



Middlesbrough Community Strategy 2005

middlesbrough
partnership

CONTENTS

Letter from Ray Mallon, Mayor of Middlesbrough	page 3
Our Vision for 2025	page 4
Introduction	
What is the Middlesbrough Partnership?	page 5
What is the Community Strategy?	page 7
How the Community Strategy Brings Other Plans and Strategies Together	page 8
Our Performance since the First Community Strategy	page 9
Cross-cutting Principles	page 10
Middlesbrough: Different Areas with Different Needs	page 13
Middlesbrough Community Strategy Themes	page 16
Supporting Children and Learning	page 19
Promoting Healthier Communities for All and Effective Social Care for Adults	page 25
Creating Safer and Stronger Communities	page 30
Transforming our Local Environment	page 36
Meeting Local Transport Needs More Effectively	page 39
Promoting the Economic Vitality of Middlesbrough	page 43
Neighbourhood Renewal Strategy	page 52
Community Cohesion Indicators	page 57
How will we Measure our Performance?	page 58
Middlesbrough Partnership Members and contacts	page 59

LETTER FROM RAY MALLON, MAYOR OF MIDDLESBROUGH

As Mayor, one of my most important roles is to co-ordinate the key players in the town – to help ensure we are all working to the same agenda, for the good of the town. I meet regularly with Colin McLeod, the Chair of the Middlesbrough Partnership, so that we can keep in tune with each other's thinking. I also do the same with other key people in the town, some of whom are also members of the Partnership. I therefore believe we have the town working as one.

My 'raising hope' vision for the town is built on four pillars:

- a clean, safe environment in which people can go about their business without fear of crime and anti-social behaviour
- physical regeneration of the town's run-down sites and buildings
- a business-friendly enterprise culture which welcomes would-be investors
- a transport network which can meet the needs of a town on the way up.

The foundation of the four pillars is the education and care of our children and young people and our support to vulnerable people in the town.

The Reduction Agenda

In my capacity as Mayor, I want to work with and through our partners and communities to reduce the barriers that currently slow our progress. As well as reducing the tolerance of low standards, low horizons and low expectations in our town; and reducing people's desire to go elsewhere to live, for leisure, shopping, culture and the arts, I specifically want:

- to support **children and learning**, I want to see reductions in the each of the following – the numbers of children leaving school without qualifications, school exclusions and absence from school
- to improve **transport**, I want to see reductions in the proportion of journeys made by car as well as fewer road traffic accidents
- to promote **healthier communities and care**, I want to see reductions in alcohol abuse, smoking, obesity, consumption of fatty foods, stress-related illness and the numbers of deaths from heart disease and strokes
- to create **safer and stronger communities**, I want to see reductions in overall crime, household burglaries, vehicle crime and anti-social behaviour
- to promote the **economic vitality of Middlesbrough**, I want to see reductions in unemployment, benefit dependency and the numbers of unfit homes
- to transform our local **environment**, I want to see reductions in carbon dioxide emissions and land-filled waste

I believe that the Middlesbrough Partnership shares this vision. The second Community Strategy supports the four pillars and the reduction agenda extremely well. If we can deliver all the actions in here, and meet all the targets we have set, we will have a much better town.

I therefore fully support the Chair, the Partnership and all its agencies and communities. I am also fully behind the Community Strategy and will use my role as Mayor of Middlesbrough to co-ordinate others in Middlesbrough to help make it a reality.

Our Vision for 2025

Colin McLeod, Chair of Middlesbrough Partnership, explains our vision for Middlesbrough in 2025, following extensive regeneration.

“Middlesbrough will be a thriving, vibrant community where people and businesses succeed.

Our vision of Middlesbrough is a place where all our people are healthy, confident and responsible citizens who can contribute to the development of Middlesbrough and its neighbourhoods. Middlesbrough will be a learning community. Our people will have the skills and qualifications to take up the new, higher value jobs that we create. Our people will make this happen by improving the way Middlesbrough looks and feels, making it a better and safer place to live, work and invest. Our people have the right to expect and receive decent public services that continually improve, regardless of who provides them. Our vision aims to narrow the gap between the most deprived communities and the rest – and we will all work to ensure that no-one is disadvantaged simply because of where they live.

Our long term vision will be realised by taking action to address the causes as well as the effects of disadvantage and exclusion, so we will focus particularly on young people and their families to develop citizens who care for their neighbours and look after their town.

Middlesbrough will succeed through its people.”

Our vision will be delivered through our themes:

- Supporting Children and Learning
- Promoting Healthier Communities for All and Effective Social Care for Adults
- Creating Safer and Stronger Communities
- Transforming our Local Environment
- Meeting Local Transport Needs More Effectively
- Promoting the Economic Vitality of Middlesbrough

And through our Neighbourhood Renewal Strategy.

Introduction

WHAT IS THE MIDDLESBROUGH PARTNERSHIP?

The Government requires every area of England to have a “Local Strategic Partnership”. Ours is called the **Middlesbrough Partnership**.

This is a partnership of key organisations and communities across Middlesbrough who share a common objective to help us reach the vision for the community strategy.

The Partnership is made up of local citizens from Middlesbrough’s diverse communities and voluntary and community organisations, as well as the most senior managers of Middlesbrough’s most influential organisations in the public and private sectors. A list of members of the Middlesbrough Partnership appears towards the back of the strategy. You can find out more about the Middlesbrough Partnership on our web-site:

www.middlesbroughpartnership.org.uk

What does the Partnership do?

We have come together behind a single strategy – the Community Strategy - and are committed to delivering this on behalf of the people of Middlesbrough, as well as those who visit the town for work, leisure, shopping and other purposes. Although the Partnership does not deliver services itself, it is through the participation of the agencies and communities in the Action Groups that service improvements take place. To see the terms of reference or constitution of the Middlesbrough Partnership, please see our web-site.

A Statement of our Values

The Middlesbrough Partnership holds some clear values that drive its work.

- we will co-ordinate our work, recognising that alone organisations cannot address the complex issues facing Middlesbrough but together WE CAN
- we will ensure transparency in our work so local people can see what we are doing and why
- we will empower local people to become involved and influence our work
- we will promote a culture of respect for one another
- we will encourage citizenship where we all know our rights and responsibilities as citizens, stakeholders and leaders.

How does the Partnership Work?

The Partnership meets every two months. They are public meetings, so anyone can come along to listen and observe. For details of forthcoming meetings, log onto the web-site.

Themed “Action Groups”, operating for the Partnership, have developed each section of the community strategy. Each group is chaired by a Board member, ‘owns’ its section and will monitor progress and report performance back to the Partnership from time to time. This is all supported by a small staff team who report to the Partnership Chair.

The work of the Partnership would not be possible without the support and involvement of ALL sectors: public, private, voluntary and community. In particular, Middlesbrough Partnership recognises that the diversity of the voluntary and community sector is a real asset in Middlesbrough. We appreciate the importance and benefits of involving the local community in all aspects of our work, particularly those from disadvantaged areas or underrepresented groups. The Partnership is grateful to the **Middlesbrough Community Network** in helping to achieve this.

Middlesbrough Partnership works closely with Middlesbrough Community Network to ensure effective consultation and involvement of representatives from the community and voluntary sectors.

Middlesbrough Partnership and Middlesbrough Community Network have developed a Protocol which describes the way which we will work together to ensure that the voluntary and community sectors are included as equal partners in all aspects of our work. The protocol is also available on our web-site.

What is the Middlesbrough Community Strategy?

Quite simply, this is a shared commitment and programme of action from all communities and organisations to help us achieve the vision for the whole of Middlesbrough. Our partners include voluntary and community organisations and they will all play a role in the delivery of key services.

The vision is deliberately long-term, 20 years plus. In the following pages, we set out where we are in 2005 – what the evidence from surveys and official statistics tell us about life in Middlesbrough. We then show what our key priorities are – things we need to address in the medium term, say over the next 5 to 10 years, to move us towards the vision. You will see the key actions we are planning in the coming years that will make a difference to people's lives. We have set ourselves targets on your behalf to show what improvements we are aiming for.

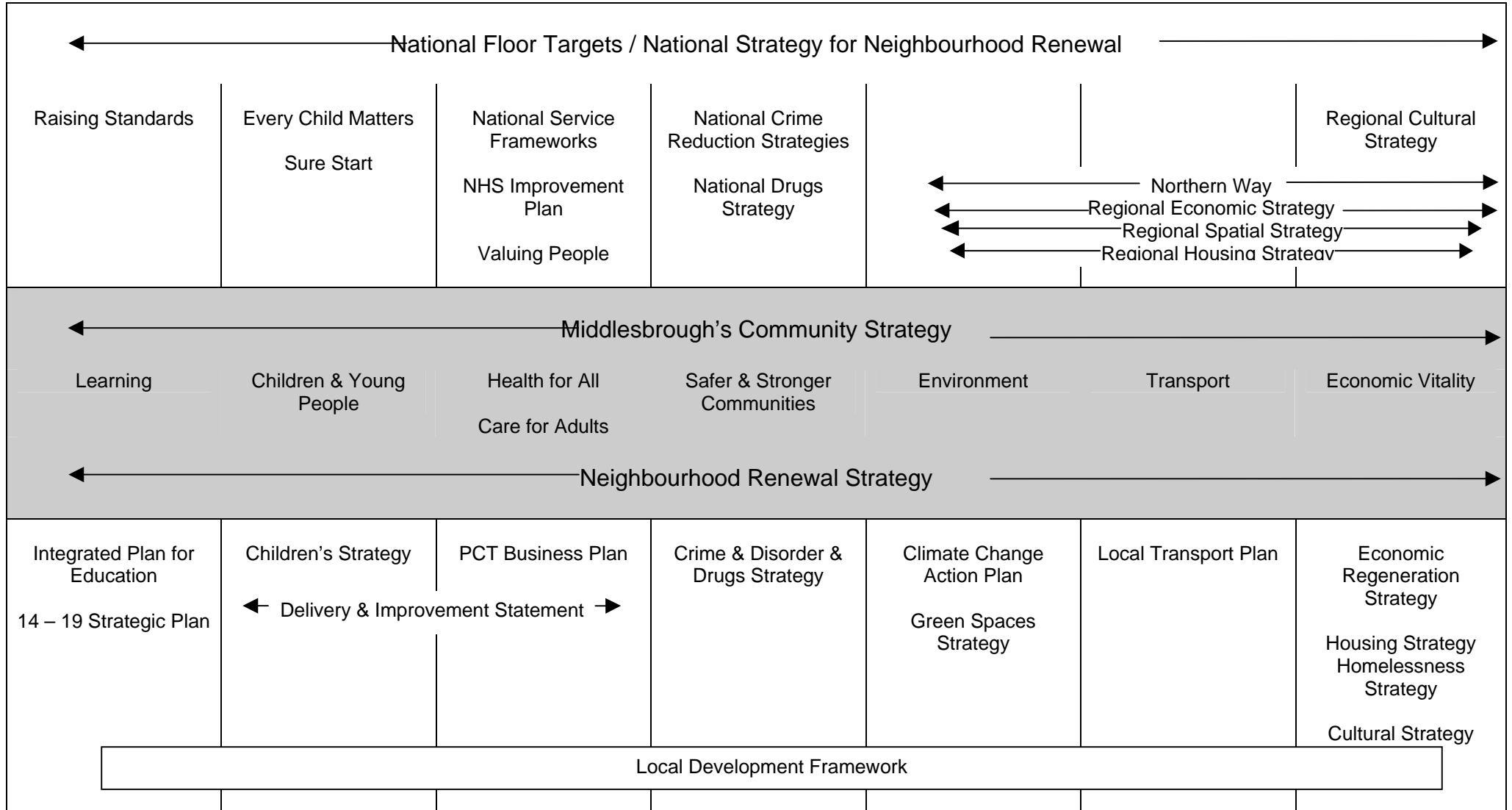
This strategy sets out the major initiatives we are planning. There are, of course, many further initiatives and developments, too numerous for a single strategy. In each section, you will see where you can get more detailed information. Over time, other strategies will be refocused behind the community strategy to ensure we make the vision a reality.

This is our second community strategy.

The Community Strategy brings together all the plans and strategies nationally, regionally and locally. See the diagram on the next page for an illustration.

HOW THE COMMUNITY STRATEGY BRINGS OTHER PLANS AND STRATEGIES TOGETHER

National – Regional – Sub-Regional – Local



OUR PERFORMANCE SINCE THE FIRST COMMUNITY STRATEGY IN 2002

We produced our first community strategy in 2002. Many of the challenges we face today, were challenges then. We have made some excellent progress in most areas. Crime rates have come down dramatically, unemployment rates are down, educational attainment is up at GCSE level, the town is cleaner and there are improvements in some factors leading to poor health (e.g. improving diet and lower smoking rates). The list below is intended to give a feel for progress we have made, as well as indicate some of the challenges we still face that will feature in the rest of this document.

