North Tyneside Council
Report to Cabinet
Date: 11 June 2012

Portfolio(s): Elected Mayor	**Cabinet Member(s):** Mrs. Linda Arkley

Report from Directorate: Chief Executive's Office

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Wards affected: All

PART 1

1.1 Purpose:

The purpose of this report is to provide an update to Cabinet on the work of the North Tyneside Strategic Partnership (NTSP).

1.2 Recommendation(s):

It is recommended that Cabinet:

(1) Note the contents of this report;

(2) Agree to receive quarterly updates on the progress of the work of the North Tyneside Strategic Partnership.
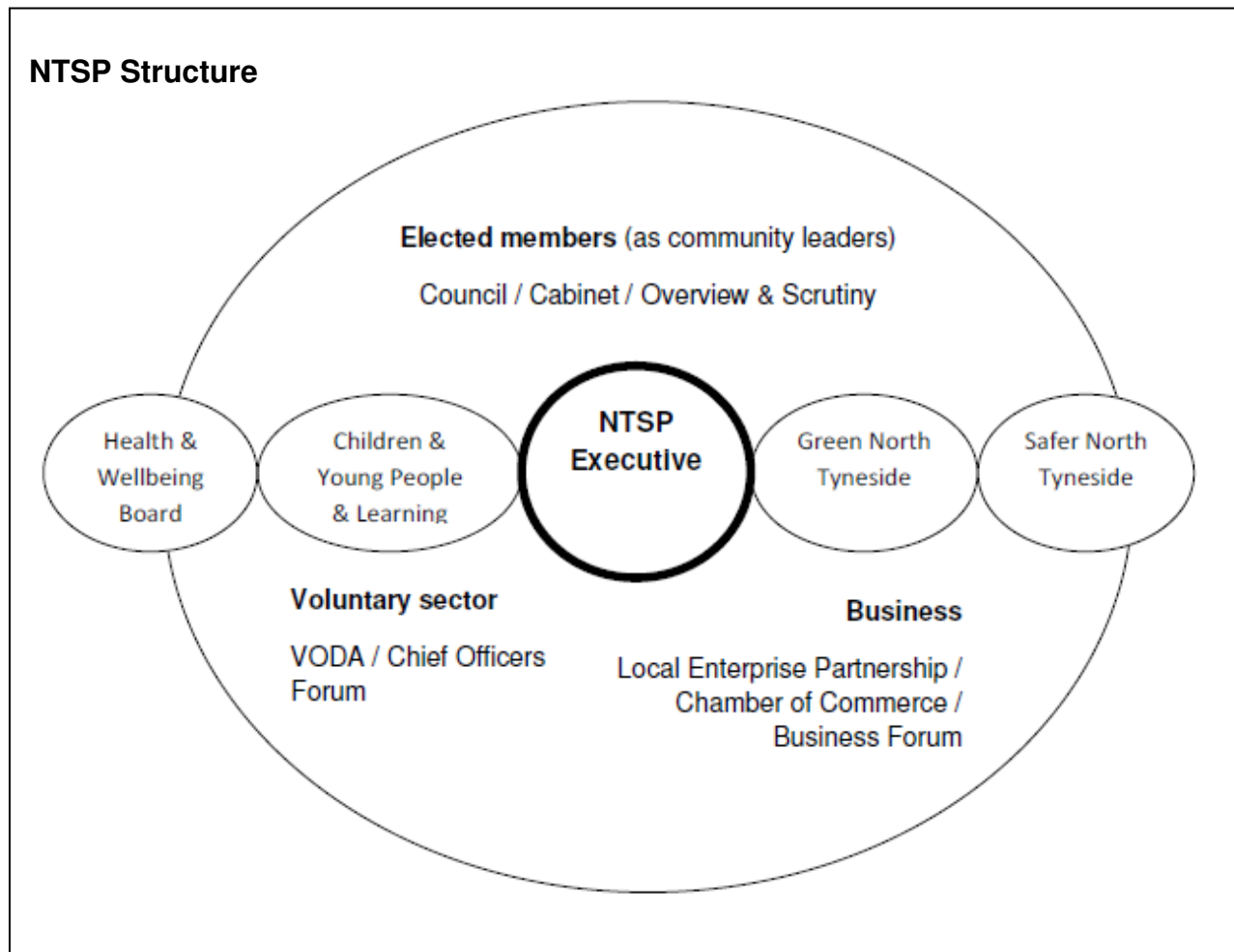
1.3 Forward plan:

This item appears on the Forward Plan for the period 1 June to 30 September 2012.

