

North Tyneside Council

Report to Cabinet

14 December 2015

ITEM 7(c)

Tackling deprivation in
North Tyneside

Portfolio: Deputy Mayor

Cabinet Member: Cllr Bruce Pickard

Responsible Officer: Paul Hanson, Deputy Chief Executive (Tel: 0191 643 7000)

Wards affected: All: Chirton and Riverside initially

PART 1

1.1 Executive summary:

This report asks Cabinet to agree an approach to tackling deprivation piloted in the Wards of Chirton and Riverside. It explains why it is important to make sure the Council Plan is having the right impact at community level and describes why that test is best applied first in Chirton and Riverside. The report goes on to describe the risks to quality of life in those wards and the strengths and opportunities that are available to manage those risks. Finally, it contains an Action Plan which describes what the Authority and its partners are doing to ensure the objectives of the Council Plan are met for everyone in Chirton and Riverside.

1.2 Recommendation(s):

It is recommended that Cabinet note the report and the overall approach to tackling deprivation in North Tyneside and agrees:

- a. the priorities for Chirton and Riverside;
- b. the draft Action Plan at Appendix 2; and
- c. should this approach prove successful, the application of the overall approach to other parts of the Borough.

1.3 Forward Plan:

Twenty eight days notice of this report has been given and it first appeared on the Forward Plan that was published on 5th October 2015

1.4 Council Plan and Policy Framework

This report relates to the following priorities in the 2014/18 Our North Tyneside Plan

“Our People

- will be supported to achieve their full potential, especially our children and young people
- will be supported to live healthier and longer lives
- will be cared for and kept safe if they become vulnerable

Our Places

will be places that people like living in and will attract others to either visit or live
will have more quality affordable homes
will work with residents, communities and businesses to regenerate the borough

Our Economy

will have the right conditions to support investment and create new jobs, especially apprenticeships
will have local people that have the skills that businesses need”

1.5 Information:

1.5.1 Background

1.5.2 On taking office in May 2013, the Mayor and Cabinet created the Our North Tyneside Plan and agreed with the Council’s strategic partners that the priorities and actions would guide their approach. The Plan has been in place for over two years and is being refreshed as part of the 2016/17 Budget Engagement process.

1.5.3 In order to secure the operational delivery of the Our North Tyneside Plan and to handle the financial challenges facing the Authority, Cabinet worked with the Officer team to develop the Creating a Brighter Future Programme. This programme is intended to frame what the Authority is for, with reduced resources. The focus was agreed as

- making sure young people are ready for school
- that everyone is ready for work and life
- that vulnerable children and adults are cared for and safeguarded and that North Tyneside is as healthy as possible; and
- even with less money, North Tyneside remains a great place to live work and visit.

1.5.4 Progress on delivery of the Our North Tyneside Plan is reported bi-annually to Cabinet and the Creating a Brighter Future Programmes is overseen by Cabinet and the Senior Leadership Team. Appropriate outcome measures are in place and are reported on a monthly basis. However, the Mayor asked that the Deputy Mayor and Deputy Chief Executive led work to ensure the Plan and Programme are having sufficient impact at community level. Furthermore, the Mayor asked that the community impact was specifically tested to ensure it was reducing deprivation in those communities in North Tyneside which experience it most.

1.5.5 Specifically, the Mayor was concerned that, despite a significant and extensive range of interventions, deprivation in North Tyneside has endured in specific wards. Longitudinal analysis shows that deprivation across North Tyneside has reduced overall but particular parts of the Borough have not benefited from that improvement. Whilst parts of Wallsend, Howdon, Longbenton and parts of Cullercoats have enduring areas of deprivation Chirton and Riverside wards are consistently the most deprived. Indeed the Index of Multiple Deprivation 2015 shows that Chirton ward is the only area in North Tyneside not to see an improvement, relative to the results of the 2010 Index of Multiple Deprivation. It was therefore suggested that a pilot to the approach was conducted in those wards with the intention of moving on to the other areas of more concentrated deprivation in the borough.

1.5.6 However, it is important not to generalise about either ward. The majority of people who live in those communities have a good quality of life, each ward has access to quality education, good health care, public transport; each ward contains significant community assets and significant items of infrastructure. Both wards contain major parts of the North Tyneside economy and the full range of successful North Tyneside businesses. The communities of both wards make a major contribution to life in North Tyneside and the wider region.

However, analysis has shown that there are people who live in Chirton and Riverside who do not currently benefit from the full range of those assets and whose life chances have been significantly curtailed by that lack.

1.5.7 The initial work

1.5.8 Cabinet were concerned that too often assumptions have been made on the issues causing deprivation and the focus been on immediate, short term responses: The clear steer was to begin with the data.

1.5.9 Over the summer the Officer team have worked with the Deputy Mayor to look at all of the available data. In the first instance, this was done as a profile of both wards. This was followed up with a comparison based on performance. The results indicated some very clear priorities for action.

1.5.10 The next step was to test that initial work with the Ward Councillors, to consider how the performance data reflects local experience. This was followed up by discussions with representatives of the Community and Voluntary Sector working in the wards. They also validated the conclusions drawn from the data. Finally, a discussion with wider partners working in the wards also validated the conclusions and drew a clear commitment to work with the Authority.

