



Newham Community Strategy

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Introduction from Sir Robin Wales (Mayor of Newham and Chair of the LSP)

WELCOME TO NEWHAM'S COMMUNITY STRATEGY.

The Community Strategy represents, for the first time, a strategy for delivering a Vision for Newham that has been agreed across the whole range of partners – public, private, voluntary and community.

We have invested a lot of time and energy into finding out what matters to the people of Newham – this strategy sets out these issues and maps out how we will address them.

It recognises what has already been achieved, and sets out how we would like to see Newham improve by 2010.

It updates and develops the Vision for Newham:

*'that by 2010 Newham will be a major business location
and a place where people will choose to live and work'*

It is not only the most important document for the Local Strategic Partnership, but also for Newham Council and therefore for the whole community in Newham.

The Vision for Newham means that by 2010 we will be:

- ensuring a better environment for all
- building an active and inclusive community
- investing in young people
- making Newham safer
- narrowing the health gap
- improving business growth and access to jobs

Above all, however, this is a realistic strategy – we are not expecting everything to be perfect.

But we do expect that for a young person reaching the age of 18 in 2010 that they should:

- be proud of their local environment
- not have been held back because of their race, gender or disability
- have had the opportunity to do well at school and have good choices for further education and training
- feel safe when they are out and about in the borough
- expect to live longer than the 1997 18-year old, and their overall quality of life will mean they are less at risk of ill health and premature death
- find it easier to find a job either in the borough or in neighbouring boroughs

These will not be small achievements.

We are determined to work with our partners across Newham to make these aspirations a reality.

And we look forward to the challenge!

Sir Robin Wales



Mayor of Newham

- on behalf of Newham's Local Strategic Partnership

Community Strategy Summary

Newham: a place where people choose to live and work

'By the year 2010 Newham will be a major business location and a place where people choose to live and work'

In 1997 Newham Council agreed an ambitious vision for the future. The vision set out what kind of borough Newham would be thirteen years into the future. It was the result of a great deal of consultation and discussion between local organisations.

All the major agencies that provide services in Newham 'signed up' to the vision and committed themselves to making it happen. Everyone realised that much needed to be done to improve services and make sure they kept getting better, to attract new business and jobs to the borough and to get local people involved in decisions about plans for the future. These organisations now work more closely together and with local people in the Newham Local Strategic Partnership.

Much has been achieved and Newham is a better place now than it was in 1997. Now, after listening carefully to local people, the partners have drawn up a community strategy that represents the halfway point in delivering the vision.

The strategy points to the kind of place that Newham should be by 2010. It shows how the efforts of the partners will be directed towards making life better for people in Newham, but at the same time recognises that however much the partnership achieves, there will still be unemployment, ill-health and poverty in Newham.

The test of whether the strategy has been successful will be if people choose to stay in Newham rather than move to other areas, when, for example, they become better off.

Introduction

After consulting local people, the Your Newham partners settled on six themes to guide its work:

- a better environment for all
- building an active and inclusive community
- investing in young people
- making Newham safer
- narrowing the health gap
- business growth and access to jobs

The rest of this summary follows these six themes, showing the key target for each, and explaining why the issue is important and what actions are needed to achieve the targets.

A child just starting primary school when the vision was first published will be 18 years old in 2010. In each of the sections that follow there is an idea of how the borough should look to that 18 year-old and how the work done to achieve the vision has improved their chances in life.

A better environment for all

TARGET: To make Newham a better place where people choose to live and work

Our aim is that an 18-year old in Newham in 2010 will be proud of their local environment. At school they will have been taught the importance of respect for the environment. They will be happy with the state of the streets and feel safe on Newham's roads. They will be able to use cycle routes across the borough and be confident that other local journeys can be completed easily by public transport. They will live in a decent, warm home and recycling their household rubbish will be part of the daily routine.

Everyone wants to live in a place that offers them plenty to do in their free time; somewhere they can easily and safely travel around; somewhere with a decent home and good neighbours; somewhere that isn't polluted and dirty; somewhere they can be proud of.

A better environment means a place where people can enjoy a variety of shops, restaurants and other leisure activities in the borough; a place that has a lively cultural life and where people can take part in a range of social and sporting activities.

The state of our local environment affects everyone who lives and works in Newham. Our environment includes all the places we spend time; where we live, travel to work or school, shop and so on. It's about how clean the streets are, local roads and public transport, decent homes, parks and green spaces that are well cared for and safe, pollution, the quality of design of new buildings and the condition of older buildings.

The Community Strategy will guide the work of local organisations in making sure that we do have a better environment. Residents will have a part to play by being aware of their own responsibilities, in not dropping litter and keeping front gardens tidy, for example.

Building an active and inclusive community

TARGET: Everyone in the borough should have the same chances in life whatever their background and Newham should be a place where people live harmoniously and respect each other

Our aim is that an 18-year old in Newham in 2010 will not have been held back because of their race, gender or disability. If they are not in work or education, they will be in receipt of the benefits to which they are entitled. They will be able to play a full part in community life, perhaps on a community forum or through some kind of voluntary activity. They will know their neighbours and be prepared to help them if necessary.

Everyone should have the chance to do well and enjoy life to the full in Newham and have opportunities to get involved in the life of the borough. Any barriers that stop people participating should be removed – for example it should be possible for their views to be heard in their own language or for them to attend a meeting in the evening without being afraid to leave their home.

One of Newham's great strengths is its diversity, but one of its weaknesses is the unequal opportunities and level of resources available to its citizens. The aim is to tackle this inequality by raising expectations and improving the lot of the most disadvantaged.

The kind of things that partners will be working towards include making sure people receive the benefits they are entitled to, making sure public buildings are accessible to everyone, making sure everyone has the same chances to do well at school, and encouraging more people to get involved in Community Forums so they can have a real say on what happens in their area.

Investing in young people

TARGET: All our children, whatever their background, to be achieving the same level of educational attainment as the national average. They should be healthy with good career prospects and a good quality of life.

The objective is that an 18-year old in Newham in 2010 will have had the opportunity to do well at school and have good choices for further education and training. There will be suitable jobs for them in the borough. They will enjoy Newham's sporting and leisure facilities, and Newham's libraries will offer them a range of things that they want. They will have a good range of things to do in their spare time and have access to good health services and advice on health issues.

When children have a good start in life, their chances of being healthy and doing well are much better. And it is good for the borough to have responsible, well-educated young people as this will make Newham a more attractive place for business.

Making sure young people have a good start in life means investing in schools, libraries, sports and leisure centres. It means having things for them to do in their spare time, which in turn makes it less likely that they will get involved in crime or anti social behaviour. And it means making sure that health services meet their needs.

As well as working with young people, the partners will work with their families. Good quality childcare is important, and some parents need help and support, for example so they can get more involved with their children's education.

Making Newham safer

TARGET: Crime levels in Newham will be in line with the London average, and people will feel safer about living in Newham

Our aim is that an 18-year old in Newham in 2010 will feel safe when they are out and about in the borough. They will have respect for the borough and their fellow citizens and will not display anti social behaviour. They may take an active role in discouraging others from crime, or be part of a local neighbourhood watch scheme

Community safety and anti-social behaviour are top of the list of local people's concerns. Newham has high rates of crime, though not as high as similar areas of London. Newham residents want to feel safe on the streets and in their own homes.

Dealing with crime and the fear of crime is about prevention as well as taking tough action on offenders. Problems are caused by a small minority, but their actions affect everyone in the borough.

