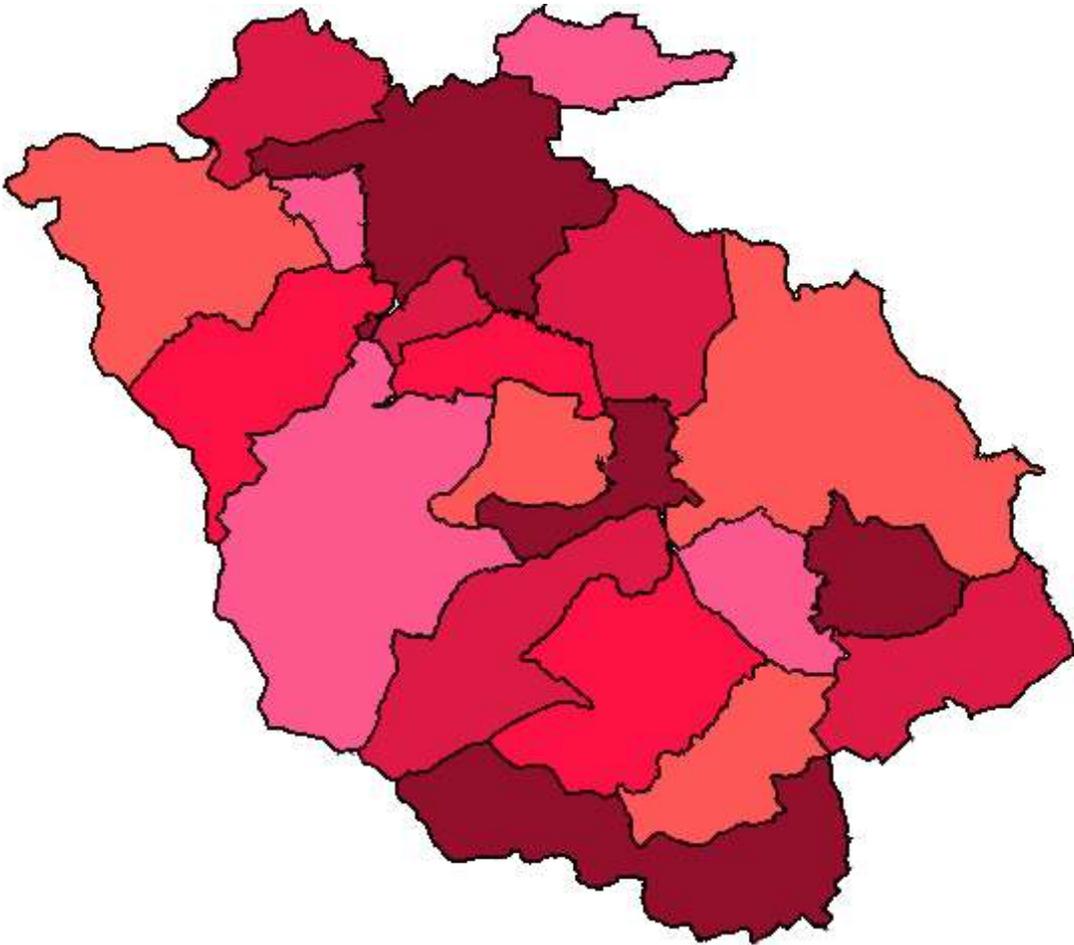


Glendale Community Plan Overview 2011



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1.0 INTRODUCTION

The aim of the Glendale Sustainable Community Plan is to improve quality of life in Glendale by promoting the social, economic and physical well being of our communities. It has been produced by the Glendale Community Forum. The Plan develops common aims and objectives which will help to guide the way the partners from the public, private and voluntary sectors work together to provide services within the area. All partners are committed to deliver the shared vision within the plan.

The Rural Coalition, in its Rural Challenge report 2010, summarised what it felt community planning should entail:

“Local plans should be based on a thorough understanding of local rural economies and society, a comprehensive assessment of the social, economic and environmental criteria determining sustainable development, and a genuine and effective engagement with local communities (individually and collectively).”

