

widening  
horizons



North Tyneside Council

# Senior Leadership Team's Progress Report

## For the Quarter to 30 September 2012.

[www.northtyneside.gov.uk](http://www.northtyneside.gov.uk)

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## 1. Chief Executive's foreword

This report sets out North Tyneside's ambitions, and highlights key achievements towards them in the quarter to 30 September 2012. Detailed assessments of progress against key priorities are produced separately and will be available on the internet before the end of October.

### Key achievements in the Quarter

Regeneration-	Local Development Order (LDO) for Swan Hunter confirmed. Preliminary work underway for Port of Tyne North Estate and procurement underway for the appointment of preferred developer partner for Swan Hunter site.
Quality of Life-	Adult Social Care providers have surpassed the target of 13% of customers setting up and managing their Direct Payment.
Best start in Life-	70% of our schools are judged as Good or Outstanding by OFSTED, none have a notice to improve.
Sense of Place -	North Tyneside Council was the overall National Award Winner in the Clean Britain Awards and was pleased to retain its 5 star award (the highest grade rating), along with a Gold Award for the best medium sized local authority.

### Challenges

The following areas were identified as challenges by the Director of Public Health in the Key priority of Health & Wellbeing.

- **Alcohol:** Increasing hospital admissions are being tackled in the short term (1 year) by commissioning a community based service to provide intensive support to dependent drinkers who are frequently admitted to hospital. In the longer term (2-3 years) there will be a range of alcohol intervention and treatment services commissioned for different levels of need.
- **Childhood Obesity:** A review of the current service/interventions for children who are overweight or obese is underway. This will most likely result in remodelling of current service provision. In addition measurement of children in year 4 at primary school is being considered (in addition to current mandatory measurement in reception and year 6).

## **2. Regeneration and Economic Growth**

### **Our Ambitions**

North Tyneside is business friendly. We want to attract and support more business and to help create sustainable employment. We want the Borough to be well connected, to promote healthy means of travel and to minimise congestion. The North Bank of the Tyne is an area of global significance in renewable and marine industries and we are looking to maximise the opportunities this presents.

We want our neighbourhoods to be safe and to offer a range of housing and facilities which fulfil the demands and aspirations of our residents.

We want our town centres to be renewed, easily accessible and to provide a range of shops and services.

### **Achievements in the year to date**

#### **Economic Growth**

- Phase 2 of Business Factory services launched.
- 109 start-ups supported through the Business Factory to date.
- Further consultation completed on changes to the Area Action Plan site allocations September 2012.
- Planning approval given to Offshore Group Newcastle (OGN), for a £50m factory to make metal jackets for offshore wind turbines, to be constructed at a yard on Hadrian Road in Wallsend. Construction is expected to start in 2013 and the facility to be in production by 2014.

#### **Inward Investment**

- The updated inward investment brochure in final draft stage, awaiting images and links to Local Enterprise Partnership (LEP) materials.
- As part of developing an inward investment strategy, a Linked-In group has been established with 30 active members. Ongoing discussions to develop an improved NTC website.
- An inward investment ambassador's programme is under development, 6 key businesses have expressed an interest in becoming ambassadors to date.
- Ongoing activity in partnership with UK Trade & Investment (UKTI) and LEP.

#### **North Bank**

- Local Development Order (LDO) for Swan Hunter confirmed. Preliminary work underway for Port of Tyne North Estate

- 234 permanent jobs and 165 interim jobs created. 3 businesses created or expanded plus 3 businesses supported.
- Procurement underway for the appointment of preferred developer partner for Swan Hunter site.

### **Infrastructure**

- 'Go Smarter' projects are being delivered to plan and have met with a good reception from the school staff and pupils. These include Bike It, FEAT 1st (Families Enjoying Active Travel – walking, cycling and children's scooters) and Walk once a Week.
- Balance Bike procurement is complete and 60 balance bikes have now been received from the preferred supplier. Balance bikes are small pedal-free bicycles suitable for younger children.
- A school links project for 2012/13 has been identified and is currently being designed
- Participating schools are being shortlisted for the 2012/13 Grants to Schools, for e.g. cycle parking improvements.
- The second Streetwork Officer has completed his training period. Utilising two inspectors means more coverage and quicker reaction times to street works issues raised by residents

### **SME development**

- Business support provision and the impact of the closure of the Business Link service reviewed
- SMEs supported with programme of 'expert' assistance and Quick Quote events that were delivered in September.
- There are now 560 active members of the Business Forum

### **Town Centres**

- £100k High Street Innovation Fund award received.
- Wallsend Boulevard complete, apart from zebra crossing which is due in December.
- Development is underway of 33 new residential units on the site of the Fox Garage and Boro Bingo, completion is projected for the end of March 2013.
- Planning permission granted for Forum shopping centre improvements on 18<sup>th</sup> September.

