

# Consultation for Revitalising Local Neighbourhoods

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# Overview of Pendle

- District Council in East Lancashire
- Area of contrasts –
  - Breathtaking countryside and affluent villages, bustling market towns
  - Significant areas of deprivation in larger towns, which has led to numerous regeneration initiatives
  - Strong industrial heritage, proud local people
  - Low wage economy, community tensions

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# Housing Market Renewal Pathfinder

- Major 10 -15 year programme
- Covering 5 local authority areas
- Transformational change, triggered by creating a more varied housing market
- £9.5m in Pendle in 2006/07, with similar level expected in 2007/08

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# Neighbourhood Management in Pendle

## What is Neighbourhood Management?

“Helping deprived communities and local service providers work together at the neighbourhood level to improve and join up local services. And to help make those services more responsive to local needs and ensure they deliver priority outcomes on the ground”

ODPM Guidance

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# Neighbourhood Management in Pendle

- **Focused on:**
  - **Improving access to responsive services**
  - **Building community engagement, involvement and pride**
  - **Integrating services and residents needs, and building user satisfaction**

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# Neighbourhood Management in Pendle

- **Neighbourhood Action Groups in each area**
- **Neighbourhood Action Plans developed with partners**
- **Key priorities:**
  - **Community Cohesion**
  - **Facilities and activities for young people**
  - **Liveability/image**

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# Neighbourhood Management in Pendle

- **Community Engagement Action Plan**
  - Information Giving
  - Consultation
  - Involvement
  - Empowerment

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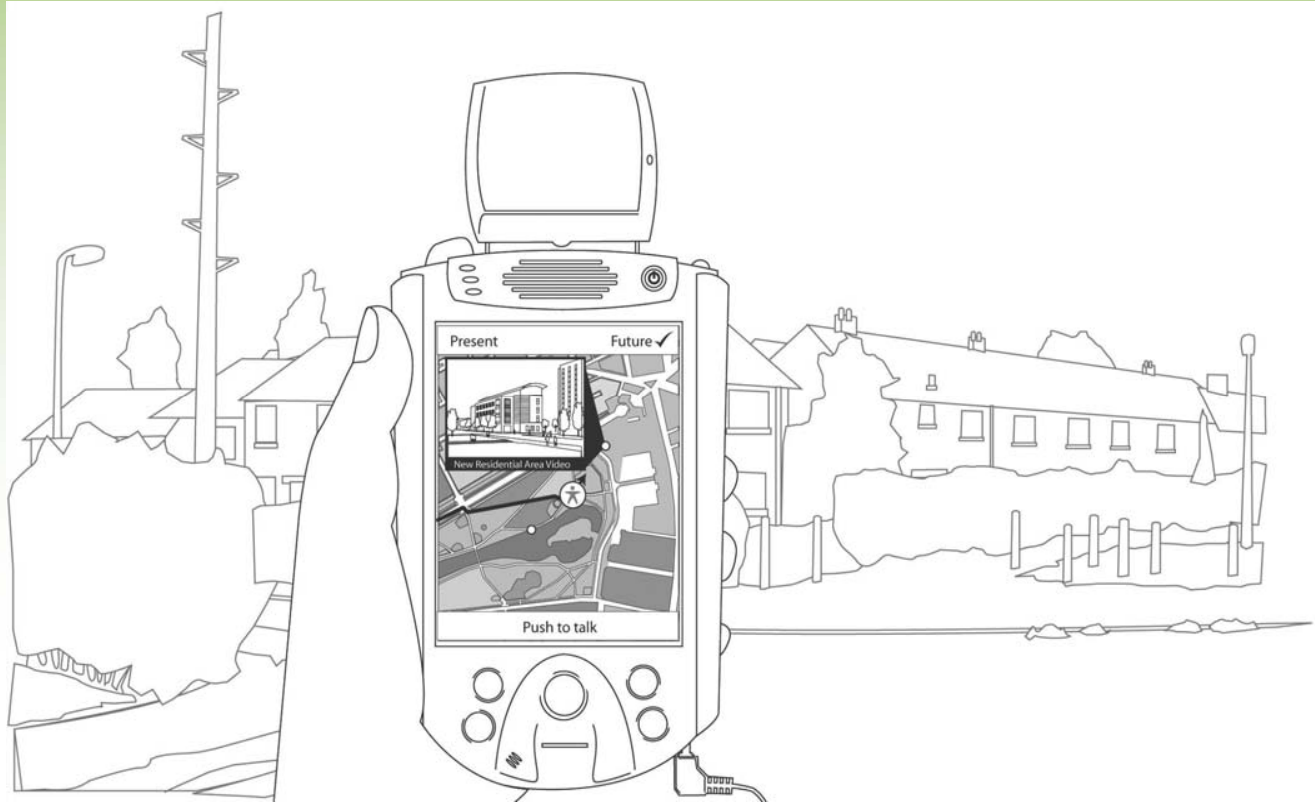
# Neighbourhood Management in Pendle

- Community engagement underpins everything we do
- Wide range of activities over past 2 years.
- Focus today on:
  - Streets Together: Streets Apart – forum theatre enabling discussion on cohesion and migration issues
  - Waterside Sort It! Consultation event with young people
  - Evidence based problem solving regarding dirty backyards
  - ARIES project
  - Future Search conference in Brierfield

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# The Future in the Palm of Your Hand



The Elevate ARIES Project

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# Augmented Reality Interactive Environment System

- Uses “Augmented Reality” technology initially developed by BT for military and emergency services use
- Allows people to move physically around their community whilst viewing “electronically” how it will change
- Users can comment on plans and have their comments recorded
- Can be viewed remotely through a PC & broadband connection

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# Mobile PC experience

- Shows maps, drawings, 3-D visualisations, text, audio description, multiple choice questions
- Record button for user comments



# The user experience: Burnley Wood



# Neighbourhood Management in Pendle

## Future Search

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# Brierfield: Our Place, Our Future, Our Choice

- Low GCSE attainment
- Low skilled, low paid jobs
- Neighbourhood Action Plan – increase aspirations of young people
- Effect on Brierfield

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# Brierfield: Our Place, Our Future, Our Choice

- Engaging Communities in Leadership Network
- Future Search
- Used internationally  
<http://www.futuresearch.net/>
- Planning meeting for 60 people

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# Brierfield: Our Place, Our Future, Our Choice

- Fix the task, not the people
- ‘Whole system’ in the room – resources, expertise, formal authority and need
- Past, present and future
- Involvement of young people
- High energy

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# Brierfield: Our Place, Our Future, Our Choice

- Newsletter to every school student
- Young people's workshop
- Young people's group to influence regeneration supported by local partnership

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