# What Makes for a Good Life in Stoke-on-Trent?
## A Workshop Report
### July 2017

# Contents

# 1. Background

As part of our work within CUSP, the Centre for the Understanding of Sustainable Prosperity (www.cusp.ac.uk), we have been conducting research in Stoke-on-Trent. Our aim in this research is to explore visions of the 'good life' in diverse neighbourhoods and to discover how aspirations for the 'good life' and 'good work' are framed with a goal of understanding how to achieve sustainable and inclusive prosperity. Our overall aim is to understand the potential for people to live a good life, which is also sustainable socially and environmentally.

# 2. Our Approach

Our research in Stoke-on-Trent commenced with an in-depth case study of the city, comprising desk-based research. We also engaged with various social media platforms, and conducted interviews with representatives of a variety of local organisations and groups, including local community groups and charities, the local council and church representatives. Our aim in conducting the interviews was to gain an historical and contextually based understanding of the city, and to help in identifying the key issues which impact on local people.

We then conducted focus groups with a range of residents to elicit views on what it means to live well in the city and what might be improved. Within these focus groups we explored a variety of issues related to: perceptions of place, participation in the community; local culture; ability to be involved and influence local decisions; employment and education opportunities; change and stability in the area; and regeneration. Our focus groups comprised representatives from the following groups of residents who were drawn from all areas of the city:

a. Men and women aged 50-60 years, on an annual income of less than £16,000
b. Young men, aged between 18 and 25 who were not working, not employed and not in any form of training
c. Men and women aged between 18 and 45 with children and an annual household income of greater than £30,000.

Following on from these focus groups, and the numerous conversations we have had with the people of Stoke-on-Trent, we decided to host a workshop with the following aims:

a. to present the initial findings of our research in Stoke-on-Trent and draw on the local expertise and knowledge of a range of different stakeholders and residents of the city to obtain their perspectives on that work, and
b. to consider how to make our own work most useful locally by initiating discussions and creating opportunities for networking.

The emphasis in the workshop was to encourage discussions that identify the existing assets within the city, and to consider what would make Stoke-on-Trent a better place to live. We invited to the workshop all the people we had already spoken to, including the focus group participants, as well as representatives from a range of local arts and culture groups, charity organisations, businesses, the City Council, and the Universities of Staffordshire and Keele.

The workshop was opened by Joan Walley who was MP for Stoke-on-Trent North for twenty-eight years before stepping down in 2015. In that time, she was shadow spokesperson for Environment, Food and Rural Affairs, and then for Transport. Throughout her time in office, Joan championed issues such as climate change, sustainable transport, alternative energy and responsible government procurement. Joan is now Chair of the Aldersgate Group, an alliance of leaders from business, politics and civil society that drives action for a sustainable economy. Joan spoke passionately about the rich heritage of Stoke-on-Trent and encouraged participants to think creatively about how local strengths can be built upon to create a positive sustainable future for the city.

Following Joan's presentation we presented some early findings from our own research in Stoke-on-Trent to provide context for the afternoon (see Appendix A), after which two discussion periods were held. In the first discussion period we asked people to work in groups to use their local knowledge to consider the research we had presented and to respond to it within a local context. The second discussion period focused on identifying the key assets of the city, and considering how best to make use of these assets, and the shared local knowledge of the city to make for a better life in Stoke-on-Trent. Each discussion period was followed by a general feedback session where groups presented a summary of what had been talked about. The workshop closed with a presentation by Councillor Randolph Conteh of Stoke-on-Trent City Council reflecting on how our work may be taken forward locally (see Appendix B). This report is a summary of the work that took place during the course of the workshop.

## 3. About this report

It is not our intention in writing this report to discuss our emerging research findings, but rather to present a summary of the views and perspectives of the people who attended our workshop. In order to capture these views each group of participants was assigned a facilitator and scribe from either members of CUSP or from the social enterprise organisation Innovation Unit (www.innovationunit.org). The role of the facilitator was to ensure that every topic was covered, and that each participant was able to contribute. The scribe took comprehensive notes of the discussions and of the group's feedback to the whole workshop and it is these notes which form the basis for this report. Thus what is reported here are views expressed during the workshop; no attempt has been made to evaluate or verify the observations made.

