

# Our North Tyneside Performance report

Success Measure	Indicator	Is it getting better?	Trend	Comment on performance																								
<b>Our People</b>																												
1. More people feel that they can influence local decisions.	% residents feel the council acts on their concerns (Bigger is Better)	▲	<table border="1"> <caption>% Residents</caption> <thead> <tr> <th>Year</th> <th>% Residents</th> </tr> </thead> <tbody> <tr> <td>2012/13</td> <td>44%</td> </tr> <tr> <td>2013/14</td> <td>47%</td> </tr> </tbody> </table>	Year	% Residents	2012/13	44%	2013/14	47%	<p><b>Not updated - 2014 Residents' Survey Results will be available for March 2015 report</b> People believing that the Council acts on their concerns is a key part of the Our North Tyneside plan.</p> <p>More people feel that this statement is correct in 2013/14 compared to 2012/13 (47% compared to 44%).</p> <p>The Summer Engagement Programme has focused on gathering public perceptions of the culture of the local authority. 3,014 people have been spoken to at 43 events. Feedback from the public was that they were delighted to see the council out and about, and keen to talk with them.</p> <p>Since October 2013 there have been 16 Mayor's Listening Events, which have been attended by a total of 505 residents. Feedback from the public demonstrates that residents welcome the opportunity to raise issues directly with the Elected Mayor and her Cabinet and, where ever possible, receive a detailed response at the event.</p>																		
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2. The gap in educational attainment across the borough has been reduced.	(%) Achievement gap between disadvantaged pupils and their peers achieving at Key Stage 4 (5GCSEs A*-C inc Eng and Maths) (Smaller is Better)	▲	<table border="1"> <caption>Achievement Gap (%)</caption> <thead> <tr> <th>Year</th> <th>North Tyneside (%)</th> </tr> </thead> <tbody> <tr> <td>2011/12</td> <td>30%</td> </tr> <tr> <td>2012/13</td> <td>25%</td> </tr> <tr> <td>2013/14</td> <td>27%</td> </tr> </tbody> </table>	Year	North Tyneside (%)	2011/12	30%	2012/13	25%	2013/14	27%	<p><b>New Indicator for 2013 - As such, No Regional &amp; limited National data at present</b> This measures the attainment gap associated with economic disadvantage at Key Stage 4 ( GCSE level). (Disadvantaged pupils' as per department for education are FSM6 pupil premium definition plus children looked after) This is improved performance and better than the national gap. (The gap has closed because Free School Meal 6 performance has improved at a greater rate than Non-Free School Meal 6.)</p> <p>We want to continue this improvement. Schools are being targeted as part of the support and challenge programme to ensure Free School Meals pupils make the same or better rate of progress as non Free School Meals pupils. Schools that are achieving particularly well in this area are providing support to their colleagues.</p>																
Year	North Tyneside (%)																											
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3. The difference in life expectancy between residents within the borough has been reduced.	CVD (Cardiovascular Disease) Health Checks per Eligible Population. (%) (Bigger is Better)	◻	<table border="1"> <caption>CVD Health Checks per Eligible Population (%)</caption> <thead> <tr> <th>Quintile</th> <th>Q1 2013/14 (%)</th> <th>Q1 2014/15 (%)</th> </tr> </thead> <tbody> <tr> <td>Quintile 1 (Least deprived)</td> <td>~1.0</td> <td>~1.0</td> </tr> <tr> <td>Quintile 2</td> <td>~2.8</td> <td>~2.5</td> </tr> <tr> <td>Quintile 3</td> <td>~1.8</td> <td>~2.5</td> </tr> <tr> <td>Quintile 4</td> <td>~1.4</td> <td>~0.9</td> </tr> <tr> <td>Quintile 5 (Most deprived)</td> <td>~1.8</td> <td>~1.5</td> </tr> </tbody> </table>	Quintile	Q1 2013/14 (%)	Q1 2014/15 (%)	Quintile 1 (Least deprived)	~1.0	~1.0	Quintile 2	~2.8	~2.5	Quintile 3	~1.8	~2.5	Quintile 4	~1.4	~0.9	Quintile 5 (Most deprived)	~1.8	~1.5	<p><b>New measure - Cardiovascular Disease (CVD) Health Checks</b> This programme is currently commissioned from General Practices and is aimed at reducing risk factors in those most at risk of developing CVD. CVD is one of the major causes of premature mortality and one of the main contributors to the life expectancy gap. Closing that gap will require disproportionate activity in our most deprived communities.</p> <p>The baseline presented here suggests that the "natural course" of events results in more activity in the least deprived communities. Additional increased and disproportionate activity needs to be commissioned in those practices in the more deprived communities.</p> <p>The Public Health team will seek to commission that additional activity in those 12 practices in the 2 most deprived quintiles identified here and has already commissioned a service to improve engagement of individuals who do not respond to their CVD Health Checks invitation.</p>						