1.5.11 The approach

1.5.12 Having tested thinking with the Mayor, Cabinet Members, Ward Councillors, the Community and Voluntary Sector and Statutory Partners, the proposed approach is straightforward and, if proven successful, will be applied across the borough:

- Using all the available data to **establish a small number of clear priorities for action**
- **Test those priorities** with the community and a wide range of partners
- **Share those priorities** making sure everyone working on the issues and in the wards understands the Authority's approach and the link to the wider strategic context
- **Make a clear statement of action based on assets, risks and opportunities** where partners have the opportunity to indicate their own contribution
- **Take that action** demonstrating commitment to the priorities
- **Measure the impact** paying particular attention to the original data and the outcome measures associated with the Our North Tyneside Plan and Creating a Brighter Future Programme

- Create a cycle of **engagement, accountability and celebration** based on the priorities and the people most directly involved in each one
- **Evaluate the impact on an annual basis** and reset the work as required.

1.5.13 The intention is to make a clear statement of intent and act on that intent, checking the action is having the desired impact. It is not the intention to create a separate and detailed structure. For the Authority, the intention is that the priorities simply guide the day to day work of the entire team. (Although, clearly, some management will be applied to the overall approach and to checking progress.) However, discussions have suggested that attempting to develop a single methodology and plan for some complex issues and very different communities would be doomed to failure.

1.5.14 The priorities

1.5.15 The priorities for Chirton and Riverside, arising from the data, are driven by education, employment and housing with health impacts as a consequence of all three. The distinction in this set of priorities is an attempt to delineate the more precise issues that require action in Chirton and Riverside

- **Secondary Education is not good enough at Norham High School;** Cabinet will remember that a key outcome of the Education Review was a need to work differently at Norham High School. The performance of the Primary Schools and the performance of young people from Riverside and Chirton wards who attend other secondary schools throw the performance of Norham High School into sharp contrast. Secondary Education at Norham High School must improve; however, it is important that Cabinet are clear that many young people who attend Norham High School have a positive experience and do well. The issue is that they are not of sufficient number and they do not do as well as they might
- **Too many people are out of work;** Cabinet will know that unemployment in North Tyneside is often concentrated in a few wards. While the numbers of people living in North Tyneside and claiming Jobseekers Allowance is falling, of those 2400, 800 – one third – live in Chirton and Riverside. The picture is similar for Employment Support Allowance. More people must be supported into work
- **Environmental concerns focus on housing;** both wards have higher than average numbers of social and privately rented houses. However, this obscures a more nuanced picture. The Council stock in both wards is in excellent condition having been subject to significant investment to reach Decent Homes Standard as well as other investment including solar PV. Those homes are warm and weather tight. More detailed analysis shows the concentrations of privately rented homes and the consequence of poor housing management. While there are many good landlords, Willington Quay, East Howdon, parts of Percy Main at the south end of Norham Road, and North Shields have suffered from lack of investment in working with tenants and the fabric of their homes. The quality of housing stock and housing management must improve
- **As a consequence of the education, employment and housing issues, health is not good enough;** the range of health issues in both wards spans physical and mental health. More people in these wards are obese, smoke and drink alcohol at hazardous levels. As a consequence there is more preventable illness and deaths from heart disease, cancer and respiratory disease.

There are more hospital admissions and more that are related to alcohol. More people have mental health needs and there is a concentration of suicides among young single men in North Shields. Fewer NHS health checks happen and the uptake of preventative services such as screening and stop smoking services are less. As work is undertaken on the other three priorities the health benefits need to be secured in addition to direct work on public health in both wards.

1.5.16 Looking at the data it is clear that some young people are not ready for school; that too many people are not ready for work and life; some vulnerable people could be better cared for and many people could be healthier. We can also see there are some barriers to making Chirton and Riverside a great place to live for all of their residents. These issues also translate into apparent increased demand for public sector services from this area. For example 32% of Riverside residents who are aged over 65 are supported to live independently by Adult Social Care, compared to a borough average of 24%. In addition both Chirton and Riverside wards are the areas where most Looked After Children come from.

1.5.17 While testing these priorities with Ward Councillors, the Community and Voluntary Sector and statutory partners there were one or two things where we were given food for thought. In particular, we were asked to consider the retail offer in the wards, access to fresh food and easy supply of alcohol. We were asked to consider high cost credit and easy access to gambling. Issues that feature in the draft Action Plan.

1.5.18 The rest of this report explains the assets available in both wards, describes the risks represented by the priorities and opportunities that can be taken. An overall view of the assets in each ward is shown in **Appendix 1**. The assets listed are those actually in each ward. It is important to note that people living and working in Chirton and Riverside wards use other facilities outside those wards but also people from elsewhere use those assets.

1.5.19 Education; the assets, risks and opportunities

1.5.20 The education assets in both wards are as follows

- **Our young people;** census data shows there are 3 173 young people aged 19 and under living in Chirton Ward and 2 691 living in Riverside. That is nearly 6000 of our energetic, smart and creative young people we can work with
- **Primary Schools;** Waterville Primary School, Riverside Primary School, Percy Main Primary School, Stephenson Memorial Primary School, St Cuthbert's Primary School, Collingwood Primary School
- **Secondary and Adult Learning;** Norham High School is in Chirton Ward as is the adjacent Adult Learning Facility. Learning for adults occurs in a range of settings across the Wards including Cedar Wood Trust, East Howdon Community Centre, Meadow Well Connected and Phoenix Detached Youth Project.