Glendale Community Forum was formed with a view to fulfilling Northumberland County Council’s ambition to engage with communities of both interest and place in a way that was most meaningful for all concerned. As such it includes and involves the wide range of Parish Councils across the locality and VCS, public and private sector bodies that are active and equally concerned about the future wellbeing of Glendale. The Forum plays an active role in the partnership channel of activity identified in the chart below, with representation at the North Area Partnership and when possible at sub group working sessions.



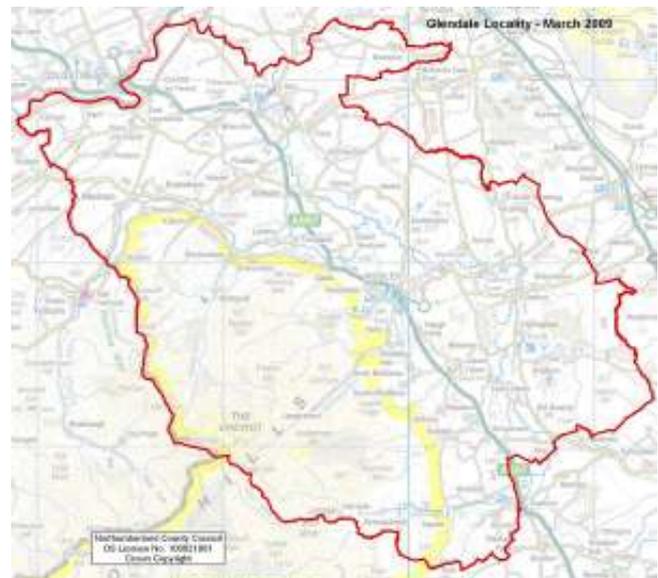
The Glendale Community Forum identified four themes that its Sustainability Group should address through four position statements; *Business and the Economy; Housing; Communication & Transport and Demographic considerations*. The Glendale Community Plan provides the analysis and insight into the current position of these four key areas and this strategic paper should be considered in conjunction with this research.

The Strategic context paper seeks to align the findings of the research with the Glendale vision that is appropriate for the local context and ability to exploit opportunities for growth and improvement.

2.0 GLENDALE GEOGRAPHICAL AREA

Glendale is one of the 27 localities designated by NCC, formerly known as the belonging communities. In North Northumberland, it consists of 17 Parishes in 2010 or 21 Parishes during the 2001 Census. Its western limits share a border with Scotland and its eastern limits run roughly parallel to the A1, with the A697 cutting through the middle. This is the farming heart of North Northumberland and the gateway to Northumberland National Park from the north. It's no accident that the principle settlement is called Wooler and there are prehistoric sites as well as Saxon palaces and a centre for early Christianity within the locality. These days, visitors are keen to see the sites, walk the hills and St Cuthbert's way, cycle the by-ways and generally enjoy the wonderful landscape and environment.

Image 1.2: Map of Parishes and locality areas in North Northumberland and Map of Glendale Locality (Source: Northumberland County Council)



Natural England's Joint Character Assessments place Glendale within three of its character areas; Northumberland sandstone hills, Cheviot fringe and Cheviots. It describes the settlements as of ancient origin with many of the villages or hamlets placed in strategic sites

associated with river crossings or the drover roads and Border tracks. The landscape is embedded with historical remains including evidence of Neolithic farmers, Bronze Age burial cists, Iron Age hill forts and Roman roads. The Cheviots are a wild and open upland moorland area of the Northumberland National Park (NNP), while the Cheviot fringes have a tranquil agricultural feel with pastures and meadows for arable and livestock production.

3.0 GLENDALE COMMUNITY PLAN PRINCIPLES

This document tackles issues raised under the four themes aligning them to four strategic objectives (see below) to deliver effective and efficient action planning and focus on key outcomes that will signal progress.

Partnership - A relationship in which Glendale Community Forum works together with partners to achieve better outcomes for the local community as measured by the needs of local customers and stakeholders and which involves bringing together and making better use of resources”

Involvement - to ‘actively inform, consult, & involve our residents to shape our services, contribute to improvements in the quality of life in each neighbourhood & ensure that they are at the heart of local decision making.’