Partners will continue to work on projects that make Newham safer and on programmes aimed at actual or potential offenders. Residents, too, can play their part, for example by joining Neighbourhood Watch schemes.

As crime rates fall people will be more likely to choose to stay in the borough and employers more likely to come here or expand their existing business. If people are less afraid of crime and more confident being out and about in Newham they will have more choice about how they spend their time, where they go and will be more likely to lead an active life.

Narrowing the health gap

TARGET: By 2020 the health of local people will be at least as good as that of people in the rest of London, and by 2010 good progress will have been made towards achieving this aim

Our aim is that an 18-year old in Newham in 2010 will expect to live longer than the 1997 18-year old, and their overall quality of life will mean they are less at risk of ill health and premature death. They will avoid many of the causes of ill health by eating a healthy diet, taking regular exercise and not smoking. They will be less likely to be teenage parents. They will be able to see a health professional within 24 hours if they need to.

Newham has the highest level of ill health in London. A person living in Newham is likely to die five years earlier than someone living in Westminster. Poor health is closely linked to a range of other problems such as poverty, poor housing and unemployment. Research shows that poor educational achievement by 15 to 16 year-olds is linked to coronary heart disease and infant mortality.

Many things contribute to poor health – unsatisfactory housing, poor diet, lack of access to sports, poverty and unemployment. Tackling health problems is not just a matter for health organisations so all partners will be working to deal with the causes of poor health in Newham and to improve local health services.

The aim is that by 2010 people will not just be in better health, but will have more confidence in local health services. The desire for better healthcare will not cause people to move from the borough.

Business growth and access to jobs

TARGET: To ensure that Newham's unemployment rate moves in line with the national average by 2006 and that the income through work of Newham people increases to the average level for the surrounding area

Our aim is that an 18-year old in Newham in 2010 will find it easier to find a job either in the borough or in neighbouring boroughs. There will be training schemes to help them take advantage of employment opportunities. They will have support if they want to start their own business and be confident of their prospects for the future in the borough.

Making sure that Newham is a place where business wants to set up and do well is important to Newham's future. Local people should be able to take advantage of any new jobs in the area. The local economy and smaller local businesses should benefit from larger firms coming to the area.

Being out of work makes people poor, and poverty leads to other problems such as ill health. Lack of jobs leads to lack of hope and can lead to more problems in the community. So, hand in hand with encouraging business, partners are investing in improving education and training for children, young people and adults, both those out of work in those in work who would like to improve their prospects.

At the moment, many of Newham's residents who do have jobs are on low wages and have lower than average household incomes. Newham has a higher than average number of long-term unemployed people and work needs to be done to help them back into work.

The vision for Newham is of a place that is thriving economically as well as socially. This means a wealthier Newham and a Newham where all local people share in the growing prosperity.

Conclusion

The Community Strategy is about making people feel able to choose Newham. But this needs to be a real choice. So far, to a large extent the people who have been able to choose to live and work in Newham have been those who are economically more active, or perhaps who move here because of the new jobs and better conditions in the borough. People who are not so well off should also have opportunities.

Responsibility for achieving Newham's vision will be led through the Local Strategic Partnership. The partnership needs to keep asking residents about their priorities and hear back from residents about the quality of local services.

An increasingly important role for the many organisations in the borough that provide services will be to stand back; they will need to give people the resources and the support they need to run more and more things themselves.

When residents have more influence on local decisions and are better off, they will have a better chance of making a positive choice to live in the borough. That will be a sign that the vision has been achieved.

NEWHAM'S COMMUNITY STRATEGY

Newham: a place where people choose to live and work

Introduction

'By the year 2010 Newham will be a major business location and a place where people will choose to live and work.'

In 1997 Newham Council agreed an ambitious vision for the future. The vision set out what kind of borough Newham would be thirteen years into the future. It was the result of a great deal of consultation and discussion between local organisations.

All the major agencies that provide services in Newham 'signed up' to the vision and committed themselves to making it happen. Everyone realised that a great deal needed to be done to improve services and make sure they kept getting better, to attract new business and jobs to the borough and get local people involved in decisions about plans for the future.

It is now more than six years since the vision was drawn up. Much has been achieved and Newham is a better place now than it was in 1997. Much has changed: the way the council is run, the organisation of health services locally, more backing for partnership working and a clearer recognition of the priorities of local people.

This Community Strategy represents the halfway point in delivering the vision. It provides a short review of the first six years and then looks at what needs to happen over the next six years to make Newham a place where people can make real choices about their lives.

The strategy is intended to be aspirational: it points to where we want to get to. It shows how the efforts of the partners will be directed towards making life better for people in Newham, but at the same time recognises that however much the partnership achieves, there will still be unemployment, ill-health and poverty in Newham.

One of the keys to delivering the strategy, and one of the demonstrations of its success, will be that people choose to stay in Newham rather than move to other areas, when, for example, they become better off.

The strategy is backed up by a performance monitoring system based on targets that partners are committed to and which will deliver real improvements in the quality of life for everyone in Newham. Implementation of action plans is overseen by the various elements of the Local Strategic Partnership (LSP) structure, from community level to the Civic Partnership.

How this plan was produced...

This strategy is the result of a great deal of local consultation. It draws on the results of a range of local surveys and consultation exercises, including those conducted directly by the Mayor. The partners in the Newham Local Strategic Partnership have been involved through LSP meetings and discussions. Partner views and comments are reflected throughout the document, which also takes account of national government priorities. Community forums have contributed to and commented on the document.

... and how it will be used

The strategy expresses the aspirations of the LSP and individual partners. They will use it to guide services and investment in Newham. They will feed the strategy into their own plans and strategies to make sure that all the agencies are pulling in the same direction and meeting the needs of the local community.

The story so far

Newham in 1997 was a borough in decline, with low aspirations, poor services and no real sense of what the people who lived in the borough wanted or needed. The vision was expressed largely in terms of regenerating Newham, so that physical improvements would lead to improvements in other areas, such as employment.

The idea was to target resources on the parts of the borough that were most in need, and then 'work out', spreading the improvements across Newham. At the

same time, an important ingredient was to ask Newham residents about their concerns and their hopes for the future: this information would help the service providers target their work on the services that people said were most important.

Resources

Newham has been very successful in bringing in some £300m to help deliver the vision. For example, since April 1996 we have received:

£70m from the Neighbourhood Renewal Fund

£55m from New Deal for Communities

£30m from the national lottery

£77m from the Single Regeneration Budget

£5.3m from the European Regional Development Fund

£9m from Sure Start

£5.7m from the Children's Fund

Newham has been getting better – we know this through the extensive consultation and surveys we carry out. Many of the changes, such as the Jubilee Line extension and the revitalisation of Stratford are obvious. Other things are not so visible, such as the growing achievement of most of our school pupils, or the quality of services provided to local people.

Our approach has been endorsed by others. The government has accepted the need for developments along the Thames Gateway to be of high quality and to bring together homes, jobs and community facilities.

When the vision was published, it was intended that the physical developments in the borough would benefit local people, but nobody could be sure then how much of the success would be shared by Newham residents. The priority therefore, was to make sure that those developments were of high quality and improved our environment. Now that we have a clearer picture of how physical renewal is working in the borough, and we can be more certain that it will continue, it is time to sharpen our focus on the vision and put local people at the heart of activity to deliver the vision.