1.5.21 The current risks are as follows

- **Performance at Norham High School is not good enough;** in 2014 36% of pupils attained 5 or more A* to C GCSEs including English and Maths. In 2015 that fell to 33%, continuing to be well below National Floor Targets.

Analysis of results for young people from Chirton and Riverside who attend other Secondary schools shows this is a problem at Norham High School, not with the Primary Schools. OFSTED's Inadequate Rating reflects this performance

- **Progress 8 Measure;** while many are used to school performance being judged by exam results or OFSTED Inspection Ratings, national standards are increasingly focused on progress. The progress 8 measure will be introduced for all secondary schools in 2016. It is designed to encourage schools to offer a broad and balanced curriculum at Key Stage 4. The new measure will be based on students' progress across 8 subjects: English, mathematics; three other English Baccalaureate subjects (sciences, computer science, geography, history and languages) and three other subjects from an approved list. From 2016 the floor standards will be based on schools results on the progress 8 measure. There is a risk that progress is not good enough.

1.5.22 The opportunities are as follows

- **Changed leadership at Norham;** working together, the Governing Body, the Authority and the Governing Body of Churchill Community College have made significant changes to leadership at Norham. Following significant service, the former Chair of Governors stood down and has been replaced by a local businessman with wide community connections. Following short term support, including help from Marden High School and Churchill Community College, the current Head Teacher of Churchill Community College has taken over as Executive Head Teacher at Norham. This reflects national best practice with a school judged as Outstanding and a National Teaching School acting in support of a school which is not performing
- **School improvement capability;** The Authority's School Improvement Service is recognised for its work with Governing Bodies, Head Teachers and schools in improving education. As Cabinet know from its consideration of the Education Review over the period October 2013 until February 2015 significant effort has been, and continues to be, focussed on working with the Team at Norham. As Cabinet also know, Norham High School is a member of North Tyneside Learning Trust and, as such, has access to the capabilities of the Trust. Finally, with a number of high performing Primary Schools in its pyramid, the team at Norham have access to a wide range of teaching and learning experience
- **Employer engagement;** during the Education Review, Officers signalled to local businesses that we expected a new approach to employability to be developed across the Borough but, particularly at Norham. A number of employers responded positively including the major partners in our supply chain at Kier, Cofely and Capita. There is a clear opportunity to ensure employers are working more closely with the team and young people at Norham
- **Investment;** working with the Authority, money has been made available to support the additional capacity. In addition over £400k is to be spent on the fabric of the school during this academic year and during next summer's holidays.

1.5.23 The draft Action Plan reflects these opportunities.

1.5.24 Employment; the assets, risks and opportunities

1.5.25 The employment assets in both wards are as follows

- **Our people;** around 8 000 people between the ages of 20 and 74 live in Chirton Ward and just over 8000 live in Riverside with a wide range of skills and experience
- **Our economy;** there are a lot of businesses in Chirton and Riverside wards. These include a broad range of small businesses but also Tyne Tunnel and West Chirton Trading Estates in Chirton Ward with high profile local businesses such as Chirton Engineering, SMD and AIS and some major stores including Tesco at Norham Road and the adjacent retail park. Riverside Ward includes significant retail offerings with part of North Shields town centre and Royal Quays shopping centre
- **Transport and infrastructure;** while travel costs are an issue, Chirton Ward is bounded by the Coast Road and A19, the major road arteries in the Borough, the former being a main bus route. It also contains North Shields Metro Station. Riverside Ward contains, Port of Tyne and one end of the Tyne Tunnel as well as Meadow Well, Percy Main and Howdon Metro Stations. Both have bus services that connect to Cobalt and other employment sites. This is important as the population of both wards feature a higher than average population with no car or van
- **Support into employment;** both wards have places and people who provide support for people looking to gain employment. North Shields Job Centre is in Riverside Ward as well as the Adult Learning Alliance and North Shields Customer First Centre for the Council; there are people and space at North Shields Citizen's Advice Bureau, Meadow Well Connected, Phoenix Detached Youth Project, East Howdon Community Centre and Cedar Wood Trust as well as TyneGateway who work with people from both wards.

1.5.26 The current risks are as follows

- **Too many people have no qualifications;** while many people have successful working lives without any formal qualifications it is a good indicator of employment in a community. In 2011 24% of the 16-64 population of Chirton and 22% of Riverside had no qualifications compared to a Borough-wide average of 15%
- **Too many people are having to claim Jobseeker's Allowance;** soon to be absorbed into Universal Credit, in April 2015 407 people were claiming JSA in Chirton Ward and 413 in Riverside. Both represent 5.3% against a Borough average of 2.4%. This reflects a similar picture for Employment and Support Allowance.