Delivery - Embodied within this paper is the principle that ‘Glendale Community Forum must deliver demonstrable value to the communities of Glendale; allowing all partners to measure and evaluate outcomes over time. ‘The most important outcome is that our residents benefit directly in terms of improved services, community improvements or the release of resources to enhance the quality of life within the area.

4.0 GLENDALE STRATEGIC VISION

The Community Plan and the work of the sustainability Group is directly aligned and contributes toward Glendale achieving its strategic vision of: -

A community with a

– thriving mix of sustainable business and services providing employment opportunities

– balanced and growing population to sustain economic, cultural and educational diversity

– maintained, enhanced and attractive landscape.

5.0 STRATEGIC OBJECTIVES

The work of the Sustainability Group and its resultant position statement is aligned to the four key objectives identified by the Community Forum. These are: -

5.1 Objective 1 - Business and the Economy

To enhance our economic potential with increased business growth, diversification and new/incoming businesses, as well as better employment opportunities. To have increased dialogue and cooperation between local businesses so as to recognise, anticipate and react to strengths, weaknesses, opportunities and threats to the locality.

5.2 Objective 2 - Housing

To have a mixed and appropriate range of housing, for ownership and rental, that meets the needs of the local demographic and enhances the offer to incoming households. To ensure all households have access to affordable warmth.

5.3 Objective 3 – Communication & Transport

Our people and businesses are able to physically and electronically access amenities and services they need, to ensure socially sustainable communities and create internal and external opportunities for economic growth.

5.4 Objective 4 – Demographic Considerations

We have strong, sustainable and supportive communities where all our residents regardless of their situation have improved life chances and wellbeing. To ensure that Glendale is a welcoming and attractive place to live for all our current and future residents.

5.5 Thematic objective- Climate Change

Climate change is a particular issue in rural and marginal areas and therefore all our objectives take into account thematic considerations.

6.0 OBJECTIVE 1 - To enhance our economic potential with increased business growth, diversification and new/incoming businesses, as well as better employment opportunities. To have increased dialogue and cooperation between local businesses so as to recognise, anticipate and react to strengths, weaknesses, opportunities and threats to the locality.

6.1 Economy Context & Challenges

A low wage economy is coupled with transport and other infrastructure which often fails to reflect the needs of modern business and the work force that sustains them.. Communication and cooperative working to promote the area and recognise potential or best practice needs to be encouraged. Land based businesses still dominates the employment sector providing opportunities for tackling the growing industry of climate change mitigation. Other sectors valuable to the countryside such as tourism are often low wage, small-scale and fragmented. Whilst we need to enhance average wages we also need to ensure that essential low waged employees (e.g. care workers and shop workers) are able to afford to live locally. The key points drawn out of the research for consideration are: -

- Glendale has a greater amount of self-employed people (25.4%) than Northumberland (12.5%) or the North East (8.6%) (InfoNet);
- Agriculture, hunting and forestry are the main industries of employment in Glendale with 20.5%. In Northumberland only 3.5% of people are employed in this industry and there is only 1.5% for England (InfoNet);
- Micro businesses (less than 10 employees) account for 84.6% of the respondents; small businesses represent 15.4% (Business Survey). This is similar to the Centre for Rural Economy findings for rural businesses in the North East which surveyed 87.8% micro businesses and 10.2% small businesses
- 65.3% of businesses surveyed said that they planned to maintain their current position for the next two years. Of those businesses a quarter also thought that they might expand the business within two years and just under half said they would expand within 10 years. In total 55.1% of businesses thought that they may expand within 10 years (26.5% within two years and 38.8% within 10 years):
- The main issue that the respondents felt would constrain growth was access to finance and the current state of the economy: The opportunities listed by Glendale businesses reflect that businesses feel the need to expand, specialise or diversify with answers such as ‘increased specialism’, ‘still a niche market’, or ‘fishing and shooting’:
- The renewable energy sector is clearly a significant opportunity within Glendale using both wind and water. Biomass generation is another opportunity: it is noted that NCC are installing biomass burners as part of their carbon zero ambition.
- Forestry could also provide another opportunity through carbon offsetting.
- The tourism, fishing and shooting sporting industries bring significant income to the Glendale area.