For example, the next few years will see a massive investment in the Stratford rail lands, the transformation of Canning Town, more developments in the Royal Docks, big changes to Forest Gate, further extensions to the Docklands Light Railway and a new river crossing. And, just recently announced, the choice of Newham as the main focus of the bid to stage the Olympics in London in 2012. These changes have the potential to lead the renewal of the borough, and the vision will help fulfil that potential.

Where we are now

Newham today is in much better shape than six years ago. There have been some big changes in how services are delivered and in the organisations that deliver them. Importantly, local people now have a much greater say in what goes on in the borough, for example through community forums.

The Newham of 2004 has changed significantly in the last few years. The census in 2001 found that Newham's population is 243,000, up more than 13 per cent in ten years and 15 per cent since the 1981 Census. The UK as a whole has grown at a slower rate, with only 4.3 per cent increase over the same period – London had a growth rate of 5.4 per cent, whilst Inner London grew at a rate of 8.5 per cent. 61 per cent of the borough's residents are from ethnic minorities, the highest proportion in the country; 40 per cent are under 25 years of age, making Newham one of the youngest boroughs in the country; and the borough has, at 12 per cent, the highest proportion of lone parent households and highest percentage of children living in poverty.

The vision has to take account of these changes if it is to be relevant to the borough's citizens today – and the citizens of Newham 2010.

While the organisations that provide services in Newham all have their own priorities, they are broadly working to common objectives as partners in the Local Strategic Partnership. The LSP brings together the community and service providers. It is responsible for projects funded by government neighbourhood renewal grants, and also seeks to get organisations to direct their own funds towards community priorities. The growing strength of this partnership makes us better equipped to deliver the changes needed to achieve the vision. The LSP is responsible for this

Community Strategy that guides partners so that they tailor their activities to meet community priorities.

In May 2002 the people of Newham voted for an elected Mayor. This has changed the way that the council is run and has also meant that one person has the democratic backing to drive forward change in the borough as a whole, representing the people of Newham with local and national organisations. Having a Mayor as a single point of reference makes decision making easier and strengthens consultation and communications with the many communities of Newham.

The Mayor

Newham's Mayor is chair of the Local Strategic Partnership. The Mayor was elected to give a strategic lead to public services in Newham and to make sure the wishes of local people are reflected in the policies of service providers.

The Mayor gauges public opinion in a variety of ways which help him to guide policy. He receives reports from officers, has face-to-face meetings with members of the public at a 'soapbox' event (where individuals have three minutes to 'make a case' to the Mayor), through comments made through the Mayor's suggestion boxes, through casework and through comments and letters addressed to the Mayor. He also hears from councillors about issues that have been raised in their advice sessions and from his advisors and cabinet members about their experiences.

Themes for Action

Newham's Mayor was elected on a manifesto based on seven key tasks that need to be carried out to make Newham a better place. These tasks included: education, reducing poverty and raising the income of local people, improving health and reducing crime and anti-social behaviour.

These are in line with the aims of the Local Strategic Partnership and its individual member organisations. For example, improving educational attainment is a key aim of the council; health services are responding to government objectives to improve the health of the nation and be more active in preventing ill-health; and the police will be getting more powers to tackle anti-social behaviour.

Achieving a people-centred vision, therefore, means directing our collective efforts at:

- a better environment for all
- building an active and inclusive community
- investing in young people
- making Newham safer
- narrowing the health gap
- business growth and access to jobs

These are the themes of this Community Strategy and they are underpinned by excellent and continually improving services.

There have also been changes to the health services locally, with more to come. Primary health care services will get a major injection of capital funds to provide new facilities, and big developments are underway to continue to improve Newham General Hospital.

Other changes have been brought about because of London's new Mayor and the responsibilities of the Greater London Authority.

The police service in Newham has closer links with the community and has placed a greater emphasis on working with partners to tackle issues of local concern such

as anti-social behaviour. New initiatives such as Police Community Support Officers are putting a reassuring presence on the street and helping to fight crime.

Within Newham, the community’s voice is better able to be heard. There is a good track record of consultation with local people, which continues, but in addition, ten community forums have been set up to bring people together in their own neighbourhoods to discuss what is important to them and to keep an eye on local services. The community forums feed into the Local Strategic Partnership.

One of the next big steps is to enable people to have more control over their own lives. Just as Newham has moved from being a borough that tended to rely on outside help from the government to get things done, to one that has makes things happen for itself, so local people must be empowered to be active citizens who can contribute fully to the life of the borough. Volunteering not only engages people in their communities, it serves as valuable experience for people developing skills and moving into employment.

If the first years of the vision saw us looking outside the borough for investment, the years ahead will draw more heavily on the real capital of Newham – its people.

The Neighbourhood Renewal Fund

The work of the Newham Local Strategic Partnership is helped by money from central government in the form of the Neighbourhood Renewal Fund (NRF). This has amounted to some £30m to date, with a further £40m in the pipeline for 2004-2006. Although NRF may be a small proportion of overall public expenditure in Newham, it is cash that is particularly targeted at making a difference to the most deprived areas. It is used to fund specific projects, which are now grouped in a number of workstreams aimed at tackling the areas of greatest concern.

Putting ideas into action – the workstreams

Following discussions among the LSP partners, it has been agreed that projects funded by NRF money over 2004/06 will be grouped under six main themes as shown in the table below along with the particular issues that projects are being developed to tackle and the outline of the kind of projects that are being developed.

| HEALTH AND WELL-BEING | |
|---|---|
| Pathways for people with chronic illness | <ul style="list-style-type: none"> • health promotion • outreach services • care navigators |
| Mental health | <ul style="list-style-type: none"> • early prevention – particularly young black men and young asian women |
| Infant mortality | <ul style="list-style-type: none"> • awareness programmes on smoking, breast feeding and nutrition in pregnancy • community engagement: ante-natal care • screening programme • improved maternity services |
| CRIME AND ANTI-SOCIAL BEHAVIOUR | |
| Prevention of crime and anti-social behaviour | <ul style="list-style-type: none"> • building on the former Respect scheme • joint tasking team • targeted actions • infrastructure |

ENVIRONMENT AND HOUSING

| | |
|----------------------------|--|
| Street scene | <ul style="list-style-type: none"> • public realm improvements |
| Co-ordinating regeneration | <ul style="list-style-type: none"> • town centre management • street watch • Canning Town and Custom House renewal • engaging residents • targeted enforcement • disabled parking programme • recycling electrical goods • warm zone |

EMPLOYMENT

| | |
|----------------------------------|--|
| Barriers to employment | <ul style="list-style-type: none"> • construction training and employment centre |
| Employment in the public sector | <ul style="list-style-type: none"> • focus on excluded workforce |
| Enterprise and local procurement | <ul style="list-style-type: none"> • public sector employment • e-procurement for local services and businesses • improving educational attainment at Key Stage 2 and 3 |

COMMUNITY AND SOCIAL REGENERATION

| | |
|-----------------|--|
| Social cohesion | <ul style="list-style-type: none"> • improving community facilities • promoting equalities • the Olympics |
|-----------------|--|

| | |
|---------------------------------|---|
| Poverty and income maximisation | <ul style="list-style-type: none"> • tackling low benefit take-up • benefit to work • access to advice and assistance • debt management and reduction |
|---------------------------------|---|

| | |
|---------------------|---|
| Information sharing | <ul style="list-style-type: none"> • neighbourhood information management system • household panel surveys • national projects |
|---------------------|---|

YOUNG PEOPLE

| | |
|--|--|
| Youth diversion | <ul style="list-style-type: none"> • general facilities |
| Youth facilities | <ul style="list-style-type: none"> • culture |
| Young people's health | <ul style="list-style-type: none"> • health |
| Vulnerable adolescents and teenage pregnancy | <ul style="list-style-type: none"> • homelessness • vulnerable adolescents |

As well as helping the partners to achieve the targets that are set out in this strategy, the projects covered by the workstreams will all contribute to meeting a series of 'floor targets' that have been set by central government.