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Smoking Cessation, smoking referrals and quitters at 4 wks (Bigger is Better)	◻	<table border="1"> <caption>Smoking Prevalence (%)</caption> <thead> <tr> <th>Region</th> <th>Year</th> <th>Smoking Prevalence - all (%)</th> <th>Smoking prevalence - routine &amp; manual (%)</th> </tr> </thead> <tbody> <tr> <td rowspan="2">England</td> <td>2011</td> <td>~20</td> <td>~30</td> </tr> <tr> <td>2012</td> <td>~20</td> <td>~30</td> </tr> <tr> <td rowspan="2">North East</td> <td>2011</td> <td>~20</td> <td>~30</td> </tr> <tr> <td>2012</td> <td>~20</td> <td>~30</td> </tr> <tr> <td rowspan="2">North Tyneside</td> <td>2011</td> <td>~20</td> <td>~35</td> </tr> <tr> <td>2012</td> <td>~20</td> <td>~35</td> </tr> </tbody> </table>	Region	Year	Smoking Prevalence - all (%)	Smoking prevalence - routine & manual (%)	England	2011	~20	~30	2012	~20	~30	North East	2011	~20	~30	2012	~20	~30	North Tyneside	2011	~20	~35	2012	~20	~35	<p><b>New measure - Smoking Prevalence</b> Smoking is a major contributor to premature mortality and the life expectancy gap within the borough. The baseline data shows that smoking prevalence is considerably higher in routine and manual workers and that problem is worse in the North Tyneside than either England or the North East as a whole. Again, disproportionate activity is required to make progress on closing the health inequality gap.</p> <p>The smoking cessation service has been re-designed from April 1st 2014 to realign provision into the most deprived communities. A borough-wide marketing campaign has taken place and will now focus upon the most deprived communities. The multiagency Smoke Free Alliance is working collaboratively to address smoking issues including an emphasis upon reducing smoking in the most deprived communities of the borough and among more vulnerable groups. Work is underway across a number of agencies to train front line staff to provide brief interventions around smoking.</p>
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3.(cont.) The difference in life expectancy between residents within the borough has been reduced.	Alcohol related admissions to hospital (NI39) (Smaller is Better)	□	<p><b>Hospital Episodes with Alcohol - Related conditions (Narrow), persons, All Ages, DSR per 100,000 population</b></p> <table border="1"> <caption>Estimated data for Hospital Episodes with Alcohol - Related conditions</caption> <thead> <tr> <th>Year</th> <th>North Tyneside</th> <th>North East</th> <th>England</th> </tr> </thead> <tbody> <tr> <td>2009/10</td> <td>1000.00</td> <td>850.00</td> <td>650.00</td> </tr> <tr> <td>2010/11</td> <td>1000.00</td> <td>850.00</td> <td>650.00</td> </tr> <tr> <td>2011/12</td> <td>1000.00</td> <td>850.00</td> <td>650.00</td> </tr> <tr> <td>2012/13</td> <td>950.00</td> <td>800.00</td> <td>650.00</td> </tr> <tr> <td>2013/14...</td> <td>900.00</td> <td>800.00</td> <td>650.00</td> </tr> <tr> <td>2014/15</td> <td>850.00</td> <td>800.00</td> <td>650.00</td> </tr> </tbody> </table>	Year	North Tyneside	North East	England	2009/10	1000.00	850.00	650.00	2010/11	1000.00	850.00	650.00	2011/12	1000.00	850.00	650.00	2012/13	950.00	800.00	650.00	2013/14...	900.00	800.00	650.00	2014/15	850.00	800.00	650.00	<p><b>New measure - Alcohol Related Hospital Admissions.</b> Alcohol consumption is a contributing factor to a significant number of hospital admissions every year and deaths from a diverse range of conditions including liver disease. Alcohol-related admissions can be reduced through local interventions to reduce alcohol misuse and harm. The borough has been a national outlier on this measure for some time but has recently seen a reduction in admissions. The data trend presented here identifies progress in reducing these admissions and at a faster rate than both England and the Region.</p> <p>A new drug and alcohol treatment service has been re-commissioned within the borough and commenced on 1st April 2014; work is ongoing to ensure this service supports clients to overcome and sustain their recovery from dependence. In addition a service to support people who are during harmfully and hazardously is in place. Work is underway across a number of agencies to train front line staff to provide brief interventions around alcohol.</p>