- An analysis of total retail expenditure shows that over 80% of spending occurs so outside of Wooler. Berwick has the largest gain with 55.66% or £4,397,835 (Wooler Health Check, 2009).
- The Health check states that 48% of respondents felt that one of the main problems with the shopping experience in Wooler was the offer or range of shops/goods, and 60% felt that improving the retail offer would make the town centre better. However 43% also agreed with the statement that Wooler offers a wide range of quality shops.

6.2 The Glendale Economic Response

- We will attract and support new and growing businesses of all sizes exploring the potential for micro-businesses through hot desking and a business incubation centre. We will build on our early dialogue with businesses in the area identifying methods for improving and ensuring the right infrastructure is in place, include collaborative opportunities through accountancy, marketing and brokerage.
- We will promote development of high end and niche businesses especially in tourism and hi-tech based industries, using information and proposed actions from the Market Towns Welcome and Retail Distinctiveness work. We will explore the diversity of the offer to new businesses.
- The leisure industry could be an important driver for Glendale, we will encourage businesses to take advantage of the areas scenic beauty and existing sporting features.
- We will explore and promote the enhancement of sustainability in agriculture and land based activities, accounting for the changing economic and climatic environment.
- We will endeavour to maximise green and sustainable business opportunities offered through our wonderful and unique natural, historic and built environments, with reference to traditional industries and building on existing businesses.

7.0 OBJECTIVE 2 – To have a mixed and appropriate range of housing, for ownership and rental, that meets the needs of the local demographic and enhances the offer to incoming households. To ensure all households have access to affordable warmth.

7.1 Housing Context & Challenges

The tenure mix within Glendale is remarkably different to that of Northumberland or England as it has a much larger proportion of private rental/other tenures. This can be explained by the large estates within the area that still own a majority of their housing stock and this provides some Parishes with very high levels of rented/other dwellings. Fuel poverty in the area, or affordable warmth, is a serious concern, as is access to local housing. The key points for consideration are: -

- There are 2614 dwellings in Glendale of which 87.8% have residents, 6.4% are second residences or holiday homes and 5.8% are vacant (2001 Census).
- Some Parishes have as high as 24.17% second residences/holiday homes (2001 Census). Development within parishes that have a high concentration of second residences or holiday homes needs to reflect the issue of housing needs for local people.
- Households which contain two or less people account for 67% of all households; this is higher than the Northumberland average of 58% (InfoNet). There is a much larger proportion of private rental/other tenures in Glendale (36.7%) compared to Northumberland (11.4%) (InfoNet)
- Some Parishes have over 90% rental tenures (2001 Census) due to the large estates which still own a majority of their housing stock. Strong working relationships are being developed between the community forum and the estates, and this must continue.
- Glendale’s percentage of private dwellings classed as non decent is 77.9% (InfoNet)
- Private dwellings considered to be in a state of disrepair (22.7%) is over twice as many as the Northumberland average (10.4%) (InfoNet)
- The percentage of private households in fuel poverty (41.8%) is also double the Northumberland average (20.2%) and the highest in Northumberland (InfoNet)
- Private households which are classed as vulnerable account for 35.7%, this figure is 24.3% for Northumberland (InfoNet)
- A considerable number of the locality’s properties are privately owned by estates, developing projects will help deal with issues of non decent homes and fuel poverty.
- Collectively addressing issues will reduce the potential stigma residents could feel about being considered to be in fuel poverty or living in a non decent home.
- Not every home that is considered non decent by statistics will be perceived that way by its occupants.
- The examples of Ford & Etal Estate and Ingram village could be used as a good

practice bench mark for encouraging and achieving similar projects throughout Glendale.