1.4 Council plan and policy framework

The partner members of the North Tyneside Strategic Partnership have a commitment to deliver the North Tyneside Sustainable Community Strategy 2010-2013. The Council's Strategic Plan, along with our partners' Strategic Plans, contribute towards delivery of the Sustainable Community Strategy.

1.5 Information:

1.5.1 The North Tyneside Strategic Partnership consists of an Executive, chaired by the Elected Mayor, and four Theme Partnerships as detailed in the diagram below

NTSP Structure

Elected members (as community leaders)

Council / Cabinet / Overview & Scrutiny

Health & Wellbeing Board

Children & Young People & Learning

NTSP Executive

Green North Tyneside

Safer North Tyneside

Voluntary sector

VODA / Chief Officers Forum

Business

Local Enterprise Partnership / Chamber of Commerce / Business Forum

The Executive provides leadership and strategic direction for all of the NTSP and supports Theme Partnerships and partner organisations to deliver the Sustainable Community Strategy 2010-2013.

The Theme Partnerships co-ordinate activity, resources and manage performance for the relevant Sustainable Community Strategy objectives they are responsible for.

The current members of the Executive are:

Elected Mayor (Chair)	North Tyneside Council
Representative (Vice Chair)	North Tyneside Business Forum
Chief Executive	North Tyneside Council
Chief Superintendent	Northumbria Police
Chief Executive	VODA
District Manager	Jobcentre Plus
Principal	Tyne Met College
Chief Executive	NHS North of Tyne
Chair	North Tyneside PCT
Representative	Chief Officers Forum
Representative	North East Chamber of Commerce
District Manager	Fire and Rescue Service
Chair	Children, Young People and Learning Theme
Chair	Safer North Tyneside Theme

| Chair | Health and Well-being Board |
| Chair | Green North Tyneside Theme. |

In 2011, the Executive reviewed how they should operate and agreed a new model for working which would allow them to influence and support the work of the Theme Partnerships more effectively.

The Executive agreed that future meetings would take a workshop format focused on the blocks of the Sustainable Community Strategy:

- Regeneration
- Quality of Life
- Best Start in Life
- Sense of Place.

The first of these workshops took place in March 2012 and looked at the Sense of Place theme with a specific focus on tourism.

1.5.2 March 2012 - Sense of Place Workshop - Tourism

The current tourism strategy for the borough was produced by the Council and came to an end this year. The North Tyneside Strategic Partnership took the opportunity in March 2012 to consider the current tourism picture for the borough and discuss the best way to improve the offer working together.

The measure of how tourism is performing in local authority areas is reflected in the STEAM (Scarborough Tourism Economic Assessment Monitor) data published annually.

The latest figures for North Tyneside indicate:-

- Tourism is worth **£243.05m** to the North Tyneside economy

- The Borough attracts **524,300** overnight visitors

- The Borough attracts **5,280, 060** day visitors

- The tourism industry in the borough supports **3,705** jobs.

1.5.3 Challenges and Opportunities

In this new climate the challenge for tourism is to be able to effectively promote the local offer, while not becoming detached from the wider promotion of the region. The opportunities presented by the establishment of a business led approach through the Local Enterprise Partnership will be to focus upon greater entrepreneurship in the sector and a more coordinated approach to destination management.

It was agreed that the future tourism strategy for the borough should emphasise ownership across the wider tourism business sector and build upon the existing strengths based upon regular contact with the sector from the Council's tourism team. In order to deliver this it was agreed that the next tourism strategy should be owned and driven by the North Tyneside Strategic Partnership.

1.5.4 Refreshing the North Tyneside Tourism Strategy

The key objectives in the current strategy are to promote:-

- The cultural coast – to promote the coastal offer in North Tyneside as a potpourri of cultural experiences complementary to the city break offer of Newcastle and Gateshead;
- World class events – to promote the events programme as an attraction for both visitors and residents in the Borough;
- Gateways from the past and to the future – to showcase the rich heritage of North Tyneside, the fact that we have a World Heritage Site in the Borough, at Segedunum, and a rich industrial heritage

The North Tyneside Strategic Partnership discussion considered the strategy in the context of North Tyneside's relationship to the Port of Tyne, as a major conduit for visitors to the area; the promotion of Hadrian's Wall, as a World Heritage Site of international renown; the relationship of tourism to the regeneration agenda; and the relationship of tourism in North Tyneside to the Newcastle/Gateshead Initiative (NGI), as the major destination management organisation for the sub-region.

