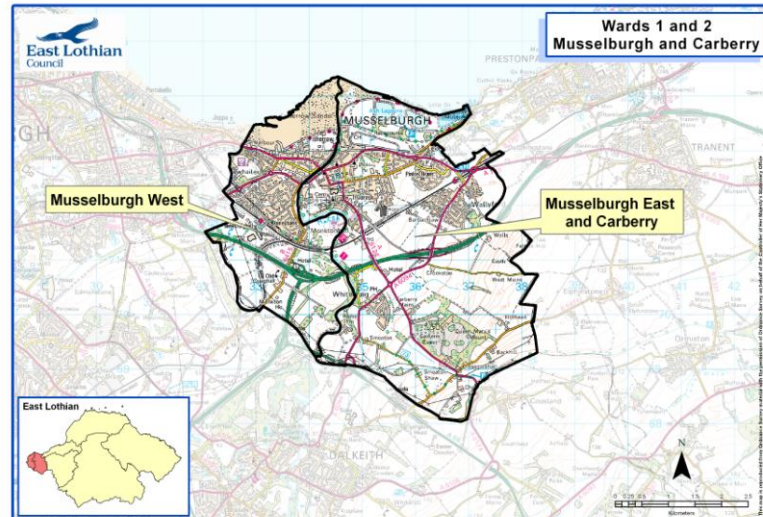


Musselburgh Area Local Community Plan 2010 - 2012

A SNAPSHOT VIEW



Local Community Planning in Musselburgh



The Musselburgh Local Community Planning Area incorporates the East Lothian Council multi-member wards of Musselburgh West and Musselburgh East and Carberry. This area includes the settlements of Wallyford, Whitecraig, Carberry, Old Craighall and Musselburgh - which, as the largest town in East Lothian, itself developed through the amalgamation of a number of distinct communities, including Newbigging, Fisherrow and Inveresk.

24289 people live within the Musselburgh area- that is 25% of the population of East Lothian.

Musselburgh Local Area Forum (LAF)

The Musselburgh LAF is at the centre of local community planning across the Musselburgh wards. This forward looking planning Forum comes together up to 4 times a year to identify and examine key issues in this locality. Local community groups, businesses, voluntary sector organisations, public services and individuals can all become part of the Local Area Forum and contribute to the process.

Local Community Planning Officers

Local Community Planning Officers provide a focus for co-ordinating activities and monitoring progress. In many cases they will kick-start initiatives identified in the plan by bringing together short life task groups - made up of service providers, local groups and individuals. Once established these task groups take the lead on local actions, creating opportunities for people to become involved in projects that interest them. Local Community Planning Officers can also support existing local groups to take forward ideas that contribute to local outcomes.

To get involved in any of the initiatives included in this plan, or if you have ideas for new projects, contact the Local Community Planning Officers on 01875 615415 or email MusselburghLCP@eastlothian.gov.uk



Find out more...

- Go to www.eastlothiancommunityplanning.org.uk - there you can find out more about Community Planning in your area
- For a full copy of the Musselburgh Area Local Community Plan call 01875 615415 or download it from www.eastlothiancommunityplanning.org.uk

Versions of this leaflet are available on request on audiotape, in Braille or in your own language.
☎ 01620 827199

What is a Local Community Plan?

Community Planning is all about communities, organisations and service providers working together to ensure that services meet the needs of the people who use them or who are affected by them. It aims to bring real improvements to the quality of people's lives.

Creating a Local Community Plan involves developing a shared vision for the future of the area and identifying what needs to be done locally to make this a reality.

This Plan will help guide Local Community Planning activities in the Musselburgh area by:-

- focusing attention on agreed priorities and outcomes
- bringing existing groups together and forming new networks to take work forward
- influencing the delivery of public services locally and informing policy developments and planning

A VISION FOR THE MUSSELBURGH AREA

The Musselburgh area will be somewhere people want to live, both now and in the future – a thriving town centre surrounded by sustainable local neighbourhoods with well managed facilities and services that meet the needs of the community at all ages and stages of life.

The initiatives in this plan are organised under 5 Local Outcomes that we believe will help achieve this vision:-

1. Revitalising Musselburgh Town Centre as the heart of the community, meeting the needs of people living, working and visiting the Musselburgh area
2. All people living, working and visiting the area will be safer and feel safer
3. Our local neighbourhoods are attractive, well connected places where people want to live
4. Young people across the area have access to quality services and activities which are relevant to their social, recreational and educational needs
5. Our communities are well informed and engaged with decisions that matter in their local area

Developing this plan...

To prepare this Local Community Plan we have consulted with individuals and local groups covering a wide range of ages, interests and experiences. We have also involved organisations and businesses that provide services to these communities.

Starting with the key priorities identified as central to the future of East Lothian, we asked how relevant they were locally and also what was most important in making somewhere a good place to live. The priorities identified through this process shaped a vision for Musselburgh.

The consultation also identified a range of ideas about how the community could be improved which led to the initiatives included in this plan. They are grouped under 5 outcomes which sum up the differences we want to make by working together.

In developing this plan we have tried to be realistic about what can be done and focussed on actions which are –

- achievable locally by communities, organisations and service providers working together
- likely to have the most impact on creating the safe, sustainable, attractive and well resourced local area that the community aspires to.