- 79% of residents feel safe in their neighbourhood compared with 69% in 2002
- Burglaries fell from 58 per 1000 households in 2002 to 35 in 2004
- Vehicle crime has fallen from 49 per 1000 population in 2002 to 31 in 2004
- The overall crime rate has fallen from 216 per 1000 population in 2002 to 185 in 2004
- Unemployment rates have fallen from 6.4% in 2002 to 5.3% in 2004
- GCSE performance has improved from 35% of pupils gaining five or more good GCSEs in 2001 to 41% in 2004
- People are living slightly longer on average. The standard mortality ratio recorded in 2002 and 2004 respectively has fallen from 129 to 128. This recognises that it takes a long time for improvements in people's lifestyles to filter through to improve their life expectancy
- There is evidence in the town wide surveys of 2001 and 2003 that the percentage of people smoking, the biggest single cause of early, avoidable death, has fallen from 32% to 27%
- Conception rates per 1000 females aged under 18 has declined from 73 to 62 (based on the available figures in 2002 and 2004)
- All fly-tips are now removed within 24 hours of being reported, well ahead of national targets
- The percentage of household waste that is recycled increased from 9.7% in 2002 to 10.3% in 2004

You will be able to see how Middlesbrough is performing against all the targets in this strategy by visiting www.middlesbroughpartnership.org.uk

CROSS CUTTING PRINCIPLES

There are a number of crosscutting principles that underpin the community strategy. A brief summary is set out below.

Community Engagement

Middlesbrough Partnership has an ongoing commitment to engage with Middlesbrough communities. Enabling and empowering communities to be involved in identifying local problems, priorities and solutions is a foundation stone for the Partnership and its work. It is also a foundation stone for this Community Strategy, which includes the Local Neighbourhood Renewal Strategy. Community engagement or civil renewal do not appear as specific themes or activities within this Strategy, but are crosscutting and will be required for the effective delivery of all the themes within the Strategy.

Community engagement will also become increasingly important to partner agencies and service providers as we focus more services and activities around local priorities, based on the needs and aspirations of local communities. National policy on the role of Local Strategic Partnerships is also continuing to emerge and looks set to place community engagement increasingly at centre-stage.

Middlesbrough has many strengths and has been making good progress in this area, including: -

- Middlesbrough Partnership consultation mechanisms, including strong voluntary, community and faith sector representation on the Board, Executive and all of the Action Groups, regular stakeholder conferences and the Community Strategy consultation process;
- engagement mechanisms for residents through the Community Councils and Area Cluster Groups;
- networks in neighbourhoods and different communities of interest through the Community Empowerment Network, the Black and Minority Ethnic (BME) Network and Neighbourhood Management pilots, for example.

However, through a recent review by a Government Neighbourhood Renewal Advisor, and through what we can see from emerging national policy, it is clear that further strengthening community engagement and civil renewal in Middlesbrough will be required as both an integral part of delivering this Community Strategy and in preparation for the future.

Middlesbrough Partnership, along with key partner agencies, community networks and organisations, will ensure that its ongoing commitment to community engagement is being developed and delivered in the most effective ways possible, and that Middlesbrough communities are able to play a full role as partners.

Diversity

Similarly, we recognise that our strategies and actions need to reflect the wide range of communities and individuals in Middlesbrough. This strategy is for everyone, irrespective

of age, gender, ethnicity, disability, sexual orientation, or where they live. We have also made good progress in Middlesbrough in ensuring that the diversity of our community is reflected in our work, for example through the establishment of the Community Network and BME Network. Again here too, though, there is scope to strengthen the work we do, and the Partnership will, along with key partner agency and community networks, strive to ensure that our work in this area is as effective as it can be.

Neighbourhood Renewal

Government policy states that no one should be seriously disadvantaged by where they live. Neighbourhood Renewal is about taking extra steps to improve services in wards where we have our biggest challenges.

All the themes in this Strategy aim to address the problems across the town, including our most disadvantaged areas where the problems to be tackled are often most acute. Neighbourhood Renewal is therefore very much a crosscutting theme within this Strategy and is interwoven with the priorities, actions and targets identified for each theme. Our strategy is about making life better in all our neighbourhoods, but especially those that are currently most disadvantaged. However, there are also additional measures and targeting to tackle problems in these areas that form the Local Neighbourhood Renewal Strategy included within this document.

Sustainability

Underpinning all the other issues, sustainability is about providing a better quality of life, both now and for future generations. This means safeguarding opportunities for development in the future. We can do this by using resources carefully and efficiently, so that both Middlesbrough's environment and the well being of local people continue to improve. We have worked with Forum for the Future, and used a specially adapted tool, to develop this strategy to help ensure our futures are sustainable.

Community Cohesion

A cohesive community is one where:

- there is a common vision and a sense of belonging for all communities
- the diversity of people's different backgrounds and circumstances are appreciated and positively valued
- those from different backgrounds have similar life opportunities, and
- strong and positive relationships are being developed between people from different backgrounds in the workplace, in schools and within neighbourhoods.

Middlesbrough has benefited from funding to promote cohesion in recent years, including being the North East's only Home Office funded Community Cohesion Pathfinder. Resources have been used in community-based projects in a variety of ways to promote community cohesion. A great deal has been learned from these projects. The challenge for the Partnership is now to capture the learning and develop further approaches to and actions for cohesion and ensure cohesion is mainstreamed in partner business (hence the importance of including cohesion in the Community Strategy).

A multi-agency group, originally formed to oversee the externally funded projects, has now been designated as the Community Cohesion Advisory Group. Its role is to advise the Partnership and its constituent agencies and communities on actions required to further promote community cohesion. As a first step, the group has adopted the ten Community Cohesion indicators jointly developed by the Home Office, Office of the Deputy Prime Minister, Local Government Association, Commission for Racial Equality and the Neighbourhood Renewal Unit, published in June 2003. These are listed towards the back of the document.

MIDDLESBROUGH: DIFFERENT AREAS WITH DIFFERENT NEEDS

The Community Strategy is a town-wide strategy. It sets the key priorities and actions for all of Middlesbrough over the next few years. Within Middlesbrough however, different approaches are required in different areas. This is for a combination of reasons. Some areas have greater needs than others, for example higher levels of crime and unemployment. In some areas, the physical environment is poor with derelict buildings or homes where few people want to live. Some areas require a particular focus because of their current or potential economic importance, providing jobs and growth now and for future generations. The town's stable and sustainable suburbs require a different approach again, as do our green spaces and our historic environment. In addition to this, Government requires a new approach to land use planning in the form of the Local Development Framework. Along with the Community Strategy, this will help to define what our ambitions are for specific areas of the town and set them in a planning context, to support our future plans.

Neighbourhood Renewal Areas

In areas with the greatest challenges, in relation to crime, environment, jobs, health etc., a Neighbourhood Renewal Strategy is in place. This shows how the Partnership is investing in certain communities to ensure that, in the long term, people in those priority areas will have the same life opportunities as those in the rest of the town. In many cases, these areas have good quality housing and roads and many public services are improving. The Neighbourhood Renewal Strategy, see later in this document, deals with these areas.

Areas with Unsustainable Communities

In some of the areas covered in the Neighbourhood Renewal Strategy the problems are much more severe. In places like St. Hilda's, Grove Hill, North Ormesby and some other older housing areas around the town centre, the needs of the local population are not being met by the existing housing stock which is becoming increasingly obsolete. Additionally, the infrastructure has deteriorated significantly and a more radical response is required. In some of these areas, repeated investment in the physical infrastructure over the years, without tackling the wider social and infrastructure problems has resulted in millions of pounds of public money having negligible impact. These areas are typified by low demand housing, very limited services like shops and banks and a negative perception that is very difficult to change. Our intention is to face up to the challenges and develop responses to these kinds of neighbourhoods that may include demolition of unwanted housing and other buildings and using the land to regenerate the town and our communities, including physical improvements like building new homes or developing employment sites.

West Middlesbrough

One of the town's priority neighbourhoods, covering Whinney Banks, Newport and West Lane, is managed through a community led partnership, West Middlesbrough Neighbourhood Trust. In recognition of the complexity of social, economic and environmental challenges in the area, Government awarded the neighbourhood £52 million from the New Deal for Communities programme over a ten year period from 1999. This will make a concerted effort to tackle problems of crime, health, education, environment, training, transport – in fact, all the key issues you will find in the Community

Strategy, but concentrated in this area of about 9,000 people. Many new ideas have been tested here and, where successful, they will be rolled out across the town.

Economic Centres

The town centre is a special case: it is the town's economic engine room. A vibrant, attractive, thriving town centre will bring prosperity to the whole town. It will ensure local people, as well as people from across the region, will want to visit to work, shop, set up businesses and spend leisure time. It is the shop window for the town, portrays the town's principal image, and is the focus for the town's economic, social and cultural life. The Community Strategy themes of environment, safety and transport are all essential to ensuring the town centre can be successful.

The town centre is not the only economic driver. Other key economic areas include Middlehaven, Stockton/Middlesbrough Initiative Urban Core, Riverside Park, Hemlington Grange, and the older housing area around the town centre. A major focus of the Economic Vitality theme of the Community Strategy is to develop these key economic locations.

Stable and Sustainable Suburbs

The long-term aim is to ensure that all of Middlesbrough's suburbs are stable and sustainable. In the meantime, as well as working with priority neighbourhoods which face the greatest challenges, the Partnership will work to preserve the town's stable and sustainable suburbs, with effective 'urban housekeeping' and the maintenance of good services which meet the needs and aspirations of local people. Partners will also respond in any areas that begin to show signs of decline. The Local Development Framework will reflect the need to protect the special characteristics of our suburbs to ensure these communities continue to thrive.

Green Spaces

The special role our green spaces have will be reflected in the Community Strategy. Embraced in the forthcoming Green Spaces Strategy and the Local Development Framework, these areas, whether parks, becklands or other green, open spaces, need to be preserved. This will help to enhance biodiversity (see Transforming our Local Environment) as well as preserve and develop safe, green spaces for the enjoyment of local communities.

Historic Environment

Middlesbrough's historic buildings and areas are important to conserve as they are witness to its past history and achievements and contribute to defining the town's present character. The most important aim, and at the same time a major challenge, is to protect the character of our surviving historic buildings and at the same time find them new and viable uses.

We need to have an understanding of the character of our historic buildings and areas, through a programme of conservation area appraisals, conservation plans and planning policies that can protect the historic environment and at the same time encourage good

design. There is also need to promote a wider understanding within communities of the value of these historic buildings and areas.

Local Development Framework (LDF)

The LDF is a major, crosscutting, statutory plan that will impact across all the Community Strategy themes, pulling it all together.

The LDF will be a key tool to deliver the Community Strategy and provide a long-term, spatial vision. It will express those parts of the Community Strategy that relate to the use and development of land. It will also provide the policy framework to support key priorities such as Housing Market Renewal, Stockton / Middlesbrough Initiative and Middlehaven, all of which are supported by the Middlesbrough Partnership.

The LDF will assist in achieving the vision of the Community Strategy in the following ways:

- by achieving a shared vision based on sustainable development principles
- by delivering the spatial aspects of the Community Strategy, for example housing and employment land
- by promoting the physical regeneration of a number of key sites in Middlesbrough, cutting across a number of Community Strategy themes
- by engaging local communities and stakeholders to ensure the LDF represents local needs and priorities
- by ensuring Community Strategy action plans and LDF policies and proposals are wholly supportive of one another including the adoption of shared indicators and targets

Middlesbrough Community Strategy Themes

Since the production of our first Community Strategy in 2002, we have reviewed the themes we adopted. Whilst some of the original themes are similar to those listed below, the Partnership felt that not enough focus was being given to job creation, transport and the environment. We have therefore created separate themes, based on shared national priorities agreed by central Government. We believe this will help us make better progress in the next few years. Listed below, is a brief description of each of the 'new' themes. For each of the themes, there is an Action Group, made up of people from across the sectors, including voluntary and community organisations, who have led the work on their part of the strategy and who will oversee its implementation.

These themes now form the top priorities for Middlesbrough.

SUPPORTING CHILDREN AND LEARNING

This theme will promote citizenship and raise the aspirations, hope and confidence of young people. There are two groups to promote this theme:

Middlesbrough Learning Partnership will raise standards in schools and develop lifelong learning. This will include support for the 14-19 strategy for learning and adult education including learning and skills for the resettlement of offenders. This group will be responsible for developing training programmes to meet adult skills needs identified in the economic vitality group below.

Children and Young People's Strategic Partnership will lead work tackling issues raised in 'Every Child Matters', child poverty, maximising life chances of children in care or in need and strengthening protection for children at risk of abuse. This will include the treatment, education and prevention of drug misuse for 0-19s.

PROMOTING HEALTHIER COMMUNITIES FOR ALL AND EFFECTIVE SOCIAL CARE FOR ADULTS

As it relates to health and social care, this theme will target key local services including health, housing, education, crime and accident prevention responding to local need and encouraging healthy lifestyles. This includes improving the quality of life of older people, supporting older people to live independently for longer, the health of all people and better adult social care. The treatment, education and prevention of drug misuse for adults are also included.

CREATING SAFER AND STRONGER COMMUNITIES

Working with the Police and other local agencies, this theme will reduce crime, anti-social behaviour and the harm caused by illegal drugs, increase safety, promote use of leisure services and facilities, strengthen community cohesion and promote drug enforcement.

