

## Key Actions

We know that there is a lot of work to do if we want to achieve our vision of Stoke-on-Trent. We have put a Delivery Plan in place to help ensure that all of the actions are completed. Below are some of the key things we will be doing to deliver this vision:

1. Encourage front line officers to use each interaction as a chance to listen and build understanding.
2. Work with trusted local voices, neighbourhood groups, and community media to share clear, simple information.
3. Give staff and community leaders the skills to spot concerns early and know what to do.
4. Jointly review incidents openly to learn what worked and improve responses in future.
5. Support local businesses and social enterprises that reinvest in the community.



## Measuring Impact

We will use a range of data to understand how our action has made a difference to communities. This will include data from the Annual Survey on Wellbeing and Police data on Hate Crime. We will produce an annual report which sets out what we have done. What impact this has had and the priority actions for the next year.



# Community Cohesion Strategy 2026-2030

## Our Vision for a United City

**We want Stoke-on-Trent to be a city where:**

- Everyone feels like they belong.
- Local services are trusted by communities.
- Kindness and friendliness are celebrated.
- People have a say in the decisions that affect them.
- Resources are shared equally.
- Different communities can come together.
- Young people are valued and help create a strong future for the city.
- No one can create fear, grievance or division.

## What communities told us:

We spoke to over 1300 people across all areas of the city about what they thought about Stoke-on-Trent, how well they think people get on together and their concerns about communities.

### What needs to be better:

- Communities do not have a lot of trust in key services, including the city council, Police and NHS. They are worried that these services don't really understand local people and don't always work in the best interests of communities.
- Local people did not feel that they are heard when it come to making decisions about the local area.
- There are too many plans and projects which makes it difficult to see how services are working together to make the city better.
- Local people felt like some areas of the city, and some communities, get more than others.
- Some people felt that they had lost pride in the city because of the way some areas look. Issues such as fly-tipping, graffiti and empty buildings left people feeling like the city was not being cared for.
- Local events and services are not well advertised and could be difficult to attend. Lots of people were not aware of events in their local area – or felt too scared to attend them alone.
- People from different backgrounds do not get much chance to mix, some people felt that this was because different groups were not wanted in the city, while others felt it was anxiety about being accepted.
- Managing day to day is hard because of the cost of living and this was the main concern for lots of people.
- It can be to travel around the city – and this meant that reaching good jobs, training or social events was very hard.
- People did not always feel safe in the city, especially after dark.

### What is good:

- Community Groups in the city were seen as really positive and did lots to help their local area.
- There is lots going on in the city for people to get involved with.
- The arts, culture and heritage in the city is good.
- Stoke-on-Trent is a friendly city and people will help others when it matters.

- Local people want to get involved in making decisions about your local area.
- The green spaces, including parks canals and allotments are good and can help bring people together.
- Young people are the future for the city and they really want to make a difference.
- Schools, GP Surgeries, sports clubs and community spaces are all important to local communities.

We have used what you told us to identify priorities and actions to help improve communities.

## Ten priorities and what they mean

1. **Create a shared plan for a cohesive city: We will work together for a united city.**
2. **Help more people take part in community life: This might be helping people to volunteer in their neighbourhood or access services in their local area.**
3. **Embed cohesion across the council and partners: Making cohesion everyone's responsibility.**
4. **Take services to where people are: Make it easy for everyone to access services in their own community**
5. **Tackle disinformation and misinformation: Help communities stay informed with accurate, easy-to-understand info.**
6. **Give people a real say in decisions and take ownership: Listen and act on what communities say.**
7. **Spot and respond to community tensions early: Identify issues early and work together to respond.**
8. **Celebrate and reimagine Stoke-on-Trent's identity: Develop a shared vision for the city's future to give local people something to look forward to and work towards.**
9. **Support local enterprise and opportunity: Support local businesses to grow and create more chances for people.**
10. **Invest in spaces that bring people together: Improves spaces that bring people together, particularly spaces within local communities.**