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## 16 to 18 year olds Step into Employment



**...cash incentives**

It doesn't matter what level of experience you have. PM Training aims to give you the foundation skills and experience for the next step.

Available in the Knutton, Lower Milehouse, Cross Heath area

College Road, Stoke on Trent ST1 4DQ.  
**www.pmtraining.org.uk**  
Call us on 01782 279121

pm training  
enterprising futures  
Part of the Aspire Group

aspire housing

The 'Step into Employment' initiative is a pilot opportunity for principally 16-18 year olds from the Knutton and Cross Heath Area of Major Intervention to enter pre-training with PM Training. This will assist individuals with an opportunity to enter a formal and established training programme with PM Training which became part of the Aspire Group in September 2009.

Towards the end of 2008, a comprehensive exercise was undertaken to encourage participation. This included a leaflet drop with the October edition of New Beginnings Newsletter and meeting Connexions staff to raise awareness of the initiative.

Delivery of the twelve week pre-training programme commenced in January 2009. Efforts had to be made to contact non-attendees to encourage participation and to appreciate the reasons for non-attendance.

During January and February further emphasis was placed with Connexions and Project House in Cross Heath, while neighbourhood staff at Aspire were also canvassed. Promotion of cash incentives with existing trainees to introduce a friend and a further leaflet drop of the area were also used to encourage further take up.

Of the trainees who signed up for the initiative, four have progressed to be retained by PM Training, demonstrating their commitment to the scheme and have transferred to the main training programme.

Environmental improvements are scheduled to commence from July 2009 which will provide



**STEP INTO**  
employment

**Aged 16-18? ▶**  
**Not sure which direction you're going in? ▶**

Would you like to train towards making improvements to your local area such as:  
Landscape gardening  
Fencing and Follies

**TASTER SESSIONS IN**

- ▶ Engineering
- ▶ Painting & Decorating
- ▶ Gardening
- ▶ Building

pm training  
empowering lives

aspire housing

If you complete the course you will be eligible for...

additional training opportunities for the young people to develop their work based skills and further prepare them for mainstream employment.

# Engaging with Younger People in Area



Picture above: T-shirt printing at Cross Heath Community Centre

A pilot scheme of activities for young people living in the Knutton and Cross Heath area was held during May half term. Sporting activities took place in the mornings, with Play Leaders from Newcastle Borough Council going out on site with equipment to set up outdoor games on the sports court off Wilmot Drive. Afternoon sessions took place at Ramsey Road Community Centre with activities such as t-shirt printing and Nintendo Wii gaming. The aim of the project is to engage with young people who have been affected by housing market renewal work in the area. Due to the success of the scheme, other activities will be arranged in the area during the summer holiday so look out for the flyers advertising what is going on and when.

## Alternative Uses of Land

In Charter Road, Cross Heath there used to be sited 22 properties, including 12 bungalows, owned by Aspire Housing, which had to be cleared (before the Housing Market Renewal Programme was announced by the Government). For a while the land was identified as a potential site for a new health centre. However as plans were drawn up to locate the new Medical Centre on Lower Milehouse Lane, the site in Charter Road was left vacant.



Left: Site after clearing and flattening



Bottom Left: Site after successful seeding



Above: Ex-bungalow site in Charter Road (before plans to produce a useable grassed area)

Recently RENEW has agreed to fund a request from local residents to Aspire to flatten out part of the area and lay grass seed. This will allow for a green area for local youngsters to play and even kick a football about.

When recently asked about the site, local resident Jenny Elson enthused, "Work has progressed really well. The kids (who currently play football in the street) have been told that they must wait to allow the grass seed time to establish itself. Hopefully the new grassed area will be ready for the new season with the school summer holidays."

# Business Boost Competition 2009

RENEW North Staffordshire and Aspire Housing are taking part in a high profile sponsorship opportunity to help support a unique competition for Newcastle based businesses. The Business Boost competition aims to reward local enterprising activity by getting businesses to think strategically about their future development. Winning entries are awarded cash prizes to allow those businesses to develop future income and employment opportunities.

**Are you a small business based in the Newcastle Borough?**

**Have you been in business for less than three years?**

**Do you want to take your business forward but lack the funding?**

Then you should know that entering the competition is as easy as filling in a simple application form.



*Picture left: Brian Carnes Chief Executive of North Staffordshire Chamber of Commerce, giving out the prizes at last year's winning ceremony.*



If time is precious, you do not have to complete the form in one go. As long as it is submitted by the 31st July deadline, you can revisit it as many times as you wish. Your form will only be entered into the competition when you click 'Submit'.