TRANSFORMING OUR LOCAL ENVIRONMENT

This theme aims to promote the environmental sustainability of Middlesbrough. Its actions will improve the quality, cleanliness and safety of our public spaces, help to reduce carbon dioxide emissions and lead to the implementation of more sustainable environmental practices generally.

MEETING LOCAL TRANSPORT NEEDS MORE EFFICIENTLY

This theme will improve bus and train services and other forms of local transport to reduce congestion and pollution and increase safety. It will secure better access to jobs and services, particularly for those most in need.

PROMOTING THE ECONOMIC VITALITY OF MIDDLESBROUGH

This theme will help to create positive conditions for business growth and employment by supporting businesses, improving adult skills by identifying present and future skills, helping the hardest-to-reach into work, addressing housing market failure, extending the quality and choice in the housing market and promoting arts and cultural development. Skills needs identified in this group will be referred to the Learning Partnership who will develop programmes to meet those needs.

WHAT ARE WE PLANNING TO DO?

The next six sections set out what we are actually planning to do over the next few years.

Brief Description

This describes in a bit more detail what the theme covers and some context for what we are planning to do. It covers some of the progress made in recent years, as well as setting out the challenges we still face.

Profile of Middlesbrough in 2005

This sets out some of the main facts and figures relevant to this theme.

Strategic Priorities and Actions

The main challenges facing the town in this theme are set out here, together with the main strategic actions that are either underway or planned to meet the challenges set out above. Many other actions are planned and delivered, details of which can be found in sister plans and strategies indicated throughout this document.

Indicators and Targets

We need to be clear about what should be measured to tell us whether local people's quality of life is improving or not. This section includes those measures (or indicators) together with targets (or improvements) we have set. These indicators are drawn from many sources, locally and nationally, including the Mayor's reduction agenda (as set out in his covering letter at the front of the strategy) and the Government's 'quality of life' and 'Best Value' indicators. We have chosen those indicators that best reflect life in Middlesbrough from the 'menu' of all the indicators available to us. We will report progress against these targets to local people and to Government from time to time.

Outcome

Finally, the strategy sets out what should be achieved once all of this has happened.

Please note the community strategy is long term. Some improvements will happen quickly, others will take many years to happen.

Supporting Children and Learning

Brief Description

This theme focuses on raising the hope, aspirations and achievement of young people and adults and promoting pride through citizenship in Middlesbrough.

The Children and Learning Theme is supported by two partnerships:

- The Learning Partnership
- The Children and Young People's Strategic Partnership (focused on the Government's 'Every Child Matters' strategic priorities)

Profile of Middlesbrough in 2005

Approximately 35,500 (25%) of Middlesbrough's population are aged 19 or under. The total number of children and young people is declining significantly and is expected to mirror the national average more closely over the coming years.

Middlesbrough's children face significant challenges:

- 56.2% of children live in low-income households compared to a national figure of 34.6%.
- Lone parents occupy 9.9% of households within Middlesbrough, compared to a national figure of 6.4%.
- 50% of the town's five-year-olds live in priority wards and a high proportion show low levels of language, personal and emotional skills.

Middlesbrough's high levels of disadvantage impacts upon the health and well being of its children. There is also a culture of low self-esteem and low personal expectation. Education is undervalued in many households and a lack of parental encouragement and support has led to poor attendance and achievement at school. In some wards, particularly priority wards, many parents also have low levels of basic skills and unemployment has often blighted several generations.

- Middlesbrough Primary Care Trust area has the highest index for Decayed Missing & Filled Teeth for five-year-olds at 2.24; this far exceeds the national figure of 1.
- In Middlesbrough the under 18s' conception rate is 70 per 1,000 females aged 15 – 17 compared to a national figure of 46 per 1,000 females aged 15 – 17.
- Cleveland Health & Lifestyle Surveys 1995 and 2000 identified that approximately 18% of all people in Middlesbrough are classed as obese. Department of Health information confirms that obesity is greater in people from poorer socio-economic groups and that children are at greater risk of obesity if their parents are obese.
- In 2004, 40.8% of pupils in Middlesbrough achieved 5 or more A*-C GCSEs compared to a national average of 53%.
- School attendance in Middlesbrough is below national average and authorised absence levels are high. In 2004 the average rate of absence in Middlesbrough's secondary schools was 10.4% compared to a national average of 8.37% and the rate

of absence in Middlesbrough's primary schools was 6.7% compared to a national average of 5.9%.

- The number of young people not in education, employment or training (NEETs) aged 16 in Middlesbrough was 16.6%, significantly higher than national average of 9.6%.
- In 2003, the adult population had low levels of basic skills. Approximately 30% of Middlesbrough's adults have low levels of literacy and numeracy compared to national average of 24%.
- 14% of the local adult community have been defined as having learning difficulties or disabilities.

Whilst these circumstances present significant challenges, there are already strong signs of improvement. Twenty schools have reached level 3 of the Healthy School Standard. There have been improvements in both attendance and achievement, in particular GCSE attainment has shown consistent improvement over the last 6 years. Partnership and collaboration between providers is helping to maximise resources to improve overall prospects in relation to positive health, education and training outcomes.

Strategic Priorities and Actions

Improving outcomes in the five Every Child Matters areas for local children and young people is a key priority for both partnerships and they will work closely to ensure maximum impact. The period between now and 2008 is the key period for the implementation of Every Child Matters. Whilst Every Child Matters is specific to children its five outcome areas are applicable to the whole Children and Learning theme. Therefore, we have used these five areas as our strategic priorities.

The five strategic priorities, with their associated actions, are:

Priority 1

Being healthy - This priority aims to ensure the physical, mental, emotional and sexual health of children and young people by encouraging healthy lifestyles including encouraging children to take responsibility for their own health by making healthy decisions, for example choosing not to take illegal drugs.

Actions

- Implement the Healthy Schools Standard in all schools and in relevant outward bound centres. The Standard provides a framework for an integrated approach for all aspects of :
 - personal, Social and Health Education and citizenship,
 - social Inclusion,
 - reduction of teenage pregnancy,
 - specific curriculum areas i.e. drugs, exercise, healthy eating, safety, emotional health and sex & relationships education.
- Ensure greater access to the Child and Adolescent Mental Health Services by a year on year increase in staffing, patient contacts and/or investment.
- Implement the Teenage Pregnancy Strategy

Priority 2

Staying safe - This priority aims to ensure that children and young people are kept safe from deliberate, neglectful or accidental injury or harm, that they are not victims of bullying, discrimination, crime or anti-social behaviour and that they live in a safe, secure and stable environment.

Actions

- Implement the Youth Inclusion Support Project to reduce offending behaviour by March 2006
- Implement the Common Assessment Framework, where all agencies use a single framework, during 2005/06 with roll out from April 2006.
- Develop models of support that work across home and school settings and, where appropriate, offer support for the whole family
- Develop a common approach across services to deal with bullying by March 2006.

Priority 3

Enjoying and achieving - This priority aims to ensure that children are ready for school so they are confident to attend, enjoy and fully participate at school and achieve their full potential academically and in all other areas of their development throughout their educational career.

Actions

- Ready for School - Prepare and assist all children to acquire the necessary skills to be able to access formal education:
 - implement the Sure Start Delivery Plan
 - develop and implement a Speech and Language Assessment Strategy for four and two-year-olds, to identify and provide appropriate support for children and parents, by March 2006.
- Attend and enjoy school - Embed the agenda of inclusion to tackle absence and exclusion and through the use of new statutory powers:
 - impose fixed penalties for parents relating to unauthorised absence
 - build capacity for intervention programmes to support improved attendance and access to full time education.
 - increase the support mechanisms via Connexions and complementary education for those young people at risk of disengaging from mainstream education at key transition points and ensure that entitlement for all young people is met.
- Improve attainment of all pupils, and particularly those at Key Stage 3 and 4:
 - implement the Single Children's Service Plan
 - develop a Middlesbrough 'Compact' with 60 14-19 year olds. Target activities at identified cohorts e.g. gifted and talented, borderline C/D grade GCSEs and vulnerable young people.
 - implement the 14 – 19 Area Plan
 - implement the Connexions Delivery Plan
- Provide access to an appropriate curriculum, including vocational programmes, for all secondary pupils, matched to individual needs with clearly identified pathways for progression into further education, training or employment:

- undertake a review of curriculum provision (pre-16)
- support existing providers in improving access to information, advice and guidance and improving careers education
- draw up an action plan in response to the 14-19 area-wide inspection in collaboration with partners by October 2005

Priority 4

Making a positive contribution – This priority aims to enable children and young people to contribute positively to their local community by encouraging positive, law-abiding behaviour, developing their self-confidence so that they are equipped to successfully deal with significant life events and increase their willingness and ability to partake in community engagement activities and develop enterprising behaviour.

Actions

- Promote pride in Middlesbrough through citizenship, participation and raising self-esteem and aspirations:
 - develop curriculum resources via Middlesbrough Council Education Service's Citizenship / Personal, Social & Health Education Co-ordinator, to embed positive views of Middlesbrough.
 - introduce major innovative projects to support citizenship.
 - agree on-going arrangements by which children and young people have a strong and equal voice in the work of the Partnership and its partner agencies.

Priority 5

Achieving economic well being - This priority aims to ensure that the skills developed by children, young people and their families ensure they are equipped to continue into further education, employment or training, enabling a higher standard of living.

Actions

- Significantly reduce the number of 16–18 year-olds not in education, employment or training (NEETs) and continue to reduced the 'not known' cohort:
 - increase the support mechanisms via Connexions and complementary education for those young people at risk of disengaging from mainstream education at transition points and ensure that entitlement for all young people is met
 - undertake a radical review of curriculum across all providers (post 16) to ensure future provision matches learners' and employers' needs.
 - provide appropriate programmes for young people to enable them to access the world of work.
- Develop Middlesbrough as a lifelong learning community:
 - promote lifelong learning to facilitate access to education and training to improve the skill base.
 - support actions that meet the needs of employers and appropriate skill shortages within Middlesbrough and the wider Tees Valley.
 - support providers in improving access to information, advice and guidance to enable people to make informed choices and decisions.

Actions that Support all Priorities

The overall aim of the Children and Learning theme is raising the hopes, aspirations and achievements of young people and adults and promoting pride through citizenship in Middlesbrough. This overall aim is supported by a number of actions that underpin all the strategic priorities. These are:

- Develop a multi-agency Children and Young People's Plan that will identify (1) how the actions and priorities of key partners across Middlesbrough Partnership contribute to the implementation of Every Child Matters and (2) the on-going involvement of children and young people in the Partnership (by April 2006).
- Agree with partners the key areas and mechanisms for jointly commissioning and providing services to better support the Every Child Matters outcomes (Agreement by 2006 with implementation by 2008).
- Develop well co-ordinated, targeted local services, working with individuals, homes and schools, based around early intervention and supporting mainstream services. (Models to be developed as part of locality implementation work during 2005/6 with ongoing rollout to 2008).
- Ensure support for children and young people who may not satisfy eligibility criteria for present services, but who are at significant risk of not achieving the Every Child Matters outcomes if no action is taken.
- Develop a multi-agency model for workforce development and service delivery and develop key core skills across professional groups and organisational boundaries.
- Implement the Common Assessment Framework and the Children's Index and use this as the basis for planning and delivering services and sharing information, focussed around supporting individual children, young people and families by 2006.

Indicators and Targets

- All schools to meet the Healthy Schools Standard
- All schools where over 20% of pupils qualify for free school meals to have reached level 3 of the Healthy Schools Standard by March 2006
- reduce the under 18s' conception rate to 55% by 2010
- 10% increase in Child and Mental Health Services
- Reduce the percentage of children looked after with three or more placements during the year by 8% by 2008.
- Increase the proportion of children not looked after who receive Children, Families and Learning Service support by March 2007
- Ascertain the number of children in the criminal justice system and then reduce this number.
- Reduce the percentage of 11 – 15 year olds who state that they have been bullied in the last 12 months. Establish baseline in 2005 and reduce this figure.

- Increase the percentage of 16 year-old pupils achieving 5 or more GCSEs at grades A*-C or equivalent from 40.8% in 2004/05 to 49% by 2007/08
- Reduce the percentage of pupils aged 16 leaving school without a recognised qualification
- Increase the percentage of 14 year old pupils achieving Level 5 or above in Key Stage 3 by 2007/08 to:
 - a) English 73%
 - b) Mathematics 72%
 - c) Science 72%
 - d) ICT 78%
- Reduce the percentage of half days missed due to total absence by 2007/08 to:
 - a) Secondary schools 9.8%
 - b) Primary schools 6.2%
- Reduce the number of pupils permanently excluded during the year to 0.42 per 1,000 pupils by 2006.
- Reduce numbers of NEETs to Tees Valley average by 2006.
- Increase the numbers of apprenticeships from 13% in 2004 to 15% in 2006
- Increase the percentage of 16-year-olds in education or training from 77.7% in 2004 to 83% in 2006.

Outcomes

Once the above actions have been implemented, Middlesbrough can expect to see its young people fully prepared to make the most of pre-school, school and post-16 education. They will be confident, active citizens, securing a range of skills, recognised by good GCSE and vocational qualifications.

