

# Quality places, thriving neighbourhoods

Primrose Hill, Stockton - locality plan  
2022-2027



# Primrose Hill... quality place, thriving neighbourhood

**We want to help local people create quality places and thriving neighbourhoods, making Primrose Hill a great place to live.**

This plan sets out a vision for the area.

Working in partnership, we'll maximise the impact of existing resources and services to improve the things that are important to people in the area. We'll work with communities to identify gaps, opportunities and solutions to tackle local issues and provide support to attract funding where it's available.

## **Our vision**

Primrose Hill will be an engaged, thriving, empowered and quality place where people want to live.

The community will:

- ✓ Be better connected to facilities and use local resources when in need
- ✓ Have the opportunity to work together to address local issues
- ✓ Be better prepared and respond more easily to adverse situations
- ✓ Know about:
  - Thirteen's Customer Involvement Framework
  - Local community meetings
  - Climate change action and environmental projects
  - Support and services available from Thirteen and partners
  - Employment, skills and training opportunities
  - Financial and digital inclusion information and support
  - Health and wellbeing activities
  - Community safety projects and interventions.

# About Primrose Hill

To help us understand where we're going, we need to understand the assets - homes and other buildings - that we already have in the area.

Primrose Hill is predominantly made up of social housing stock with the majority owned by Thirteen.

The homes are typical street housing with the majority being two and three-bedroom family properties.

Roads are wide enough for on-street parking and there is a bus route through the centre of the estate.

The area is close to the Primrose Hill industrial estate which provides access to local jobs.

People have access to green space and green belt land on the outskirts of the estate.

Primrose Hill has seen the community forming strong bonds, with families staying in the area for generations.

Thirteen-owned buildings	No.
2, 3 and 4-bedroom houses	417
1 and 2-bedroom flats	104
Garages	6
<b>Total</b>	<b>527</b>





# Challenges

There are a number of challenges facing Primrose Hill:

## Deprivation

Areas within Primrose Hill fall in the top 10% most deprived in the country.

Ranked **269th** most deprived out of **32,844** in the country.

## Unemployment

There are high levels of unemployment in the ward. In November 2021 **10.5%** of people were claiming out of work benefits.

This is higher than the average rate of **5.0%** in Stockton and **4.7%** in Great Britain.



## Crime

Crime levels in the Primrose Hill area have reduced over the last year.

## Cost of living

From April 2022, the average gas and electricity bills are predicted to rise by up to 50%.

The cost of living is rising for everyone - this might have a greater impact on people living in Primrose Hill.



## Covid -19

Restrictions due to the pandemic have placed pressure on communities and the delivery of services.



# Strengths & opportunities

The community values living close to family and friends, transport links and being close to amenities.

## In Primrose Hill, there are many strengths and opportunities for us to build on.

These include the close proximity to shops and amenities, good connections and bus links, being close to the industrial estate and job opportunities, good community environment and lots of community activities.

### Assets in the community

- Primrose Hill Community Centre (EPIC)
- The Shack
- Community Grocery
- Cyprus Court (supported accommodation)
- Newtown Hostel (Glass House)
- St John the Baptist Church
- Newtown Community Centre
- St Bede's Primary School
- Oak Tree Primary School
- St John the Baptist Primary School.

### Community groups

- Epic Teesside with activities in the community centre
- Eastern Ravens Trust who work closely with Epic Teesside providing young people's services in Primrose Hill

- The Shack providing youth services and training and upskilling for the wider community
- Multi-generational group held at St John the Baptist Church
- Community-led mental health group
- The Corner House Project providing services for young people within the community.

### Potential opportunities:

- The sale of 15 Dundas Street properties
- Working with landlords to reduce anti-social behaviour
- Creation of a community forum to drive the direction and response to the themes that came from the community consultation
- Growth in partnership working and community engagement to ensure sustainability of projects
- Increased employability and training within Primrose Hill
- Supporting the growth of the community grocery.



# Consulting with local people

The community scored Primrose Hill 6.8/10 as a place to live

**Thirteen consulted with people and organisations in the community to find what they liked and what they felt should be improved.**

We consulted with residents, community groups, stakeholders and Thirteen's involved customers between August and September 2021 and received 260 responses.