To enter the competition visit [www.newcastle-staffs.gov.uk/online\\_showform.asp?fm\\_fid=174](http://www.newcastle-staffs.gov.uk/online_showform.asp?fm_fid=174)

To retrieve forms that have been part completed, click 'online forms' and enter your email address and password at the top of the page.



Closing date for first stage applications is 5.00pm on 31st July 2009. For full terms and conditions visit the Newcastle under Lyme Borough Council Website.



# Biodiversity In Knutton

With concentration on improving the living space for humans of the Area of Major Intervention, we sometimes forget how we can improve the habitat for other living creatures to increase the richness of our community.



Picture Above: Enjoying the countryside just out of Knutton, on the way to Apedale

To the North West of Knutton Village is a cycle/pedestrian link to the important wildlife site of Apedale Country Park. This area hosts rare biodiversity including great crested newts and ancient woodland areas.



Picture Above: Lower Milehouse Fishing Club

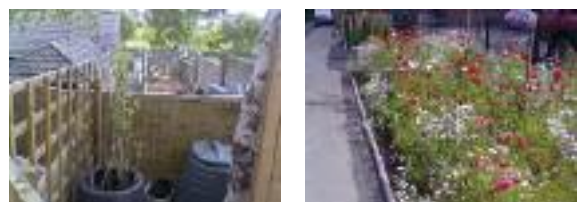
Coming back into Knutton, you will pass fishing pools and the Lyme Brook. Newcastle Borough Council has recently cleared the area of overgrowth and rubbish.

Here the landscape character of the area encourages a diversity of wildlife including insects, butterflies, moths and birds.



Picture Above: Community Tree Planting in Knutton

A patch of land bordering Lymedale Business Park has recently benefited from the planting of over 750 new trees by local schools and volunteers. The event was organised by New Knutton Residents association in December 2008.



Pictures above: St John Street Community Garden, complete with bee hive and adjoining wild flowers garden (not to mention bat box)

Coming back to Knutton Village you will find John Street Community garden complete with its bee hive, which has received its own “back garden” wild flower area in 2008.

# on and Cross Heath

On the Meadows Estate, the Community Garden is well established and looking to win its latest prize in The Newcastle in Bloom Competition.



*Picture above: Residents meeting the Britain in Bloom Judges on the Meadows Estate*

In Cross Heath the Green Fingers Group are working towards their first Newcastle in Bloom Competition with an entry for their community garden. Created in May 2008, their garden specialises in Heathers, Lavender and Santolina in the beds and mixed Clematis up the fencing. These will all encourage insects to visit the garden and increase flower pollination.



*Picture above: New Beginnings for Albermarle Road Community Garden*



*Picture Above: Charter Road site - refuge for wildlife*

The group is pleased to hear that part of the derelict land created following the demolition of some bungalows over four years ago at neighbouring Charter Road is being brought back into use.

As well as creating a green area for local youngsters to play, leaving the surrounding area to grow uncultivated will act as a refuge for various wildlife.



*Picture Above: Community Spaces facilitator advising New Knutton Residents Association how to secure Lottery Funding to establish the St Giles Road Community Allotment Garden.*

The New Knutton Residents Association is hoping to receive extra funding from the National Lottery's Community Spaces Fund to turn a derelict playground area in St Giles Road into a community allotment garden. They hope to add a new sensory garden for local people and various local wildlife to enjoy together.

## In The Spotlight:

### LOCALITY SUPPORT OFFICER

NAME: Robin Wiles.

LOCALITY AREA:

Cross Heath and Knutton.



Picture above: Eyes Left Robin Wiles

Robin has worked for Newcastle Borough Council since September 2002 as Community Regeneration Officer, a role that he continues to carry out. Prior to that he worked in the voluntary sector in Newcastle under Lyme.

In November 2007 he moved from the Civic Offices in the Town Centre to the Neighbourhood Management Pathfinder (NMP) Offices in Knutton as part of the Neighbourhood and Partnerships Team.

With the NMP programme completing its seven year life in March 2009, to be replaced by Locality Working, the Neighbourhood and Partnerships team, currently based in Knutton, will be moving to offices in the town centre in the next couple of months. As Locality Support Officer, Robin intends to have a couple of bases within the community from which to work, where people can come to meet with him.