Education will be firmly embedded in the homes of all our families where children enjoy learning. People from all walks of life will be taking up opportunities to develop their skills for educational, leisure and employment purposes. The skills that our young people and adults have gained will equip them for rewarding lives, especially in the field of work. Future demands for labour, at all levels, can be met from within the resident population.

The risks leading to children becoming vulnerable will have been minimised by more effective working between agencies. Where children do become vulnerable, support will be provided with families to ensure all children are able to take full advantage of all life opportunities ahead.

The preparation of this section of the Community Strategy was led jointly by the Middlesbrough Learning Partnership and the Children and Young People's Strategic Partnership. These groups have been chaired by Terry Redmayne, Executive Director, Children, Families and Learning, Middlesbrough Council and Jenni Cooke, Deputy Director, Children, Families and Learning, Middlesbrough Council respectively.

Promoting Healthier Communities for all and Effective Social Care for adults

This theme, led by Middlesbrough Health & Social Care Partnership, targets key local services including health, housing, education, crime and accident prevention (as far as they relate to health and social care) responding to local need and encouraging healthy lifestyles. This includes improving the quality of life of older people, supporting older people to live independently for longer, the health of all people and better adult social care. The treatment, education and prevention of drug misuse for adults are also included.

Profile of Middlesbrough in 2004

In recent years, Middlesbrough has made some excellent progress in health and social care. Access to health and social care services have improved with quicker assessments and shorter waiting times to see a GP. Waiting times for receiving treatment have been cut significantly, allowing people to get better more quickly. Middlesbrough residents have ready access to NHS dental care. Local service providers are much better at co-ordinating services to help maintain people in their own homes. Finally, James Cook University Hospital is a new facility offering excellent services which, in some cases like cancer treatments, rates as amongst the best in Europe.

However, the following information reflects the major challenges still ahead of us.

- In Middlesbrough men can expect to live to age 73 and women to age 79 years. Life expectancy for both men and women is lower than the average for England and Wales.
- The proportions of people dying each year from lung cancer, circulatory disease and heart attacks is much higher than the national average, with particularly high levels of lung cancer and heart attacks. (The death rate for women from lung cancer is 62% higher than if Middlesbrough was an average town; the death rate for men from stomach cancer is 64% higher than if Middlesbrough was an average town; and the death rate for all people from circulatory diseases is 15% higher than if Middlesbrough was an average town.)
- Latest national figures indicate that the proportion of people who smoke in Middlesbrough is 34%, which is above the national average of 26%. Our 2003 town-wide survey indicated that 27% of people smoke. Whichever measure is used, smoking rates are too high.
- Over 15% of Middlesbrough's population is aged 65 years or above. This figure continues to rise.
- An official measure of mental health needs shows that mental health need in a third of Middlesbrough wards is more than 50% above the national average.
- More people commit suicide than the national average (SMR 113).
- One in twenty five adults have a serious alcohol problem.
- Infant mortality is higher in Middlesbrough (8.4 per 1000 live births) than the National average (5.4)
- The percentage of people reporting limiting long-term illness in Middlesbrough is higher (22.3%) than the national average (18.2%).
- According to the Health Authority Lifestyle Survey of 2000, in Middlesbrough 1 in 4 adults are overweight and 1 in 6 are obese.

Strategic Priorities and Actions

Priority 1

Help promote health, wellbeing, independence, inclusion and choice

Priority 2

Ensure that when people fall ill, they get good quality care and are made better faster

Priority 3

Ensure that we close the gap between levels of health of Middlesbrough residents and the national average, as well as the gap between priority neighbourhoods and the Middlesbrough average.

Priority 4

Jointly commission health and social care services with voluntary and independent sector providers.

Priority 1

Help promote health, wellbeing, independence, inclusion and choice

Actions

- Develop a range of preventative services for older people to prevent or delay the need for higher intensity care, e.g. screening, befriending and low level domestic tasks
- Ensure 'Supporting People' grant is used to provide extra care housing for older people
- Increase the number of people receiving intensive home care support and direct payments to maintain their independence. By 2008 34% of people needing support will receive that support in their own homes
- Improve the level of carer support by establishing an independent resource for carers, a Carers Support Centre by June 2005
- Improve the access to social care services via timely assessments and implementation of the single assessment programme across all service providers
- Promote the social inclusion of people with mental health needs through the implementation of the social exclusion report for mental health

Priority 2

Ensure that, when people fall ill, they get good quality care and are made better faster

Actions

- Implement measures to reduce the time anyone has to wait from a GP referral to hospital treatment to a maximum of 18 weeks by 2008
- Introduce a right to choose from any provider that meets agreed standards within the price range the NHS will pay, by 2008
- Provide information about waiting times and quality of care by different providers to aid patient choice, by 2008
- Continue to demonstrate progress with implementation of national standards and programmes in circulation disease, cancer, diabetes, mental health, child health, the health of older people, long-term conditions and 'valuing people'

- Build on current initiatives to reduce risks of infection from MRSA with significant reductions by 2010
- Roll out the Expert Patient Programme throughout the NHS in Middlesbrough by 2008 to enable many more people with long-term conditions to take control of their health
- Introduce rewards, through the new contract for GPs, for family doctors who deliver higher standards of care to patients
- Introduce community matrons to support patients with complex, long-term conditions by 2008
- Implement guidance, as it is issued, on cost-effective drugs issued by the Institute of Clinical Excellence

Priority 3

Ensure that we close the gap between levels of health of Middlesbrough residents and the national average, as well as the gap between priority neighbourhoods and the Middlesbrough average.

Actions

- Continue to implement measures from the “Choosing Health” white paper to reduce smoking, alcohol abuse, obesity and specifically sexually transmitted diseases by ensuring access to services for Genito-urinary Medicine (GUM) within 48 hours, by 2008.
- Develop and extend initiatives and treatments from preventing young people starting to smoke and to increase the numbers of quitters -ongoing
- Work with partner agencies to increase the amount of smoke-free public space in Middlesbrough - ongoing
- Establish a mainstreamed neighbourhood-based Health Response Team in East Middlesbrough, providing a range of health and social care services following the end of the NRF project in March 2006
- Mainstream and secure resources to support the ‘Healthy Living Centre’ programme, that promotes healthier lifestyles throughout Middlesbrough, through activities like Good Grub Clubs, physical activity, leisure and recreation and promoting community involvement and voluntary activity, by December 2005
- Reduce the impact and harm to the individual, families and communities by addictive behaviours including the use of illegal drugs and alcohol misuse by further enhancing current and new services through the development of a Alcohol Strategy, by December 2005
- Develop a reliable, robust and integrated information system to measure progress on a range of health and social care indicators for Middlesbrough at a ward level - ongoing

Priority 4

Jointly commission health and social care services with voluntary and independent sector providers.

Actions

- Ensure the voluntary sector are involved in the planning and commissioning of services by developing and implementing a Compact that provides a framework for engagement between the Council, PCT and voluntary sector, by December 2005

- Establish a collaborative consortia for the delivery of independent services for older people, by October 2006
- Ensure the sustainability of voluntary organisations in delivering health and social care services by simplifying and standardising contract documentation by March 2005
- Further develop communication flow and networks with the voluntary sector, by January 2006.

Indicators and targets

The NHS Improvement Plan specifies three key mortality indicators to be reduced by 2010

- Reduce mortality due to circulation disease in the under 75s from 163 per 100,000 to 120 per 100,000
- Reduce mortality due to cancer from 163 per 100,000 to 142 per 100,000
- Reduce suicide rate from 14 per 100,000 to 8.7 per 100,000

The overall strategy of reducing smoking prevalence, obesity and reducing harm through alcohol abuse is an essential part of reaching these targets.

- Reduce the percentage of people who smoke regularly from 27% in 2003 to 23% in 2007 (neighbourhood survey)
- Reduce the percentage of people who consume more than 20 units of alcohol per week from 13.6% in 2003 to 12% in 2007 (neighbourhood survey)
- Develop an effective, on-going measure for reducing the proportion of adults who are obese
- Increase life expectancy (particularly male life expectancy) from 73.4 to 73.9 by 2010
- All patients will receive their hospital treatment within 18 weeks of referral by a GP by 2008.
- Reduce the number of admissions of supported residents aged 65 or over to residential or nursing care to 85 by 2007/08
- Increase the number of households receiving intensive home care (per 1000 population aged 65 or over) to 22 by 2008
- Increase the number of adults and older people receiving direct payments (per 100,000 population to 144 by 2008
- Increase the proportion of items of equipment and adaptations delivered within 7 working days to 90% by 2008
- Increase the percentage of new older clients where the time from first contact to beginning of assessment is less than 2 calendar days to 70% by 2008
- Increase the percentage of new older clients who, for the time of completion of assessment to provision of all services in their care package, is less than 28 calendar days to 92% in 2008

Outcomes

The people of Middlesbrough will live longer, with life expectancy closer to the national average. That increase in life expectancy will be greater in the more disadvantaged areas of the town.

People will have healthier lifestyles that will not only reduce their risk of getting life-threatening diseases like cancers and coronary heart disease, they will help them get more out of everyday life and its opportunities, through work and leisure.

People will lead more independent lives, living at home longer, with more control over the health and care services they receive. They will have improved access to more services delivered as a single package, planned around their needs. The service user will have all the information they need to make informed decisions.

The preparation of this section of the Community Strategy was led by the Middlesbrough Health and Social Care Partnership. This group has been chaired by Peter Kelly, Director of Public Health and Health Improvement, Middlesbrough Primary Care Trust.

Creating Safer and Stronger Communities

Brief Description of Theme

This theme will harness the energies and expertise of public, private, voluntary, community and social enterprise sectors to reduce crime, anti-social behaviour and the harm caused by illegal drugs and alcohol. This will result in Middlesbrough becoming a safer and stronger community in which residents, families and businesses can thrive.

The focus of the theme will be on offenders, communities, vulnerable people and victims, as well as locations where repeat crime, anti-social behaviour, drug and alcohol misuse occurs.

Profile of Middlesbrough

Crime

During the year, April 2003 to March 2004 overall crime in Middlesbrough fell by 14% when compared with April 2001 to March 2002. This represents a total of 4000 fewer victims of crime across the town.

Following the launch of the Crime & Disorder Strategy 2002, a strong emphasis was placed on reducing house burglaries and auto-crime. As a result Middlesbrough has experienced some significant crime reductions:

Burglary dwelling	- reduced by 39% from 3421 offences to 2080
Theft from motor vehicles	- reduced by 43% from 4705 offences to 2673
Theft of vehicles	- reduced by 23% from 2184 offences to 1661
Vehicle interference	- reduced by 31% from 1061 offences to 731

Some crime categories however saw an increase, which were: -

Criminal damage	- increased by 6% from 4997 offences to 5339
Robbery (personal & commercial)	- increased by 12% from 695 offences to 779
Assault (common assault & wounding)	- increased by 113% from 1107 offences to 2358

Assaults

The number of assaults being recorded by the police in Middlesbrough, as in other towns and cities across the country, has increased over recent years. The real change in the number of assaults is difficult to assess from Police data as the police only record crimes that are reported to them and many go unreported. A change in the national recording standards has led to a large number of assaults being recorded which previously were not.

Violent offences in the town centre area, where the majority of licensed premises are located, continue to peak over the weekend and during the pub/club opening hours of 8pm – 3am. Approximately half of all assault crimes recorded are committed by a stranger, with alcohol making a significant contribution.

Domestic Violence

The number of domestic violence incidents being reported to the police in 2003/04 as compared to 2001/02 showed an increase of 47% from 1783 incidents to 2,635. Of the

incidents reported in 2003/04 just over half were repeat victims. Of the domestic violence incidents reported to the police 333 related to specific crimes with 171 offences of wounding and 79 offences of common assault.

Prostitution

Since the publication of local research ('Naming the Game - Children abused through prostitution': Shepherd, Scott & Warwick 1999) there has been a major reduction of the number of young people becoming involved in prostitution. It is now extremely rare to see a young person involved in prostitution on the streets. The number of adult women involved in prostitution on the streets of Middlesbrough has reduced from 250 in 1998 to 109 in 2004. Whilst this reduction is significant the issue remains of sufficient concern to continue with the current approach.

Drugs

It is estimated that there are approximately 1600-1800 problematic drug users in the Middlesbrough area. Of these roughly 75% come into contact with structured treatment services. About 600 problematic drug users, some of whom receive the structured treatment services, are in contact with the Advice and Information services. It is estimated that 85% of the problematic drug misusers are in contact with at least one service.

In 2003/04 100 young people under the age of 19 came into contact with drug treatment services in Middlesbrough. The main referral routes were the Youth Offending Service, Social Services, parents and arrest referral. The main substances used were Cannabis (48%) and alcohol (31%). Class 'A' drugs accounted for 13% of referrals (heroin 9%, crack 2%, ecstasy 2%).

In 2003/04, as a result of 'Dealer a Day', a targeted police led operation aimed at disrupting the activity of drug dealers, there was a total of 993 drug seizures (169 for heroin, 204 for cocaine, 68 for crack, 28 for ecstasy and 524 other types of drug). In total, over £800,000 worth of cash and assets was seized.

