in their area.

Already dozens of projects have benefited from the awards, including the purchase of new targets for the Clayton Woodmen Archery Club and the purchase of new equipment for the local youth centre.

The council has also funded a number of other projects, including the purchase of new equipment for the local youth centre and the purchase of new equipment for the local sports centre.

D-Day looms over Local Plan

RESIDENTS now have a final chance to comment on the consultation and the Borough Council recently agreed to make around 160 amendments to the plan.

The draft plan is due to be adopted in a six week period in which people can give their views on the revisions to the draft plan to the council.

100 following recent extensive consultation.

Wards include:

- Changes to the Lynceville Business Park extension as it does NOT affect the new road stadium
- Reducing the number of housing sites - those earmarked for possible future development such as Newchapel
- Identifying sites of key historical interest on the Plan's map

Investment helps maintain services Borough tax rise pegged to 5.5%

FAMILIES are being urged to check if they can get help in paying their Council Tax at the Borough Council finalises the money it will need to spend on providing local services over the next financial year.

The 5.5 per cent rise in the amount of Council Tax needed by the Borough Council to pay for its services will be offset by a grant of \$1.5 million from the Government.

The council is also looking for additional income to help pay for its services.

The council has also agreed to make around 160 amendments to the plan.

WHAT YOU WILL PAY

BAND	COUNCIL TAX
A	£226.83
B	£273.63
C	£338.44
D	£393.24
E	£458.04
F	£522.84
G	£587.64
H	£652.44

PEOPLE in some areas have to pay towards the costs of running town and parish councils. The amounts based on a Band D property are: Audley, £2.76; Betty, £17.42; Chapel and Hill Chorlton, £6.67; Keels £11.68; Kidsgrove, £3.50; Loggarheads, £8.15; Madley, £3.47; Mast, £8.93; Silverdale, £5.59; Whitmore, £12.43.

FOR further help see page 11 on 14, 715690.

Flower beds turning gold

FLOWER BEDS in Newcastle town centre will be filled with golden blooms this summer to mark the 50th anniversary of the Queen's reign and to mark the Borough's entry into this year's Britain in Bloom competition.

Different types of marigolds and begonias will be used to create a new look for the town centre.

The plan for the 50th anniversary of the Queen's reign and to mark the Borough's entry into this year's Britain in Bloom competition.

The council has also agreed to make around 160 amendments to the plan.

Flower beds turning gold

Referendum's key question VOTERS taking part in the Borough's first referendum on May 2 will be faced with a ballot paper which will simply ask if they want the Borough Council to be run in the future by a new system involving a Mayor directly elected by residents.

If the result is 'Yes' then there will be a further election in October to choose the Mayor. If voters say 'No' then the Council will be run by a Council Leader and a small executive known as a Cabinet supported by a small Cabinet chosen from the existing councillors.

Whatever the result of the referendum, the Council has decided that the traditional ceremonial role of Mayor will continue to be retained.

The referendum will be announced on the afternoon of Friday, May 3.

Keep up to date by visiting us on www.newcastle-staffs.gov.uk

Pest Control Services

Newcastle Borough Council offers a fully comprehensive pest control service to all residents and businesses.

WASPS, RATS, BEES, MICE, COCKROACHES, etc.

Call 01927 222222

Enjoy a game of bowls... FREE Pupils dig in and go green Council service with a smile Bygones prizes up for grabs

PLACE IS ON FOR SPORTS VILLAGE

PARTNERS behind exciting proposals for a new sports village in Newcastle aim to provide facilities to equal anything located elsewhere in the region.

Planning under way for state-of-the-art complex

By PHIL JONES to work with the Borough, County and Edgely on the next phase of the scheme. This involves three pieces of work which need to be undertaken and completed by July 2007.



YOUNG basketball player Thomas Whitley could have a really big future in front of him. The teenager from Wolstanton is already performing in the National League with Manchester Magic.

Tap into £60,000

GROUP across the Borough are being encouraged to apply for funding from the Council's Community Capital which this year has £60,000 to spend.



Projects revealed to create employment

£1m is just the job for new jobs

MORE THAN \$1 million has been pledged by the Borough Council to help push forward three key economic regeneration projects.

Public safety off to a flyer

ALAN TIVERS was the venue for one of the biggest training exercises ever undertaken in Staffordshire.

Attractive

The first phase involves improvements to High Street, Hassall Street and Flax Street.

BOWL FOR FREE

Newcastle Borough Council is offering FREE bowling in the following parks on Sunday 10th June and Sunday 8th July.

Borough prepares to go smoke free - see Pages 7-10

Visit the Borough Council on line at www.newcastle-staffs.gov.uk

BEATING BAD BEHAVIOUR

THE REPORTER



Residents speak at

over their priorities

COUNCIL Taxpayers have put forward their ideas on how the borough council can save £2.5 million over the next two years.

Up and away for charity



Public helping to shape the future

PLANNING officers are reviewing a mountain of information gathered during the first stages of a programme which will ultimately help decide how Newcastle-under-Lyme should develop over the next 14 years.

Town and Country Gas Ltd

Advertisement for Town and Country Gas Ltd, featuring a phone number 01782 562622 and a £200 discount on winter warmers.