

**Making Newham a place where people *choose* to live work and stay**  
**Newham's Sustainable Community Strategy for 2010 – 2030**  
**Summary version**

Our Sustainable Community Strategy is a blueprint for how the council and its partners will make Newham a place where people **choose** to live, work and stay. This summary provides an overview of that vision for Newham.

Newham is the **future of the capital** - our population is the youngest in the country and this is reflected through the vibrancy and confidence you will find in the borough. We are also an **ambitious** place with ambitious plans; and young people are at the heart of those plans.

We are committed to improving people's lives, helping them fulfil their potential and boost aspirations. Our aim is to build an **inspirational place** in which everyone plays their part, regardless of social or economic circumstances.

**By 2030**, we fully expect Newham to be recognised across Europe as a leading economic and residential district of London. Newham will be known as a prosperous and forward looking borough, synonymous with health, opportunity, and **sustainable employment**.

We will have a **strong and innovative local economy**, served by some of the best transport links in the country and which is focused on modern low carbon industries including high quality retail and leisure. Most importantly, we will be a net contributor to London's economy, with our residents enjoying the same standard of living as other Londoners. The Five Olympic Host Boroughs have together agreed the Strategic Regeneration Framework, which sets out our aims for achieving **convergence** in living standards with the rest of London by 2030. The legacy of the 2012 Olympic and Paralympic Games is a key part of achieving this.

Taking the 2012 Games aside, Newham is well-placed to deliver this vision. **London is moving east** at an accelerated pace. Regeneration on a massive scale continues to progress, from the Olympic Park and Stratford City in the North of the borough, down through the £3.7 billion regeneration of Canning Town and Custom House and on to the rejuvenation of the Royal Docks. We have a once in a lifetime opportunity in one of the most deprived areas in the capital to create new chances for our residents - in terms of jobs, decent homes and modern high quality public services.

Newham's strength also lies in the **wealth of diversity** you find in the borough and which is underpinned by a strong commitment to delivering opportunities for all our residents. The key principles of our approach are:

**Building personal and economic capacity:** Getting people into work, out of benefits and providing a more flexible and responsive education system that addresses vocational training as well as academic. We will also tailor services more to the needs of an individual, and improve support for residents, including the vulnerable.

**Trust and fairness:** Creating transparent services where there is no ambiguity, such as in housing allocations. We will also strengthen community spirit, employment opportunities, and push to get the basics right, notably cleaner and safer streets.

**Connecting people:** Getting people together through activities, from sports to events and ensuring our places and community are mixed by class, ethnicity and tenure. We will build communities, friendship and common purpose through cohesion. We also have a special responsibility as a Partnership and a wider community in helping to keep more vulnerable residents safe and supporting them to participate fully in the community.

**Delivering our Sustainable Community Strategy:**

Local people have told us that their priorities are about, Living Here, Building Community and Building the Future. This is a summary of what we will do to achieve those priorities, which are set out below.

**How the themes contribute to Newham’s priorities**

<b>Living Here</b>	<b>Building Community</b>	<b>Building the Future</b>
Safer Newham	Housing Newham	Young Newham
Cleaner Greener Newham	Active and Connected Newham	Ambitious Newham
		Healthy Newham

**Living Here**

**Safer Newham:** Fear of crime, whether serious crime or anti-social behaviour, is a major concern for most people - regardless of actual crime levels. We want an environment which rewards citizenship and provides positive activities, as an alternative to disruptive and intimidating behaviour, where standards of good behaviour and the law are understood and shared. The Council will quickly remove the visible effects of anti-social behaviour such as graffiti – whilst working with the police to take action against those responsible. Persistent offenders will not be tolerated and we will continue to work with the courts to push for appropriate sentencing and rehabilitation to break the cycle of re-offending. Through working collaboratively with our partners and local people we will build a community where people feel safe and are able to be actively involved in making the place where they live more socially cohesive. Residents and visitors to the borough will benefit from an area which feels safe, and where partner organisations and local people engage together to make it look and feel more attractive and safe. Feeling safe will therefore be delivered in a wide range of ways and across our community strategy.

**Cleaner, Greener Newham:** A clean borough, along with a safe borough, is one of the top priorities for Newham residents, which is why we are improving street cleanliness. Key to this is ensuring that businesses take their waste management responsibilities seriously, and cracking down on fly-tipping and poor living conditions. We will be making an unprecedented level of investment in roads, pavements and street lighting across the borough over the next three years, while we also look to create more green spaces – such as the new Olympic Park. We care about the environment, and Newham residents have some of the lowest carbon footprints in

the UK largely due to living on lower incomes. As the population prospers, we will need to encourage people to make more sustainable choices.