Alcohol

Abuse of alcohol is a contributing factor in many incidents of crime and anti-social behaviour and often contributes to an increase in the fear of crime. It particularly impacts on town centre assaults and domestic violence.

It is stated in the National Alcohol Harm Reduction Strategy that Young people under the age of 16 are drinking twice as much today as they did 10 years ago, and report first getting drunk younger than their European peers. A number of issues surround alcohol misuse by young people, from specific health effects to alcohol related crime and anti-social behaviour, school exclusion and unsafe sex.

Anti-Social Behaviour

Anti-social behaviour affects the lives of many people across Middlesbrough and incidents are regularly reported to the Police and Street Wardens. Such behaviour often leads to an increase in the fear of crime. Incidents include problems with youths congregating, throwing missiles, and causing a nuisance. Others relate to problems with people drinking alcohol in public places and offences of criminal damage. Deliberate fires are one of the most serious forms of anti-social behaviour and in 2004 the Fire Brigade in Middlesbrough attended 2,639 deliberate property fires and 469 vehicle fires.

Hate Crime

This includes incidents where a person or a group of people have been victimised because of their religion, sex, sexuality or race. The experience of hate crime can have an intense emotional and social impact on victims. Anger, insecurity, stress and depression are common, especially for those who experience persistent harassment.

Over recent years there has been a steady increase in the number of racist incidents reported to the police. In 2003/04 there were 155 racist incidents reported to the police and a further 20 reported to other agencies. This shows an increase compared to 2001/02 when there were 99 incidents reported to the police and 43 reported to other agencies.

Homophobic incidents are less common with only 14 incidents being reported to Middlesbrough police over the past two years.

Strategic Priorities and Actions

Listed below are the strategic priorities and examples of key actions undertaken to address each.

Priority 1

To reduce crime and anti-social behaviour, including domestic burglary, vehicle crime, robbery, assault, domestic violence and hate crime

Actions

- By July 2005 strategic theme groups will be developed which will work to reduce crime, anti-social behaviour, domestic violence, prostitution and racist crime and harassment. A further theme group will deliver a town wide alcohol strategy, which will focus on delivering education, treatment, enforcement and working with the drinks industry to promote sensible drinking.
- Four geographically based multi-agency Problem Solving Teams will be established. They will identify crime and anti-social behaviour priorities and work together to reduce community problems.

Plans will be prepared by the groups to deliver actions such as: -

- The delivery of the Prolific and other Priority Offender Programme and extension of the number of offenders involved from 20 to 40 by August 2005.
- Working with the community and voluntary sector to provide 400 monitored burglar alarms to repeat victims and those at risk of crime from April 2005 onwards.
- Continuing to erect CCTV and alleygates in areas of greatest need which are vulnerable to crime. This action is on going.
- Introduce a domestic violence perpetrator programme to enable 70 men per year to address their behaviour by the end of March 2008.
- Developing high profile crime reduction programmes, e.g. Operation Hatch, an auto crime reduction initiative, from April 2005 onwards.
- Piloting a Youth Inclusion Support Project to divert 200 young people away from anti-social behaviour from April 2005.

Priority 2

To reassure the public by reducing the fear of crime and anti-social behaviour.

Actions

- The geographically based Problem Solving Groups will engage with communities with the intention of improving community empowerment and subsequently reducing the fear of crime.
- The Domestic Violence as well as the Racist crime and harassment theme groups will particularly focus on creating action plans to reduce the fear of crime.
- The Middlesbrough Families project will provide outreach support to 20 families to prevent exclusion, offending and anti-social behaviour from May 2005 and supported accommodation units from December 2005.
- Visible community safety patrols – involving Police Officers, Police Community Support Officers, Street Wardens and key partners will be co-ordinated on a weekly basis via AIM (Active Intelligence Mapping) meeting. This action is on going.

Priority 3

To reduce the harm caused by illegal drugs and alcohol, including substantially increasing the number of drug misusing offenders entering treatment through the Criminal Justice System.

Actions

- Reduce the supply of illegal drugs through the continuation of the Dealer a Day Initiative. This action is on going.
- Deliver the Drug Intervention Programme. This action is on going.
- Deliver the National Treatment Agency action plan. This action is ongoing.
- Develop needle exchange facilities. This action is on going.
- Develop and deliver an alcohol strategy, which will improve education, treatment, enforcement and work with the drinks industry by September 2005.

Priority 4

To promote community cohesion and increase voluntary and community engagement, especially amongst those at risk of social exclusion as a means of promoting community safety.

Actions

- Establish four Community Safety Action Zones by the end of July 2005. This will involve working with residents and key stakeholders to develop local crime reduction programmes based on local needs.
- Support the development and implementation of the Community Cohesion Advisory Group's action plan.
- Working through the community council cluster mechanism, develop service improvements that seek to give local people a greater say in services. A programme of consultations aimed at service improvements will be identified by October 2005.

Performance Indicators and Targets

The Home Office has set the Safer Middlesbrough Partnership a challenging target of reducing all crime by 20%. To achieve this by 31st March 2008 we will need to:

- Reduce theft of motor vehicles by 10% (from 1661 – 1495)
- Reduce theft from motor vehicles by 10% (from 2673 – 2406)
- Reduce vehicle interference by 10% (from 731 – 658)
- Reduce domestic burglary by 10% (from 2080 – 1853)
- Reduce theft or unauthorised taking of a pedal cycle by 20% (from 398 – 317)
- Reduce theft from a person by 15% (from 581 – 494)
- Reduce criminal damage by 30% (from 5322 – 3726)
- Reduce common assault by 30% (from 846 – 591)
- Reduce wounding by 30% (from 1512 – 1059)
- Reduce personal robberies by 20% (from 758 – 605)
- Reduce deliberate property fires by 20% (from 2639 – 2111)
- Reduce vehicle fires by 20% (from 492 – 442)

Furthermore, the Creating Safer and Stronger Communities Action Group aim to: -

- Reduce levels of fear of crime and anti-social behaviour by 4% by 2007, as measured by the biennial town wide survey, against the baseline established in 2003. The aims are to: -
 - Reduce the number of people who are fairly or very worried of having their home broken into from 56% to 52%
 - Reduce the number of people who are fairly or very worried of having their car stolen from 43% to 39%
 - Reduce the number of people who are fairly or very worried of having things stolen from their car from 42% to 38%
 - Reduce the number of people who are fairly or very worried of being mugged or robbed from 41% to 37%
 - Reduce the fear of females walking alone at night 36% to 32%
 - Reduce the fear of males walking alone at night 22% to 18%
 - Reduce the fear of non black and ethnic minority respondents who feel that their neighbourhood is unsafe from 29% to 25%
 - Reduce the fear of ethnic minority respondents who feel that their neighbourhood is unsafe 39% to 31% (The target in this category is increased with a view to closing the gap between the levels of fear between the BME Community and the non BME community)
 - Reduce the public's perception that anti-social behaviour is a fairly big or very big problem from 27% to 23%
 - Increase the percentage of residents who feel involved in community life from 40% in 2003 to 43% in 2007.
 - Achieve the ten community cohesion indicators that are set out towards the end of this strategy.
- Reduce the harm caused by the misuse of illegal drugs by: -
 - Increasing the number of problem drug users in treatment from 1109 in 2005 to 1248 in 2008.
 - Ensuring that 95% of people charged with an offence, which is believed to be drug related, will be drug tested.
 - Ensuring that 55% of individuals remain in treatment for 12 weeks or more.

Outcomes

Once these actions are implemented and the effects are being felt, Middlesbrough can expect to see significant reductions in key crime categories, along with a reduction in anti-social behaviour and criminal damage, with the most significant improvements being felt in our most disadvantaged neighbourhoods. This will have a major positive impact on people's quality of life as the harm caused by crime and drugs on communities will be significantly reduced.

Early intervention schemes will have reduced the numbers of people becoming involved in crime and the misuse and supply of drugs. Offenders will be rehabilitated and resettled back into local communities playing their role as citizens and making a positive contribution to their communities.

Local people will be more actively involved in problem solving, helping to find ways to further improve services, thus making our services more responsive to local need.

These actions are just a selection of the full range of actions being undertaken to tackle crime in Middlesbrough. Further details of actions in this area are available in Safer Middlesbrough Partnership's Crime, Disorder, Drugs and Alcohol Strategy 2005 - 2008.

The preparation of this section of the Community Strategy was led by the Creating Safer and Stronger Communities Action Group. This group has been chaired by Cllr Barry Coppinger, Executive Member for Community Safety and Leisure, Middlesbrough Council.

Transforming our Local Environment

Brief Description of Theme

This theme aims to promote the environmental sustainability of Middlesbrough. Its actions will improve the quality, cleanliness and safety of our public spaces, help to reduce carbon dioxide emissions and lead to the implementation of more sustainable environmental practices generally.

Profile of Middlesbrough 2005

Middlesbrough's elected Mayor has highlighted, through his 'Raising Hope' agenda, the need to improve the environment and reduce environmental impacts as key to making the town a more attractive place to live and invest. This desire has seen a significant increase in resources to improve the quality of the environment. Through this investment the town is already benefiting from a much cleaner, greener and safer environment. This kind of environment provides direct benefits across the other themes in this Community Strategy through improved public health, reduced crime and increased economic vitality. Middlesbrough is also fortunate to benefit from a strong voluntary sector, which adds value and complements the work of the local authority and other public agencies. The key challenge, however, is to improve delivery in line with the increasing aspirations of residents who wish to live in a higher quality environment.

The following provides a snapshot of Middlesbrough in 2005:

- Street cleanliness is just above the Government's target but substantial discrepancies exist between individual neighbourhoods.
- Residents express a relatively high level (82%) of satisfaction with parks and open space in the town; three Green Flags have been awarded.
- Although overall crime is reducing, a fifth of residents still feel unsafe in their neighbourhood - still too high a figure.
- Middlesbrough currently recycles 10% of domestic waste against a Government target of 18% for 2005/06.
- Air Quality targets were breached on only 12 occasions in 2002, very low for England and Wales.
- 89% of residents are concerned about the adverse effects of climate change.

Strategic Priorities and Actions

Priority 1

Improve the standard of cleanliness throughout the town, with a focus on key areas of the town.

Action

Continue the improvements already being made to street cleanliness in order to reduce the proportion of land classified as unclean (through litter, graffiti and fly tipping) by the

amounts identified in Middlesbrough Council's Best Value targets over the next three financial years.

Priority 2

Develop a high quality network of public realm, open space and parks to serve the needs of the community.

Action

- Develop a Green Spaces Strategy for the town and based on this, implement a programme of appropriate environmental improvements, over the next three financial years, to the neighbourhoods where the quality of the physical environment is poorest.

Priority 3

Contribute to reducing the fear of crime in public places.*

Action

- Implement a programme of lighting improvements and CCTV installation in 2005/06, in order to increase the safety of residents within the neighbourhoods where the environment is most threatening.

Priority 4

Increase the amount of household waste, which is recycled.

Action

- Extend kerbside recycling and waste minimisation education in order to deliver the proportion of household waste recycled by the amounts identified in Middlesbrough Council's Best Value targets, over the next three financial years, whilst minimising the amount of waste produced.

Priority 5

Improve air quality.

Action

- Support the actions identified in Middlesbrough's Air Quality Strategy, for example increasing the numbers of vehicles using 'green' fuels.

Priority 6

Increase species and habitat biodiversity.

Action

- Support the actions identified in the Tees Valley Biodiversity Action Plan, for example actions that maintain the population of water voles in our becks.

Priority 7

Reduce the causes and the adverse effects of climate change.

Action

- Support the actions identified in Middlesbrough's Climate Change Community Action Plan, in order to deal with the consequences and adverse effects of climate change, for example promoting the use of loft insulation and providing free low energy light bulbs to low income homes.

Priority 8

Involve all sections of the community in transforming the local environment.

Action

- Establish an effective Community Environment Conference, in 2006, in order to provide a mechanism to exchange best practice within the sector.

* The overall responsibility for reducing the fear of crime lies within the Creating Safer and Stronger Communities Group, but the Environment Group sees it as a high priority and will also monitor progress.

Indicators and Targets

- Reduce the proportion of land classified as unclean from 28.0% (2003/04) to 26.6% in 2005/06 and 24.0% in 2006/07.
- Maintain the high level of residents satisfied with parks and open space at 82%.
- Reduce the percentage of residents who feel that their neighbourhood is unsafe from 21% in 2003 to 16% in 2006/07.*
- Increase the percentage of the total tonnage of household waste that has been recycled from 10.3% in 2003/04 18% in both 2006/07 and 2007/08
- Maintain the numbers of days a year when air quality standards have been breached at 15.
- Increase year on year the percentage of sites of Nature Conservation Importance in a favourable condition.
- Reduce carbon dioxide emissions, from the baseline figure of 815,000 tonnes in 2000, by 5% in 2004/05, 6.25% in 2005/06 and 7.5% in 2006/07.

Outcomes

Middlesbrough will be a cleaner town with ever reducing amounts of litter, graffiti and fly tipping. High quality public spaces will be safe, well used and valued by residents. There will be an increase in kerbside waste recycling by residents, supported by waste minimisation initiatives. Good air quality will contribute towards a cleaner town. Our environment will support species and habitat biodiversity. We will have a reduction in carbon dioxide emissions, with associated benefits to residents locally and people globally. All sections of the community will be actively engaged in environmental enhancement.

