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Hyson Green, Forest Fields, New Basford & Radford...

local people say that it is a fantastic area

but these places still have a poor image in the city. Now something's happening to change this. One of the URBAN projects is to focus on promoting our area in a positive way and local people have been taking part to help get it right. A marketing company called Taylor Made Solutions have been commissioned to look at what makes the area special and develop a strategy to promote the areas strengths. The aim is to attract new businesses and residents, and ensure that those residents and businesses already in our area have the support to stay and thrive.

Our area's poor image is a problem as it could put off businesses which might want to be in this part of the city. A major challenge for us is to change this image for the better, promoting the real picture of a proud, confident and diverse community living together. Many residents love our area for its tolerance and its easy going feel. Of course there are lots of other reasons for living here - it's close

to the city centre and there's lots of affordable housing and good local shops and supermarkets. Some people really enjoy the mix of cultures which means a range of specialist shops and colourful displays of ethnic foods, fabrics and jewellery.

We all agree that we need to improve things but it can't be just a glossy image - it has to be real and genuine. This means developing our new image together with local people, and involving all the communities in our area.

So far, by talking with those who live and work locally, a number of themes have come forward.

Local businesses have a key role to play in the community and our plan is to encourage new businesses to move in and employ local people. Once here, we want to help businesses expand and stay, which demonstrates confidence in our area's future.

We're also aiming to make the area a positive choice for residents. The future of our area depends on its people. Currently, some families move out once they have a bit more money or need extra space. The area also has a high proportion of students. We think schemes could be developed to encourage students to stay on after their courses finish and seek local employment, perhaps starting their own businesses. Part of the reason families move on is lack of choice in housing. We want to work with developers to change this and create a wider range of housing in the area.

One thing that local people highlight is the good relations between different cultures. As well as being a lively mixed community that lives happily together, there are lots of local groups supporting everything from arts to local businesses.

There are also a number of local heroes

- individuals who have and continue to make a difference to living here. We think they would be a great way to help promote all the positive things about our area.

Taking it forward

The next stage will be to put all the ideas together and, in partnership with local people, businesses and organisations, start to make it happen. This will begin with a publication of the results of the first stage of the work.

Taylor Made have been listening to views about how the area can be successfully promoted and are convinced that local people must play the leading role in presenting an image of confidence and pride to outsiders. There are plenty of examples around the country and abroad that show it's a fact that the local community is key to any successful promotional campaign. After all, if local people don't believe in their area, others won't either.

The result of this work will be an action plan, not just another report but a clear set of practical steps to follow so that positive action can be taken to change perceptions of the area. We want to make sure that our area is seen as desirable for people to live, work and enjoy themselves in. And we want businesses to invest in our future. For the strategy to then be a success, it's important that everyone has a chance to contribute to taking it forward.

If you want to help us achieve this change we would welcome your ideas. How will a campaign to promote our area affect you? How can we ensure we get the best from all the good things our area offers? Do you know of a local hero?

If you are interested please let us know so that we can involve you in the next stage of the process when the we try to turn the strategy into reality.



"local people must play the leading role in presenting an image of confidence & pride to outsiders"

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www.partnershipcouncil
After a rather lengthy delay in getting things set up the Partnership Council should be finally going on-line. With a special line installed we hope to soon create a web site for information and be contactable at an E-mail address. If any organisation or company might be interested in sponsoring our Web Page contact Joe at the office.

Aug 99 . No.17

Partnership Council

one sheet

Forum
Members
mailout

Hyson Green
Forest Fields
New Basford
Radford

Partnership Council

Limited creche available (must be pre-booked contact Louise or Amber on 978 2463)

Saturday
25th Sept
The Vine Centre
Bobbersmill Road
Hyson Green
10.00am - 3.30pm

For residents or creative professionals
living or working in the area

Do you think that art is a waste of money? Or alternatively that art is not seen as important enough within our lives and culture?

Either way you might be interested in the development of a creative strategy for the area. This will give positive direction to the variety of work done in the area, inspire more opportunities for art and creative work to be developed, and hopefully attract more creative funding and investment into the area. It will also offer the opportunity to help artists and local people understand what creative work can offer to communities like ours.

As well as hearing from a number of speakers we will be working together throughout the conference day to put together the elements necessary for a creative strategy.

Anyone interested or involved in creative work, art or similar areas (professional or just interested) is welcome to get involved. Contact Louise or Amber at City Arts, who are leading the event, on 978 2463.

More details over

RADFORD AND HYSON GREEN FOREST FIELDS NEW BASFORD

Management Restructuring



City of
NOTTINGHAM

Nottingham City Council are currently discussing a significant restructuring of the way the City Council is run. Not how services are delivered on the ground but how it is managed, how decisions are made, how committees work, and if a new City Council executive 'Cabinet' might be better than the current system.

These changes are important because they could have a significant effect on how democratic our City Council is.