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4. More people who use our care services feel safe.	The proportion of people who use care services who feel safe (Bigger is Better)	▼	<p><b>% Users feel safe</b></p> <table border="1"> <thead> <tr> <th>Year</th> <th>% Users feel safe</th> </tr> </thead> <tbody> <tr> <td>2011/12</td> <td>70.00</td> </tr> <tr> <td>2012/13</td> <td>78.00</td> </tr> <tr> <td>2013/14</td> <td>74.00</td> </tr> </tbody> </table>	Year	% Users feel safe	2011/12	70.00	2012/13	78.00	2013/14	74.00	<p><b>New information - % Users who feel safe</b></p> <p>This is a key aim for the council and is integral to the effective provision of care and support. Our client survey result of 74% represents a slight decrease on last year. In spite of this the proportion of people who use adult social care services who feel safe in North Tyneside is significantly higher than the national average of 66% and places North Tyneside in the top ten councils nationally and second in the North East. The survey results also showed that adult social care services are having an even greater positive impact on making clients feel safe and secure than they did last year. 86.44% of people who use services in 2013/14 said that the services they receive have made them feel safe and secure, up from 81.07% last year.</p> <p>To support this high level of performance the service have delivered numerous projects such as: a successful SAFE week to promote adult safeguarding and raise awareness; working with care providers to improve the quality of their services; and working in partnership with the Police, Fire and Probation and other council services to increase community safety. The service also continues to fully involve vulnerable clients in the safeguarding process to improve their outcomes and help them feel safe, secure and confident.</p>																				
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<b>Our Place</b>																									
5. More people are happier living in North Tyneside and more tourists visit the borough.	% residents satisfied with their local area as a place to live (Bigger is Better)	▲	<table border="1"> <caption>% Residents</caption> <thead> <tr> <th>Year</th> <th>% Residents</th> </tr> </thead> <tbody> <tr> <td>2008/09</td> <td>88</td> </tr> <tr> <td>2009/10</td> <td>86</td> </tr> <tr> <td>2010/11</td> <td>87</td> </tr> <tr> <td>2011/12</td> <td>80</td> </tr> <tr> <td>2012/13</td> <td>74</td> </tr> <tr> <td>2013/14</td> <td>77</td> </tr> </tbody> </table>	Year	% Residents	2008/09	88	2009/10	86	2010/11	87	2011/12	80	2012/13	74	2013/14	77	<p><b>Not updated - 2014 Residents' Survey Results will be available for March 2015 report</b></p> <p>Residents satisfaction with North Tyneside as a place is a key measure for whether we are creating a place that people want to live in.</p> <p>The majority of North Tyneside residents are satisfied with their local area (77%). This represents a four percentage point increase since the 2012/13 Residents' Survey.</p> <p>We expect to continue to improve the satisfaction levels by improving the local economy, for example through the regeneration plans in Whitley Bay and Wallsend. We will also address the other issues that contribute to this measure, including how well the Council is seen delivering Value for Money services.</p>							
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Number of visitors to North Tyneside (Bigger is Better)	▲	<table border="1"> <caption>Number Visitors (million)</caption> <thead> <tr> <th>Year</th> <th>Number Visitors (million)</th> </tr> </thead> <tbody> <tr> <td>2003</td> <td>5.5</td> </tr> <tr> <td>2004</td> <td>5.7</td> </tr> <tr> <td>2005</td> <td>5.6</td> </tr> <tr> <td>2006</td> <td>5.5</td> </tr> <tr> <td>2007</td> <td>5.4</td> </tr> <tr> <td>2008</td> <td>5.5</td> </tr> <tr> <td>2009</td> <td>5.6</td> </tr> <tr> <td>2010</td> <td>5.3</td> </tr> <tr> <td>2011</td> <td>5.2</td> </tr> <tr> <td>2012</td> <td>5.3</td> </tr> </tbody> </table>	Year	Number Visitors (million)	2003	5.5	2004	5.7	2005	5.6	2006	5.5	2007	5.4	2008	5.5	2009	5.6	2010	5.3	2011	5.2	2012	5.3	<p><b>Not updated - 2013 data will be available late October/early November 2014.</b></p> <p>Over the last 10 years the number of day visitors to the area has remained consistent, but on the other hand the value of tourism has increased steadily over the last 10 years from £205m in 2003 to £268m in 2012. North Tyneside was the only local authority to increase the number of day visitors in 2012.</p> <p>This is largely due to significant investment in parts of the borough, better events that encourage more spend and also an improved approach by businesses to attract and support tourism in the area.</p> <p>We expect to attract more people to visit the borough, especially as we take forward the regeneration of the Spanish City in Whitley Bay.</p>