### **Housing Strategy**

- Empty Homes Delivery Plan signed off by Cabinet member with responsibility for Housing.
- Direct contact made with over 250 empty home owners to offer new option

- 20 affordable homes completed at the Covers, Wallsend - 15 for social rent and 5 for shared ownership
- Planning permission granted for new affordable homes at Smiths Dock (30), site next to Rake Lane Hospital (13), former Stanley Miller site, Forest Hall (20) and George Sq, North Shields (12)

## **Challenges**

The challenges we are addressing in order to fulfil the regeneration and economic growth ambitions for North Tyneside include the perceived skills shortage in key sectors such as engineering and Financial incentives available in other parts of the UK and beyond.

### **3. Quality of Life**

#### **Our ambition**

The Council aims to reduce inequalities in the quality of life experienced by residents. We seek to promote independence, healthy living and the ability to play a full part in the community for all our residents. We will do this by supporting and protecting vulnerable children and families and through the personalisation of adult social care. The Council is working towards mitigating the impact of climate change and continues to reduce its CO<sub>2</sub> omissions both as an organisation and in conjunction with our partners through the North Tyneside Strategic Partnership. The Council's carbon emissions footprint was reduced by 7.28% between 2010/11 and 2011/12.

#### **Achievements in the year to date**

##### **Welfare Reform**

- Preparations are continuing for the proposed reform of the welfare system
- Council tenants of working age who under-occupy their homes are being visited to discuss the implications for them and possible solutions
- Job Centre Plus has obtained funding to target households affected by the benefit cap to offer assistance into employment. Two council staff members are being seconded into the roles.
- Consultation has commenced on proposed changes to the lettings policy which take account of welfare reform changes.
- Proposals are being developed on the introduction of a localised council tax scheme and will be reported to Council on the 29th November 2012
- Proposals are being developed for the transfer of responsibility for community care grants and crisis loans from the DWP to the council from April 2013.

##### **Adults Personalisation and Independence**

- We are reviewing the function of our newly established Gateway team.
- 78.96% of service users were in receipt of a personal budget during the period April 2012 to September 2012. This equates to 2210 people. This measure looks to offer only those who are receiving community based services or carers services a personal budget. People accessing residential and nursing care are excluded from this measure.
- Providers have assisted customers with setting up and managing their Direct Payment. This has resulted in us surpassing our target of 13%.

- New framework of Mental Health service providers went live in September.
- Safeguarding audit completed and tool developed for practitioners and managers to use to ensure a consistent approach is achieved. Staff will be trained in the use of the tool and 10% of all safeguarding referrals will be audited each month to ensure best practice
- The review of reablement services has been completed and an online pathway model agreed between Health and Social Care.
- Mapping of volunteering opportunities has commenced and contact is being made with relevant voluntary sector organisations. Once mapping is complete, information about services will be added to the service directory and specific volunteering projects identified.

### **Health and Wellbeing**

- Targeted interventions designed to engage children and young people in local venues for children and young people who are overweight or obese.
- Investing in a service to support people who are frequently admitted to hospital due to alcohol problems in order to reduce hospital admissions.

### **Housing (tenant services)**

- The percentage of rent collected is 97.56%, less than the same time last year and not reached target. The average relet times has improved from this time last year by 6 days.
- Enhanced housing options service implemented.
- Tenant involvement strategy consultation completed and agreed by Cabinet on 10<sup>th</sup> September.
- Welfare Benefit Co-ordinators have started to visit customers affected by changes to benefits in response to tenant enquiries.
- Work continued on developing an effective response to changes in Welfare Reform to ensure the effect on tenants is minimised.

### **CO<sub>2</sub>**

- Carbon Budgets are live and being performance managed. Intervention sessions are ongoing.
- Ten separate carbon reduction and energy efficiency projects have been developed by the Community Services Leadership Team. The projects will form the basis of a work programme which will be managed by the Environmental Sustainability Team.
- Leisure Centres have been used as a case study on their approach to reducing energy consumption. This approach, including carbon budgets, has been used in a case study submission to a trade magazine.