The report begins with a summary of the discussions that were a response to our presentation of the focus group findings, and can be broadly categorised under the three headings below:

1. Heritage and identity
2. Place and space
3. Generational distinctions

The report then continues with a summary of the second discussion where participants identified the existing assets of the city and how they can be used to improve life in Stoke-on-Trent for its residents. There is inevitably some overlap between the two.

## 4. Discussion period 1: Responding to our research

The following section summarises the comments that workshop participants made in response to the focus group data we presented (see Appendix A) and includes observations which drew on their own local knowledge and expertise.

### 4.1 Heritage and Identity: who are we, where are we from and where are we going?

Stoke-on-Trent's industrial heritage is central to local identity. While the city's traditional industries of mining and pottery production have declined, their legacy remains significant. There was much discussion about the diverse impacts which the loss of the industry has had on the city and its future.

Different generational viewpoints on the city's industrial heritage were evident. Older generations, with experience and memories of the pottery and mining industries identify strongly with the industrial past and with the city's identity as "The Potteries". Younger people, however, identify less with this heritage, but rather reflect on how the loss of the industries has led to decreasing job opportunities and eroded their sense of local security and belonging. While the traditional form of the pottery industry no longer exists there was a sense that its legacy should be kept alive. This might mean finding a way to maintain the creative skills that emanated from the potteries and to keep these skills current. Key to making this happen would be effective communication of the value of the potteries' heritage, such as found at the Middleport regeneration site. Middleport is an example

of how the skills to come out of the pottery industry have evolved from those required for a mass production industry to those needed for a niche market, and highlights how the pottery industry has not entirely disappeared, but is instead in the process of regeneration and revival. Similarly it was felt that there are many individual stories about the rich heritage of the city which should be retained as part of ensuring people remain connected to it. Whilst the pottery industry still has an important part to play in current Stoke-on-Trent, it was acknowledged that the mining industry has fared less well and its loss has impacted on the identity of the many ex-miners.

Counter to this were suggestions that focusing on the heritage of the pottery industry does not allow for productive forward thinking, and some argued that it is time to move on from being "The Potteries". Accepting the loss of this identity may not necessarily be a bad thing as moving forward from that can lead to new aspirations and hope for the future. In one group the concept of lost identity was likened to a bereavement, which explains the emotional feelings that are attached to being part of "The Potteries". It was suggested that using this analogy will help the city understand its loss, and that this could potentially be beneficial as it learns from the process of bereavement.

There are opportunities too to learn from other cities such as Sheffield, Nottingham, and Liverpool, as well as the Ruhr region of West Germany. These are all places that have experienced a similar collective bereavement process as their own identity shifted through the loss of industries that formed and shaped them; but in each there are examples of the development of new identities, jobs and enterprises that have built in different ways on the heritage of the older industrial culture.

The creation of new jobs in a variety of industries and forms of employment would, it was suggested, be key in recovering from this loss and in creating a new identity. Hull was given as an example of a city that has achieved this through working together to generate a sense of pride in the city. Local people are best placed to understand the area, and more recently there have been efforts to counter the frequent, negative portrayals of the city, as happened during the Brexit referendum. Campaigns have been run by local organisations such as 6 Towns Radio and The Sentinel to encourage local people to highlight the positive aspects of living in the city. It was felt that the people of the city need to recognise and share their strengths, such as being friendly, and resilient, both of which are traits that have developed through the long history and heritage of the pottery and mining industries.

## 4.2 Places and spaces

The previous section focused discussions around heritage and identity and how the past, present and future are linked in Stoke-on-Trent. This section extends this discussion by exploring the role which the city's geographical features and location play in the attachment of "Stokies" to their city.

There was considerable debate about the polycentric nature of the city of Stoke-on-Trent and how that impacts on peoples' identity (am I from Tunstall or Stoke-on-Trent, or both?). It was considered that the unique six-town structure of the city had positive and negative aspects. People are often very emotionally attached to their own town, over and above their attachment to the city as a whole, with many active residents' associations in the towns run by volunteers. Whilst this leads to strong place attachment within the towns

some saw it as leading to a parochial and divisive attitude which hinders the sense of togetherness needed to shift the negative perceptions of the city.

