

# Longridge and Shaw Heath

Neighbourhood Plan 2025





# Great Places

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Great Places Housing Group exists to improve the lives of the people living in our 25,000 homes across the North West and Yorkshire.

We are much more than just a landlord, providing a wide range of services and promoting partnership work to create vibrant, sustainable communities.

## **Great Places' vision is clear:**

- Great Homes
- Great Communities
- Great People

## What is the Longridge and Shaw Heath Neighbourhood Plan?

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This plan sets out Great Places' commitment for Longridge and Shaw Heath informing how we better prioritise and deliver services and investment in homes, to our customers and in the community.

The plan, which has been refreshed and updated from its original in 2020, lets our customers know what we are working to deliver over the next three years, and sets out the work we plan to do in partnership with others, to make Longridge and Shaw Heath a thriving, attractive, safe and sustainable place to live.

Based on feedback from customers, we've set out priorities across the themes of Homes, People, Place and Partners and identified some short and medium term actions. We'll keep customers up to date on our progress, and provide opportunities to feedback and shape our longer-term regeneration plans for the neighbourhood.



**Great Homes**



**Great Communities**

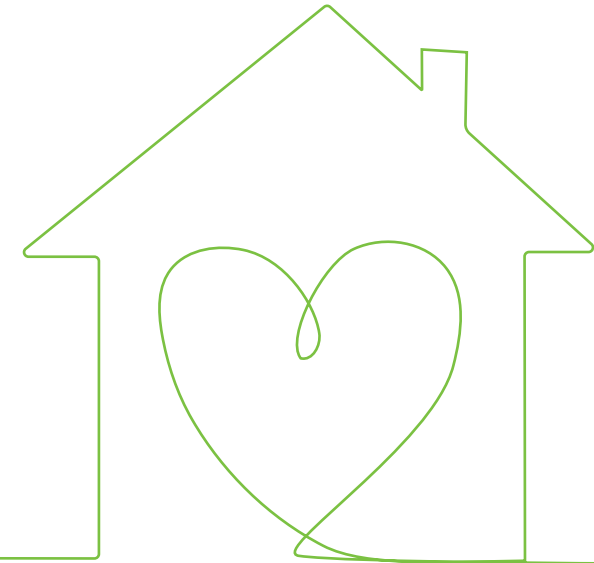


**Great People**

# Our Longridge and Shaw Heath

Longridge and Shaw Heath are great places to live. Situated to the east of Knutsford town centre, Longridge and Shaw Heath is a quiet residential community, relatively close to neighbouring Knutsford, although public transport links are poor which can cause issues for local residents.

Great Places owns and manages most of the homes on Longridge and Shaw Heath (390 homes) and is committed to long-term investment in the neighbourhood, including the Welcome Café and community centre, which delivers a wide range of activities and opportunities for local people.



## Opportunities

Community assets including the Welcome Cafe and Community Centre

Strong partnerships with local schools, Cheshire East Council and local residents

Low levels of serious crime

Plenty of green space including St Johns wood and playing fields

Well established, stable community with strong family links

## Challenges



Higher than average tenancy turnover.  
Supply of housing that meets the needs of older people, larger families and people with disabilities.



Economic impact of the pandemic and cost of living crisis



Customer concerns about community safety



Poor physical infrastructure & transport links, limiting customers' access to services & contributing to isolation

# Customer Voice: What you've told us

In summer 2023, we consulted with customers and residents on Longridge and Shaw Heath to find out what issues were most important to them. We held in-person consultation events in the neighbourhood, knocked on doors, and set up a dedicated page on the Our Voice platform for customers to let us know their priorities digitally. Customers could also complete a survey by post, text, email or by phone.

**We want to say thank you to everyone who completed the survey or engaged with us. Your insight will truly help, by contributing to the evidence we've gathered, and in shaping how we invest resources and plan for a more sustainable future for Longridge and Shaw Heath.**

## What you told us

The key issues that are **most important** to customers, and that they are **also currently least satisfied with** are:

- Services for young people
- Local transport provision
- Environmental (street lighting and litter)
- Community safety

## What we'll do

This plan contains commitments and actions that Great Places will deliver on to address these issues, across the themes of people, place, homes and partners. Our goal is to ensure that Great Places and the Longridge and Shaw Heath Neighbourhood Plan continues to respond to your priorities and meet your changing future needs, so we'll keep you updated on our progress and provide opportunities for you to let us know how you think we're performing.