1.5.27 The opportunities are as follows

- **Universal Credit implementation;** while many people will feel Universal Credit is a threat, and certainly from a Council point of view there are some real income risks for Council Tax and Housing Rent collection, the act of converting to the benefit, and some of the design features of the new benefit are an opportunity to work differently with people seeking work in North Tyneside

- **Employer engagement;** we have many brilliant businesses in North Tyneside of all shapes and sizes. Work is underway to ensure businesses understand the challenges faced in Chirton and Riverside and build on previous work to ensure people looking for work in those communities are connected with employers looking for people
- **The Council as an employer;** despite financial pressure, the Authority remains a big employer. The Elected Mayor and Cabinet committed to ensuring the Authority supports around 50 Apprentices in any one year. The recruitment to those apprenticeships is open and fair but the Authority's team have been paying particular attention to recruiting in line with our strategic objectives around tackling unemployment and supporting vulnerable people
- **Using the Council's supply chain;** The Authority has a track record of using its own supply chain to encourage local recruitment. The Kier Joint Venture was specifically required to offer access to employment and, in addition to delivering on that commitment, Kier colleagues worked with the Authority and the community to deploy the Working Roots, an approach developed in Sheffield to help young people who needed experience and support to be closer to being work ready with 30 young people having already gained experience of the programme and a further 15 signed for this years programme. Capita and Cofely too have made a positive contribution to employment in North Tyneside. As part of the original partnership with Balfour Beatty 250 jobs were created at Quorum and the Capita partnership has added almost 100 jobs based in North Tyneside. There is an opportunity to further shape the Authority's supply chain toward the strategic need to increase employment in Chirton and Riverside
- **Help from the Council's partners;** many of the Authority's partners already do a great deal to support people into employment. Northumbria Health Care Foundation Trust for example has dramatically expanded its Apprenticeship Programme. There are opportunities to share the priorities with the Authority's partners and seek support to increasing employment in both wards
- **Working differently to communicate opportunities;** discussions with partners have made it clear that traditional recruitment will not work for our target audience. Success of activity such as Working Homes Outreach shows there are opportunities to work more creatively and directly with the people we would wish to support.

1.5.28 The draft Action Plan reflects those opportunities.

1.5.29 Housing; the assets, risks and opportunities

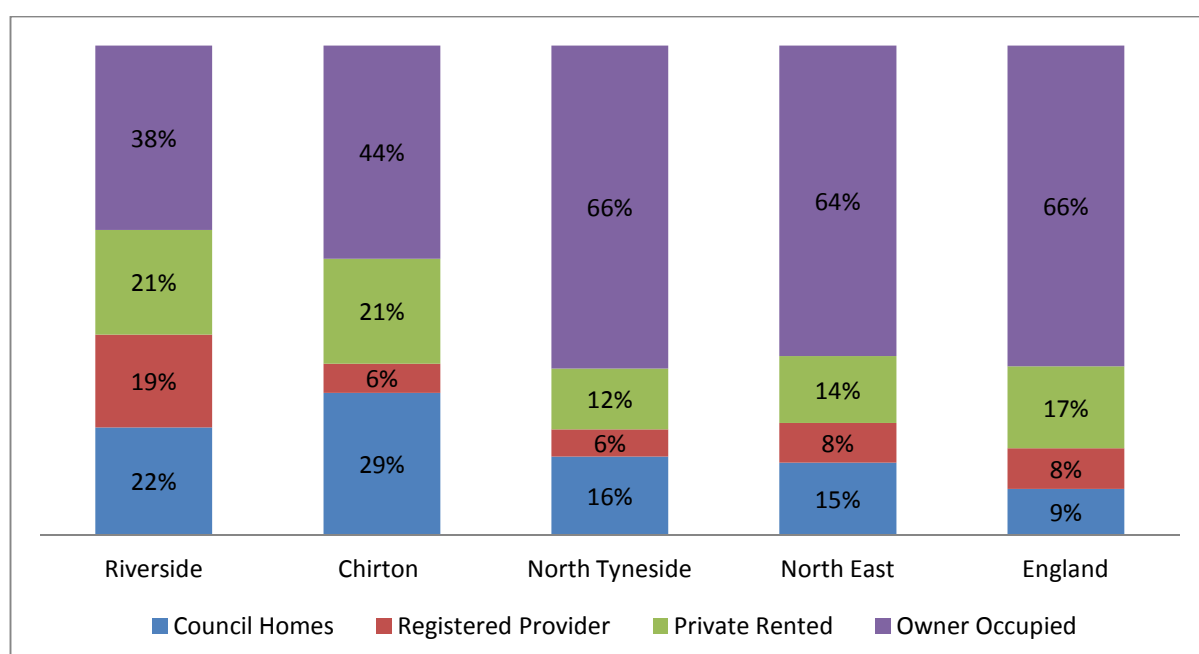
1.5.30 The housing assets in Chirton and Riverside Wards are as follows

- **There is a significant housing asset in each ward;** in 2011 Chirton Ward contained 5,403 houses, and Riverside 5,830
- **There is a significant range of housing in each ward;** with a mix of flats, terraced housing, semi-detached and detached houses and bungalows. The range runs from pre-1919 terraces through post war housing boom Council-build, 80s and 90s new build including the Marina and extensive development at Royal Quays

- **That range is more diverse than it was;** while owner-occupation is comparatively low, both wards have more diverse housing provision than was previously the case. The national and local evidence shows that it is mixed tenure and mixed communities that are most successful
- **The majority of housing in both wards is in reasonable condition;** in the case of the Authority's stock of 2 500 homes across both wards all of them are at least at Decent Homes Standard with the sheltered accommodation schemes being refurbished as part of North Tyneside Living Programme. The Registered Providers have also had to invest to meet the Decent Homes Standard and many private landlords and owner-occupiers have invested in their property.