It was also agreed that the towns are not economically viable on their own, and that operating as six separate towns is unsustainable as investment is spread too thinly across them, or given to the city's new town centre, Hanley, at the detriment of the other towns. People are, however, united in their sense of disconnection from Hanley, and concerned for the bearing this shift in town centre has had on their own town centres. This also potentially has a negative impact on Hanley and its retail outlets if people choose not to travel to the city centre.

Stoke-on-Trent is not only impacted by its industrial past, but also by its physical location, being situated between Birmingham, Manchester and Liverpool. This 'in between' position can mean that the city is overshadowed by its neighbours, however good transport links to these cities is a positive feature.

While Stoke on Trent was seen as a place which it is easy to travel to and from, transport around and within the city was seen as more problematic. The road network and public transport were described as inhibiting movement around the city with the consequence that networking between individuals and organisations in different areas is difficult. Key points made were that:

- in order to access the different towns it should not be necessary to always go through Hanley;
- the lack of buses means that many residents cannot easily travel across the city;
- this also impacts on how tourists travel to the city's attractions which are spread around the city;
- travel could be improved by joining up the different transport systems of canals, buses, trains and roads, possibly by introducing a Stoke-on-Trent version of the Oyster card.

Significant discussion took place about the value of green spaces within the city. It was agreed that attractive and well looked after green places are really important in contributing to peoples' attachment to place. However it was also agreed that a lot of work needs to be done to the parks to enhance their appeal, especially to younger people. There was concern that although there have been improvements to some parks, repeated damage suggests a lack of respect for these spaces. The loss of "parkies" or park rangers through cost cutting exercises was seen to have contributed to this. Yet any system run by volunteers would be difficult to maintain given the number of parks across the city.

Residents have mixed emotions about their city, they are pessimistic about its future, but also retain a sense of pride of being a "Stokie". Local people were seen to be strongly connected to their city and united by shared aspects of the city, not just in terms of the unique polycentric structure, but also by culturally distinctive aspects such as the potteries, local foods (oatcakes), the football clubs, famous residents, their own dialect and accent and pride in the extent and variety of their communal green spaces. Strong family ties keep people in Stoke-on-Trent, along with a deeply felt sense of place and of being valued by those in their community. This local attachment means that residents are keen to defend the city from others who are more negative about it. One participant likened the city to a family at Christmas who come together despite the tensions under the surface.

## 4.3 Generational distinctions

Throughout the discussions, consideration was given to particular issues faced by younger and older generations. There was a strong sense that more should be done to support the young people of the city. It was noted that many young people are moving away from the city for employment, particularly those who had attended University, and this will have a considerable impact on the future of the city. It was felt there should be more investment, not only financially in relation to retaining young people, but also in finding role models to work with young people and stop their out-migration.

Unlike the past, when many jobs were available for young people leaving school, there are now fewer opportunities, and it is no longer possible to leave school without any qualifications and expect to easily obtain employment. Part of the problem, it was felt, is because young people's parents and grandparents grew up at a time when there were still employment opportunities in the potteries or mines, and there was no need to consider anything else. As a result children are being brought up with low aspirations, and, because of fewer job opportunities, low expectations. More needs to be done now to help the younger generation, education needs to be improved, and opportunities for employment need to be created for them. It was suggested, however, that it is wrong to focus on simply getting a job. Young people want meaningful work and also to be involved in a place and community. More could be done to encourage and facilitate young peoples' involvement with cultural activities.

In terms of the older generation, there were hopes that Stoke-on-Trent would become an 'age-friendly city', like Manchester, but to date it was felt that there has been insufficient funding for this to happen. So although older people would like to be involved in a range of activities they often find participation hard because of the transport system and restricted number of buses. Older people were viewed as a valuable asset to the city, with large numbers of older volunteers who potentially could be galvanised city-wide if there were more resources, and better transport systems to facilitate that. In 7 years 25% of the population will be 60+, so there is potential for increasing the numbers of volunteers.

The city therefore might be viewed as midway, temporally between its past and the future, physically between three larger cities, and generationally between the young and older populations. There was agreement that there is a need and appetite now for the city to (re)define itself and build a new Stoke-on-Trent for everyone.