The floor targets cover:

- Education and skills – primary literacy and numeracy, secondary literacy and numeracy and GCSEs
- Health – teenage pregnancy and life expectancy
- Housing – improving the condition of housing
- Employment
- Enterprise
- Burglary, vehicle crime and robbery
- Road fatalities and serious injuries

Who does what in the LSP?

The Civic Partnership

The role of the Civic Partnership is to set the overall strategic direction and promotion of the LSP and agree the Community Strategy. There are 34 members who represent the interests of all the partners. The Civic Partnership meets four times a year to make key decisions.

Executive Group

The Executive Group deals with the day-to-day management of the LSP. It makes recommendations on the co-ordination of agendas to the LSP and all parts of the partnership.

Delivery Board

The Delivery Board is responsible for developing Newham's neighbourhood renewal programme, co-ordinating the delivery of the Community Strategy and supporting all sections of the partnership to ensure targets are met.

Local Action Partnership Boards

There are five different partnership boards responsible for addressing specific priorities. They work closely with the Delivery Board and community, faith and voluntary groups to deliver improvements.

The five Partnership Boards are:

- Community Safety Partnership Board – focuses on reducing crime and anti-social behaviour
- Health and social well-being Partnership Board – addresses improving access to health services, tackling the causes of ill health and health inequalities, and providing improved social care and health in Newham
- Environment and Physical Regeneration Partnership Board - responsible for developing projects to create a sustainable, high quality environment and working with partners to improve housing standards
- Culture and Social Regeneration Partnership Board – responsible for getting residents, especially young people, more involved in cultural, recreational and

sporting activities. Addressing poverty through income maximisation and debt reduction initiatives

- Enterprise, Employment and Lifelong Learning Partnership Board – focuses on training and lifelong learning; employment and business support programmes

Community Board

The Community Board is responsible for co-ordinating and engaging the community, voluntary and faith sectors in the neighbourhood renewal process with a particular emphasis on working through the community forums. The Community Board consults with local communities and feeds back into the Partnership. It is the eyes and ears of the LSP, ensuring that local priorities are not overlooked, and the mouthpiece of resident opinion.

Making sure things happen – performance management

The Local Strategic Partnership has a Performance Monitoring System to assist it in tracking progress towards the 2010 vision bringing together a set of key indicators that provide a picture of the state of the borough.

The indicators are grouped under the six headline targets of the Community Strategy (*see Appendix*).

Lead officers from different organisations within the LSP are responsible for gathering data on each of the main themes and reporting back to the partners.

Regular progress reports will be prepared relating to each of the six headline targets. In addition, an annual 'state of the borough' report will be produced that shows progress against all of the headline indicators.

The future

A child just starting primary school when the vision was first published will be 18 in 2010. Perhaps they will have gone into higher education; perhaps they will have entered the world of work. They may be looking for somewhere of their own to live and will enjoy going out with friends.

They should feel safe on the streets and be able to enjoy Newham's sport and leisure facilities. They should be in good health, but able to see a doctor if they need to. Ideally, they should also be interested in the way the borough is run, feel that their needs are being responded to and that their views do make a difference in the borough.

They should be at ease in Newham and be happy to live and work in the borough. They should be self reliant, but know that support is there if they need it. They should be proud to live in Newham and be happy to stay here.

The Newham 18-year old in 2010 should be able to exercise more choice than they can today. And their choices will be wider because of the improvements that have taken place. For example, a good education will give them more choice over further education and training; it will enable them to have a better income and have more choices about their leisure time. They will feel safer and therefore be more likely to choose to play an active role in the life of the borough.

It is not just the young who will benefit from the changes in the borough. People of all ages will find that their needs are better catered for. For example, older people will enjoy better services and support, have more leisure opportunities and will be able to take advantage of a range of community facilities.

What will make all these things possible?

There are many things that need doing, but just as it was decided in 1997 to focus on renewal as a starting point, priorities have to be determined. The work to focus the next stage towards the vision is emerging out of those things that local people say are most important and areas that the partner organisations know they need to improve upon.

If the first six years of delivering the vision were characterised by the physical changes to the borough, the emphasis is now shifting towards Newham's community and the relationship of Newham's people with the fast-moving physical renewal that is now taking place.

Renewal has brought significant improvements to the borough but we know that Newham people still do not prosper as well as they should. Health in Newham is below the national average and Newham people die younger; unemployment in the

borough is higher than the average for London; overall our young people are not doing as well at school as we would like.

In addition, we know that Newham residents are still worried about crime and they do not think our local environment is as good as it should be – there is too much litter on the streets, too much fly-tipping and too many abandoned cars, for example.

Finding a decent affordable home is a problem for many of our residents and many Newham people do not have incomes that are high enough to allow them a good quality of life.

But there is a great energy and resourcefulness about Newham residents. Our challenge, as organisations responsible for making the vision happen is to improve the life chances for everyone in Newham and empower people to do more for themselves. We need to help people get on and make things happen without always having to wait for the council or the health service or the government to set up a sports club or a youth club or a lunch club for example. We will continue to develop fresh ideas for making life better in Newham, while learning from what has been shown to work elsewhere, including projects such as the West Ham New Deal for Communities within the borough.

The Olympics

London's bid to host the 2012 Olympic Games will bring benefits to the area – even if ultimately the bid is not successful. The physical infrastructure required to support a successful Games would accelerate essential improvements to London's transport system and boost the economic renewal of East London and the Thames Gateway. The planning and preparation for the Games can provide a lasting legacy for London in both physical and social terms.

The renewal and development of facilities, transport and services will change the face and fortunes of the area forever, with or without the Olympic Games.

However, even without the Olympic Games plans are being developed to create a new area of London that will meet the needs and aspirations of the communities in the area over the next 15-20 years.

The Unitary Development Plan will be replaced with a new Local Development Framework with detailed plans for the Arc of Opportunity – the area of the borough that has been identified as a major location for new business. The local community will be involved in devising the new plan for the borough.

The following sections of this strategy examine the main themes for action and include a range of specific targets that Your Newham LSP partners have developed to ensure that local needs and priorities are met. Health, education and safety feature strongly throughout the document, while broader quality of life issues underpin the whole strategy.

A better environment for all

COMMUNITY STRATEGY TARGET:

To make Newham a place where people choose to live and work

How people feel about their environment is the key to whether they will choose to live or work in an area. This is all about quality of life. People want to live in a vibrant and diverse community; somewhere that offers them plenty of things to do in their free time; somewhere they can easily and safely travel around; somewhere with a decent home and good neighbours; somewhere that isn't polluted and dirty; somewhere they can be proud of.

A better environment means a place where people can enjoy a variety of shops, restaurants and other leisure activities in the borough; a place that has a lively cultural life and where people can take part in a range of social and sporting activities.

