



aspire
housing



Your

Neighbourhood plans

Newcastle Town

Do you want to talk to us about our plans?

Go to:

www.aspirehousing.co.uk/customer-feedback

“

It is quiet and friendly
and I have lots of
amenities around me

“

Make sure **litter is collected**,
and the **grass is mowed** ...
do more ‘spot’ checks

aspire
housing

in your

Neighbourhood

Aspire Housing owns and manages around **500 homes** and commercial premises within Newcastle-under-Lyme town centre. The Town Centre forms part of Aspire Housing’s South Neighbourhood Management area.

We know our town centre has seen decline in recent years, resulting in businesses closing and commercial units left empty. We want this to change. We want our home town to thrive again and offer ways of improving levels of unemployment and nuisance behaviour to help our communities grow stronger and healthier.

In the coming years the town centre area is one that will undergo significant transformation, having been successful in acquiring significant investment through the Town Deal regeneration funding. There is a growing student market in and around the town centre which will generate further income and investment. Aspire Housing has also made a significant commitment to the area through the development of new homes at the Holborn Place, Zanzibar and Ryecroft sites.

These exciting new developments, along with successful collaborations between Aspire Housing, local residents and partners, will create a vibrant place to live, work and visit.

Your Neighbourhood Plan

Through conversations with partners, local stakeholders and Aspire colleagues, feedback from Aspire tenants and insight gained through the customer-focused Chat 2 Aspire Neighbourhood Survey we have created ‘Your Neighbourhood Plan’.

This plan will help to address the challenges within the town centre area and through working together in partnership create homes, premises and places we can all take pride in whilst improving quality of life and life chances for its residents.

All areas have challenges, some are unique to that area whilst others are more generic across all communities within the Newcastle-under-Lyme borough.

What you told us...

Through Chat 2 Aspire we asked you to share your thoughts about your area, you told us that you are proud of your community, there is a ‘community spirit’ and the town centre is great for its proximity to the local shops and amenities and local green spaces.

Aspire could help to make positive changes by tackling nuisance behaviour, considering who we are letting our homes to, improving outdoor spaces and parking. You also told us you would like our teams and partners to be more visible in our communities, and some of you would like to be more involved in your local community.

There will be lots of opportunities to continue to engage with us through the work we will be doing in your area.

NEWCASTLE TOWN

Your Neighbourhood Plan

We see common challenges across all communities, but each one has different **priorities and unique challenges**, which we identify for tackling.

We have created commitments that will help us tackle the challenges within the town centre neighbourhoods. Behind each of these commitments are actions that are specific to achieving successful outcomes.

Local Strengths

- Strong community spirit and a distinct sense of place
- Well served by local amenities and good transport links
- Partners work together to support local residents, businesses and their communities through a range of initiatives
- Town centre businesses supported by the Business Improvement District
- Significant investment in the town centre to create a vibrant place to live and work

Local Challenges

- Higher levels of deprivation reducing life expectancy
- Significant numbers of young adults not in education, employment, or training
- Levels of poverty and financial debt
- High levels of anti-social behaviour/ fear of crime including impact of rough sleepers/sitters loitering in and around the town
- High levels of vulnerability within the community due to drugs and substance misuse and poor mental health

Our Focus

We focus on the 4 main areas where we can make a difference:



People



Places



Property



Partnerships

Here's what we'll do...

For People

We will be **visible within our communities**, helping customers to access support services when needed. We will support and empower our customers to access training and employment opportunities to increase skills and confidence and help communities realise their potential.

Our Promise...

- Engage, listen and work with customers to address issues in their area
- Support tenancy sustainment to help customers remain in their homes and encourage community cohesion
- Work in collaboration with partners through The WorkShop and other initiatives to improve opportunities for local people to access training and employment opportunities and develop/build on skills
- Work with Achieve Training to provide apprenticeship opportunities to young people in Newcastle
- Support Customers who are struggling financially through our Money Advice service and signposting to partner agencies
- Raise awareness of fuel poverty and options available to customers to access advice and support
- Support customers to access digital workshops to help build skills and confidence in using digital platforms to access services
- Support Newcastle-under-Lyme Borough Council to provide temporary accommodation to households at risk of homelessness
- Work in partnership with Newcastle-under-Lyme Borough Council and other partners to offer support and rehousing opportunities to people to tackle 'rough sleeping' around the town.



Here's what we'll do...

For Places

We will **improve the quality of life** in our communities and help customers feel safe by working with our partners to **tackle nuisance behaviour** which impacts on our communities.

Our Promise...

- Provide well maintained neighbourhoods
- Carry out regular 'estate walkabouts' to check on our local areas and tackle issues
- Make sure our homes and schemes continue to be safe places to live
- Work with partners to regenerate sites that are impacting on neighbourhoods
- Work with Newcastle-under-Lyme Borough Council to improve recycling facilities for our customers living in our town centre flats
- Work with partners to tackle nuisance behaviour from rough sleepers loitering around our town centre schemes
- Improve security measures as a solution to nuisance behaviour
- A 'People First' approach to letting homes and supporting new tenants
- Promote the benefits of Community Living to older persons living in our communities
- We will engage with customers to consider ideas for environmental community projects to help improve external areas of our schemes
- Provide opportunities for residents to improve their health and well being
- Promote local events and community projects through our media channels to promote the benefits of town centre living





Here's what we'll do...

For Property

We are building **new homes** in **Newcastle Town** to meet the needs of the community. We will invest in our existing homes through planned improvements and **'green' initiatives** to ensure we **maintain high standards**.

Our Promise...

- Investment in our existing housing stock around the town centre to ensure homes are safe and meet the expectations of customers
- Complete a range of 'Aspire Standard' improvement work at our Greenside and Fletcher Bank schemes
- Proactive approach to tackle energy inefficient homes and support customers experiencing fuel poverty
- Continue to invest in new homes for older persons around the town centre which includes our new scheme 'Holborn Place' opening in Sept 22, and our new developments on the former 'Zanzibar' site and 'Ryecroft' site
- Promote benefits of town centre living to older persons
- Help coordinate services & work collaboratively to support local communities through a new 'HUB'



Here's what we'll do...

For Partnerships

We will work closely with our partners to **support our vision** to create a **vibrant town centre** where people aspire to live, work and visit.

Our Promise...

- Support Newcastle's Town Deal and its investment Masterplan
- Create shared services HUBs to improve collaborative working and customers' access to services
- Provide and promote employment, training and skills opportunities
- Work collaboratively with partners to tackle nuisance and crime which impacts our communities
- Work collaboratively with Newcastle-under-Lyme Borough Council to provide targeted interventions through the introduction of the Town Ranger and Town Centre Marshalls
- Build relationships with local schools and colleges to engage with young people, promote our services and seek their views on their communities
- Work collaboratively with colleagues, customers, partners and stakeholders to deliver the Town Centre Neighbourhood Plan
- Committed to Stoke-on-Trent and Staffordshire's violence reduction alliance





Follow us



Aspire Housing, Kingsley, The Brampton,
Newcastle-under-Lyme, ST5 0QW

01782 635 200 | www.aspirehousing.co.uk

June 2022 | Version 1



Please recycle me

we build / we train / we support : we are aspire