Year	Number Visitors (million)																								
2003	5.5																								
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6. There have been more new homes built, including more affordable homes.	Net additional homes provided (Bigger is Better)	▼	<table border="1"> <caption>Net additional homes provided</caption> <thead> <tr> <th>Year</th> <th>Net additional homes provided</th> </tr> </thead> <tbody> <tr> <td>2009/10</td> <td>280</td> </tr> <tr> <td>2010/11</td> <td>250</td> </tr> <tr> <td>2011/12</td> <td>390</td> </tr> <tr> <td>2012/13</td> <td>450</td> </tr> <tr> <td>2013/14</td> <td>380</td> </tr> </tbody> </table>	Year	Net additional homes provided	2009/10	280	2010/11	250	2011/12	390	2012/13	450	2013/14	380	<p><b>New information - Net additional homes provided</b></p> <p>The level of house building in North Tyneside is a key indicator of the strength of the local economy and ultimately of the attractiveness of North Tyneside as a place to live.</p> <p>Recent trends have been encouraging with housing delivery broadly increasing from the low point of the market seen in 2010/11. However the 379 net additional homes provided in 2013/14 represents a slight decrease on the 2012/13 total. In the first quarter of 2014/15 there were 161 gross completions, up from 121 for the same quarter in the previous year (NB figures are updated at the end of the year to include losses to stock in order to give the 'net additional homes provided').</p> <p>The Council expects an additional 10,500 to 12,000 new homes between 2014 and 2030.</p>									
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2009/10	280																								
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Number of affordable homes delivered (gross) (Bigger is Better)	▼	<table border="1"> <caption>Number of affordable homes delivered</caption> <thead> <tr> <th>Year</th> <th>Number of affordable homes delivered</th> </tr> </thead> <tbody> <tr> <td>2009/10</td> <td>180</td> </tr> <tr> <td>2010/11</td> <td>140</td> </tr> <tr> <td>2011/12</td> <td>90</td> </tr> <tr> <td>2012/13</td> <td>120</td> </tr> <tr> <td>2013/14</td> <td>100</td> </tr> </tbody> </table>	Year	Number of affordable homes delivered	2009/10	180	2010/11	140	2011/12	90	2012/13	120	2013/14	100	<p><b>New information - Number of affordable homes</b></p> <p>Affordable homes are delivered either directly by the Council or through partnership working with registered housing providers and private developers (house builders). 102 affordable homes were delivered in 2013/14, 14 by the Council (including the first 12 Council homes to be built in the borough in over 20 years), 18 in partnership with registered housing providers, and 70 through the use of section 106 agreements with private developers.</p> <p>The Council acts in an enabling role in terms of delivery by partners. Delivery can be affected by a number of factors including market conditions, government policy, etc.</p> <p>Numbers are expected to increase following the adoption of Cabinet's plan, (in October 2013), to deliver 3,000 new affordable homes in the Borough over the next 10 years. The forecast for 2014/15 is 290 new affordable homes.</p>										
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7. Key regeneration projects will be delivered, for example Wallsend town centre, Spanish City Island and the former Swan Hunter site.	Swans Infrastructure Project - redevelopment of former shipyard to create new advanced manufacturing site	▲		Substantial progress is being achieved with implementing new roads, utility supplies, quay edge repairs, ground strengthening and dredging of the river. Work has also commenced on the refurbishment of the main office block as a small business centre. Work is on target for completion in accordance with the funders requirements in 2015. Further external funding has been secured to include the reclamation of a wet berth into the development site.