- An energy efficiency study has been conducted on our swimming pools to identify future financial and carbon saving opportunities.
- The Council's carbon footprint baseline year is 2010/11. Performance against this baseline year in the following key areas;
  - A 9% reduction in electricity
  - A 3% rise in gas (due to the cold start to the year)
  - An 11% reduction in diesel in our fleet

### **Public Protection**

- Implemented Food Law Plan for 2012/13 in accordance with Food Standards Agency guidance following approval by Head of Service in consultation with the Cabinet Member for Regulatory Services.

### **Challenges**

The main challenges we are seeking to address in order to fulfil North Tyneside's ambitions for improving quality of life centre around increasing hospital admissions associated with alcohol use, and the rise in childhood obesity.

## **4. Best start in life**

### **Our ambition**

The 'Best Start in Life' theme aims to ensure that our youngest children are ready for school when they enrol; provide age appropriate and affordable activities for people aged 8-19 and equip our children and young people with the education and skills they will need to prosper in their adult life, with an increasingly competitive and global jobs market. We also aim to reduce youth offending rates.

### **Achievements in the year to date**

#### **Education and Development**

- 70% of our schools are judged as Good or Outstanding by OFSTED, none have a notice to improve.
- An LA working group is continuing to develop a pupil-level monitoring system to identify and track vulnerable learners and produce data profiles for schools. Analysis is being carried out on the data becoming available after the summer results. Initial findings have been reported for each Key Stage.
- Preparation work is underway to provide the first termly monitoring to support schools in the performance of priority pupils.

#### **Youth Provision**

- Networks of facilities for young people have been established in each area bringing together the Police, Voluntary Sector, Extended Schools and other providers of Youth Services and provide a co-ordinated approach.
- Additional activity co-commissioned with partners with Voluntary Sector Lead agency with the support of UYCS Team Leaders.
- There has been a 23% reduction in Youth Disorder. The Youth and Child Provisions Group has brought together a variety of agencies to provide a co-ordinated response to Youth disorder. A Co-ordinated campaign took place between Youth and Connexions Service and Cultural Service, Police and the Voluntary sector over the summer.
- Task and Finish groups have been established and are exploring how better support can be provided to vulnerable young people. Successful Barclays Peer Education Financial Literacy project has been carried out. More staff have been trained to deliver financial literacy skills training to young people. This is being offered to schools and colleges

## **Early Intervention and Prevention**

- The Disability and Additional Needs Service (DANS) board has been established to shape services in line with the principles set out in the SEN Green Paper. The development of a 0-25 integrated service for disability and additional needs has the highest priority across the council
- In the Troubled Families project an initial group of families has been identified using the national criteria set by DCLG. The Safer Stronger Families Multi-Agency Assessment Team has been established to review and monitor the work taking place with the families. 137 families have been identified in year 1.
- Family partners are being developed to work with the most vulnerable families. Task and Finish group established and working on job specifications for family partners and integration of the new model into broader service redesign.
- A preventative programme of structured visiting by specially trained nurses that offers additional support to young first time mothers from early pregnancy to 2 years. Three main aims have been set:
  - Improve pregnancy outcomes
  - Child health and development,
  - Parental economic self sufficiency

## **Youth Employment**

- Pertemps have been awarded the Youth Contract and negotiations over the detail have begun. Youth and Connexions Service with Adult Learning Alliance delivers the National Careers Service. Council partners have agreed to take up apprenticeships in the borough and see this as an important part of their delivery programme.
- Through on-going dialogue with employers, NT Business Forum and networks we are continuing to analyse some of the skills requirements. Skills and Enterprise facilities are currently responding to these changes. Funding has been secured to develop and deliver a post 16 curriculum model around self-employment and enterprising behaviour.
- Continued good relationship with North East universities. Leading Edge project expanding with leading NE Science Academics. Continued success in university residential and taster days. Four high schools are part of the new Northumbria Compact scheme. Pilot for the “DUX Ambassador” scheme.

## **Decreasing Youth Offending**

- Progress made in implementing the action plan has ensured significant reductions in youth crime and anti-social behaviour.

- Council partners have agreed to take up apprenticeships in the borough and see this as an important part of their delivery programme.
- Youth strategy is completed and going to Cabinet for approval in October
- Young people have been consulted on the detail and vision of the Youth Strategy and their views and opinions represented in the final document.
- Operation Iron, an initiative to crackdown on crime and anti-social behaviour in Tynemouth over the summer, has been hailed a success by police and council workers.

## **Challenges**

The challenges we are addressing in order to ensure the best start in life for residents of North Tyneside include:

- An announcement was made that The King's School in Tynemouth will convert to academy status and merge with Priory Primary School to become an all-age state-funded independent academy. The Council is looking at the impact of this on pupil numbers and provision across that educational phase and locality.