Although the pandemic restricted the consultation process, we worked with partners to consult with people online, completed surveys outside people's homes, and held outdoor events to get people's views

**People liked:**

- 😊 Community feel
- 😊 Sense of belonging
- 😊 Living close to family and friends
- 😊 Good shopping facilities, GP surgeries and links to town centre
- 😊 Good bus routes.

**People wanted to improve:**

- ☹ Environment
- ☹ Litter and fly tipping
- ☹ Policing presence
- ☹ Drug use
- ☹ Youth-related anti-social behaviour
- ☹ Motorbike nuisance
- ☹ More for children to do.

**Four key themes emerged from the consultation:**

1. Crime and anti-social behaviour
2. Improving the environment
3. Building social infrastructure
4. Improving life chances

“

I work here and have lived here and feel we are very much part of the community.

“

There are good links to shops and the town centre, and the doctor's is close.

“

I won't let the kids out or use the local shop because there are too many drug users around. They don't necessarily live here, but they pass through and are often drug dealing in plain sight.

“

Depends on the road you are on as lots of drug users and anti-social behaviour. Lots of motorbikes.

“

Loads of dog mess on the pavements and the green.



# Delivering the plan



## The Community Forum

**This locality plan will be co-ordinated by Thirteen's Community Resilience Team and delivered through a Community Forum made up of residents, stakeholders and anyone who has an interest in Primrose Hill.**

**The forum will:**

- Work together to address local issues
- Be the voice of the community
- Design and deliver new projects or strengthen existing services
- Seek funding to deliver new projects and services
- Develop a local community fund to support delivery of small projects.

This will be a partnership approach: we'll work together to consider developing new projects or strengthening existing services

to address issues the community said were important to them.

**The membership will include, but won't be limited to:**

- Epic Teesside
- Eastern Ravens
- Residents
- Involved customers
- Step Forward Tees valley

**Plus specialists including:**

- Thirteen
- Neighbourhood Policing team
- Cleveland Fire Brigade
- The ARC
- Stockton Borough Council
- Accent Homes

# Projects

Responding to the thoughts of local people, some of the early projects we'll be working on in Primrose Hill include:

## The £1m challenge

Thirteen will be working with partners over the next five-years to bring £1m into Primrose Hill, which will be made up of:

- ✓ Money in residents' pockets
- ✓ People moving into work
- ✓ People developing a business
- ✓ Volunteering hours
- ✓ Funding for projects.

## The Big Primrose Clean-Up

To launch the Primrose Hill locality plan and to tackle litter, flytipping and improve the local environment, we'll be hosting the Big Primrose Hill Clean-Up in April 2022.

We're encouraging partners and residents to get involved so please get in touch for more details.

## Green community plan

We'll develop a five-year community-led approach to becoming a greener community.

We'll be working with partners to focus on four priorities:

Priority one Crime and anti-social behaviour	Priority two Improved environment	Priority three Building social infrastructure	Priority four Improving life chances
<p><b>The issue:</b> Off road motorbikes Deliberate fires Drug related activity</p>	<p><b>The issue:</b> Fly tipping and litter Property and garden condition Dundas Street empty properties</p>	<p><b>The issue:</b> Low community engagement and activity/participation No residents group</p>	<p><b>The issue:</b> Limited activities for young people High levels of unemployment</p>
<p><b>Key projects:</b> Diversionary activities and education around fire setting- secured £1,5000 funding Task and finish group - work with private landlords to reduce anti-social behaviour Police-led off road motor bike initiative</p>	<p><b>Key projects:</b> Garden equipment scheme marketing and delivery Wildflower planting to reduce flytipping Regeneration of Dundas Street- community led housing The Big Clean Up – litter picking Alley Way Project Tree planting From little acorns project</p>	<p><b>Key projects:</b> Establish a community forum and a community fund to address localised issues Big Green week- community litter pick Middlesbrough Football Club Foundation – youth engagement through football Community arts and crafts sessions. Social Animating – developing community social action projects to address social issues</p>	<p><b>Key projects:</b> Youth mentoring project The £1million challenge Benefit/employment campaign Employability campaign Develop innovative approaches to recruitment of trades Financial education delivered in the community Increase awareness of credit unions Increase awareness of existing services</p>
<p><b>Partners:</b> Police Drug &amp; alcohol outreach Fire Brigade Private landlords Councillors Epic Eastern Ravens</p>	<p><b>Partners:</b> Stockton Borough Council enforcement team Private sector housing In house Thirteen team Hartlepool NDC Redcar and Cleveland Voluntary and Development Agency Community Campus Epic Eastern Ravens</p>	<p><b>Partners:</b> Epic Stockton Borough Council Community Team Councillors The ARC Middlesbrough Football Club Foundation Teesside University Eastern Ravens</p>	<p><b>Partners:</b> Catalyst Stockton and district advice and Information Epic Stockton Borough Council Thirteen Employability team. Moneywise / Tees Credit Union /Illegal money lending team Eastern Ravens</p>
<p><b>Outcomes:</b> Co-ordinated approach to tackling crime and ASB Young people engaged in activities Uptake of a good neighbour campaign Improved perception in hotspot areas</p>	<p><b>Outcomes:</b> Increased neighbourhood satisfaction Increased biodiversity Reduction fly tipping Aesthetic improvements Increased take up of the community garden equipment scheme – improved garden condition (reduce demand on frontline services)</p>	<p><b>Outcomes:</b> Increased community engagement Community led projects to address priorities Funding for community activities and building capacity in the voluntary, charitable and community sector</p>	<p><b>Outcomes:</b> More money in people's pockets More people in training, volunteering and employment School visits Increased membership of existing services such as Neighbourhood Watch, eco-shops and credit union Increased digital access</p>