- The average house price is £195,546 (InfoNet) this is greater than the Northumberland average and is equivalent to buying a three or four bedroomed house in Glendale (SHMA).
- House prices in the lower quartile have risen by 158.4% since 2001 (SHMA)
- Average private rent is £126 p/w, average LA rent is £56.33 p/w and average HA rent £55.69 p/w (SHMA)
- Average gross household income for Glendale is £28,271 (InfoNet). Based on this and taking into account current mortgage income multiples (3.5 times) the housing affordability level would be £98,948.
- 77.8% of households cannot afford to buy a house over £113,750 (BHNA & GCF).
- There are 469 concealed households that may emerge between 2008 and 2010 (BHNA)
- The Comprehensive Spending Review leads to significant change in provision and funding methods for affordable housing with reduced grant and provision for mutual home ownership
- The most common size of rented dwellings are two to three bedroom properties (SHMA)
- A smaller percentage of under 34s are in private rental tenures in Glendale compared to England, but there are greater numbers of over 55s (SHMA). Are there enough rented and affordable properties available to young households at point of need?
- Any new housing developments should provide 50% of the stock for affordable housing

7.2 The Glendale Housing Response

- We will investigate the forums suggestion that, at present, home ownership may not be the most feasible option for Glendale's present and future residents. We will promote the need for greater rental opportunities for young persons and encourage additional three bedroomed secure tenancies in order to provide housing for families wishing to stay in, or move to, Glendale.
- Where there is a desire and need for new local housing in Glendale we will explore and promote alternative options of provision through Community Land Trusts and the new 'Right to Build'. Aiming to broker new build opportunities with local land owners echoing the Holy Island experience. We will also encourage the use of a local workforce, providing employment and apprenticeship opportunities. Given the importance of first time buyers in the market place we will endeavour to include options such as Mutual Home Ownership or shared equity schemes that are at an appropriate and affordable level for the area.
- We will highlight the issue of vacant or empty houses within the locality, in addition to under occupation so as to encourage more efficient use of present stock.

- Building on the combined efforts and knowledge of Green Glendale and Ford and Etal estates we will endeavour to seek and promote solutions to affordable warmth and non-decent housing. This knowledge can be transferred to the private and public sector housing seeking to address negative stock conditions. Using collective buying power and following best practice examples we can not only increase our quality of life but also reduce our carbon emissions.
- Working alongside Northumberland County Council and key stakeholders we aim to reassess the housing needs of our locality, so as to provide an accurate and current assessment, which not only reflects the actual situation but also the desired one.
- Within the older population of the locality we will explore the need and availability of lifetime housing, or alternatives.

8.0 **OBJECTIVE 3 - Our people and businesses are able to physically and electronically access amenities and services they need, to ensure socially sustainable communities and create internal and external opportunities for economic growth.**

8.1 **Communication & Transport Context & Challenges**

The 2001 Census indicates that the levels of car ownership are very high with 82.6% of Glendale households owning at least one car/van, compared to Northumberland's average of 74.2%; the median distance for commuting is 24.51km. 55% of residents travel to work by car, van or motorcycle, whilst only 3% use public transport. Note: in some Parishes actual numbers are small.

All the bus routes through Glendale are subsidised by NCC. To qualify for subsidies a particular bus route has to have at least 40% of the cost of its service met by fare revenues, and the individual passenger subsidy can be no greater than £3.

Point Topic, a UK based websource on broadband statistics, states that the former Berwick district area has an average broadband speed of 5.43Mbps that 43.96% have speed less than 2Mbps, 17.43% have speeds of 2-8Mbps and 38.61% have over 8Mbps.

- 82.6% of households own at least one car compared to the Northumberland level of 74.2% (2001 Census).
- There are 290 all pensioner households that do not own a car (2001 Census). Those without cars are at risk of becoming even more excluded as attitudes/provision of public transport presume ownership. It is important to make sure all pensioner households are able to get access to the services they need.
- Twice as many people in Glendale (22.6%) work from home as they do in Northumberland (10.8%). Those travelling more than 60km to work are also twice the Northumberland percentage (Glendale-6.1%, Northumberland- 3.1%) (InfoNet).
- 48.6% of Glendale businesses have all their employees living within 5 miles of the business premises (Business Survey).
- The total percentage of employees who work less than five miles from their place of work is 61.7%, between five and thirty miles is 27.9%, and over thirty miles away is 1.9% (Business Survey).
- 55% of residents travel to work by car/van/motorcycle and only 3% travel by public transport (2001 Census).
- There are seven bus routes that pass through Glendale (NCC), 27.1% are satisfied with local bus transport. 31% felt that public transport, in the Berwick area, was in need of improvement, and 26% felt it is an important issue in making an area a good place to live (2008 Place Survey)
- Over £415,519 in subsidy is annually provided to bus companies operating in Glendale (NCC).