In his new role as Locality Support Officer for Cross Heath (including east of the A34) and Knutton, he shall be, amongst other things:-

- Working with the Locality Action Partnership (LAP) in its extended remit to develop a Neighbourhood Action Plan.
- Supporting community representatives and groups, and local Councillors to support community activity for the benefit of the area.
- Providing a point of contact for the community in liaising with the Borough Council and partners.
- Linking in with Borough Council departments and other agencies like Aspire Housing and RENEW working in the area to deliver better services.
- Looking to develop new initiatives for the area with the community and agencies

In the next few months, Robin will be seeking to attend meetings and events across the community to find out people's views on the priorities for the Neighbourhood Action Plan. He is looking forward to meeting with local residents.

For further details and for residents to feed through other ideas, please contact Robin at Newcastle Council on 07717213669 or e-mail: [robin.wiles@newcastle-staffpartnership.org.uk](mailto:robin.wiles@newcastle-staffpartnership.org.uk)



Picture Above: Local Agencies discussing possible future diversionary activities for young people at Knutton Fun Day.

## Questions to the Editor

Having helped to guide through the Small-scale Environmental Improvements for the Area of Major Intervention (AMI) in 2008-9, I wonder what other funding opportunities are available for local residents to take advantage of?

*Amy Danylyk (resident of St Bernards Road)*

**Editor's note:** There will not be a further opportunity for residents to submit formal proposals for small-scale environmental improvements, funded by RENEW, Aspire and Newcastle Borough Council, as has happened over the last four years, (see Together We Can Website for details, [www.knuttoncrossheath.co.uk/environmentallimprovements.html](http://www.knuttoncrossheath.co.uk/environmentallimprovements.html)).

However, if residents have ideas for any environmental improvement for the area, they should contact Laurence Reardon of Aspire's Regeneration Team. Laurence has



successfully helped to gain extra resources for community improvements for the New Knutton Residents' Association, Albermarle Road Green Fingers Group and the

Gordon Street/Cemetery Road Alleygate Association in 2008-9.

**Editor's postscript:** Amy has volunteered to join the Editorial Board of New Beginnings Newsletter to discuss which items should be included in each issue. She joins Alex Phillips from Newcastle Borough Council and Ann Lawton, also resident of St Bernards Road.

## Residents Donate Memories to Knutton Arts Project

A display of nostalgic items and stories was displayed at Knutton Community Centre in April. The display, called '2400 Square Yards and 73 Houses' is part of Space Place and Identity 2, a Renew funded project that uses the arts to discuss changes brought on by the housing market renewal taking place in North Staffordshire.



*Picture above: Place Space Identity Event at Knutton Community Centre.*

A ceramic house created by artists Louise Wood and Kate Lynch containing images of photos of the Knutton Heritage facelift scheme and old photos from local residents was the centre piece of the display. Residents who contributed memories and artefacts were each given a small piece of the ceramic house at the end of the event. The open afternoon was well attended by local residents of all ages, from school children taking a close look at the contents of the ceramic house to elderly residents who had donated their memories.



## Useful Contacts

### Newsletter Editor - Laurence Reardon

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Website: [www.knuttoncrossheath.info](http://www.knuttoncrossheath.info)

### Aspire Housing

Tel: 01782 635200  
Darren Green, Kevin Hancock or Kadenia Cole  
To discuss Shared Ownership ask for Dan Gray  
Tel: 01782 635200

### Newcastle under Lyme Borough Council

Civic Offices, Merrial Street, Newcastle under Lyme, Staffordshire, ST5 2AG  
Tel: 01782 717717

Sean Walsh (Senior Planning Officer) [sean.walsh@newcastle-staffs.gov.uk](mailto:sean.walsh@newcastle-staffs.gov.uk)

Alex Phillips (Housing Market Renewal Officer)

Direct Dial - 01782 742478

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Robin Wiles Cross Heath & Knutton (Locality Support Officer)

Mobile: 07717213669

[robin.wiles@newcastle-staffspartnership.org.uk](mailto:robin.wiles@newcastle-staffspartnership.org.uk)

### Neighbourhood Wardens

[nwarden@newcastle-staffs.gov.uk](mailto:nwarden@newcastle-staffs.gov.uk) or [mark.jones@newcastle-staffs.gov.uk](mailto:mark.jones@newcastle-staffs.gov.uk)

Tel: 01782 742515

### RENEW North Staffordshire Helpline

Tel: 01782 232024

The Residents' Friend service offers independent information and advice about the Housing Market Renewal Programme.

Contact Emily Tomkinson, Residents' Friend,

Tel: 01782 408787

Contact Emily or Project House (611235) to make appointments for Ramsey Road Community Centre.

Home visits are also available on request

**This newsletter can be provided in alternative formats on request.**

**Please telephone us on 01782 635200**