# Financial investment

Over the next five-years, Thirteen will be developing plans to carry out internal and external improvements to some homes in Primrose Hill.

## Investment programme

This will include replacing kitchens, bathrooms, windows, doors and boilers.

The type of work carried out and when, depends on things like the age and condition of the property's fixtures and fittings. If homes are eligible for investment, customers will be contacted in advance.

## Resources

To support our communities, Thirteen has dedicated resources to help deliver this plan:

1. A **Community Development Co-ordinator** who will be led by the community and work with customers, stakeholders and the community to understand issues, identify assets, opportunities and potential funding to tackle issues.
2. A **Community Resilience Manager** who will co-ordinate and deliver the locality plan, build relationships, monitor plans through partnership working, identify and remove barriers, source funding, and work with the local community and partners.

3. A **Housing Services Co-ordinator** who will work with Thirteen's customers, dealing with letting homes, helping people to manage their tenancies and act as the first point of contact for incidents of anti-social behaviour.
4. A **Housing Resolution Co-ordinator** who will work with people in the area to tackle more in-depth incidents of anti-social behaviour.

## Community funding

£10,000 will be available to the Community Forum in the first year to develop and deliver projects to help address one of the four priorities.



# The difference we'll make...

We want to understand and measure the difference the locality plan makes. To help us do that we will measure:

### Priority 1 – Crime and anti-social behaviour

- Improved perception in hotspot areas
- More young people engaged in activities
- Membership of the Good Neighbour Scheme
- People will know how and where to report crime and anti-social behaviour

### Priority 2 – Improved perception in hotspot areas with the neighbourhood as a place to live

- Satisfaction with the neighbourhood as a place to live
- Benefits to the environment and biodiversity
- Levels of fly tipping
- Demand on services
- Garden condition

### Priority 3 – Building social infrastructure

- Community forum membership
- Impact of community fund
- New projects developed
- Funding brought into the area
- People engaged and supported through projects
- Partnerships created
- Community investment
- Social value from investments

### Priority 4 – Improving life chances

- People supported
- More money in people's pockets
- Employment and training opportunities
- School visits
- Increased membership to existing service such as Neighbourhood Watch, eco shops and credit union

It's important to us that we work with the community to address things that are important to them. We'll be carrying out regular and annual surveys to capture how people feel about Primrose Hill as a place to live.

# Working with partners in Primrose Hill...



## Get involved

**All residents, partners and anyone with an interest in Primrose Hill are invited to get involved with the locality plan.**

Get in touch and join the project or the community forum and help to shape, create and develop projects to have a lasting and positive impact in the community.

Get in touch with the Community Resilience Team at Thirteen:

- ✉ [Community.resilience@thirteengroup.co.uk](mailto:Community.resilience@thirteengroup.co.uk)
- 🌐 [www.thirteengroup.co.uk](http://www.thirteengroup.co.uk)
- ☎ 0300 111 1000

