



PRESS RELEASE

July 18, 2006

**PHOTO CALL: Wednesday, July 19, 4pm, Stoke-on-Trent Civic Centre
(Windsor Room)**

PARTNERS JOIN FORCES TO REGENERATE KNUTTON AND CROSS HEATH

Nine local and national organisations are to sign up to a pledge to regenerate the Knutton and Cross Heath area in North Staffordshire.

Led by RENEW North Staffordshire, the housing market renewal pathfinder, they will each promise to work together and contribute to the comprehensive regeneration that will make Knutton and Cross Heath a popular and thriving neighbourhood in the future.

The chief executives and senior managers of each organisation will formally sign the “collaboration agreement” at Stoke-on-Trent Civic Centre on Wednesday, July 19, at 4pm.

The collaboration agreement is a public pledge by all organisations to support the regeneration of Knutton Cross Heath for the benefit of the local community. It also outlines each partner’s role in making this happen.

Once signed the agreement will be taken forward by the partners to create a delivery plan that will show exactly how the regeneration will be achieved.

The nine partners are:

- RENEW North Staffordshire
- Newcastle-under-Lyme Borough Council
- Staffordshire County Council
- English Partnerships
- Housing Corporation
- Aspire Housing
- Great Places Housing Group
- Newcastle-under-Lyme Primary Care Trust
- North Staffordshire Regeneration Zone.

Peter Bounds, chair of RENEW North Staffordshire, said: “Partners have already worked with the community to develop the vision for regeneration in Knutton and Cross Heath.

“Now each partner has pledged to work together and to provide practical support so the vision can be delivered.

“We will now all work very hard, together with the community, to create a firm plan and to make it happen.”

Simon Tagg, leader of Newcastle Borough Council, said: “We have a fantastic opportunity to regenerate Knutton and Cross Heath so it becomes a popular place to live for existing and new residents.

“This agreement means that all partners are firmly committed to achieving the vision for the future of this area for the benefit of the community now and in the future.”

Partners are already supporting the proposals for Knutton Cross Heath. For example, national regeneration agency English Partnerships acquired the site of the former Collins and Aikman factory off Lower Milehouse Lane in support of the regeneration of Knutton and Cross Heath. Newcastle Primary Care

Trust, Staffordshire County Council, English Partnerships and the Housing Corporation are supporting the development of 60 apartments for older people and a health centre on the land off Lower Milehouse Lane. Aspire Housing and Great Places Housing Group are working together to provide affordable housing.

Ends

You are invited to send a photographer/reporter to the **Stoke-on-Trent Civic Centre (Windsor Room) on Wednesday, July 19, 4pm,**

For further information contact or Michael Howard at Staniforth on 0161 919 8034, Michael.howard@staniforth.co.uk, or Linda Isted at Staniforth on 0161 919 8030, Linda.isted@staniforth.co.uk

Notes to editors

1. RENEW North Staffordshire is the housing market renewal pathfinder for Stoke-on-Trent, Newcastle-under-Lyme and Biddulph East. Our aim is to help make North Staffordshire a thriving, diverse conurbation where people want to live, work, invest and study. We do this by working with communities and partners to:
 - balance housing supply and demand
 - retain and attract population
 - provide quality housing that meets the aspirations of existing and new residents
 - transform the environment and make the best of our heritage and green space
 - support economic regeneration.
2. The RENEW North Staffordshire team can be contacted by the public on 01782 232024 or renew@civic1.stoke.gov.uk. Further information can be found on the website: www.renewnorthstaffs.gov.uk.