Further detail of actions in this area is available in the Air Quality Strategy, Tees Valley Biodiversity Action Plan, Climate Change Community Action Plan and the forthcoming Green Spaces Strategy.

The preparation of this section of the Community Strategy was led by the Transforming our Local Environment Action Group. This group has been chaired by Chris Watson, Executive Director, Groundwork South Tees.

Meeting Local Transport Needs more Efficiently

Brief Description of the Theme

This theme aims to ensure that we meet Middlesbrough's transport needs more effectively, by improving access to jobs and services, particularly for those most in need, by improving public transport and road safety and reducing congestion and pollution.

Profile of Middlesbrough in 2005

In Middlesbrough we believe that everybody wants transport which is safe, clean, efficient and accessible. Good transport and infrastructure is essential for a vibrant economy and an inclusive society. It provides access to jobs, services and schools, gets goods to the shops and allows us to make the most of our free time. Yet traffic growth, and in particular car use, has escalated in recent years bringing with it public concerns for safety, congestion and pollution. This is a problem for everyone but especially for people who are vulnerable because of age, disability or disadvantage. It can also threaten our economic vitality and the way people perceive our town.

However, despite these concerns Middlesbrough's record to date of tackling these problems is good. We have a high quality highway infrastructure with little congestion relative to other towns and cities. There is easy access to the trunk road network and the East Coast Main Line. We have lower than average levels of car ownership and generally good levels of accessibility, with the town centre acting as the public transport hub for the Tees Valley.

Over the next 15 years, the demand for travel will continue to grow and it is essential that we develop packages of transport policies that support economic growth and enable the existing transport networks to work more efficiently and in a more environmentally friendly way.

If we do nothing, traffic and congestion will continue to grow uncontrolled, with more delays, higher costs and greater damage to our health, environment and economy.

The following statistics, based on the latest available figures, show

- 1,042,710 passenger footfalls per year at Middlesbrough rail station and increasing.
- Bus patronage is 10,819,298 journeys per year, but reducing.
- 41% of households are without a car (the highest in the Tees Valley)
- Middlesbrough town centre has 5300 parking spaces, 61% of which are in Secured Car Parks. Car crime in car parks has reduced by 76% since 2000.
- There are 48.4 kms of cycle routes and the network is growing every year.
- 245 children are given formal cycling training every year.
- Six 20mph zones are operating in the town
- 470 road traffic accidents occurred during 2003 (reduced by 25% from 621 in 1994)
- 614 road casualties occurred during 2003 (reduced by 22% from 784 in 1994)

Strategic Priorities and Actions

We will aim to create a transport network that supports the economic, social and cultural objectives of the town by developing strategies, which will enable people within our economic catchment area to access facilities within Middlesbrough. We must also encourage a progressive movement towards sustainable travel patterns and in particular ensuring that:

Priority 1

The whole transport network will facilitate the local community, including disadvantaged or vulnerable groups to have access to work and important services including education, healthcare, leisure and shopping.

Priority 2

Congestion will not hinder economic development, impair the quality of the local environment or cause severance in our communities.

Priority 3

There are reductions in the numbers of people killed and seriously injured in road traffic accidents and reductions in accidents and casualties overall, especially in disadvantaged communities where casualties are higher.

Priority 4

The environmental impact of transport on air quality, noise and climate change is reduced as far as possible when balanced against our economic and social objectives.

Priority 5

Highways maintenance is undertaken in a sustainable manner and prioritised to assist with our other objectives. We will encourage, as a priority, the increased use of cycling and walking through appropriate maintenance and access improvements.

Actions

Work will commence on all of the following actions during 2005/06. The actions support priorities as shown.

- Use 'Urban Bus Challenge' funding to improve public transport to The James Cook University Hospital and to employment sites in Riverside Park. Consider if the buses used should be upgraded to electric or alternative fuels and how this can be funded. Actions will be on-going [Priority 1 & 4]
- Undertake a programme of road safety initiatives by March 2006 to reduce accidents and casualties, as identified in the Local Transport Plan. [Priority 3]
- Deliver a personalised travel planning advice service, available to individuals and organisations alike, from April 2005 onwards. [Priority 1]
- Increase the number of buses with CCTV cameras to improve safety and security for passengers. Implement with 30 cameras by March 2006. [Priority 1]

- Promote public transport travel & information services amongst local employers and community groups from April 2005 onwards. This will include the co-ordination of information and maintenance at bus shelters. [Priority 1, 2 & 5]
- Encourage children and their parents to travel to school in more sustainable ways, for example by extending walking bus schemes, from April 2005 onwards. [Priority 1 & 2]
- Undertake a travel awareness campaign on TV, radio and in the local press to help our citizens make more informed travel choices and promote non -car modes, by March 2006. [Priority 2 & 4]
- Develop road safety education schemes for black and minority ethnic groups and vulnerable people from April 2005 onwards. [Priority 1, 3 & 4]
- Increase cycle and pedestrian training for school children. From April 2005 onwards. [Priority 3]
- Undertake a cycle/walking audit by March 2006 to enable the development of safe cycling and walking routes and seek funding to implement the audit recommendations. [Priority 5]
- Undertake a review of traffic direction signing across the whole town by March 2006, including the use of variable message signs to better manage congestion. Seek funding to implement the review recommendations. [Priority 5]
- Develop clear and consistent car parking policies that assist businesses and promote economic growth. Ensure these policies balance the competing pressures of improved access to services and inappropriate congestion. Strategy to be agreed by March 2006 [Priority 1, 2 & 4]
- Encourage the Trans-Pennine franchise holder, with responsibility for Middlesbrough Rail Station, to improve the overall passenger environment and experience at this key transport gateway. To commence 2005. [Priority 1 & 2]
- Work closely with the Northern Rail franchise holder and the Esk Valley Rail Development Company on the Community Rail Development pilot project to improve services on the Middlesbrough to Whitby line, for example by aiming to reintroduce a commuter service into Middlesbrough and create a new station at James Cook University Hospital, by 2011. [Priority 1 & 2]
- Identify ways in which the partnership can work with Durham Tees Valley Airport to improve accessibility and connectivity with other forms of transport. This action is on going. [Priority 1 & 2]

Indicators and Targets

- Reduce the percentage of journeys to school made by car (measured by the mode share of journeys to school) *

- Reduce the numbers of people killed or seriously injured, including children, and slight casualties by 40% from 65 (average annual figure 1994-98) to 39 by 2010
- Limit the decline in bus use from 11.1m journeys in 2002/03 by 6% by 2006
- Increase rail patronage from 1.121 million journeys in 2004/05 by 15% by 2010/11
- Increase the percentage of employees working for major employers who are covered by transport plans by the end of 2005
- Manage the levels of area wide road traffic mileage *

For the indicators marked *, targets are being set jointly with the other Tees Valley partners and in consultation with Government Office North East. Once smart targets are set for Middlesbrough, these will be incorporated into the Middlesbrough Partnership's performance management framework.

Outcomes

Residents and visitors to Middlesbrough will have better travel information and access to employment, leisure, retail and educational opportunities. This will be achieved through better managed and maintained roads and footpaths that are safer with fewer accidents, that minimize congestion and pollution but support economic growth. There will be more real alternatives to the car, resulting in greater use of and satisfaction with bus and rail services; more people walking and cycling including more children traveling to school on foot or by bike. Various strategies and plans in Middlesbrough will be integrated to support transport objectives, including the new Local Development Framework, and employers and schools will have effective travel plans to improve people's mobility.

Further detail of actions in this area will be contained in the forthcoming Local Transport Plan.

The preparation of this section of the Community Strategy was led by the Transport Action Group. This group has been chaired by John McDougall, One North East.

Promoting the Economic Vitality of Middlesbrough

Brief Description

This theme aims to overturn current poor economic performance and enable Middlesbrough to fulfil its potential at the economic heart of the city-region. The theme has been addressed in three parts:

First, **Economic Vitality** focuses on supporting businesses, providing positive conditions for growth and employment, identifying present and future skills needs to support growth, and helping the hardest-to-reach into work.

Second, **Housing** focuses on addressing housing market failure; and the extension of quality and choice in the housing market.

Third, **Culture** focuses on promoting arts and cultural development.

ECONOMIC VITALITY

Profile of Middlesbrough in 2005

Middlesbrough is emerging from a long period of economic difficulties following the decline of the traditional industries on which the town was based. This has been a long term process and a number of indicators show that Middlesbrough's economy is still weak compared with other areas, with low skill levels, high unemployment, low rates of business formation, and a low cost/income economy.

However, indicators also show that Middlesbrough has been making strides towards economic recovery. There are also a number of key assets and opportunities in place (the town centre, Middlehaven and the University of Teesside to name just three) which give Middlesbrough the potential to make further dramatic improvements. Incorporating the skills, talents, enthusiasm and commitment of businesses, employers, agencies and local people themselves will be key to Middlesbrough fulfilling its potential.

- Registered unemployment in Middlesbrough has fallen from 11% in March 2000 to 4.6% in August 2004. However it is still higher than levels in the Tees Valley (3.6%), the North East (2.9%) and nationally (2.3%) (NOMIS/claimant count).
- The employment rate for Middlesbrough rose slightly from 62.5% in 2003 to 62.7% in August 2004. This is still lower than the 68% for Tees Valley and 73.7% nationally (JSU estimates).
- Middlesbrough's population stands at 139,000 (2001 census), a decline from 141,600 in 1991.
- 13.4% of residents of working age have higher level qualifications compared with 21.1% nationally; wages of Middlesbrough residents average £369 per week compared with £476 per week nationally; 20% of residents work in higher level/professional jobs, compared with 31% nationally (all data from 2001 census).

- Middlesbrough has only 14 VAT registered businesses per 1,000 population compared with 28 nationally, although the number of VAT registered businesses in Middlesbrough rose from 1,815 in 1999 to 1,870 in 2003. Employment in the service sector in Middlesbrough increased by 3,100 jobs between 1997 and 2002, whilst employment in manufacturing fell by 1,200 jobs; 88% of people now work in the service sector (all data JSU/ONS/NOMIS).
- Town centre retail vacancy levels fell by 10%, office vacancy levels by 22% and leisure floorspace by 6% between 2001 and 2004. 60% of voiceover respondents agreed that Middlesbrough town centre is a good place to visit. However, the perception of certain facilities in the town centre still remains poor. For example, 66% of people were concerned about the level of crime in the town centre and only 9% of people felt safe in the town centre in the evening.

Strategic Priorities and Actions

To address these issues the group has identified the following priorities:

Priority 1

Establishing an environment that encourages and supports economic vitality and quality of life that attracts people and businesses to Middlesbrough including:

- **Spaces and facilities for business that are attractive, available and fitting**
- **Accessibility, transport and parking that are an asset for business and economic growth (this links to the transport theme.)**
- **With the focus on our big-win areas, the town centre and Middlehaven**

Actions

- Deliver the major regeneration scheme at Middlehaven based on the Allsops masterplan (long-term action for more than five years)
- Continue implementing the comprehensive strategy of environmental, management and business improvements in the town centre all aimed at raising investment confidence (long-term action for more than three years)
- Implement Digital City proposals to build on the emerging digital media cluster (by 2008)
- Mainstream Middlesbrough Council's economic regeneration service re-established to create a positive and more co-ordinated approach (by April 2006)

Priority 2

Providing business support that encourages more businesses to set up, locate and grow here; including:

- **The right support services and infrastructure for business**
- **Improving the diversity of local businesses and the range and quality of jobs.**

Actions

- Ensure comprehensive support packages are in place to support the development and growth of businesses and encourage entrepreneurialism (establishment of the North East Business Support Network in the Tees Valley by December 2005)
- Ensure support for businesses to start up, locate and grow in the town (on-going)

- Ensure support for employers to access learning and skills for their business (on-going)
- Develop greater innovation to stimulate the business birth rate (NRF funded pilots to be implemented in 2005/06)

Priority 3

Ensuring local people have the skills and can access jobs and opportunities being created:

- **Ensure training is equipping local people for jobs being created, from vocational to higher education level (this links to the learning theme)**
- **Prevent leakage of local jobs and the 'doughnut' effect in deprived areas**

Actions

- Provide employer demand-led work preparation and occupational training (on-going)
- Link employer demands to the development of the learning curriculum (on-going)
- Ensure a range of local initiatives is in place to tackle concentrated worklessness (review of local initiatives to be completed by April 2006)
- Start to reduce high levels of incapacity benefits claimants (with the introduction of Pathways to Work by September 2005 and implementation of NRF funded pilot in 2005/06).