	Coast Infrastructure Project - high quality improvements and new facilities for residents and visitors	▲		Improvements to existing facilities have been completed at Long Sands South and Cullercoats Bay. Further improvements are planned for Longsands North during early 2015 to coincide with construction work on a new cafe that will also incorporate new public toilets. A masterplan is being prepared for improvements to Northern Promenade (Whitley Bay) which will be the subject of public consultation during late 2014. This will link directly to the restoration of Spanish City Dome which will start in mid 2015 and the recently completed Plaza. Restoration of the Grade II listed Tynemouth Volunteer Life Brigade and the old Low Light buildings are underway and will be completed by the end of 2014.

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<b>Our Economy</b>												
8. There has been an increase in existing and new businesses and inward investment.	Number of small business start ups (Bigger is Better)	▼	<p>North Tyneside small business start ups</p> <table border="1"> <tr><th>Year</th><th>Start ups</th></tr> <tr><td>2012/13</td><td>1,296</td></tr> <tr><td>2013/14</td><td>1,173</td></tr> <tr><td>2014/15</td><td>-</td></tr> </table>	Year	Start ups	2012/13	1,296	2013/14	1,173	2014/15	-	<p><b>Not new information - Small business start ups</b></p> <p>North Tyneside Council's Business Factory project has been given a prestigious Highly Commended Award by the Department of Business Innovation and Skills and Young Chamber for the Promotion of Entrepreneurial Skills.</p> <p>In 2013/14 the Bank Data shows there were 1,173 small business start ups in North Tyneside, compared to 1,296 in 2012/13.</p> <p>North Tyneside Council directly supported 423 business start-ups in 2013/14 via the Business Factory which shows a significant increase in performance from 300 supported in the previous, high-performing year.</p>
	Year	Start ups										
2012/13	1,296											
2013/14	1,173											
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Number of business rates payers in North Tyneside (Bigger is Better)	▲	<p>Number of business rates payers</p> <table border="1"> <tr><th>Year</th><th>Number of payers</th></tr> <tr><td>2011/12</td><td>4,500</td></tr> <tr><td>2012/13</td><td>4,500</td></tr> <tr><td>2013/14</td><td>4,601</td></tr> </table>	Year	Number of payers	2011/12	4,500	2012/13	4,500	2013/14	4,601	<p><b>New information - Number of business rate payers</b></p> <p>The plan describes the need to increase the number of businesses operating in the borough. This measure records the data of actual business rates payers in North Tyneside, which for 2013/14 has seen a slight increase to 4601.</p> <p>The borough has shown continued success in attracting inward investment and this year to date has confirmed new facilities and expansions from Utilitywise, Hewlett Packard, G4S, Cofely, Accenture and Perfect Image which have generated over 2,000 jobs in North Tyneside.</p> <p>Indigo Park has been brought to market as a key site for manufacturing or distribution and the Swans site is being redeveloped for the needs of the offshore industry.</p>	
Year	Number of payers											
2011/12	4,500											
2012/13	4,500											
2013/14	4,601											

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	Jobseeker's Allowance (JSA) claimants (Smaller is Better)	▲	<table border="1"> <caption>North Tyneside JSA Claimants</caption> <thead> <tr> <th>Month</th> <th>Number of Claimants</th> </tr> </thead> <tbody> <tr> <td>June 2010</td> <td>5,500</td> </tr> <tr> <td>June 2011</td> <td>6,000</td> </tr> <tr> <td>June 2012</td> <td>6,500</td> </tr> <tr> <td>June 2013</td> <td>5,500</td> </tr> <tr> <td>June 2014</td> <td>3,820</td> </tr> </tbody> </table>	Month	Number of Claimants	June 2010	5,500	June 2011	6,000	June 2012	6,500	June 2013	5,500	June 2014	3,820	<p><b>New information</b></p> <p>The Council and partners are committed to supporting people back into work.</p> <p>The number of JSA claimants in North Tyneside fell by 1,753 between June 2013 and June 2014, to 3,820. North Tyneside's JSA claimant rate (for residents aged 16-64) fell by 1.3% over this period, to 3.0%. This was lower than the rates for Tyne and Wear (3.6%) and the North East (3.6%) but higher than that for Great Britain (2.4%).</p> <p>North Tyneside's claimant rate is now (July 2014) back at the level seen in July 2008 (although there were slightly fewer claimants then – 3,675).</p>		