1.5.31 The risks are as follows

- **The housing mix is not as strong as it could be;** the mix of housing in both wards does not reflect the borough or the North East or England. Some of the housing related issues experienced in the Chirton and Riverside wards reflect this imbalance



- **Property type and size;** the Strategic Housing Market Assessment (SHMA), based on aspiration and expectations shows that the greatest shortfall in Chirton and Riverside is for houses with 3 or more bedrooms and bungalows. While the Council cannot control the size and type of new build, this information has been shared with the market and included in the Local Plan process. The SHMA also shows an affordable need in both wards for 1 bed or 3 or more bed homes. However, both wards already have a high percentage of social homes and the intention is to balance the housing mix by delivering those homes elsewhere in the Borough, particularly neighbouring wards
- **A significant number of private properties in the area fail to meet the decent homes standard** (both private rented and owner occupied) and the management practices of some private landlords continue to have a detrimental impact on the attractiveness of the area. A decent home provides the basis for a good start in life and for an independent old age.

Properties do not meet the decent homes standard either because they contain a defect which is hazardous to health and safety or are in serious disrepair. The Environmental Health Housing Team receives a disproportionate number of complaints about housing condition in Chirton and Riverside compared with the rest of the borough.

- **A fifth of households in the area struggle to afford to heat their homes effectively.** The area includes the highest incidences of fuel poverty in the borough due to a combination of the poor thermal efficiency of dwellings and households with the lowest weekly income. A cold home exacerbates a range of underlying physical health conditions and adversely affects a person's mental health.
- **The turnover in privately rented stock** is too high and this discourages personal investment in properties and the community; in 2013-14 the average length of residence was 17.1 years for owner-occupiers, 11.5 years for social renters and 3.5 years for private renters. This correlates with local concerns about the environment in areas of high density privately rented housing
- **Riverside Ward has the highest instances of long-term empty properties in the borough.** Pockets of long-term empty properties are a sign of market failure and housing decline. The areas have a high proportion of empty homes and work needs to be done to manage this risk
- **Too many people feel their housing needs are not met and too many people are over-crowded;** part of the Strategic Housing Market Assessment is to ask residents about their housing needs and whether they think their housing needs are being met by where they currently live. In Chirton and Riverside 15.3% of people who replied felt their current housing did not meet their needs. This was well above the Borough average of 9.45% and almost 5% higher than the next highest area. Taking age, sex and marital status of the households and applying it to the bedroom standard shows that Chirton and Riverside is also the most overcrowded with 4.6% of households being overcrowded, well above the Borough average of 2.1% and 1.8% higher than the next highest neighbourhood
- **Household weekly income is the lowest in the Borough making access to the right housing difficult and investment in a home a difficult choice;** lower quartile, median and upper quartile average incomes are £125, £275 and £475 in Chirton and Riverside versus Borough averages of £225, £375 and £675.

1.5.32 The opportunities are as follows

- **The Council is the single biggest housing influence in both wards;** reflecting the stock it owns and therefore the presence the organisation has in communities across both wards as well as its strategic and regulatory powers
- **The Local Plan is shaping the Borough's housing offer based on the evidence and risks;** providing a 15 year framework to shape housing in the Borough
- **Current developments are already making this happen;** where tenure mix is a focus of planned developments. For example the ten discounted homes in the Wantage Avenue development in Meadow Well

- **The Affordable Homes Programme is delivering across the Borough;** delivery is well under way to secure the Mayor and Cabinet's target of 3,000 affordable homes in 10 years. While some of the development is happening in Chirton and Riverside it is expected to also take some of the demand for privately rented housing away from Chirton and Riverside and spread the range of affordable homes across the Borough, particularly in neighbouring wards; for example the work in Wallsend Town Centre, the North Tyneside Living developments in Howdon and new developments at Blandford Road in the nearby Collingwood Ward
- **Registered Providers (RP);** who have stock in the areas, (Bernicia, ISOS and Home), are keen to be involved in the improvement of the area. Joint working with these RPs should allow information, knowledge and approaches to be shared, making letting procedures and stock management to be aligned and improved.
- **The Authority has a timely opportunity to change how it works with the Private Rented Sector;** the introduction of measures such as Banning Orders and the Rogue Landlord Database within the Housing and Planning Bill are intended to strengthen Local Authorities' ability to improve the sector. This, in addition to other recent changes in the market, makes it an excellent time to develop a new approach. The intention is to work in partnership with the National Landlords Association to develop a three part approach that works with the tenants and landlords of Chirton and Riverside to improve standards and make tenancies more sustainable. This joint approach matches the Authority's wider capabilities to improve the quality of stock by tackling poor standards with the NLA's desire to remove 'bad' or criminal landlords from the sector. An approach which will also use the Council's existing expertise and powers to protect tenants, ensuring landlord compliance and tackling criminality
- **The Authority has options to improve owner occupier stock;** by communicating and implementing a menu of choices to allow home owners to undertake repairs and maintain and improve their properties
- **We have an emerging track record of helping people who struggle to heat their homes;** through a combined and focused approach spearheaded by our Safe and Healthy Homes team and affordable warmth partner we can target those households directly to ensure we can reduce the incidences of fuel poverty in the area and make a real impact
- **While it is also a symptom of a weak local housing market, rents and house costs are lowest in Chirton and Riverside;** private rents are second lowest for one-bedroom and lowest for two and three bedrooms. In terms of house prices the profile for both wards is £71,000 for lower quartile, £94,995 for median and £102,705 for mean against a Borough profile of £95,000, £132,500 and £148,678.