The state of the local environment affects everyone who lives and works in Newham. Our environment includes all the places where we spend time; where we live, travel to work or school, shop and so on. It's about how clean the streets are, local roads and public transport, decent homes, parks and green spaces that are well cared for and safe, pollution, the quality of design of new buildings and the general renewal of the borough. It is about getting the right balance between people and cars and making sure that parking in the borough is fair and effective.

A poor environment can discourage people from going out and taking an active part in community life, it can encourage crime, and it can make people feel depressed or ill. It can be bad for the health of local people – especially children and the elderly – because of environmental hazards such as poor air quality and dog fouling.

Badly managed traffic (and too much of it), lack of quality green space and inadequate access to amenities all reduce opportunities for leisure, sport and exercise, and a poor environment affects an area's ability to attract and/or retain investment. Poor housing affects how people feel about the area as well as their health and well-being and the reliability and availability of public transport has an impact on how well people can move around the borough.

A clean environment can make a major difference to how local people feel about the area where they live. Improving the appearance of an area can help in sustaining any local neighbourhood renewal programme.

Much has been done to improve Newham's environment in recent years. A lot of this has involved targeting particular areas of the borough where big things can be done quite quickly. But now it is important to spread these benefits to the whole borough. Everyone deserves a good environment and it is one of the things that has most impact on how people feel about where they live. Where people have a choice, the local environment will be a big factor in how they exercise that choice.

What are we doing?

Education will be coupled with tough enforcement. People must be more aware of their own responsibilities for our environment at a local level – indeed the attitude of residents will have a great impact on the success of this whole strategy. Activities include promoting more recycling, more respect for the environment and providing a free collection service for large household waste. Those who blight the environment, for example through illegal dumping of rubbish or abandoning cars, will face penalties for their behaviour. So, too, will those responsible for anti-social behaviour such as making life a misery for their neighbours or defacing property with graffiti.

At the same time, the partners will make sure their own properties and land are well cared-for and that services such as street cleaning and waste disposal improve.

To improve the environment we will:

- Introduce new working practices and additional cleaning machines to help us ensure that every street in the borough is cleaned as often as needed to maintain an acceptable standard
- Deal with the problems created by storage and disposal of rubbish by businesses and work with businesses to improve storage and disposal and take more enforcement action against those who break the law
- Make property owners and landlords responsible for properly disposing of waste and for keeping front gardens clean and tidy

- Make public areas of council buildings accessible to disabled people through a rolling programme of £2m of funding to be spent over the next three years – other public buildings in the borough will also be targeted
- Renew or refresh the street environment in a number of key locations
- Promote recycling by extending the kerbside recycling collection scheme to a further 15,000 homes and creating a major new facility to recover and recycle waste
- Continue to encourage reduction in energy and water consumption and monitor and promote energy and water efficiency in public buildings
- Continue to increase environmental awareness among local people including improving links with schools and community groups.
- Continue to press the organisations that provide public transport in the borough to improve services
- Support plans to expand public transport, for example by backing the extension to the Docklands Light Railway
- Continue to introduce measures that improve road safety, such as the 'safer routes to school' programme

The priority of Newham's street scene has been recognised through a programme of organisational changes within the council called 'Planning for the Future'. This will focus groups of services around issues that are important to the public. A new 'public realm' organisation will be developed over the coming year to run this programme. It should be up and running from 1 April 2005.

Our aim is that an 18-year old in Newham in 2010 will be proud of their local environment. At school they will have been taught the importance of respect for the environment. They will be happy with the state of the streets and feel safe on Newham's roads. They will be able to use cycle routes across the borough and be confident that other local journeys can be completed easily by public transport. They will live in a decent, warm home and recycling their household rubbish will be part of the daily routine.

Better housing is also important in the context of the environment. At the moment it is difficult for people who want to stay in Newham to afford a decent home.

New homes have been – and will continue to be – provided as part of the renewal programme, and more will be done to bring older privately- and publicly-owned homes up to modern standards. Our aim is for a wider choice of housing to be available. Homes that are the responsibility of the council and housing associations will be well managed and maintained and all council homes will meet the Government’s standard for decent homes.

There are plans for significant numbers of new homes in the borough, particularly around Stratford and at Silvertown. These developments will help increase the choice of housing in Newham. It will be important to make sure that homes are affordable and that key workers and the support staff that are needed to run our services can find homes in the borough.

Many homes in the borough are not energy efficient. This affects some of our most vulnerable residents; in particular, older residents, families with young children and people who are disabled or have long-term limiting illness. Improving the quality of both privately- and publicly-owned homes in terms of energy efficiency, will be a central factor in our Community Strategy.

Cultural and social opportunities have a big impact on what people feel about an area. It is important for Newham to have a good choice of things for people to do in their spare time and to have places to shop, eat and so on. Land Securities’ redevelopment of Stratford shopping centre will make it much more appealing to shoppers.

People will choose to stay in Newham or move to Newham because it offers them a high quality environment respected by all.

Building an active and inclusive community

COMMUNITY STRATEGY TARGET:

Everyone in the borough should have the same chances in life, whatever their background and Newham should be a place where people live harmoniously and respect each other.

Newham’s strength is its diversity – one of its weaknesses is the unequal opportunities and level of resources available to its citizens. At the heart of our Community Strategy is a need to address this imbalance by continually raising expectations and improving the lot of the most disadvantaged.

Our vision is that people will choose to live in Newham. To achieve this our policies and goals are geared towards developing an active and inclusive community for all.

We want to ensure that everyone has the chance to prosper and enjoy life to the full in Newham and to provide opportunities for those who want to get actively involved in the life of the borough, participating in tenant groups, schools or community forums for example. We need to remove barriers that stop people participating – for example making sure that their views can be heard in their own language or that they can attend a meeting in the evening without being afraid to leave their home.

People need to be encouraged to take part in the democratic life of the borough – at the very least by casting their vote in elections – but there are many more ways for people to get involved.

A vibrant community is one where people are actively involved. Citizens should not be prevented from playing an active part in the community because of factors such as race, economic status or disability. Social inclusion, therefore, is at the centre of our approach to having an active and inclusive community. We will continue to tackle social exclusion by focusing on the problems from the point of view of those who are the most economically marginalised, not from the point of view of organisations delivering services.

An active and inclusive community is one where people feel a connection with their neighbourhood, where they know people who live near them, know who to go to locally for help and advice, where they get on with their neighbours and

where they are happy to remain for a number of years. Today in Newham people tend to be more negative about their neighbourhood compared with people in other parts of the country, although across the borough many residents are working together to improve life in their communities by organising activities or developing new services.

Six years ago it was tempting to view the battles to tackle discrimination and prejudice as won. This is clearly not the case. Race, gender, class, disability, age and sexual orientation continue to be arbitrary barriers which affect opportunities, income, civil rights and health.

We cannot hope to create a genuinely inclusive community while half of all children in Newham live in families that rely on means tested benefits and nearly two thirds live in poverty. The effects of low income are serious – poor diet and poor housing leads to health problems, money difficulties cause mental illness and family breakdown, and children from poor families do less well at school.

What are we doing?

Britain has become a more diverse and affluent society but the areas which are most diverse tend to be the least affluent and those which are the least diverse, the most affluent. It is important, therefore that we make sure that citizens know about and receive all the benefits they are entitled as increasing their income will enable them to participate more in community life and support the local economy. Local people also need financial services, such as Credit Unions, that meet their needs.