*"Improve the lighting and safety on the dip (the path linking Longridge & Shaw Heath)."*

*"We need more services for young people and to improve their employment aspirations."*

*"Improve the police presence so we feel safe, apart from that, everything is fine in my opinion."*

*"Please address the parking issues and clean up the estate. Remove trees that are too big."*

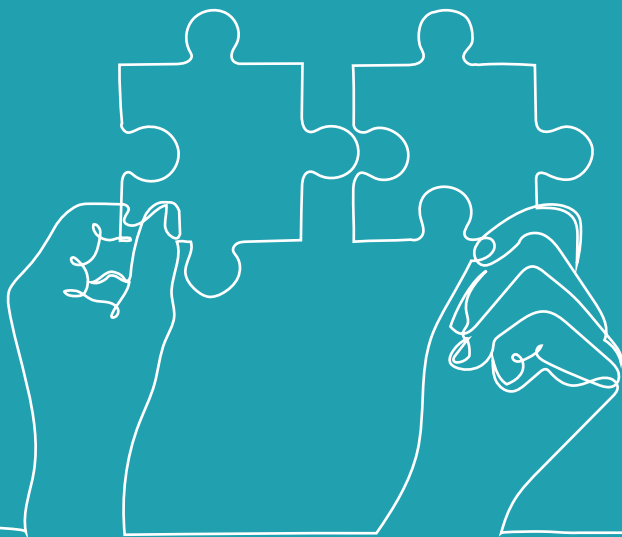
# Our vision

Longridge and Shaw Heath is a neighbourhood everyone is proud to call home.

People can live their whole lives here if they want to, with housing available to meet the needs of different life stages from their first flat, to a family home to raise children, through to accommodation designed to meet people's changing needs as they get older.

It is a place that is safe and attractive. There are places for children to play safely and activities for teenagers.

It is a healthy place, well connected to the wider Knutsford community. People can access employment and education opportunities, with support available to help them meet their aspirations.



# Our objectives

1



## People

To support customers throughout their tenancies, and listen to the customer voice. To connect local residents with work and skills opportunities, as well as providing services for families, young people and older people to improve their quality of life.

2



## Place

To deliver high-quality neighbourhood management and regeneration services and help create a sense of ownership, belonging and pride in Longridge & Shaw Heath. To improve integration, connectivity, transport and digital access in an attractive environment that supports people's health and wellbeing.

3



## Partners

To build on existing partnerships with local residents, businesses, and other key groups to bring investment and services to Longridge and Shaw Heath – and keep them there.

4



## Homes

To continue to invest in providing safe, warm, suitable and affordable homes. To work towards our targets on energy efficiency and affordability for customers. To provide housing that meets the needs of our diverse customers, now and into the future.



## Our commitment

- Our Community Investment team is committed to investing in Longridge and Shaw Heath with a dedicated team helping Great Places' customers to access work, training and volunteering opportunities.
- Great Places provides quality homes to meet the needs of our customers and it's possible that these needs change over time. Our Independence and Wellbeing services will support Longridge and Shaw Heath customers in challenging situations, from identifying suitable housing options to access to our Tenancy Coach Service, helping you to manage your tenancy.

## How we'll do it

- Our new Inclusive Services team will contact our customers in Longridge and Shaw Heath to make sure we have up-to-date data around health, disability and caring needs and to understand if the size of your home, health or accessibility or affordability are challenges.
- Offer employment and skills support and initiatives, working with employers in Cheshire East and beyond to connect customers to employment opportunities.
- Connect young people with better social and leisure activities, making the most of the greenspace in the neighbourhood.
- Help address financial difficulties, including fuel and food affordability with a range of services and support.
- Establish better ways of communicating and engaging with customers to ensure residents are involved in shaping future plans for their neighbourhood.
- Help address social and health inequalities on Longridge and Shaw Heath by bringing mental health, sexual health and other wellbeing services to the neighbourhood.







## Our commitment

- Great Places will continue to provide quality neighbourhood management services to customers on Longridge and Shaw Heath.
- Community safety is really important to customers living in Longridge and Shaw Heath, we will continue to work alongside the local police to manage antisocial behaviour.
- We'll continue to work with The Welcome to to develop services that meet the needs of local people.