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June 2010	5,500																	
June 2011	6,000																	
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June 2014	3,820																	
9. More jobs have been created, including apprenticeships.	Number of apprenticeships started (Bigger is Better)	▼	<table border="1"> <caption>Number of Apprenticeships</caption> <thead> <tr> <th>Year</th> <th>Number of Apprenticeships</th> </tr> </thead> <tbody> <tr> <td>2008/09</td> <td>1,200</td> </tr> <tr> <td>2009/10</td> <td>1,500</td> </tr> <tr> <td>2010/11</td> <td>2,900</td> </tr> <tr> <td>2011/12</td> <td>3,100</td> </tr> <tr> <td>2012/13</td> <td>2,800</td> </tr> <tr> <td>2013/14</td> <td>1,100</td> </tr> </tbody> </table>	Year	Number of Apprenticeships	2008/09	1,200	2009/10	1,500	2010/11	2,900	2011/12	3,100	2012/13	2,800	2013/14	1,100	<p><b>New information</b></p> <p>There has been a national fall in the number of apprenticeships started across all age groups due to a number of factors. This includes fewer employers committing to creating the apprenticeship opportunities, fewer young applicants opting to undertake those created so vacancies remain-many are opting to stay in full time education at 16 and a reduced opportunity to convert existing jobs into apprenticeships- this was a national priority in previous years primarily for post 25 year olds.</p> <p>Since early 2014, North Tyneside Council has worked with a range of service areas to develop a number of apprenticeships, with a view to creating 50 new apprenticeships by April 2015. It's recognised that there is a need to grow our own apprenticeship opportunities, for our young people, in order to :-</p> <ul style="list-style-type: none"> <li>• Provide a work related pathway for those who choose not to stay on in full time education.</li> <li>• Develop the skills and knowledge of our future workforce.</li> <li>• Work towards narrowing skills gaps</li> <li>• Produce young people who are employable.</li> </ul> <p>To date 19 "new" apprentices have started in the following vocational areas – business admin, customer service, service engineering, horticulture, building technician, marketing, digital media. These apprentices will be with us for a minimum of 18 months. NTC has also agreed to several apprentices moving over from Constructing Communities and they are now able to complete their apprenticeship programme. A further 4 apprentice posts are currently being recruited to in sport and leisure and further posts are under discussion with other service areas.</p>
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10. Local employers find it easier to recruit the skilled workforce that they need from the local area.	Skills shortage vacancies per 100 vacancies (Smaller is Better)	▼	<table border="1"> <caption>Skills shortage vacancies per 100 vacancies</caption> <thead> <tr> <th>Year</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>2011</td> <td>5.6%</td> </tr> <tr> <td>2013</td> <td>15.5%</td> </tr> </tbody> </table>	Year	Percentage	2011	5.6%	2013	15.5%	<p><b>New information</b></p> <p>In 2011 there were 129 skills shortage vacancies out of a total of 2,304 vacancies. In 2013 there were 274 skills shortage vacancies out of a total of 1,803 vacancies. NB 2011 figure has been changed to 5.6% (from 4.8% previously reported) as 2011 data has been reweighted to make it comparable with 2013 data.</p> <p>Alongside supporting local businesses to create jobs the plan aims to support local people to have the right skills to access them. This measure highlights the gap that is recorded from local employers. The aim is to reduce the gap that local employers have recorded.</p>								
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