Our aim is that an 18-year old in Newham in 2010 will not have been held back because of their race, gender or disability. If they are not in work or education, they will be in receipt of the benefits to which they are entitled. They will be able to play a full part in community life, perhaps on a community forum or through some kind of voluntary activity. They will know their neighbours and be prepared to help them if necessary.

An inclusive community is a community where everyone has equal access to services.

It is complimentary to Newham that in a world where ethnic conflicts and intolerance are all too frequent that the borough is seen by many as a safe haven.

We will continue to promote equalities and by 2006 the council will have achieved level 5 of the Equalities Standard for Local Government – the highest level of a standard that has been developed by the Commission for Racial Equality to ensure that local authorities consider gender, race and disability equality issues at all levels of council policy and practice.

Partners will ensure that Newham's public buildings are accessible to all citizens and action will continue to make sure that information on services in the borough is available in a range of languages and formats, with face-to-face and video translations also being made available. The work that has been underway to make town centres more accessible to disabled people will, with the involvement of disabled people, be extended to areas outside town centres.

Work will continue to reach out to and listen to Newham's diverse communities. For example, a consultation exercise with the borough's lesbian and gay community resulted in the provision of commitment ceremonies at the registrar's office and a proposal to begin work to combat homophobic bullying in schools.

We will work with registered social landlords in the borough to make sure they have strategies in place to meet the housing needs of all groups in the borough. And we will increase the checks on landlords who receive housing benefit to make sure that properties are up to standard.

Through the Supporting People Programme, vulnerable people will be able to improve their quality of life in a stable environment which enables greater independence. This will involve work by partner agencies who provide housing and support services and organisations that support independent living.

Lack of community cohesion is often fuelled by lack of opportunities. A good standard of education is key to securing greater opportunities. It is a national concern that educational attainment is affected by race, class and gender. We are proposing to make certain that in seven years time race, class and gender will no longer be a barrier to educational attainment. Children who have been cared for by the council should have the same chance to do well as children with more stable family backgrounds. In short, everyone should have the same chance to do well and we want all our children, whatever their background, to achieve the same level of educational attainment as the national average.

People on low incomes are more likely than others to be excluded, so projects to raise incomes locally will continue, including work to encourage the take-up of benefits.

An active and inclusive community requires shared values. These values are not imposed from 'above' by the government or local organisations, they are fundamental values based on the community and the common good, irrespective of cultures, race, religion or background. They recognise the importance of community cohesion, fairness and the involvement of everyone in the life of the borough. The values respect the differences between people and promote tolerance, understanding and mutual support.

We ensure that the community benefits from major developments in the borough.

Community involvement

Newham's community forums provide one of the main ways for local people to get involved in decisions about public services in the borough. Ten community forums cover the borough, and anyone who lives or works in Newham is encouraged to get involved. The forums have been set up to enable local residents and stakeholders to agree priorities for their local areas and provide feedback on the performance of local area strategies. They also provide an opportunity for the whole community to have their say, get involved and to influence what happens in their area.

Each community forum has a steering group consisting of representatives of the community – councillors, residents' associations, business representatives and so on. The role of the steering group is to co-ordinate and gather opinion, feedback and views.

Faith communities in the borough also have an important role in helping to shape the future and ensuring that the widest possible range of views are taken into account.

Newham has a Youth Parliament that is represented on the Civic Partnership. Its members are elected by five Area Youth Forums which also raise issues and take action on young people's issues, concerns and interests.

There are more than 1,000 voluntary and community organisations in the borough who provide services for local people. These organisations can feed into the activities of the LSP.

Investing in young people

COMMUNITY STRATEGY TARGET:

All our children, whatever their background, to be achieving the same level of educational attainment as the national average. They should be healthy with good career prospects and a good quality of life

The early years of the vision emphasised the need to make sure that people had the education and training they needed to take advantage of the new jobs that renewal initiatives would bring to the borough.

This is still important, but as a borough with a young population we need to redouble our efforts to make sure that our young people get a good start in life. If we can do this, then they will have much wider choices as they grow; choices about their education, their future and their health. They should be able to choose to stay in Newham to study or to work and to raise their own family in the borough. And a well-educated population will be an incentive for business to come to Newham.

Newham's schools have been steadily improving over recent years. Pupils have been achieving better exam results and the overall performance of our schools has improved.

Making sure young people have a good start in life means investing in a range of areas that affect their well-being: libraries that are modern, welcoming places that offer services that young people want; sports and leisure centres that involve and engage young people; cultural activities that cater for the interests of the young and give them things to do, which in turn makes it less likely that they will get involved in crime or anti-social behaviour. It means taking account of their health needs, making sure that they have good access to health services, information and support.

By listening to young people and demonstrating that their views are taken into account, Newham's young people will be more encouraged to take an active part in community life.

In Newham the problem of educational attainment is multi-faceted. Pupils and parents often have low expectations and there is a lack of adequate child care facilities. Newham also suffers from low levels of parent involvement in their children's learning and low levels of qualifications, literacy and numeracy in the adult population.

The problems we face concerning low levels of educational attainment are closely linked with other local issues, such as unemployment, poor health and juvenile crime rates.

The objective is that an 18-year old in Newham in 2010 will have had the opportunity to do well at school and have good choices for further education and training. There will be suitable jobs for them in the borough. They will enjoy Newham's sporting and leisure facilities, and Newham's libraries will offer them a range of things that they want. They will have a good range of things to do in their spare time and have access to good health services and advice on health issues.

What are we doing?

We are investing in young people across a broad range of services, including education, health, environment, sport and social services.

A good start in life is vital, so we will continue to provide high quality, integrated early years services for children and families. Schemes such as our Sure Start programmes contribute to children's learning and social skills. These programmes can also help to identify and support children at risk and can enhance parenting skills.

Research shows that the longer the 'learning day' of pupils the better they perform at school. Building on existing provision, we will continue to encourage schools to extend opportunities for pre- and after-school learning. This will include providing support for study through homework clubs and study skills revision schemes. We will continue to run summer schools that focus on learning through enjoyable activities.

Combined with the transition from primary to secondary school, adolescence can be a difficult time for many of our young people and can lead to poor behaviour, involvement in truancy and anti-social behaviour. We will continue to offer support for families, through programmes such as home-school link workers which helps to ensure that parents are kept informed about and involved with their children's education. Homework clubs in schools and libraries provide an environment for study, while breakfast clubs help ensure pupils' well-being.

The London East Connexions service is about making a difference to the life of every young person between the ages of 13 and 19. The aim is to provide all the support services, advice and ideas young people need to reach their full potential by making the transition from school to work and adult life easier for young people and helping them discover their own potential. Connexions and Newham's Community Education and Youth Service will continue to work jointly to support young people through their adolescence. There will be continued support for the role of the Youth Parliament.

There will be excellent provision for disadvantaged young people. It is important that adequate support is provided to severely disaffected young people. Our approach will include developing imaginative provision so that we can re-engage disaffected young people.

The fact that so many of our young children live in poverty acts as an inspiration for our approach to education rather than as an excuse. We will continue to support our young people through the quality of our schools, the excellence of our library services and the choices on offer at colleges and other further educational establishments.

We will continue to work to reduce the number of teenage pregnancies, for example by providing contraceptives and advice on sexual issues. Our local teenage pregnancy strategy will continue to focus on the positive aspects of young people's relationships and address social and media issues about sex, contraception and pregnancy. The aim is to work with young adolescents before they become sexually active.

If young people in the borough have a good quality of life, they are more likely to want to stay in Newham and contribute to the life of the borough.