The North Tyneside Strategic Partnership Executive agreed that there was much to build on from the current strategy and more opportunities to work more closely together as partners both within the borough and beyond. The Executive agreed that a consultation period should be embarked upon to explore further these new opportunities.

1.5.5 Progress /Next Steps

Discussions have taken place with the North Tyneside Business Forum focusing on the need for local business to be involved in the development of the tourism strategy. As a result a consultation with local businesses has now been agreed.

The approach suggested by the Business Forum will build upon the existing work with the tourism sector. A regular visitor and business survey is now an established part of the annual programme of the Council's tourism team, while regular contact with businesses, hoteliers, attractions and Chambers of Trade is core to the team's schedule.

The annual visitor guide for the Borough is funded by the advertising income from local tourism businesses, reflecting a high degree of confidence in the publication.

It is anticipated that the consultation initiated as a result of the North Tyneside Strategic Partnership workshop will shape the priorities for the development of Tourism Strategy for the Borough for the period 2013-20.

1.5.6 North Tyneside Strategic Partnership Executive Workshop – June 2012

The topic for discussion at the June workshop will be the impact of the proposed Welfare Reforms on the delivery of the Quality of Life theme of the Sustainable Community Strategy.

The Partnership propose an update from the June workshop will be presented to Cabinet in August 2012.

1.6 Decision options:

(1) Agree to receive updates form the North Tyneside Strategic Partnership on a quarterly basis.

(2) Reject the recommendation to receive quarterly reports from the NTSP.

Option 1 is the recommended option.

1.7 Reasons for recommended option:

It is recommended that Cabinet agree to receive quarterly updates from the North Tyneside Strategic Partnership to ensure that the delivery of the Sustainable Community Strategy 2010-2013 and the work of our partners is best aligned to the work of the Council.

1.8 Contact officers:

Jackie Laughton, Strategic Manager, Policy and Partnerships, tel. 0191 643 7070
Georgina Bailes, Policy Advisor, Policy & Partnerships, tel. 0191 643 5616
Steve Bishop, Senior Manager, Arts, Tourism and Heritage, tel. 0191 643 7410
Alison Campbell, Financial Business Manager, tel. 0191 643 7038

1.9 Background information:

Sustainable Community Strategy 2010-2013

PART 2 – COMPLIANCE WITH PRINCIPLES OF DECISION MAKING

2.1 Finance and other resources

There are no direct financial implications arising from the report, with the activities referred to in the report being accommodated within existing budgets and/or local area agreement reward grants. Any subsequent work arising from the NTSP activities that required financial input from the Council would be subject to further reports as appropriate.

2.2 Legal

There are no legal implications directly arising from this report.

2.3 Consultation/community engagement

The North Tyneside Strategic Partnership engages with the voluntary sector through representation from the Voluntary Sector's Chief Officer Forum at the Executive, and the Theme Partnerships each have their own engagement plans to complement their area of work.

2.4 Human rights

This report relates to the rights of individuals to have freedom of thought, belief and religion and freedom of expression as well as protection from discrimination.

2.5 Equalities and diversity

The Council has undertaken an Equality Impact Assessment on behalf of the North Tyneside Strategic Partnership.

2.6 Risk management

The Council's Policy and Partnerships Team, on behalf of the North Tyneside Strategic Partnership, regularly review the risks relevant to the partnership. The risks identified are highlighted in the corporate risk register.

2.7 Crime and disorder

The Safer North Tyneside Theme Partnership are responsible for addressing issues relating to crime and disorder for the North Tyneside Strategic Partnership.

2.8 Environment and sustainability

The Green North Tyneside Theme Partnership are responsible for addressing issues relating to the environment and sustainability for the North Tyneside Strategic Partnership.

PART 3 - SIGN OFF

- Chief Executive   X

- Mayor/Cabinet Member(s)   X

- Chief Finance Officer   X

- Monitoring Officer   X

- Strategic Manager Policy & Performance   X