## 5. Discussion period 2: Towards a good life in Stoke-on-Trent

During the second group discussions, participants were asked to reflect on the city's existing assets, some of which have been touched upon above, and to consider how these could be utilised to make for a better life in Stoke-on-Trent. The wide ranging discussion can be summarised into two broad areas: connecting people and their knowledge, and making the most of what is already available.

## 5.1 People and knowledge: making connections

The people of the city, and their shared knowledge, were regarded as one of the key assets of the city, but it was felt that more could be done to make connections and draw on this

*"What might a future, sustainable Stoke-on-Trent look like?" In January 2017 a team from CUSP held a creative workshop with a class of year 6 students at the Star Academy in Sandyford. The above is a selection of their thoughtful, imaginative, creative and mostly positive drawings we exhibited at the workshop.*

knowledge. Various suggestions have been made about how this might be achieved:

- It is important to recognise that people already work across and between the different towns, so there should be a way to connect them through their interests, not just location. The Council could act as a unifying body.

- There are a number of innovative grassroots operations, SME's and artisans in the city offering hope and motivation for change and they need to be identified and supported through investment strategies. They could also be encouraged to work with younger people to get them engaged in making improvements in the city.

- Local people are not always confident in showcasing what they can do and what is good about the city, leading to low self-esteem and expectations. There needs to be a shift in perception about what they can achieve and a recognition that prosperity means opportunities for everyone. This could be achieved by bringing people from each of the towns together to promote Stoke-on-Trent as a city.

- Identifying potential funding sources to support community projects is difficult but knowledge sharing would benefit this. Bringing different groups together, such as young people and those with skills in the arts and social entrepreneurship could be a way to make this happen.

- The city would benefit from working with the knowledge of advanced manufacturing and engineering industries and with the universities to bring in more, and better quality sustainable employment, such as in the field of advanced ceramics. In order to achieve this new figureheads who can champion what Stoke-on-Trent has to offer could be appointed.

- Networking with businesses and local industries would help to identify what is needed to make investment in the city viable, and therefore mutually beneficial. For example, one participant suggested, businesses are currently looking to move out of Manchester, and Stoke-on-Trent could usefully capitalize on this. Or attempts could be made to attract large scale investment from outside the city. This would in turn attract more businesses and service industries, increasing local income. It was recognized, however, that this may not attract the right kinds of jobs to the city, or could lead to gentrification which might have adverse impacts on local residents. Alternatively, it was argued that local, grassroots, self-determined regenerative initiatives may work for the city better in the long run, utilizing the existing skills of local people and creating jobs

more suited to its residents.

- There could be opportunities for businesses to work with young people to enhance their entrepreneurial skills, offering them role models, and performing outreach at schools. Businesses could be given responsibility to employ and train a certain number of local young people in a meaningful way.

- More connections need to be made between businesses and the Universities.

- It would also be useful to identify community work being undertaken by local businesses to see what they are doing to help the city, and to ensure that social and environmental issues are included on their agendas.

- A network of change makers and volunteers could be set up to unite the city and engage in activities which improve the look of the city and which would be eligible to apply for Lottery funding. This could be extended to creating networks of smaller and larger communities, not just of individuals.

Ultimately it was considered that local people need to take ownership of their space and not simply rely on the Council or other bodies. They need to take collective and collaborative action to harness the good things taking place in the city. Networking and using the skills and knowledge of local people were seen as key to making all these potential actions work towards making Stoke-on-Trent a better place to live now and in the future.

## 5.2 Making more of what we have

After considering the city's assets, several practical improvements were identified:

- The people of Stoke-on-Trent already have a strong work ethic, and many want to do more to improve their communities. However, whilst they are keen to do specific, smaller scale work in their communities, they feel less able to make bigger changes across the city, such as improving the high street, and the Council could be key in facilitating this.

- There are many empty shops which could be utilized by the arts and culture movements, although it was acknowledged this would be placing a lot of emphasis and hope on the shoulders of those engaged in these movements.

- There is no need for complete regeneration; even small changes can make a big difference, such as adding flowers and plants at the train station to make it a more welcoming gateway into the city.