We will ensure that new facilities for young people will be required in major new developments.

Making Newham safer

COMMUNITY STRATEGY TARGET:

Crime levels in Newham to be in line with the London average, and people will feel safer about living in Newham

Community safety and anti-social behaviour are top of the list of local people's concerns. Newham has high rates of crime, though not as high as similar areas of London. Newham residents want to feel safe on the streets and in their own homes.

Dealing with crime and the fear of crime is about prevention as well as taking tough action on offenders. Problems are caused by a small minority, but their actions affect everyone in the borough.

Typical crime and disorder problems faced by Newham residents and businesses include:

- high levels of domestic burglary and above average number of households experiencing two or more burglaries a year
- burglary, vandalism and theft suffered by small businesses and public buildings
- high level of violence, domestic violence and assault
- racial abuse and harassment
- car crime (theft of and theft from vehicles and joyriding)
- arson and hoax calls to emergency services
- anti-social behaviour by residents
- drug dealing and drug taking
- high levels of drugs-related crime and street robbery
- vacant, heavily vandalised properties

What are we doing?

Action against crime is guided by Newham's Crime and Disorder Reductions strategy. This includes action to make it harder for crime to take place and programmes aimed at actual or potential offenders.

For example:

- making property more difficult to steal or damage
- reducing the value of stolen goods by supporting property marking and registration schemes
- 'designing out crime' by changing the layout and management of crime affected neighbourhoods to aid surveillance and make it harder for criminals to escape
- attacking the causes of crime by supporting changes in individuals' lifestyles, including drug and alcohol problems
- working with individuals to develop new social and work related skills
- addressing known risk factors through supporting the family and encouraging the use of positive school and peer groups
- providing support in the form of remedial treatment to individuals who have been convicted

Short-term measures will concentrate on continuing to tackle domestic burglary, street crime, vehicle crime and anti-social behaviour through:

- preventing repeat victimisation
- CCTV
- improving the security of properties through better design
- implementing targeted policing of crime hotspots
- targeting known offenders

A new senior manager is forming a team to tackle all aspects of anti-social behaviour – the first time that this activity has been brought together in the council under one manager who will be able to work closely with partner organisations such as the police.

The Respect campaign – a council, police, fire brigade and community project set up to stamp out abuses of the environment, crime and anti-social behaviour – has had major successes in the areas it has targeted. Respect will be extended so that all residents can feel the benefits.

Initiatives such as the Police Community Support Officers are helping to make the area safer and the police are making sure that there are more officers visible on the streets of Newham to discourage crime and reassure residents.

Promoting community safety is not simply about making arrests, important as this is. It is also about the way we all work together to make our streets safer, our homes more secure and our businesses less vulnerable.

Our aim is that an 18-year old in Newham in 2010 will feel safe when they are out and about in the borough. They will have respect for the borough and their fellow citizens and will not display anti-social behaviour. They may take an active role in discouraging others from crime, or be part of a local neighbourhood watch scheme.

Newham residents contribute to making the area a safer place. For example, many of our residents, both young and old, are members of local Neighbourhood Watch schemes. Local businesses, with the support of the police and the council, have developed programmes which are helping to make Newham a safer place to operate in.

Although many people in Newham are concerned about crime, for some people the fear of becoming a victim of crime is so strong that it severely affects their quality of life. This is particularly so for repeat victims. More often than not, the victims of crime come from poorer neighbourhoods, have little money themselves and face prejudices and discrimination. Therefore, alongside the work aimed at cutting and preventing crime, we will focus attention on providing support for those who are victims of crime.

As crime rates fall people will be more likely to choose to stay in the borough and employers more likely to come here or expand their existing business. If people are less afraid of crime and more confident being out and about in Newham they will have more choice about how they spend their time, where they go and will be more likely to lead an active life.

Narrowing the health gap

COMMUNITY STRATEGY TARGET:

By 2020 the health of local people will be at least as good as that of people in the rest of London, and by 2010 good progress will have been made towards achieving this aim

Our key aim is to narrow the health gap between Newham and better off areas of the country. Newham has the highest levels of ill-health in London.

A person living in Newham will on average die five years earlier than someone living in Westminster. The Local Strategic Partnership and Newham Primary Care Trust share the same aim – that by the year 2020 local people should receive health services as good as anywhere in the country, and that their health should be as good as other Londoners.

Poor health is closely linked to a range of other problems such as poverty, poor housing and unemployment. Research shows that poor educational attainment at age 15 to 16 is significantly associated with both coronary heart disease and infant mortality.

Many things contribute to poor health – sub-standard housing, poor diet, lack of access to sports, poverty and unemployment. The health problems facing residents living in Newham cannot be underestimated.

Newham faces:

- low life expectancy
- a high number of residents classified as permanently sick – which means they are unable to work
- high rates of death and chronic conditions from cancer, heart disease and stroke
- a high level of smoking for young people and Bangladeshi men
- particular health needs in its black and ethnic minority communities
- high admission rates to accident and emergency hospital departments
- infant mortality rates which are above the national average

- high levels of teenage pregnancy
- large numbers of households in the borough who have a member who is being treated for stress, depression and anxiety.

What are we doing?

Addressing these health issues requires action to:

- reduce infant deaths
- tackle adult smoking
- increase healthy eating and access to healthy food
- increase physical activity
- reduce cancer through improving access to screening for early detection
- reduce teenage pregnancy
- reduce accidents
- tackle drug misuse

Work on a number of factors is likely to reduce the risk of infant mortality – this includes reducing the proportion of low birthweight babies in the community, increasing breast feeding, encouraging pregnant women and their partners to stop smoking, encouraging pregnant women to take folic acid supplements, identifying foetal abnormality earlier and providing better support to women with special support needs.

In particular we will achieve a reduction in low birthweight babies in the community by:

- increasing the accessibility of early and regular high quality pre-natal services for all women
- taking action to reduce the risks associated with low birthweight before and during pregnancy. This will include making sure that smoking cessation programmes are available for pregnant women.

Cancer, heart disease and stroke are all affected by smoking and diet. Therefore we will continue to support local campaigns to reduce the number of residents who smoke, and to encourage no smoking policies in workplaces. The Primary Care Trust will ensure the provision of a local Stop Smoking programme, so that smokers who wish to quit can obtain nicotine replacement therapy on the NHS, together with structured support to help them through the effects of nicotine withdrawal. This programme is being expanded across an increasing number of local pharmacies and GP teams.

Newham has been at the forefront of the national campaign to ensure that residents, especially those from low income households, have a healthy diet. We will continue to support schemes that help people eat healthily. These include:

- fresh food co-ops
- schemes which boost sales of fresh fruit and vegetables by local retailers
- food growing schemes
- teaching cooking skills
- lunch clubs

Regular exercise reduces heart disease, stroke and stress. We will continue to promote a range of activities designed to improve physical activity. These include:

- promoting walking groups or walking and cycling as part of a daily routine
- improving access to green spaces and recreational facilities
- exercise referral schemes where doctors prescribe exercise in local authority leisure facilities

We will also support our NHS partners work to increase the uptake of cancer screening programmes, particularly those for breast and cervical cancer, both of which have higher than average death rates in Newham.

Local businesses, through the East London Business Alliance, are working with GPs and practice managers to provide support and expertise to health workers. It has also has a role in the development of a new treatment centre for surgery – due to open in 2005.