1.5.33 The draft Action Plan reflects those opportunities.

1.5.34 Health; the assets, risks and opportunities

1.5.35 The health assets in Chirton and Riverside wards are as follows

- **There are places to be physically active;** both wards have easily accessible informal outdoor spaces to walk and play. Both wards have structured spaces with parks and play sites. The Parks Leisure Centre is in Riverside Ward. Both wards have a range of community organisations who appeal to a range of ages
- **There are places to be mentally active;** both wards have access to a high quality cultural offer including a strong library network with mobile capability. Adult Learning is available in and around both wards. Both wards have a range of community organisations who appeal to a range of ages. Both wards have a range of faith organisations serving their communities
- **There is access to Public Health services;** where the residents of both wards can access Active North Tyneside, the North Tyneside Recovery Partnership, Stop Smoking Services, NHS Health Checks, newly commissioned Sexual Health Services and a range of locally commissioned services specifically targeted at parts of the population, for example work at the Phoenix Detached Youth Project and the PAUSE Project delivered by Meadow Well Connected
- **There is access to Primary Care; Residents in the two wards are predominately served by the following GP Practices;** Redburn, Collingwood, Appleby, Spring Terrace, Nelson Health Centre, Priory and Bewicke Medical Centre which all have GP and Community Nurse services
- **There is access to Urgent Care;** where both Wards are close to walk in services at North Tyneside General Hospital and Battle Hill Walk In Centre.

1.5.36 The risks to health are as follows

- **A number of factors are making life expectancy too short;** In Chirton Ward Life Expectancy at Birth for Males is 77.3 years and for Females 79.6 years. This is 2.3 and 2.1 years lower than the Borough average. In Riverside Ward Life Expectancy at Birth for Males is 73.1 years and for Females 76.5. This is 4.5 and 5.2 years lower than the Borough average
- **This is driven by higher than average rates of premature deaths for all the main diseases;** the picture is particularly stark in Riverside where the rate of premature deaths is significantly higher than the rest of the Borough for cardiovascular disease, cancer and respiratory disease. The main lifestyle factor contributing to at least half the gap in life expectancy is smoking. The uptake of NHS health checks is lower in the GP practices serving Chirton and Riverside
- **Mental Health is poorer than elsewhere in the Borough;** the rates of Employment and Support Allowance related to mental health are significantly higher in Chirton and Riverside than elsewhere in the Borough and while the numbers are low, we are seeing a cluster of suicides in the North Shields area, particularly associated with young, single men: Tragically this is in line with a regional picture where suicide is more prevalent in the North East than nationally. Over half of mental health problems in adult life (excluding dementia) start by the age of 14 and seventy-five per cent by age 18

- **Smoking prevalence is higher than elsewhere in the Borough;** The estimated smoking prevalence for North Tyneside is 19%. In Redburn Park Medical Centre, where 76% of the patients are from the Chirton and Riverside wards, it is estimated that 34% of people smoke
- **Alcohol consumption and related health issues are of higher prevalence than elsewhere in the Borough;** Hospital admission ratios for alcohol related conditions are significantly worse in Riverside (217) and Chirton (215). For both wards these are significantly higher than the third highest ward and more than double that in the ward with the lowest ratio(100)
- **Obesity levels are higher;** at reception and in Year 6 in both Chirton and Riverside wards, compared to the borough average. The most notable difference is with Year 6 pupils in the Riverside ward, where 27% are very overweight compared to a borough average of 22%
- **A combination of financial difficulties, and either smoking or alcohol are fuelling a cycle of difficult choices and mental and physical decline;** beyond diagnosed Mental Health needs we can see from the wellbeing questions in our residents surveys that residents in Chirton and Riverside are less happy with where they live and feel their wellbeing is worse than it ought to be.