- Although there was earlier discussion that the geography of the city makes life more difficult these aspects can also be turned into positives. The city is between three larger cities, but is also close to several airports and motorways for access to various parts of the UK; more could be made of this.

- The city's strong heritage could make it an important tourist destination. This might be facilitated by making the attractions more affordable and accessible. It was recognized that everyone should have reasonable access to the available facilities.

- The existing heritage could be updated to give a 21st century appeal. At the same time, the non-pottery related heritage could also be explored in order to find out how to combine that with the traditions of the area. All of this would tell a more positive story of the city and help it to find a new identity that is not solely about the industries,

one that is more forward looking, but still retains elements of its former industrial heritage.

- The city's green spaces are good for health and wellbeing and offer a variety of activities. However, there needs to be investment in community gardens and all the green spaces across the city, not just a select few.
- The City of Culture bid provides an important opportunity to engage Ministers in an holistic discussion about benefits for the city, not only around arts and culture. One possible vision could be making Stoke-on-Trent the 'Greenest City'.
- There are many community spaces across the six towns, and it is important to hold onto these, especially in those communities where these spaces are threatened with closure or have already gone, such as in Cobridge.

# 6. Conclusions

Our intention in running this research dissemination and local consultation workshop was threefold:

- to share some initial findings from the work we have been undertaking in Stoke-on-Trent and receive feedback on it;
- to work with local residents and representatives from various local charities, businesses and the city council to develop ideas of what makes for a good life in Stoke-on-Trent; and
- to consider how to translate visions of a good life in Stoke-on-Trent into practice.

It was acknowledged that the city faced many challenges, not least a lack of appropriate investment resulting in reduced opportunities and low aspirations, and the legacy of industries which are no longer able to offer the same levels of security of employment as in the past. The most notable asset of Stoke-on-Trent was identified as the people and their shared knowledge, expertise and passion for the city. Therefore connecting the people, whether as individuals, communities, other groups and/or organisations, across the city so that they can share their knowledge, offers the potential for identifying where improvements to the city could be made and in making change happen.

We hope that these early discussions have initiated or strengthened collaborations and networks across the city between different groups and individuals to continue the work of understanding what makes for a good life in Stoke-on-Trent. We aim, over the next few months, to incorporate an analysis of our own research in Stoke-on-Trent into these workshop discussions and to publish a further, more comprehensive, report.

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11 July 2017

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11 July 2017

## Acknowledgements

Organisations represented at the Workshop:

- 1000 lives
- Aldersgate Group
- Appetite
- B-Arts
- Beth Johnson Foundation
- Cobridge Community Group
- Church Action on Poverty
- Feral State
- Human-Nature Escapes
- Intu
- Keele University
- Letting in the Light
- Port Vale Foundation
- Saltbox
- Staffordshire University
- The Star Academy, Sandyford
- Stoke-on-Trent City Council
- Stoke-on-Trent Age Friendly City Board
- Stoke-on-Trent and Staffordshire LEP
- The Trussell Trust

Attending from CUSP:

- Kate Burningham
- Mark Ball
- Phil Catney
- Ian Christie
- Tim Jackson
- Alise Kirtley
- Catherine Koch
- Katt Skippon
- Carmen Smith
- Susan Venn
- Jon Ward

# Appendix A:

Presentation: What makes for a good life in Stoke-on-Trent? Introducing our research and learning from you"— Dr Kate Burningham, Centre for the Understanding of Sustainable Prosperity, University of Surrey

Four men aged 19-22, not working, in education or trainging. Two living with their families, two temporarily housed in a local hostel.

**Lost in Stoke-on-Trent**
- Lack of opportunities
- Divided city
- Loss of motivation for change and reduced aspirations

*"You either make it or you don't"*

*"It is who you know, not what you know"*

**Improving our place**
- Help the homeless
- Reduce inequalities
- Re-introduce 'respect'

*"That is how you are meant to be brought up with respect for people."*
*"Everybody deserves an equal chance."*

**Aspirations**
- Low key
- For a 'normal' life
- To be heard

*"Like get a job and money, have family, children, a house, car whatever and just get on with your life and sort my pension scheme out."*

Eight men and women, aged 49 to 62. Unemployed, or working part-time. All but one longterm residents.