### **Building Community**

**Housing Newham:** Newham has a proud record of supporting residents through difficult times and providing a springboard to greater things. Our approach to housing is integral to tackling worklessness and serves a fundamental role in making Newham a place where people choose to live, work and stay. The supply, quality and the price of a decent home are all major factors for residents – simply put, we need to have the housing that will ensure that people choose to stay in the borough as they achieve more and their families grow. New development must be based on high quality sustainable design, which meets differing needs. It must complement community cohesion and be supported by local public services and a good transport infrastructure. However, growth must be balanced, sustainable and earmarked for local people – we do not accept the need to deliver numbers above all else. Good quality housing is also important for all our residents, whether they be council tenants, tenants in the private sector or home owners. Poor quality or overcrowded housing can impact on peoples' health and their personal development.

**Active and Connected Newham:** Newham has a proud and continuing history of welcoming new communities to Britain and of strong community kinship. Physical and social development must build that sense of belonging for everyone. Knowing and socialising with the people around you, sharing past times and swapping favours is all part of a strong community and happy neighbourhood. Bringing people together and getting physically active helps dissolve prejudice, provide a sense of community, build good health and prevent social exclusion. We do more than any other local authority to provide opportunities for people to get together and be active. We want to work across the Partnership to provide support and make activities accessible for everyone. We will ensure that our community has access to an infrastructure that gives them greater choice about how to access services for example through greater accessibility to broadband services.

### **Building the Future**

**Young Newham:** We must ensure young people have aspirations and opportunities – otherwise we risk losing their skills and talent in the long term. Learning choices should be flexible for different needs, abilities and interests, with the end result being a realistic prospect of getting a job, and the knowledge, skills and results needed to build a career. Despite impressive Key Stage 2 and GCSE results, we must demand more for our young people by challenging coasting performance, improving facilities and expanding after schools activities. We are investing in buildings and services to improve childcare, healthy eating, advice, support and education, while bolstering child safeguarding, tackling child poverty and promoting civic participation in the community. Newham's Young Mayor and Youth Council play a key role in contributing the views of young people to developing and improving these services.

**Ambitious Newham:** Building job opportunities and helping people out of benefits strengthens communities, it gives people economic capacity and builds personal responsibility. This is why we provide a guarantee in our employment schemes that people will be better off in work. Our Workplace programme and The Mayor's Employment Project are already creating jobs and we are working to ensure new regeneration leads to new employment opportunities for our residents. Our economy will focus on meeting the needs of new and innovative industries as well as high quality leisure and retail. We must ensure our residents have the skills to access

jobs both in the borough and across the wealth of opportunities in London and the Thames Gateway. Training and skills development will therefore need to be tailored to meet these new opportunities.

**Healthy Newham:** Our aim is that the health of all Newham people will be better than other Londoners by 2020 and the quality of services which affect health will be as good as anywhere in the country by 2012. Our focus will be on not only ensuring high quality healthcare services, which are delivered around the individual's needs, from maternity care to end of life care but also services that impact positively on the wider determinants of health with an aim of reducing health inequalities. We will be proactive in encouraging people, both young and old, to lead an active and healthy life through understanding how their lifestyle can contribute to a longer and more rewarding life. We also recognise the important links between good health and employment and that keeping active is an important element for all and will contribute to helping our residents maintain an independent life for longer. We know that our residents expect and deserve that their hard work and commitment to their community will be rewarded with support, whether that be to help maintain an active lifestyle or to meet their care needs in a way that best suits them. We have a special responsibility to ensure our more vulnerable residents are safe and in supporting them to participate fully in their local community, particularly those residents with impairments and mental health needs.

### **Working together**

Our vision is ambitious; we know it will take hard work and commitment to achieve. We recognise the importance of strong and effective leadership from the Mayor of Newham and all of the borough's local and regional partners. Our partnership must have a shared commitment to delivering improvements for our residents – and, most importantly, concrete plans to achieve real results. In return, our residents understand that as well as having a right to access high quality services and new opportunities, they too have a responsibility to Newham as their local community. This may be through doing their bit in helping to keep their local neighbourhood clean and tidy by not littering or fly tipping, or on a more personal level through recognising their responsibility to actively seek work and contribute to the prosperity of Newham.

We are committed to working together as a Local Strategic Partnership and through other partnership and joint activity, both within Newham and across borough boundaries. For example, the Council and NHS Newham continue to explore opportunities for joint working and commissioning of services. We also work closely with the other four Olympic and Paralympic Host Boroughs, as well as other Councils in East London and further afield. In the full version of the Strategy, you can find information on how we measure success through our current Local Area Agreement, which sets out our key targets agreed as a Partnership. We also set out the targets we have agreed with the other 2012 Olympic and Paralympic Host Boroughs to use the legacy of the Games to deliver improvements in standards of living for East Londoners. These targets are for 2008-11 and during 2010, we will be working together as a partnership to set ourselves new targets to continue to achieve real improvements for Newham's residents.