Priority 4

Changing attitudes by promoting Middlesbrough's success:

- **Improve perceptions of Middlesbrough in the Tees Valley and beyond**
- **Change attitudes of local people to the town.**
- **Raise aspirations about economic opportunities being created by regeneration**

Actions

- Develop and implement a town branding strategy (implementation plan in place by and delivered from May 2005)
- Continue initiatives to raise educational aspirations amongst young people (on-going)
- Continue promotion of the progress being made in the town centre (on-going)

Priority 5

Playing a strong role in the sub/region:

- **Maintaining strong links with sub regional and regional partners**
- **Having a clear vision of Middlesbrough's role in the sub region and region**

Actions

- Continue to represent Middlesbrough at the Tees Valley and regional level (on-going)
- Begin to implement the Stockton-Middlesbrough Initiative / Northern Way proposals (first phase of projects to commence 2005/06)
- Improve facilities / perception of Middlesbrough as a place to learn in the Tees Valley (on-going)

Performance Indicators and Targets

The aim of this theme is to see the economic indicators identified above begin to change to tell a story of success in Middlesbrough.

Therefore, the group has agreed priority indicators for this theme against which targets have been set. This group shares one other indicator that is led by the Children and Learning Theme. It will also monitor a number of additional indicators (these are indicators because they reflect broad trends but it is not possible to set a precise target figure for them).

- Reduce worklessness and raise employment rates in Middlesbrough as a whole and in the NRF area compared to national rates.

March 2004 Employment Rates Index	NRF 53.3% 73	M'bro 62% 84	National 73.4% 100
Index Target for 2009 Additional jobs required (at current levels)	77 1,400	87 1,800	100 -

(Source: JSU estimates)

(This target is as per the floor target action plan for employment.)

- Raise the level of VAT registered businesses per 1,000 population

	VAT registered businesses per 1,000 population in Middlesbrough	Net additional businesses needed to meet target
Current: 2004	14	-
Target: 2009	15	134
Target: 2012	16	267
Target: 2015	17	401

(This target is as per the floor target action plan for VAT registered business rates).

- Raise the rate of residents with higher-level qualifications closer to the national average.
- Reduce town centre office vacancy levels by a further 10% over the next two years as a result of occupation or conversion; create 100 new town centre residential units; reduce retail vacancy rates by a further 5% over the same period.

The following are indicators of progress that will be used by the Economic Vitality Group to monitor overall progress.

Indicators of progress

- The average wage in Middlesbrough will rise closer to the national average.

- The percentage of Middlesbrough residents working in higher level / professional jobs will move closer to the national average.

HOUSING

This part of the Economic Vitality Theme focuses on the need to provide affordable, good quality homes, which meet the needs of the current and future population of the town. It seeks to address the aspirations of the community and support sustainable future neighbourhoods.

Profile of Middlesbrough in 2005

Middlesbrough faces some big challenges in addressing low demand and obsolete housing and ensuring the long-term sustainability of its neighbourhoods as areas of housing market choice. There is a need to ensure the provision of the right type and mix of housing in the right locations.

The Council transferred the ownership and management of its entire housing stock of 11,968 properties to Erimus Housing in November 2004. Erimus will work closely with the Council to invest up to £103 million in modernising and improving retained housing stock.

Stronger working relationships are being developed between regional agencies, Tees Valley Living, housing associations and private developers that will be conducive to responding more effectively to housing needs and will provide a firm platform to attract further investment to deliver housing market renewal and sustainable communities.

House prices have continued to rise across the town, with an 83.4% average increase between 1999-2004 (HM Land Registry). Average prices of terraced properties between July-September 1995 and July-September 2004 have risen by 86% from £30,020 to £55,928, whilst the average price of detached dwellings increasing by 276% from £84,121 to £232,507 in the same period (HM Land Registry).

Some key challenges facing housing markets in the town include:

- an oversupply of low value, poor quality obsolete houses, which are clustered in certain neighbourhoods, such as St. Hilda's, North Ormesby, and Whinney Banks. The Council is working to identify other areas within the town, including the central older housing area, Grove Hill and Hemlington.
- high proportions of residential properties (88%) in Council Tax bands A to C .
- low house building rates and limited availability of land for new dwellings.
- increasing levels of homelessness and shortage of accommodation for vulnerable people.

Strategic Priorities and Actions

The overall aim is to achieve housing market renewal to provide a supply of housing that people want to live in.

Priority 1

Rejuvenation and renewal of the housing stock.

Actions

Develop area based housing masterplans in Grove Hill, Hemlington and the central older housing area, which will identify appropriate types of intervention including housing renewal, environmental improvement, demolition, redevelopment and public sector service delivery.

Work collaboratively with a range of partners including Tees Valley Living , Housing Associations, private developers, estate agents, private landlords and other agencies to develop projects and maximise resources.

Improve the quality of design of new housing developments through development briefs, masterplanning and partnership procurement.

Priority 2

Ensuring that the type, mix and range of new housing developments provides choice, quality and affordability, whilst meeting residents aspirations.

Actions

Develop a comprehensive housing regeneration strategy, by December 2005, that balances the supply of existing new homes against the needs of the town's future population.

Take forward master-planning exercises for new housing at central Whinney Banks, Greater Middlehaven, North Ormesby and Hemlington.

Provide for a range of housing sites through the Local Development Framework by 2008 prioritising high quality, low density housing on brown field sites.

Work with Registered Social Landlords (RSLs) and private developers to develop new housing schemes that provide a mix of dwelling type and tenure.

Priority 3

Improve and maintain existing housing in both the social and private sectors, increasing choice and creating sustainable neighbourhoods

Actions

Continue to improve the conditions of the housing stock in all tenures through selective improvements/renewal, energy efficiency measures and adaptations.

Work with social and private sector partners to plan schemes, maximise resources and deliver sustainable communities.

Work with communities to develop plans that will meet their future housing needs.

Priority 4

Address specific community and social needs

Actions

Work with RSL's and support bids for developments that address the housing need of individuals who are disabled, elderly, vulnerable or have other special needs

Work with Tees Valley Living in order to carry out a study of the B & ME housing needs

Reduce Homelessness through improved multi-agency delivery approaches.

Indicators and targets

- Reduce the number of unfit homes in the private sector by 200 per annum.
- Reduce the number of Erimus homes not meeting the Decent Homes Standard by 500 per annum.
- 60% of new dwellings to be built on brownfield sites between 2005 and 2008.
- Increase the rate of new dwellings built by approximately 75% from approximately 100 per annum in 2003/04 to 350 per annum by 2006/07 and 400 per annum by 2007/08.
- Decrease the number of households accepted as homeless by 5% per annum from a baseline figure of 462 in 2003/04 to 376 by 2007/08
- Annual improvement of 2.5% in domestic energy efficiency year on year, in accordance with the Home Energy Conservation Act.
- Reduce the rate of population decline from 1.8% (between 1991 and 2001) to 0.7% between (2001) and (2011).

CULTURE

Culture is integral to the regeneration of Middlesbrough and covers flagship projects, arts, libraries, festivals, events, creative and cultural industries, sports, museums and tourism. Five key principles for development underpin all cultural provision: driving economic regeneration through cultural initiatives; improving access to provision; offering cultural opportunities that enrich lives; providing excellence and innovation in cultural endeavours; and developing the cultural infrastructure to encourage sustainability.

Profile of Middlesbrough in 2005

Middlesbrough has burgeoning areas of creative industry development, particularly in the fields of creative digital technology, visual & performing arts, literature, filmmaking and animation. We are not only famous for being Captain Cook's birthplace and having one of only two Transporter Bridges in the country - the 35ft 'Bottle of Notes' by Oldenburg & van

Bruggen is an internationally renowned work of art, other pieces residing in cities such as Barcelona and Los Angeles. The emergence of Digital City, a project of internationally innovative work and the completion of **mima** Middlesbrough Institute of Modern Art in 2006, will see the creation of a visual arts venue of national significance. Animex is regarded by many as one of the best international animation festivals, involving everyone from industry professionals to local children. Our Music Live festival attracts upwards of 35,000 people. Middlesbrough Football Club places the town firmly on the international sporting map. In its widest sense the word culture refers to a range of arts, sports and leisure activities and interests.

Strategic Priorities and Actions

Promoting regeneration through culture, arts and learning is achieved through two strategic priorities:

Priority 1

Major cultural projects and flagships that act as economic drivers by contributing to the quality of the town's image and environment

Actions

- Development of the cultural quarter including **mima**, Middlesbrough Institute of Modern Art, and the public square by summer 2006.
- Refurbishment of the central lending library and plans to improve concert and theatre facilities are longer term.
- Development of key cultural assets, urban and open spaces & heritage sites, including Middlehaven, the boho district, a conservation portfolio and public art collection. (A range of actions over the medium and longer term.)
- Refurbishment and development of quality sports and arts facilities including Digital City, Clairville Stadium and Culture Sites initiative. (A range of actions over the medium and longer term.)
- Delivery and development of a high profile events programme and projects which promote a positive, cultural image for Middlesbrough (including Music Live, Middlesbrough Mela, Animex, and new cross cutting initiatives such as Discover Middlesbrough and a half marathon). (Actions are annual and on going).

Priority 2

Cultural activities which contribute to the quality of life, and well-being of individuals and communities

Actions

- Extend diverse, quality cultural opportunities to more people including priority groups in ways that develop a) learning & skills, b) well-being and c) diversion from crime, engagement and community cohesion. These actions are ongoing.
- Support the development of creative and cultural industries and infrastructure. These actions are ongoing.
- Develop neighbourhood cultural facilities: local libraries (by March 2006), the Skate Park at Prissick (by summer 2005) and the Culture Sites Initiative (including Space for Sports and Arts initiative).

Performance Indicators and Targets

- Increase the number of visits to libraries from 4029 per 1,000 population in 2002/03, to 6300 by 2007/08
- Increase the number of visits to and usage of museums and galleries from 912 per 1,000 population in 2002/03, to 2,200 by 2007/08
- Achieve 4500 new library members aged 0-16 years by March 2007
- Increase the percentage of residents satisfied with the Council's cultural services in 2006/07 as follows:
 - a) sports and leisure facilities: 70%; b) libraries: 75%; c) museums: 60%; d) arts activities and venues: 52%; e) parks and open spaces: 82%.
- Increase venue attendance for cultural services from a target of 113,000 in 2003/04, to 117,000 in 2006/07

We will also develop a model to measure impact of culture on key quality of life issues in 2005/06.

Outcomes

This Economic Vitality Theme aims to secure Middlesbrough's economic success. Success will be a town with a diverse and vibrant economy, an aspirational culture, with jobs, economic opportunities and a quality of life which not only meets local people's needs, but attracts new people here, which is recognised as a success with pride by local people and with admiration by outsiders.

A successful Middlesbrough will play a full role at the heart of the economic, social and cultural life of the Tees Valley, with facilities befitting the demands of a sub-regional population of 650,000, and which reflect and drive increasing pride and aspiration.

More people will be attracted to live, work, set up businesses and spend leisure time in Middlesbrough. Population levels will stabilise and begin to rise with a rejuvenated housing stock, which will meet 21st century living aspirations and reflect the need for affordable, family and prestige housing.

Further details of actions in this area are available in a range of strategic documents including individual partner agency strategies; the Economic Regeneration Strategy, Housing Strategy and Homelessness Strategy (all to be produced in 2005/6) and Cultural Strategy.

The preparation of this section of the Community Strategy was led by the Economic Vitality Action Group. This group has been chaired by Cllr David Budd, Executive Member for Regeneration, Middlesbrough Council. The Group is indebted to Paul McArthur, North East Chamber of Commerce, for his support.

Neighbourhood Renewal Strategy

Introduction

It is very often the case that if a neighbourhood faces problems in one of our community strategy themes, it will face problems across several others. For example, Middlesbrough's neighbourhoods that have the greatest problems around crime and safety, also tend to have higher unemployment, poorer health and lower educational attainment. All this leads to low aspirations. If Middlesbrough is to thrive, we need to tackle all these problems together, especially in our priority neighbourhoods, so that no one is disadvantaged by where they live. This is what is meant by neighbourhood renewal. Middlesbrough is required to have a strategy to show how we are doing this. We have built this into our Community Strategy, so, as well as examining the town's major challenges, we are looking at what is being done to go the extra mile in our priority neighbourhoods:

Beckfield, Beechwood, Berwick Hills, Brambles Farm, Easterside, Grove Hill, Hemlington, North Ormesby, Pallister, Park End, Thorntree, Town Centre, Town East, Town West, West Middlesbrough (see map at the end of this section)

Strategic Context

The core aim of the neighbourhood renewal strategy is to narrow the gap between the most affluent and the most disadvantaged wards in Middlesbrough, leading to the creation of sustainable local communities, and reversing the trend of local population decline.

The Middlesbrough Neighbourhood Renewal Strategy is a fundamental component of the Mayor and Middlesbrough Partnership's vision for the regeneration of the town

Neighbourhood Renewal Strategy Targets

All of the indicators and targets in the Community Strategy will derive benefits for Middlesbrough's priority neighbourhoods. For the purposes of neighbourhood renewal, some high priority targets have now been set. These are particularly important to the quality of life of people living in our priority neighbourhoods. They do not include some of the town's key indicators and targets (like increasing the numbers of VAT registered businesses, increasing life expectancy or reducing carbon-dioxide emissions) because these indicators are only measurable at the Middlesbrough-wide level. They DO, however, include indicators and targets that make a direct contribution to these Middlesbrough-wide targets.