**Reflecting on Loss**
- Identity
- How city used to be and look
- Opportunities
- of motivation for change/reduced aspirations

*"I walk around and look at all the shops, and I think it's sad to see them all closed because they look like lovely buildings, but just all boarded up."*

**Acknowledging strengths**
- Heritage and culture
- Green spaces
- Friendliness
- Skills

*"So there's loads of green areas, it's a great place to live, it's got fantastic potential. Partly, because of the history, we've got fantastic heritage."*

**Offering solutions**
- Use existing resources to improve city for next generations
- Promote good things about the city

*"It just needs to sell itself better. It needs someone with a big vision of something and say, "Look, let's be positive about the city promote it a bit more."*

Twelve men and women, aged 28-45. All worked full time and had families, majority worked outside the city.

**A city in decline**
- Reduced wages
- Visible sense of decline and underinvestment
- Places to go

*"It's all down to money I think, a lot of retail sectors in the main towns aren't what they used to be. You can't buy a pair of shoes in the town where you live, but there are takeaways, pubs and charity shops"*

**Main strengths**
- People and community
- Sense of humour
- There are nice places to go to

*"Friendliness comes from the industry, you drink with the same people you work with, you live in the same street as people you work with, everybody knows everyone."*
*"People stay in the same town"*

**Change in the air**
- Employment out of city, live in it
- Shifted identity
- Promote location, invest in it

*"I have a strong identity, but it's a different one"*
*"I know lots of kids from deprived areas don't want to be like their mums and dads, my mum worked in a potbank but I want to be something better".*

**What makes for/would make for a good life here?**

- Sufficiency

  "Live within your means. Not to get into debt. Yes, if you can't afford them, either save up for the next month or go without."

- Relationships and social life

- Opportunities

  "Just perhaps for the next generation. The future for, like I say, my children and my grandchildren."

- Others seeing the city the way we do

  "Get people to believe in Stoke-on-Trent".

- Respect

  "That is how you are meant to be brought up with respect for people, you know what I mean."

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## Over to you....

**Breakout Session 1:
Responding to our research**

Reflecting on what we have presented, and the extracts from focus groups on your tables, consider:

- How do our initial observations relate to your local knowledge and experience from living/working in Stoke-on-Trent?

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## Over to you....

**Breakout Session 2
Towards a good life in Stoke-on-Trent**

- What assets does Stoke-On-Trent already have?
- What improvements are possible to make Stoke-on-Trent a better place to live?

# Appendix B:

Presentation: Implications of our work for Stoke-on-Trent, how messages from workshop can be taken forward locally — Councillor Randolph Conteh, Stoke-on-Trent City Council.







## Parks and Greenspace
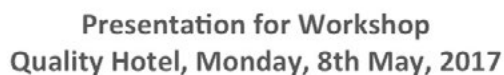
- The Volunteer Delivery Officer role currently helps to support/or developing the following;
  - Volunteers in parks and countryside sites
  - Traineeships, a placement for learners not yet ready for apprenticeship
  - Apprentices, NVQs
  - OCNs Horticulture
  - Machine training to an accredited standard.
- 5 Park Liaison Officers across the city apply for funding to help keep the parks sustainable, support user groups including Fishing clubs, blowers, friends of groups, tennis leagues and ensure that events are well planned and safe.
- Allotment officer supports 25 self-managed sites and that the 55 council site plots are leased out and well maintained.
- 85 play areas in the city which we manage and maintain.