1.5.37 The opportunities are as follows

- **Active North Tyneside is deliberately targeted at the communities of Chirton and Riverside where residents would like to be more physically and mentally active;** this public-health funded service has been developed using existing capability and capacity but working out how to work with people who do not attend leisure centres or other facilities
- **A Borough-wide Mental Health Needs Assessment has been undertaken;** to make sure we understand need and can re-shape services to meet that need. Most important is a shared view with the NHS that services need to change. A children and young people's emotional and mental wellbeing strategy is being developed with a CAMHs transformation plan at the centre with a focus on promoting resilience, improving access to effective support and caring for our most vulnerable children and young people
- **Smoking cessation services are being reviewed and will be re-commissioned to ensure that they are targeting support;** for those who need it the most and are promoting the use of e-cigarettes in minimising the harm from smoking which is underpinned by recent national guidance
- **NHS Health Check programme has been reviewed;** the service will be re-commissioned to ensure that the uptake improves in the Chirton and Riverside areas
- **Drug and alcohol recovery services have been re-commissioned;** delivered by North Tyneside Recovery Partnership
- **The Healthy4Life childhood obesity programme for families with children who are overweight;** is targeted in these areas together with the Weight Worries adult weight management initiative, both provided under the Active North Tyneside Programme

- **There are mechanisms to tackle money lenders and others that prey on people experiencing aspects of deprivation;** for example the Illegal Money Lending Team have deployed legal routes, including search warrants through to community theatre to raise awareness. The Regional Enforcement Team (Scambusters) have operated in Chirton and Riverside tackling counterfeit DVDs, rogue builders and illegal tobacco and alcohol. Regulatory, Licensing and Planning policies can shape the retail offer to support wellbeing.

1.5.38 The draft Action Plan reflects those opportunities.

1.5.39 A draft Action Plan

1.5.40 Building on the success of the Mayor's Community Task Force to tackle crime and anti-social behaviour in Whitley Bay, the recommended approach is to start this work with an action plan against the four identified priorities. The draft Action Plan at **Appendix 2** spells out what practical steps the Authority will take to tackle the identified priorities. Partners working in the communities have had the opportunity to add their own work to aid coherence and collaboration.

1.5.41 The Action Plan is set up to avoid very much process and focus on making change happen. That is why it contains the following highlights

- **For Education;** reflects the changes made already at Norham and the planned investment
- **For Employment;** reflects some of the existing work to recruit Apprentices and explains how that will happen in Chirton and Riverside as well as ensuring the Authority's supply chain understand the importance of recruiting from those communities
- **For Housing;** reflects the Mayor and Cabinet's Affordable Homes Programme, the impact of investment in the Authority's stock, the impact of the delivery of North Tyneside Living and steps to work with Private Landlords and challenge the physical quality and poor management standards of homes in the area
- **For Health;** reflects the work under way with Active North Tyneside, the reshaping of Public Health Services to close the gap and the work to improve general wellbeing by tackling issues in the retail offer and money lending.

1.5.42 The Action Plan will be used to monitor early progress. It will also be used to support engagement with specific communities on specific issues. Finally, it will also be used to celebrate success.

1.5.43 Measuring the results

1.5.44 One of the outcomes of the early work this summer was the identification of gaps in the Authority's knowledge at a community level. For that reason work has been done to make the residents' survey results more meaningful at ward level.

1.5.45 Work is also under way (shown in the draft Action Plan) to develop the right measures to demonstrate progress. For each of the priorities success criteria and progress measures are being established that can test whether the work is actually having the intended impact. The approach will be evaluated in 12 months time to check initial results.

1.5.46 A cycle of engagement, accountability and celebration

1.5.47 Again, building on the work on Crime and Anti-social Behaviour in Whitley Bay, we know that engaging on the basis of accountability and celebrating success works. To that end the Officer team are working with partners and the community to identify opportunities to share the changes and spell out progress. A recent example is the Open Evening at Norham; supported with a wider publicity campaign by the Authority and attended by a much wider audience than previously; this was a chance to celebrate what is currently successful at Norham, signal a change for the future and seek the views of the young people and their families.

1.5.48 The intention is to make sure that work happens but that it is also visible to Cabinet. To that end a Chirton and Riverside section of the six monthly Performance Report to Cabinet will capture progress and results.

1.6 **Decision options:**

The following decision options are available for consideration by Cabinet

Option 1

Cabinet agree

- The overall approach
- The priorities for Chirton and Riverside
- The draft Action Plan at Appendix 2; and
- Should this approach prove successful, the application to other parts of the Borough.

Option 2

Cabinet ask the Officer Team to do further work.

Option 1 is the recommended option.

1.7 **Reasons for recommended option:**

Option 1 is recommended for the following reasons:

- It reflects the policy intentions of the Mayor and Cabinet
- It reflects priorities tested with residents and Ward Councillors as well as the against the data and a range of partners
- The Action Plan contains practical action to begin to make a difference to those priorities.

1.8 **Appendices:**

Appendix 1: Overview of community assets in Chirton and Riverside Wards

Appendix 2: Draft Chirton and Riverside Action Plan

1.9 Contact officers:

Paul Hanson, Deputy Chief Executive, tel. (0191) 643 7000
Alison Campbell, Senior Business Partner, tel. (0191) 643 7038

1.10 Background information:

The following background papers/information have been used in the compilation of this report and are available at the office of the author:

- (1) Ward Profile of Chirton Ward 2015,
- (2) Ward Profile of Riverside Ward 2015

PART 2 – COMPLIANCE WITH PRINCIPLES OF DECISION MAKING

2.1 Finance and other resources

There are no financial implications of this report. The investments in the report and Action Plan are already committed from targeted prioritisation of spend from existing revenue budgets and the agreed 2015-2019 Investment Programme approved by Council on the 19th February 2015.

2.2 Legal

There are no direct legal implications arising from this report. The powers relevant to the Action Plan are already with the Authority.