- There are good commuting links, by train, to Edinburgh and Newcastle. 26% of commuters want stronger links with Edinburgh, 22% would prefer Newcastle, and 14% said both (CRE).
- Connecting bus routes to train times could provide alternative employment opportunities for Glendale as well as improving access to services and providing a more complete tourism offering.
- 83% of Glendale businesses feel that road access is important or very important to their business (Business Survey). Denied access to roads caused by flooding or snow cover could severely affect local businesses.
- All telephone exchanges in Glendale are ASDL enabled to deliver up to 8Mbps, but full speeds are dependant on closeness to the exchange (GreySky)
- There are areas within Glendale that are outside the 5km range of conventional broadband (GreySky)
- Average speeds are 5.43Mbps (former Berwick district area) (Point Topic)
- 43.96% of have speeds of less than 2Mbps, 17.43% have speeds between 2 and 8 Mbps and 38.61% have speeds over 8Mbps (Point Topic)
- 77.8% of Glendale businesses consider their broadband speed sufficient for their current needs (Business Survey)
- 41% of Glendale businesses believe that their current broadband speeds will not be sufficient for their future needs (Business Survey)
- 29.7% of the Berwick district area is not viable for typical next generation broadband solutions. Even though the least viable areas for next generation development accounts for only 4.5% of the UK population it affects 29.7% of the former Berwick district area, this means that this area is more affected than most (Point Topic).
- Is there an opportunity to upgrade exchanges through the community/business?

8.2 The Glendale Communication & Transport Response

- We will open a dialogue to try to identify and create social enterprise solutions to physical access problems (whilst being mindful not to reduce the viability of existing commercial transport services). We will also raise and promote the need for increased interchange options between new and existing public transport services, so as to maximise efficiency and provide more sustainable transport options for residents and tourists.
- The forum will consider activities to reduce reliance on private vehicles (or in the case of broadband the need to travel at all). In light of climate change and social exclusion issues, we will explore the viability of introducing an electric car/bicycle network, and the associated charging points, to Glendale. We will also encourage bus operators to make provisions for cyclists (which will also benefit tourism to the area).
- We will highlight Glendale's infrastructure and transport needs in order to influence the developing Northumberland Local Transport Plan.

- We will continue to gather information to influence and lobby broadband providers (and support the public sector organisations looking to improve infrastructure) with the aim of ensuring the provision of next generation broadband to Glendale in order to attract and retain businesses to the area. We will endeavour to gain higher speeds for uploading information, which is of particular interest to businesses, and investigate the potential for providing this in the short term through business incubation or hot desk facilities.

9.0 OBJECTIVE 4 - We have strong, sustainable and supportive communities where all our residents regardless of their situation have improved life chances and wellbeing. To ensure that Glendale is a welcoming and attractive place to live for all our current and future residents.

9.1 Demographic Context & Challenges

Physical access to services, including education and training, work, leisure and social activities is difficult for many. People do not feel empowered to influence issues affecting their local community. As communities profiles get older the opportunities for local support becomes less. Everyone needs to be able to access leisure, cultural and learning opportunities, both physically and financially. The above are clearly and closely/mutually inter-related and need to be considered as a seamless “whole” rather than separate issues. The key points for consideration from the research are: -

- Glendale has 5042 residents (2001 Census), representing deep sparsity of population
- There is inward migration of people aged over 43 (InfoNet)
- The proportion of over 60s in Northumberland has increased by a larger amount than England or Wales (InfoNet).
- Glendale has the second lowest proportion of 0-15 year olds and the third lowest proportion of 16-64 year olds in all of the Northumberland localities (InfoNet & 2001 Census)
- The 25-44 age range has had the biggest decrease with a -20.59% decline (SHMA)
- The median age of Glendale residents is higher than the national median average (ONS)
- There is a need not only to arrest the outward migration of young people from the area but also to attract more of the 25-64 age group, i.e. those who are most likely to start/have a family, buy a house or start a business
- Wooler middle school numbers are expected to fall by 20% from 2008 to 2013
- The potential for a new school in Wooler, combining First and Middle Schools, creating additional community resources, regenerating the area and helping NCC to meet its zero carbon ambitions, has been much vaunted. This might encourage existing families to remain and new families to move to the area
- There are no NCC run adult education courses in Glendale. In 2008 peoples perceived health of being good or very good was 68.4%, this is the lowest North Northumberland figure (2008 Place Survey)
- Glendale has the lowest satisfaction level in North Northumberland localities, for its library facilities yet it has the second highest percentage of people who use the facilities (2008 Place Survey).
- There are roughly 550 rooms in care facilities in or near Glendale (Nursing Home Directory), and in the locality alone there are approximately 1195 people aged 74 or over (2001 Census)