## Parks and Greenspace

- A dedicated team keeping the 27 countryside sites to a safe accessible standard rich in biodiversity, with a events programme for schools and the public.
- Dedicated weed killing team who go out on quad bikes city wide keeping weeds to a minimum including Japanese knotweed weed
- There are 7 city parks with green flags including Park Hall Country Park, Fenton, Longton Park, Central Forest Park, Burslem, Whitfield Valley, Carmounstide Cemetery.
- Streetcare and Greenspace also maintain 22 closed church yards.
- Maintain 13 bowls greens and cut and mark 23 football pitches.
- Have been successful in securing HLF funding for the restoration of Burslem and Hanley Park.
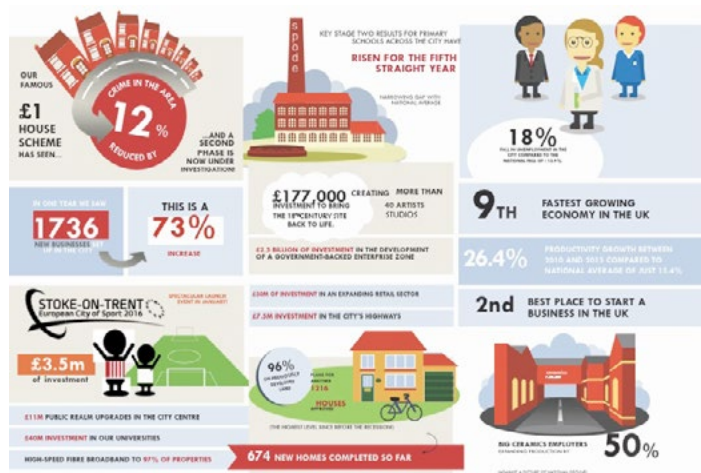
Data from October 2016

## The Community Pledges







## Community Investment Fund

The Community Investment Fund will offer one-off capital investments. Capital expenditure is defined as spend that results in the acquisition, construction or enhancement of long term assets. This includes tangible assets (such as buildings, plant or equipment) and intangible assets (such as computer software licences) that have a lasting value.
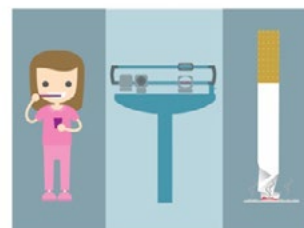
There will be two funding pots:

| Fund objective | Minimum and maximum award | Maximum funding period |
|---|---|---|
| Small Ideas – develop a new idea to address our priority areas | £500 - £2,000 plus training and support from the Local Matters Team | 1 year |
| Start-up – a local project that will lead to a lasting legacy in the community | £2,000-£10,000 plus training and support from the Local Matters Team | 1 year |
| Big Ideas – a larger scale project which has the potential to deliver significant improvements in an area and reduce demand on council services | £10,000-£50,000 | 3 years |

The fund will open in June 2017 with a launch event on Wednesday 28th June, 3-7pm, Kings Hall



**STRONGER TOGETHER**
Working together to build stronger communities in Stoke-on-Trent

## Public Health

## Oral Health

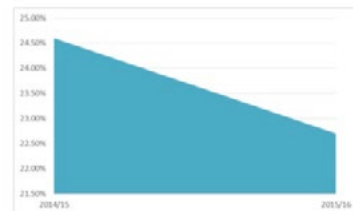Number of children FREE from tooth decay at age 5 has increased from 57.7% in 2007/8 to 70.7% in 2014/15

We give out a Brushing for Life pack to all new mums and babies in the city, ensuring that good oral health hygiene is practiced from birth

## Obesity

Prevalence of obesity has fallen from 24.6% to 22.7% between 2014/15 and 2015/16

We commission the Food for Life programme in primary schools which takes a whole school approach to healthy eating. Staff and students grow, cook and eat their own produce, invite communities into the school for meals and learn about food through the curriculum

## Smoking

The number of schoolchildren smoking has decreased, from 6% in 2013 to 4% in 2015
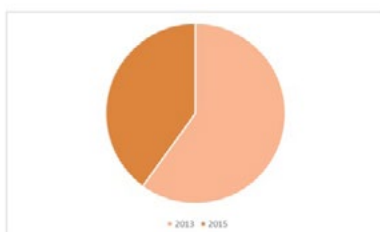
We use an evidence-based programme to train young people up as peer educators on the harm caused by smoking tobacco



## Cooperative Working
## Celebrate our achievements

- We have supported 13,371 individuals to live their life well, including 7,438 aged under 18 years.
- Nine out of ten service users reported an improvement in their ability to live independently.
- Through JET, Cooperative Working has supported 702 service users with advice and training, resulting in 305 job starts.
- A significant number (44%) of Level 4a (safeguarding - children in need) cases saw a step down to Level 3 (early help) or below. 60% of Level 3 cases saw a step down to Level 2 or below.

City of
Stoke-on-Trent