The Neighbourhood Renewal Advisory Group will monitor data on all the targets below to help identify individual neighbourhoods where progress is less good (for example, where the gap between its measure on any indicator and the Middlesbrough average is getting bigger). This group, having access to the knowledge of local people and groups through various mechanisms including the Community Network and community councils, and access to all service providers through Middlesbrough Partnership, will be able to examine problems in detail and advise the Partnership of recommended remedial action.

The Advisory Group will also monitor progress on all the indicators below for the neighbourhood renewal areas AS A WHOLE and report to Middlesbrough Partnership. This will allow the Partnership to performance manage progress towards narrowing the gap between Middlesbrough's whole neighbourhood renewal area and the town average for these indicators.

Indicator (baseline date in brackets)	NRF area	Middlesbrough	Gap	Target gap, March** 2006
Claimant unemployment rate: percentage of working age population (Jan 2005)	6.4	4.9	1.5	1.43
Percentage of low income households (2003)	61	45.6	15.4	13.8
Total crime rate per 1000 population (2003-04)	251	185	66	63
Burglaries per 1000 households (2003-04)	56	38	18	17
Vehicle crime per 1000 population(2003-04)	65	50	15	14
Percentage of pupils achieving Key Stage 3, level 5 (2004)	50	62	12	11.5
Percentage of pupils achieving 5+ GCSEs at grade A* to C (2004)	29	44	15	14
Percentage of school leavers not in education, employment or training (2004)	15	12	3	2.9
Percentage of people who smoke regularly (2003)	35	27	8	7.6
Percentage of people who consume more than 20 units of alcohol per week (2003)	13.7	13.6	0.1	0
Percentage of people who regularly take 30 minutes exercise more than five times a week (2003)	33	31	-2	0
Percentage of people feel very or fairly safe in their neighbourhood (2003)	75	83.6	8.6	8.2

Source: JSU, except last 4 (town wide survey, 2003)

The target gap is based on the latest available figures as at March 2006.

The neighbourhood renewal strategy will be reviewed once Government issues new guidance on the future allocation of Neighbourhood Renewal Funds.

Neighbourhood Renewal Fund (NRF)

Middlesbrough has an allocation of NRF from Government that has been used to help achieve neighbourhood renewal objectives since 2001. An amount of £27,532,659 for the period 2001 to 2006 has been allocated to dozens of projects across all areas of the community strategy and neighbourhood renewal strategy. It has helped to bring about many improvements in the quality of life of people in Middlesbrough priority neighbourhoods between 2002 and 2004, some of examples of which include:

- The percentage of residents who feel their neighbourhood is fairly or very safe increased in 10 out of our 15 priority neighbourhoods
- All of our priority neighbourhoods experienced reductions in domestic burglaries
- 14 out of 15 of our priority neighbourhoods experienced reductions in vehicle crime
- The gap between the death rate for the neighbourhood and the Middlesbrough average narrowed in 8 of our 15 priority neighbourhoods
- Smoking rates reduced in 10 of our 15 priority neighbourhoods
- The gap between the perception that speed and volume of traffic in a neighbourhood and the Middlesbrough average narrowed in 8 of our 15 priority neighbourhoods
- The gap between a neighbourhood's satisfaction with bus services and the Middlesbrough average narrowed in 10 of our 15 priority neighbourhoods
- The gap between the joblessness rate for the neighbourhood and the Middlesbrough average narrowed in 12 of our 15 priority neighbourhoods

At the current time, Middlesbrough Partnership is awaiting a decision from the Office of the Deputy Prime Minister (ODPM) on an allocation on NRF for the period 2006 to 2008. There may also be implications for the Partnership for the areas of Middlesbrough the NRF can be spent. The neighbourhood renewal strategy will be reviewed in the light of further guidance.

Further Actions Underpinning Neighbourhood Renewal

In addition to actions funded through mainstream resources and the Neighbourhood Renewal Fund, in each of the community strategy themes, the Neighbourhood Renewal Strategy will be delivered through actions and activities divided into three broad themes. They focus on improved partnership working, neighbourhood management and neighbourhood plans and promoting community engagement.

KEY ACTION 1

Through better co-ordination of mainstream services and resources in our most disadvantaged neighbourhoods

This will be achieved: -

1. through improved inter-agency co-operation, communication and understanding within Middlesbrough Partnership.
2. through improved communication between residents and local agencies via the community consultation clusters, the community council network, and other local consultation forums, ensuring that mainstream service providers are aware of and respond more effectively to the needs of local people

3. through intensive support being focused on areas undergoing extensive physical redevelopment and regeneration

KEY ACTION 2

Through the delivery of neighbourhood and area based regeneration initiatives

This will be achieved: -

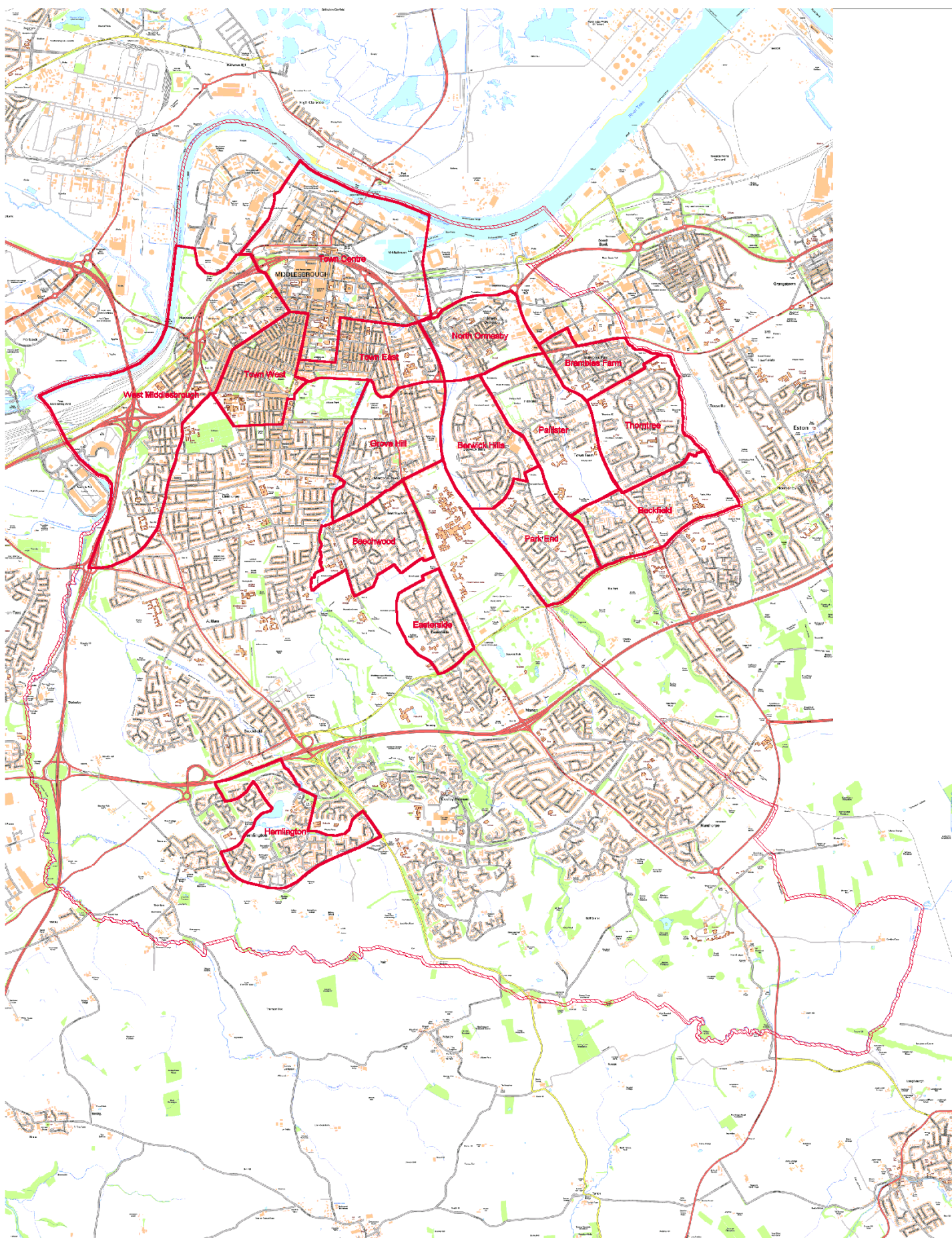
1. through the local delivery of the Neighbourhood Renewal Unit's full programme of regeneration activities:- Neighbourhood Renewal Fund, New Deal for Communities, Neighbourhood Wardens and Neighbourhood Management
2. by supporting the delivery of other area based initiatives (ABIs) within our priority neighbourhoods:- for example: Sure Start, ERDF, ESF and Single Programme
3. by maximising external funding opportunities, generating additional resources to invest in our most disadvantaged communities
4. through the physical redevelopment and regeneration of unsustainable communities where this is necessary

KEY ACTION 3

Through improved support for residents within our most disadvantaged neighbourhoods

This will be achieved: -

1. by harnessing the skills and talents of the community and voluntary sectors within our most disadvantaged communities
2. by empowering local residents to help themselves
3. by supporting agencies to engage more effectively with local people
4. by applying the principles of community development when delivering activities in our most disadvantaged neighbourhoods



15 Neighbourhoods

SCALE: 1:55000

DRAWN BY: Julie Peacock

DATE: 18th February 2002

Originating Group:

Corporate Strategy

Drawing No.

RM01

COMMUNITY COHESION PERFORMANCE INDICATORS

The Community Cohesion Advisory Group has adopted the following ten indicators.

Headline Outcome	
CC01	The percentage of people who feel that their local area is a place where people from different backgrounds can get on well together
Common Vision and sense of belonging	
CC02	The percentage of respondents who feel that they belong to their neighbourhood / town / county / England / Britain
CC03	Key priorities for improving an area
CC04	The percentage of adults surveyed who feel they can influence decisions affecting their local area
The diversity of people's backgrounds and circumstances are appreciated and positively valued	
CC05	The percentage of people who feel that their local ethnic differences are respected
CC06	Number of racial incidences recorded by the Police Authority, per 100,000 population
Those from different backgrounds have similar life opportunities	
CC07	Local concentration of deprivation
CC08	The percentage of pupils achieving 5 or more GCSEs at grades A* to C
CC09	The percentage of unemployed people claiming benefit who have been out of work for more than a year
Strong and positive relationships are being developed between people from different backgrounds in the workplace, schools and neighbourhoods	
CC10	The percentage of people from different backgrounds who mix with other people from different backgrounds in everyday situations

The Middlesbrough Partnership will integrate these indicators, along with the community and neighbourhood renewal strategy indicators, into its performance management framework. This will help to ensure cohesion is a shared responsibility amongst partners.

The Community Cohesion Advisory Group will agree a community cohesion action plan by March 2006, with a particular emphasis on mainstreaming community cohesion.

How will we Measure our Performance?

It is important that the Partnership measures its performance and monitors whether our targets are being met. We will do this in a number of ways.

We will be implementing a system where progress against the targets set out in this Strategy is regularly reported to the Partnership. This will allow all agencies/communities to share the ownership of performance and, where necessary, to help identify ways of improving performance if it is not as good as hoped.

We also aim to collate key data and publish updates regularly on the Partnership website, as data becomes available.

- In order to meet Government requirements, we will use Part 1 of the Neighbourhood Renewal Unit's performance management framework to review our service delivery. See www.neighbourhood.gov.uk for details.
- We will use the "LSP Driver" a tool that applies the internationally recognised European Foundation for Quality Management (EFQM), to check how well we work as a Partnership and to identify what we can do better.
- We will publish our plans for improvement each year in the form of an Improvement Plan.
- We will report annually to Middlesbrough's communities to show what progress we are making against targets in this community strategy.
- We will develop a system of accountability within the Partnership to help partner agencies report progress on their contributions to the Community Strategy and the achievement of outcomes for the people of Middlesbrough.

You can follow progress by visiting our web-site from time-to-time.

Middlesbrough Partnership

The following organisations, groups and communities are represented on the Middlesbrough Partnership Board. The Board approved this strategy.

Cleveland Fire Brigade
Community Council Cluster Groups
Connexions Tees Valley
Erimus Housing
Faith Communities
Government Office North East
Local Businesses
Middlesbrough Colleges
Middlesbrough Community Network
Middlesbrough Council
Middlesbrough District Police
Middlesbrough Football Club
Middlesbrough Primary Care Trust
Middlesbrough Town Centre Company
NE Chamber of Commerce
Tees Valley Housing Group
Tees Valley Jobcentre Plus
Tees Valley Learning and Skills Council
Teesside Probation Service
TFM Radio
University of Teesside
West Middlesbrough Neighbourhood Trust

For more information about the Middlesbrough Partnership or Community Strategy, please contact:

Rob Mitchell, Middlesbrough Partnership Manager, c/o Regeneration, Town Hall, Middlesbrough TS1 2QQ. Tel: 01642 729235

Email the Partnership at:

info@middlesbroughpartnership.org.uk

Look on the Internet at:

www.middlesbroughpartnership.org.uk

or write to:

Colin McLeod, The Chair of the Middlesbrough Partnership, Chief Executive, Middlesbrough Primary Care Trust, Riverside House, 18 High Force Road, Riverside Park, Middlesbrough. TS2 1RH.