## How we'll do it

- Explore opportunities to improve transport links, routes through the neighbourhood, and integration with the rest of Knutsford.
- We'll work with residents and the local authority to address waste management - particularly fly-tipping and pests.
- Launch projects with people of different age groups that are focused on living in Longridge and Shaw Heath, their perspective on place and the environment.
- Continue to lobby for community benefits and regeneration investment to be secured from new developments happening in Knutsford.
- Undertake tree surveys across the neighbourhood.
- Identify potential improvements through a master planning exercise, that could enable Great Places to seek external grant funding for regeneration activity.
- Play our part in making sure Longridge and Shaw Heath is an attractive place, where people can take pride in a place to build their lives.





## Our commitment

- At the heart of the community, Great Places works with the Welcome Café where vital services and projects are delivered each week. We will continue to develop this relationship, supporting local people to progress and thrive.
- We will build strong relationships with community and statutory organisations to draw resources and support into Longridge and Shaw Heath to complement our existing offer.
- We will continue to develop relationships with key stakeholders at Cheshire East Council, Knutsford Town Council, schools and community groups.

## How we'll do it

- Expand the provision of services from the Welcome, focusing on young people, food, isolation and health and wellbeing.
- Help people to get more digitally active and improve their employment prospects.
- Work with partners to address antisocial behaviour across the neighbourhood.
- Explore partnerships with health, alcohol misuse and domestic violence services.
- Continue to work with Manor Park Primary and Knutsford Academy to raise aspirations.







## Our commitment

- We will provide a a good quality, safe, warm and suitable home as a stable foundation for your life and give you the peace of mind that comes from knowing it will remain yours for as long as you want it.
- We ask you to take responsibility for looking after your home. We will provide support, if needed, to do this - including making it easy for you to report repairs online. Your Neighbourhood Service Manager will be based in your community and will have the tools and resources to make sure you receive the highest service standards.

## How we'll do it

- Continue to invest in damp, mould and condensation challenges.
- Explore the feasibility of providing homes to meet the needs of larger families, older people and those with disabilities.
- Explore opportunities to provide more social rented and affordable housing in Longridge and Shaw Heath and the wider Knutsford area.
- Understanding our diverse customers, and taking action to offer a stable foundation with a home in a place where people want to live and put down roots.
- Review partnership opportunities to meet the needs of older customers.
- Continue our programme of planned investment in kitchens, bathrooms and windows.



# Get involved

**We are serious about our commitment to Longridge and Shaw Heath and the customers who live in our homes, so we will keep you up-to-date with how we are doing – but we want to hear from you, too.**

Some improvements will take more time to make happen, particularly where more complex factors need to be taken into account. We need to start planning for the longer term, so will be considering in more detail what and how proposals can be delivered, including how they could be funded.

This will involve developing strategies to meet our customers' and the communities' future needs, to make things better in the longer term. This is where work will need to happen in stages, and where we will be seeking local cooperation to unlock greater opportunities to make more of a difference.

**To keep up to date on the progress of the Longridge and Shaw Heath Neighbourhood Plan you can:**

Visit the Great Places Anchor Neighbourhoods webpage for Longridge and Shaw Heath where you can read the latest news and find updates on the details of the Plan:

<https://www.greatplaces.org.uk/customers/anchor-neighbourhoods/longridge-and-shaw-heath-neighbourhood-plan/>

Visit the Our Voice platform (our online engagement site), where you can track the conversation, read the feedback we've received and our response:

<https://ourvoice.greatplaces.org.uk/planning-for-the-future-in-longridge-and-shaw-heath>





# Get in touch

## We're always happy to hear from you.

You can contact us by visiting our website [www.greatplaces.org.uk](http://www.greatplaces.org.uk)  
If you would like a faster response we have a Live Chat facility available here too,  
to speak with us directly between 8am and 6pm, Monday to Friday.

Log in to our MyPlace customer portal from the website to view your rent account, make a payment, report a new repair, check progress on an existing repair or tell us about a change in circumstances. If you have not yet signed into MyPlace and you need some help to do so, please get in touch.



Scan to log  
into MyPlace

## By email

You can get in touch via email using [customerhub@greatplaces.org.uk](mailto:customerhub@greatplaces.org.uk)

## By post

Great Places Housing Group  
2a Derwent Avenue  
Manchester  
M21 7QP

## By phone

We're open for business 8am–6pm, Monday to Friday.  
You can call us on our local rate number **0300 123 1966**.

## Need our help out of hours?

For emergency repairs assistance outside of our business hours, please call our usual **0300 123 1966 number, and select option 1.**