A quarter of people will be affected by mental health problems during their lives but many will neither seek nor receive advice. Major risk factors include a range of issues that the Community Strategy aims to address including poverty, unemployment, homelessness, poor housing, poor environment, bullying, racism, prison, drug and alcohol problems, sexual abuse and domestic violence. Preventative and health promotion initiatives will be developed and delivered in partnership to ensure an integrated approach to address the needs of some of the most socially excluded groups in the borough.

Our aim is that an 18-year old in Newham in 2010 will expect to live longer than the 1997 18-year old, and their overall quality of life will mean they are less at risk of ill health and premature death. They will avoid many of the causes of ill-health by eating a healthy diet, taking regular exercise and not smoking. They will be less likely to be teenage parents. They will be able to see a health professional within 24 hours if they need to.

There is evidence to suggest that one of the best means to improve the health of the borough is to support families. Our approach is based on providing the support that family members need. This includes support to those who care for others. Our Community Strategy recognises the provision of care as an essential social value and one which adds to both family and community well-being. Key issues facing those who care for their families are finding childcare, getting the work/home balance right and finding help and support. Newham will be looking to bring forward solutions over the next twelve months to make sure that the support we offer to those who care works for them.

Overall, people will become more involved in all aspect of their health – from decisions about health services locally to greater control over their own care and treatment. Patient Involvement Groups are already helping to shape Newham's health services.

Newham's growing population will be treated in modern health care facilities.

By 2010 people will have confidence in local health services and the desire for better healthcare will not cause people to move from the borough. People should not need to move away from the borough if they want to live a healthier life. The health service recognises that its services need to substantially improve – the latest

NHS patient survey shows very low levels of satisfaction across both primary and acute services, and will seek to better involve patients and the public in its planning and decision-making processes to do this. At the same time, it would hope for more realistic funding from Government to help it deliver first class services to local people.

Business will be attracted to the borough by a healthy and productive workforce.

Business growth and access to jobs

COMMUNITY STRATEGY TARGET:

To ensure that Newham's unemployment rate moves in line with the national average by 2006 and that the income through work of Newham people increases to the average level for the surrounding area

Making sure that Newham is a place where business wants to locate and where it can do well is one of the most important building blocks in achieving the vision. But we also need to ensure that local people can fill the jobs, boosting their own prospects and the local economy and that smaller local businesses benefit from larger firms coming to the area.

Being out of work makes people poor, and poverty leads to other problems such as ill-health. Lack of jobs leads to lack of hope and therefore a more unsettled society. So, hand in hand with encouraging business, we are investing in improving education and training for children, young people and adults, both for those out of work and for those in work who would like to improve their prospects. We also need to address the fact that many of Newham's residents who do have jobs are on low wages and have lower than average household incomes. Newham has a higher than average number of long-term unemployed people and work needs to be done to help them back into work.

Our vision for Newham is of a place that is thriving economically as well as socially. This means a wealthier Newham and a Newham where all local people share in the growing prosperity.

Many people in Newham living on benefits fear that they would be worse off in work, so we will make sure they know about the tax credits that can prevent this. Work also needs to be done to ensure there is enough good quality child care in the borough, so parents who want to work can do so.

A key concern for Newham is the relatively high levels of unemployment. This is particularly true of long term unemployment, where certain groups such as young men and people from black and minority ethnic communities are most affected.

The borough has relatively high proportions of households with no wage earner, low income and experiencing financial difficulties, with subsequently high levels of dependency on benefits.

Many Newham residents who are in work are in low quality or low wage jobs. There are low levels of self-employment and low survival rates for business start-ups.

Our aim is that an 18-year old in Newham in 2010 will find it easier to find a job either in the borough or in neighbouring boroughs. There will be training schemes to help them take advantage of employment opportunities. They will have support if they want to start their own business and be confident of their prospects for the future in the borough.

What are we doing?

Work will continue to bring about economic prosperity for all our residents. In particular:

- Working with contractors on major developments to prioritise the use of local labour, including disabled people and other disadvantaged groups
- Setting up customised training schemes linking local people to jobs
- Opening a new job brokerage service designed to help local people get permanent jobs in health and social care
- Opening a new Learning and Development Centre onsite at ExCeL to increase the skills of local people
- Linking school children in to opportunities resulting from the renewal of Newham and providing opportunities for work experience
- Supporting voluntary sector training providers to develop a programme of training and support projects that successfully move people into employment
- Helping more disabled people and adults with learning difficulties and mental health needs get into work by promoting the New Deal for Disabled People and similar programmes

- Helping more local families to find affordable and accessible childcare by supporting childcare businesses and through the neighbourhood nursery initiative
- Encouraging social enterprises, such as First Fruit, the Eastwards Trust and Newco, which are an effective and cost efficient way of offering employment to the hardest to reach groups

Newham has been earmarked as a key industrial development area by the London Development Agency. A major project in the pipeline is the development due to start in 2007 around the Stratford international station that will provide thousands of jobs, new homes, high quality shopping and much more. As noted elsewhere in this document, London's Olympic bid will also contribute to the transformation of the area.

Building the borough's business base is well under way. The new developments are bringing many new jobs to the borough, and work is continuing to support this process. But a thriving Newham won't just see new businesses locating here; more Newham residents will have the confidence to start their own business and, hopefully, employ other local people.

There will be more support for business in Newham and initiatives to encourage local business to buy the goods and services they need from other local concerns. Steps will also be taken to help businesses develop their existing workforce, expanding the range of skills and making more jobs available locally.

The next step is to ensure that people who live in Newham have the knowledge, skills and qualifications to get the new local jobs, and to find work elsewhere in Greater London. This will be done with the help of the Learning and Skills Council. The University of East London will play a major role in raising the level of education and skills in the borough.

Conclusion

The Community Strategy is about making people feel able to choose Newham. But this needs to be a real choice. So far, to a large extent the people who have been able to choose to live and work in Newham have been those who are economically more active, or perhaps who move here because of the new jobs and better conditions in the borough. We need to make sure that the people who are not so well off also have opportunities.

Responsibility for achieving Newham's vision will be led through the Local Strategic Partnership. The partnership needs to reach into the heart of Newham's communities to find out about residents' priorities and hear from residents about the effectiveness of local services. And its membership makes sure that the work of the service providers is co-ordinated and focused on common objectives. Through the mechanisms of the partnership more services will be provided and guided at neighbourhood level.

An increasingly important role for the many organisations in the borough that provide services will be to stand back; they will need to give people the resources and the support they need to run more and more things for themselves.

When residents have more influence on local decisions that affect them and have become more economically active, they will be better able to exercise a positive choice to live in the borough – that will be a sign that we have achieved the vision.

Appendix

Community Strategy Headline Targets

A better environment for all

To make Newham a place where people choose to live and work.

Building an active and inclusive community

Everyone in the borough should have the same chances in life, whatever their background and Newham should be a place where people live harmoniously and respect each other.

Investing in young people

All our children, whatever their background, to be achieving the same level of educational attainment as the national average. They should be healthy with good career prospects and a good quality of life.

Making Newham safer

Crime levels in Newham to be in line with the London average, and people will feel safer about living in Newham.

Narrowing the health gap

By 2020 the health of local people will be at least as good as that of people in the rest of London, and by 2010 good progress will have been made towards achieving this aim.

Business growth and access to jobs

To ensure that Newham's unemployment rate moves in line with the national average by 2006 and that the income through work of Newham people increases to the average level for the surrounding area.

Monday - Friday
9.00am - 5.00pm

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