## **5. Sense of Place**

### **Our ambition**

North Tyneside aims to play a full role in the renaissance of the north east as a prosperous and distinctive region.

We are continuing to enhance our coastal strip, and are making progress with plans for the regeneration of the Spanish City Island. We have a rich and vibrant programme of cultural activities for the year, which builds on the Borough's heritage and which embraces the Diamond Jubilee and the 2012 Olympics.

We want the local environment and our open spaces to be clean, green and attractive for all who use them, and we are delivering a programme of improvements to our public parks.

North Tyneside is a place where our residents tell us they feel safe, and we are continuing to build on success in reducing crime within the Borough

### **Achievements in the year to date**

#### **Coastal development**

- Work with preferred development partners continuing. Improvements to facilities and creation of a cafe at Long Sands North approved by Planning Committee
- Cullercoats Boat Yard completed
- Resurfacing the highway completed
- Draft master plan for Longsands South completed
- Stage 2 bid submitted for Coastal Communities Funding.
- Officer group established to progress feasibility of Watersports centre at Priors Haven.
- Planning permission granted for development of Spanish City Island.

#### **Street scene**

- North Tyneside Council was the overall National Award Winner in the Clean Britain Awards and was pleased to retain its 5 star award (the highest grade rating), along with a Gold Award for the best medium sized local authority (100 - 200,000 population).

The Chartered Institute of Waste Management awards and ratings are based on an unannounced inspection of random locations in the borough as well as the council's entry submission.

- Grass cutting: schedule revised to deliver 16 cuts across the borough. Over 13 cuts carried out to date.
- Bereavement Services; Retained 'Gold Charter for the Bereaved' status following the announcement of the National Ranking Award in September. This was based on an assessment by the Institute of Crematorium and Cemetery management.
- North Tyneside in Bloom: Entries were judged during July and August. Over 100 residents/businesses attended the North Tyneside in Bloom presentation evening on 5th September 2012.
- Weekly Collection Support Scheme; Final Bid for support was approved by Cabinet, 13th August, and submitted prior to the deadline of 17th August

### **Culture parks and heritage**

- The Widening Horizons 4 All Programme supported 2 young volunteers from North Tyneside to work at the Olympic 2012 Games, 1 volunteer to work at the Paralympic Games and 6 Games Makers to work at St James Park for the Football Tournament which received positive regional media coverage.
- The borough wide "Go for Gold" Summer Activity Programme was well attended with 17,113 children and young people attending the six week programme. The service was successful in securing external funding through the Community Games Olympic Legacy Fund to support the programme.
- As part of the Year of the Games Programme North Tyneside hosted the Friendship Games. It received extensive regional news coverage and positive feedback from the delegates involved. The event was supported by an EU Cultural Programme Grant.

### **Crime and disorder**

- Overall crime and anti-social behaviour continues to fall in 2012/13 compared to 2011/12. Most key measures show a decrease compared with this time last year, with recorded crime falling by 6% and anti-social behaviour also falling by 6%.

### **Challenges**

The challenges we are addressing include:

- Street Cleansing and litter management: The first round of street surveys using the NI 195 methodology completed by the end of July. Results were slightly off target due to extreme wet weather conditions, which impacted detrimentally on street cleansing/litter picking operations across the borough.
- The significant rainfall resulting in localised floods across the borough on 28th June 2012 had an impact on services. The Contact Centre managed the influx of

calls during the floods on the 28th June admirably. The flooding affected attendance and income at the Indoor Sports Facilities; in particular Tynemouth Pool sustained major damage to the pool and plant room operations and the pool was closed to the public until the 21st July. The Lakeside Centre also suffered from flooding and was closed for 10 days.

## **6. 21<sup>st</sup> Century Council**

### **Our ambition**

The Council will put residents at the centre of the services it delivers.

We will encourage residents to fully participate in democratic processes by maximising registration to vote and encouraging high voter turnout at all elections.

We must respond to, and help to shape, the environment that we operate in. We are doing this through the development of partnerships with other organisations and by exploring ways in which we can improve the Council's income through trading our services. We are reshaping the centre of the organisation to improve services to customers and to fulfil our ambition of being an employer of choice.

We will make decisions and develop policy based on the most up to date and accurate intelligence; and will fulfil our democratic and governance responsibilities effectively.