At a meeting in Council July it was recommended to ask individuals and organisations what they thought of the proposals and a document has been produced and distributed.

Unfortunately the deadline for sending in comments is September the 6th which is quite tight.

The Partnership Council Representatives have looked at and discussed the document and are writing with some comments. We have not done anything wider with the Forums because of lack of time.

One suggestion we are making is that more consultation is done and that an open meeting is organised so that we can really talk about what this means for everyone.

In the meantime you can get copies of the document 'A New Political Management Structure for Nottingham City Council' from Barbara Cast, Policy Projects Officer on 915 5555.

We have a copy at our office if anyone wishes to look through it.

Play area consultation days 2nd & 6th August Feedback

Local People Parents and Children met as planned on both days with Tony Chilton, a consultant on all aspects of children's play areas and equipment, and members of the Nottingham City Council Leisure and Community Services Department. The children were particularly helpful in coming up with some common sense ideas of what they would like or dislike.

Eight sites were visited in total, and some good ideas of how sites could be developed were recorded, along with problems special to the sites visited.

Plans and budgets will now be drawn up, to see how far we can stretch the money, and those who gave their names will be kept informed of the way in which it will be spent. Anyone interested in helping the Working Group to do this should contact Chrissie at the Partnership Council office, Tel. 9708200



Help sad people in your community.

For the sake of anonymity we'll call him 'Joe' - just another member of the community. He was a normal happy child until the age of eleven when he became afflicted. Joe saw Star Wars and generally became a sad person - talking incessantly about it, buying all the toys and meeting with other sad people in groups.

While we know that this has got nothing to do with work and that the best answer is to 'just say no' we are generously trying to help this sad person in a hope we can ease him off the addiction. So... do you eat Kellogg's Cereals but not want the free Star Wars plastic toy figurines inside? Please help a sad member of the local community, who is eating cornflakes like there's no tomorrow, in order to collect the full set. Donations to the PC office 9708200. With thanks.

Follow on from Leisure Centre

Following on from the Public Meeting about the proposed Leisure complex on the Forest the first meeting of a focus group looking at a consultation questionnaire has met on August 16th.

Local residents and representatives from the Civic Society, Hyson Green Traders and the City Council attended the first meeting of the focus group held at the Partnership Council office.

The group was convened to carry on the work started in a workshop at the Forest School Open Meeting (on the 12th June) to design a Household Survey to be distributed primarily in the areas adjacent to Noel Street and Victoria Leisure Centres to find out peoples views on leisure facilities.

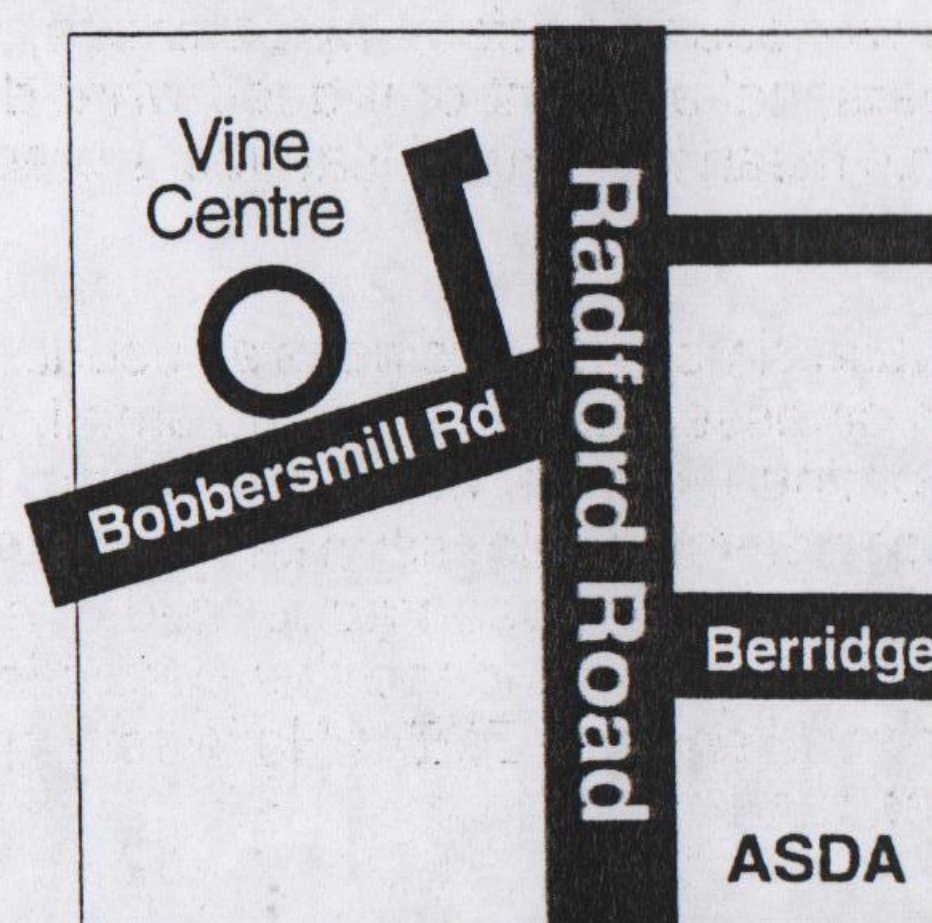
There was some concern that it is a 'fait accompli' that the new Leisure Centre will be built on the Forest but hope that the results of the survey will be respected whichever way they go. The group worked to develop the questions and a brief for the independent consultants who will distribute the survey and ensure the answers are recorded fairly.