2.3 Consultation/community engagement

2.3.1 Internal Consultation

As described significant work has been done across the Officer team, Cabinet Members and Ward Councillors. Involvement will continue.

2.3.2 External Consultation/Engagement

This report draws on significant previous engagement as well as Resident's Surveys and the Summer 2015 Big Conversation. Discussions have been held with statutory partners and organisations working in both Wards.

2.4 Human rights

The purpose of the report is to protect and enhance human rights.

2.5 Equalities and diversity

The purpose of the report is to agree a plan to tackle inequality.

An inequality impact assessment will be completed to inform the development of the implementation plan for this project.

2.6 Risk management

The proposed approach is based on risk.

2.7 Crime and disorder

Northumbria Police and Tyne and Wear Fire and Rescue Service are involved in the work, they can see opportunities to improve community safety.

2.8 Environment and sustainability

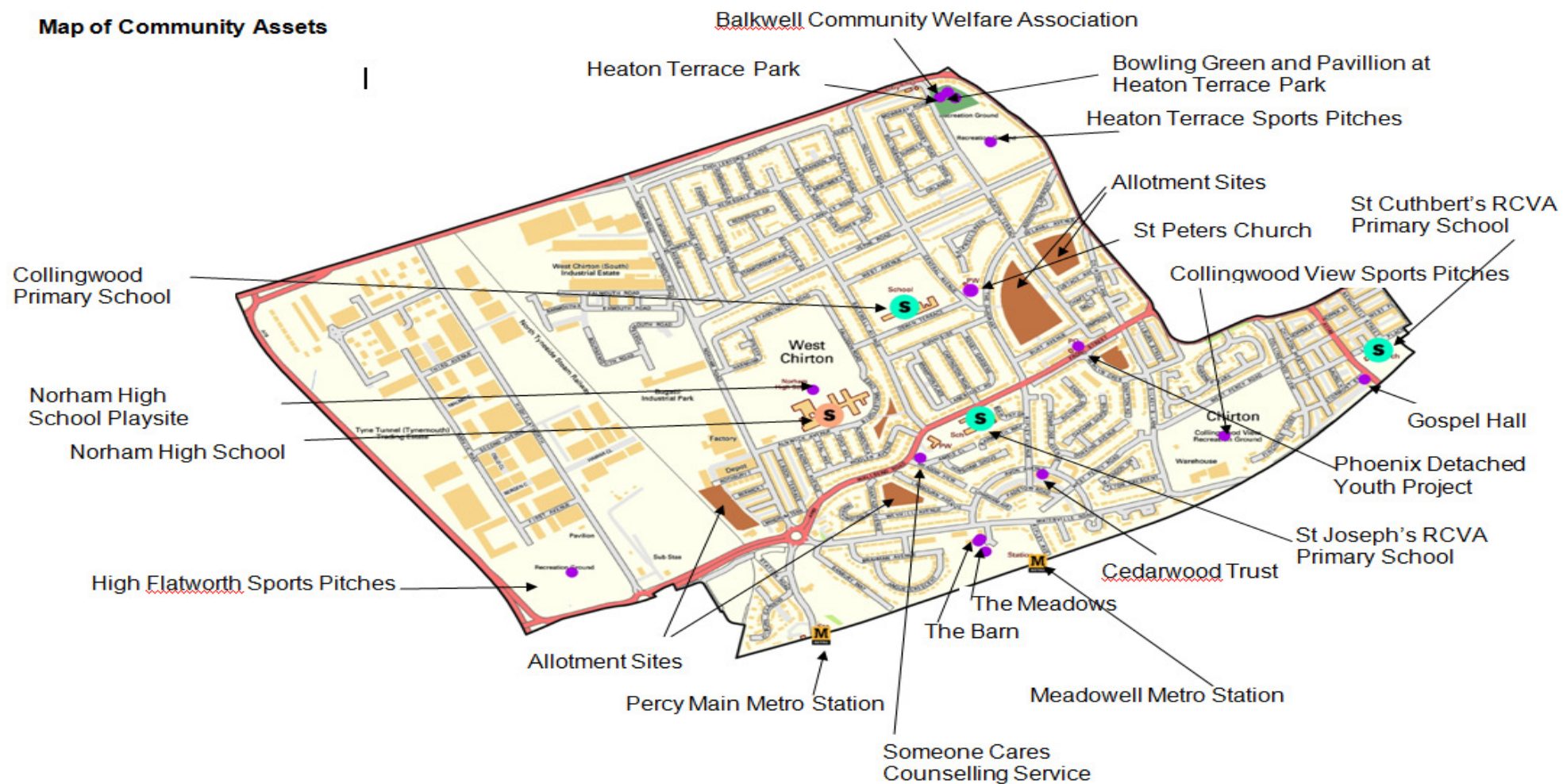
Tackling inequality is a key tenet of sustainable communities.

PART 3 - SIGN OFF

- Deputy Chief Executive X
- Head(s) of Service X
- Mayor/Cabinet Member(s) X
- Chief Finance Officer X
- Monitoring Officer X
- Head of Corporate Strategy X

Chirton Ward Profile

Map of Community Assets



Riverside Ward Profile

Map of Community Assets