### **Achievements in the year to date**

#### **Structure and shape and form of organisation**

- On track with progressing Planning for the Future and Maximising Resources
- On track with Building Organisational Capability and Capacity.
- Report Indicators are on track where data is available. Awaiting sickness data.

#### **Enabling Democracy**

- At the Annual Council Meeting in May, Councillor Frank Lott was appointed as Chair of North Tyneside Council for 12 months, and Councillor Janet Hunter as the Deputy Chairman.
- The Council's Young Mayor, Jade Hope, has been appointed to sit on the national Youth Select Committee, a new body which mirrors the Parliamentary Select Committee Structure.
- In accordance with the Localism Act 2011, the Council has adopted a regional Member and Co-opted Member Code of Conduct, and also agreed new local arrangements for handling complaints against Members. The Council has set up a new Governance Committee which held its first meeting on 19 July and has also appointed two Independent Persons to act as a consultees in relation to any complaints received.
- The Council has adopted a Member allowance scheme for the year 2012/13 and is preparing for a full review of the scheme in the forthcoming months. The



Council is reviewing the Constitution and associated documents with the Constitution Task Group.

### **Traded Services**

- Cabinet agreed the purpose, type of company and governance structure for North Tyneside Trading Company in October. This company is now being registered with Companies House and HMRC. Business cases regarding potential trading opportunities will be considered (by Cabinet or under delegated powers) before any trading commences. Any future trading opportunities which North Tyneside Council wishes to explore will either be explored “in house” or through North Tyneside Trading Company.
- North Tyneside Trading Company is a company limited by shares and North Tyneside Council is the sole shareholder. Trading through North Tyneside Trading Company will allow greater potential for generating profit (for a public purpose) and can serve to mitigate some risks.

### **Budget saving – Change, Efficiency & Improvement programme**

- The total CEI target for the year is £16.739m; overall, the vast majority of the individual CEI projects are on target to deliver the expected savings. We are monitoring all projects closely, especially those where the saving has not yet been fully delivered.
- In quarter 2 the Business (Balfour Beatty) and Technical Package (Capita Symonds) contracts were signed and work is almost complete for “go live” on 1 November 2012.

### **Demographics & future proofing**

- The first release of census data was in July and provided local authority level population and household numbers. The second release running from November 2012 to February 2013 will include the important key statistics for local authority and then in later phases ward level data.

### **Excellent intelligence**

- We have completed field work for the Council’s Residents Survey and Staff Survey during the quarter, and are analysing the results prior to publication later this year.
- A comprehensive report based on empirical evidence, was produced for North Tyneside’s State of the Area event, setting out where we are in terms of education, health, housing and the environment. This report has been published on the Council’s website.

## **Customer First**

- Works on schedule for completion of Whitley Bay Customer First Centre and a programme of engagement activities pre and post opening of the centre is being developed.
- Balfour Beatty has been selected as the successful bidder for the Business Package which includes Customer Services, Finance, Procurement, Revenues and Benefits, ICT and Human Resources. Balfour Beatty has moved into Quadrant offices and staff within these service areas will TUPE across to Balfour Beatty at the beginning of November.
- The Voice Activated Telephony System is currently being tested internally within the council to prepare for the launch of the golden number for the public to contact the council.

## Council activity 2012 – 2013

We want North Tyneside to be a place of opportunity, prosperity and vibrancy. A place where people are happy, healthy, safe, able to participate in a flourishing economy and achieve their full potential.





Our priorities to meet the vision are to:

1. Regeneration	2. Quality of life	3. Best start in life	4. Sense of place	5. 21 <sup>st</sup> century council
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Our priorities are met by the achievement of the long term outcomes:

• Economic Growth		• Welfare Reform		• Education and Development		• Coastal Development		• Structure, shape & form of organisation	
• Inward Investment		• Adults personalisation and independence		• Youth Provision		• Street Scene		• Enabling Democracy	
• North Bank		• Health and Wellbeing		• Early intervention and Prevention		• Culture, parks and heritage		• Traded Services	
• Infrastructure		• Housing (tenant services)		• Youth Employment		• Crime and disorder		• Budget saving • Year 2-4 CEIP	
• SME Development		• CO <sub>2</sub>		• Decreasing youth offending				• Demographics and future proofing	Under Development
• Town Centres		• Public protection		• Helping Vulnerable Children, Families				• Excellent intelligence	
• Housing Strategy								• Customer First	

Key to traffic light symbols

	<b>On track</b> -expected to remain so
	<b>Off track</b> -action being taken
	<b>Off track</b> -remedial action required
	<b>No status</b> -reason in box