Future meetings will look at sample size and representation and it is hoped to report the results of the survey to the City's leisure services committee in November.

In the meantime if anybody else would like to join the group please could they contact Martin at the Partnership Council office before the next meeting on September 6th. Thanks.

From front page

Speakers at the Creative Conference on September the 25th will include **Graham Chapman** (Leader of Nottingham City Council) **Freeform Arts** (Arts Trust, London) **Franco Bianchini** (Expert in Cultural Planning) **Andrea Heinlein** (Nottingham City Council) and **Garry Kirk, Keith Sayer, & Bea Tobolewska** from a local arts project done at City Arts on Gregory Boulevard. The Vine Centre is on Bobbersmill Road, shown below on the map.



New Deal for Communities begins!!

Now that Phase 2 of New Deal for Communities has been agreed a great many people have been busying away trying to sort things out.

An 'Interim Partnership' has been set up which includes people from Public, Voluntary and Business Sectors as well as 11 residents from a number of resident Groups in the area (and from the Partnership Council Forums).

The aim of this group is to help steer the process and to look at how a long term partnership could be created

who would be responsible for delivering the whole programme in Stage 3.

The Partnership Council is being employed to help do a number of pieces of work under Stage 2. In particular supporting the different Forums involvement in the process and publicising and recruiting for the two big 'Congresses' where everyone who lives or works locally can come along to look at and discuss the work done by others in the area.

The Public Sector is leading on developing a number of themed meetings open to people living in the area. Similarly the Voluntary Sector have been given the opportunity to work directly with groups who are

normally excluded from these processes. So far the take up on this has been slow but hopefully it will improve. The process of Stage 2 has to fit within a timetable restricted by the Government and although there is time to be involved there is not time to waste.

New Deal, like no other regeneration scheme before, offers a unique opportunity to really change things. If you live or work in the area and are interested contact us to find out more.

Future New Deal News

New Deal for Communities only covers parts of Hyson Green and Radford. Therefore in future we will only report general information and more detailed news will go out to those in or near the New Deal area.

Consultation split into 4 strands of work below

Strand One - Consultation and theme based activity and events open to all.

Strand Two - Consultation with 'excluded groups' led by Voluntary Sector groups.

Strand Three - Consultation with Businesses led by the Business Forum.

Strand Four - Partnership arrangements led by an Interim Partnership.

First Congress

Presentation & consultation on all the Action Points brought together from the work done in the Four Strands

Refinement of Action Points and development of structures and

partnership which will deliver the programme laid out in the Action Plan

Second Congress

Presentation of a final Action Plan to be sent to the Government for agreement

Action Plan

November

February

Diagram: simplified process from getting ideas to the creation of an Action Plan for *New Deal For Communities*

Nat West HQ closing?

News

Having seen the recent Evening Post headlines about the closure of Nat West Regional Retail Office at Radford Boulevard you may be asking yourself how does this affect my business, my personal account or indeed what does this mean in terms of NatWest's presence in the region.

Quite simply, it's business as usual. Local businesses, both large and small, will continue to work with our existing specialised business managers, twenty of whom have been appointed over the last two years. Indeed this specialist role formed an early part of NatWest's overall restructuring plans.

Larger businesses, who are currently looked after by our corporate colleagues, and the activities currently undertaken at Radford House, will not be affected in any way. Nat West Corporate Office will continue to be based at Radford House for the foreseeable future, as will our Specialised Finance Division.

So what about my local branch, how will this be affected? Again the answer is not at all. Over the past two or three years we have been taking the paperwork out of the back office in our branches and centralising paper processing work into new Centres to enable us to use the latest technology and improve efficiency. We have now reached the stage where we can realign our Regional Office coverage to take account of the fact that the branches we support are now very different.

As a consequence, the number of retail

Regional Offices nationally will reduce to five, and the activities currently undertaken by our Regional Office in Nottingham will be transferred to Birmingham and Borehamwood (North London).

Approximately 140 jobs will therefore be lost in Nottingham as a result. Nat West has a no compulsory redundancy policy and is already working to redeploy the majority of staff elsewhere within the business. Apart from opportunities in our branches and corporate offices, our recently opened Lending Centre on Castle Wharf will employ over 180 people by the end of the year and we have also set up two new Centres in Leicester.

NatWest in the Nottingham area is still very much open for business.

Jane Hough . NatWest