LOCAL COMMUNITY PLANNING
Making a Difference
across the Musselburgh area

LOCAL OUTCOME 1

Revitalising Musselburgh Town Centre as the heart of the community, meeting the needs of people living, working and visiting the Musselburgh area

Maintaining vibrant and thriving town centres are important to local communities, creating economic and social benefits, however local consultation showed considerable concern about the future of Musselburgh High St.

What will make a difference?

- establishing the Musselburgh Town Centre Task Group to take a co-ordinated approach to improving the Town Centre
- Improving the appearance of the Town Centre by addressing street clutter and eyesores and addressing neglected facades
- Concentrated campaigns to address litter in the high street
- Taking a partnership approach to the development of a Town Centre Strategy for Musselburgh involving East Lothian Council, businesses and local residents
- Protecting and enhancing the heritage features of the town
- Creative marketing of what the town has to offer – to visitors and local residents
- Reaching out to engage with the local community to determine what they really want from the area

LOCAL OUTCOME 4

Young people across the area have access to quality services and activities relevant to their social, recreational and educational needs

There are an estimated 3517 young people aged 10-19 living across the Musselburgh wards. In consultations both adults and young people expressed concerns that there was not enough for young people to do outwith school hours.

What will make a difference?

- Increasing local knowledge of wide variety of local facilities and organisations providing activities and services for young people in the local area
- Working with young people to identify gaps in provision and develop creative responses to meet these needs
- Investigating the feasibility of establishing a dry-bar facility in Musselburgh Town Centre
- Boosting the uptake of youth services and opportunities through effective, targeted promotion
- Improving the co-ordination, quality and consistency of services for young people across the area
- Providing assistance for young people to take up opportunities and participate in activities that are relevant to their skills and interests through exploring the development of a local 'youth-bank' scheme
- Encouraging young people to play a more active and integrated part in community life

We also recognise that given the current economic climate, additional support is going to be required to help young people to make a positive transition from school to the workforce/adult world. As competition for limited jobs and training places becomes more intense, we will all need to become more creative in how we support young people through this transition if the conventional routes of employment and/or further education are not available to them.

LOCAL OUTCOME 2

All people living, working and visiting the area will be safer and feel safer

Initiatives in this plan are focused on:-

- Improving public awareness of local work to improve community safety
- Supporting people to feel and be safer in and outside their homes
- Supporting communities to work with the Police and other public service providers to take ownership of problems and solutions

What will make a difference?

- Building on CAPP - the Community and Police Partnership
- Developing a SAFE week campaign – a whole community response to Substance Awareness – for children young people, and parents
- Musselburgh and District Pub Watch - promoting a safe, secure and responsible social drinking environment
- Home safety checks and Personal safety sessions in communities to counteract fear of crime
- Internet Safety Courses for Parents to help keep children safe on the internet
- Supporting the development of safer routes to school
- Developing and promoting the network of Remote Reporting sites through the community to enable people to report non-urgent problems without directly contacting the Police
- Working with communities to identify local road safety hotspots and locations for the deployment of speed reactive signs



LOCAL OUTCOME 5

Our communities are well informed and engaged with decisions that matter in their local area

Public Services across East Lothian – including the Council, the Police, Health Services, Emergency Services, educational institutions and more – are committed to continually improving the way their services are delivered in ways that respond to the needs and priorities of the communities they serve.

All too often however when it comes to letting them know what is important locally it falls to the same small numbers of people to represent the views of everyone.

Local Community Planning can support initiatives and provide opportunities for people to get involved in ways that suit them and their lifestyle.

What will make a difference?

- Making it easier for local people to stay informed about what is going on in their area through newsletters, noticeboards an on-line calendar and social networking media
- Increasing the range, and number, of local people engaged with influencing decisions that affect them and their communities through using a range of methods, events and approached to consultation
- Helping local groups reach out further into the community by providing training and resources



LOCAL OUTCOME 3

Our local neighbourhoods are attractive, well connected places where people want to live

Creating communities that people want to live in is at the heart of local community planning and our engagement with local people across the area has shown that living in an attractive, well maintained local neighbourhood has a significant impact on how people feel about their wider community.

The Musselburgh area is home to 25% of East Lothian's population, and is itself made up of a number of distinct local communities and neighbourhoods - each with their own identity, needs and issues. Recognising this diversity is essential to maintaining sustainable neighbourhoods that are able to offer an attractive way of life to both existing and new residents.

What will make a difference?

- Involving communities in determining priorities for local improvements
- Helping communities retain and develop facilities in their neighbourhoods that meet local needs
- Encouraging local stewardship and development of public spaces, parks and green-spaces to:-
 - meet community needs
 - encourage active living
 - create focal points for local communities
- Identifying new sites for allotments and community gardens
- Working with Dog Watch to take a co-ordinated approach to addressing dog fouling in local parks
- Linking communities through integrated walking and cycle paths
- Improving transport links across the ward to resolve gaps and support using public transport
- Improving access to information about what is happening within the community including welcome packs for new residents
- Promoting clear, simple mechanisms for reporting problems/concerns in the local communities