- Only 45.3% feel elderly people get the services and support they need to stay at home as long as they wish (2008 Place Survey)
- Health services and affordable decent housing are chosen as the number one and two categories making an area a good place to live
- Job prospects and activities for teenagers are the top priorities for issues that need improving (2008 Place Survey)
- Only 22.2% of Glendale residents are satisfied with the sport and leisure facilities (GSLA)
- If there was a new leisure facility 44% of Wooler residents would like to see a gym, 38% a multi-purpose sports hall, and 12% other facilities such as swimming pools (GSLA).
- Only 25.7 % of Glendale residents believe that they can influence decisions within their local area whilst and 20.8% of residents had having been involved in decisions that affected the area within the last 12 months (2008 Place Survey)
- 53.9% agree with the statement 'By working together people in my neighbourhood can influence decisions' (2008 Place Survey)
- People who are satisfied with their life as a whole account for 82.6% of Glendale (2008 Place Survey)

9.2 The Glendale Demographic Response

- We will promote and market our residents excellent quality of life, Glendale's low crime levels and the excellent natural environment all of which make Glendale a great place to live and work.
- We recognise that it is in the nature of things that people in the 18 – 24 year old age group are most likely to leave the area. We want to place emphasis on encouraging those people and others like them to return in the new family formation stages of their lives. At the same time, we will seek to understand more the reasons for people leaving the area and the locations to which they are moving.
- We will explore through our school structures what young people value about their lives in Glendale which will inform a campaign to attract people, and provide ideas to enhance existing residents' quality of life. Where similar research has been carried out elsewhere, we will make use of that experience.
- We believe the demographic movement and profiles here are unique in the country and we will seek to understand them and make a case for ours being a very special set of circumstances.
- We will open dialogues into how we can improve and coordinate leisure and learning facilities in the area through public, private and voluntary sector partnerships, so as to increase community cohesion and sustainability.
- We will endeavour to provide for and consider the particular needs of Glendale's elderly and aging population.

10.0 CONCLUSION

This report has been prepared in conjunction with and on behalf of Glendale Community Forum. In 2009 the new unitary council re-assessed how it would engage with its residents, and provide a platform through which they could voice an opinion on the strengths, needs, and desires of their own localities. Twenty seven localities were designated and each encouraged to create a Community Forum through which local issues could be raised. To articulate the needs and actions of the localities, to NCC and other partners, and design local level solutions, each forum could prepare a Community Plan. Combined with the current governments localism agenda this provides the Glendale Community Forum with a real opportunity through which to highlight local issues and empower our communities through partnership working.

This document sets out the background evidence of the community plan for Glendale in synopsis (the entire document including detailed analyses and prime data is also available on request). Through the above response points, their associated action plan, and continuing research we aim to achieve, emphasise and promote Glendale as a special, welcoming and sustainable location, either to people thinking of moving into the area or to those that are already resident.

This document was written by Kendra Turnbull in conjunction with the Glendale Community Forum steering group. We would like to acknowledge and thank the following for their assistance and support in its making:

Berwick Borough Housing

Glendale Community Forum

Glendale Gateway Trust

Newcastle University

Northumberland County Council

Northumberland National Park Authority

Northumberland Strategic Partnership

All who attended the 10th May 2010 meeting



**Northumberland
Strategic Partnership**



NORTHUMBERLAND

Northumberland County Council

The full length community plan and contact details (via the forum hosts Glendale Gateway Trust) can be obtained from <http://www.wooler.org.uk/community/index.php?sid=1097>