

Our North Tyneside Plan

Performance report

March 2017

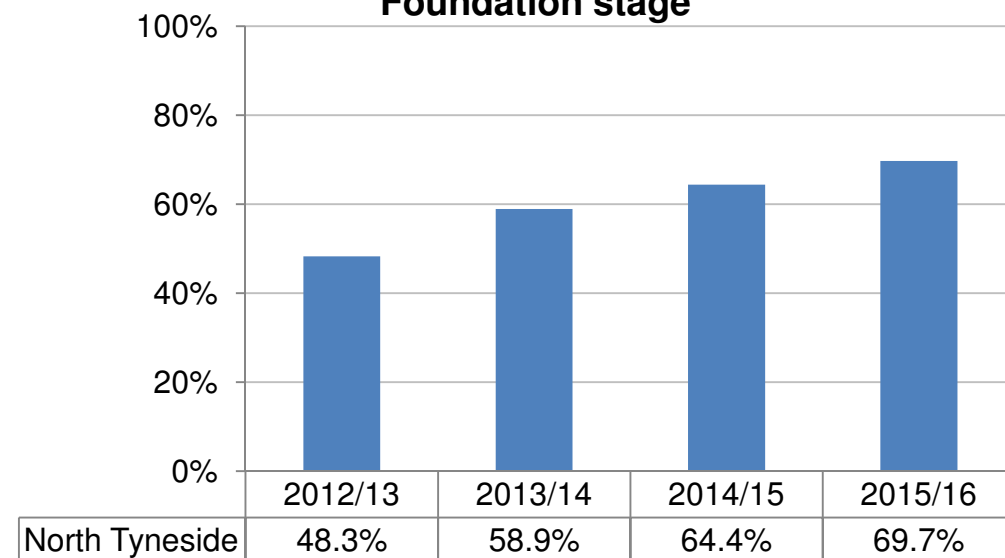


North Tyneside Council

Our People

AIM: Be ready for school-giving our children and their families the best start in life.

% pupils with a good level of development at Foundation stage



Measure 1

A key ambition for the Plan is that every child is ready for school. The research is clear that ensuring that this happens will provide the best start in life for both the children and their families.

The percentage of pupils reaching a Good Level of Development (GLD) at the end of the Early Years Foundation Stage has increased since 2013.

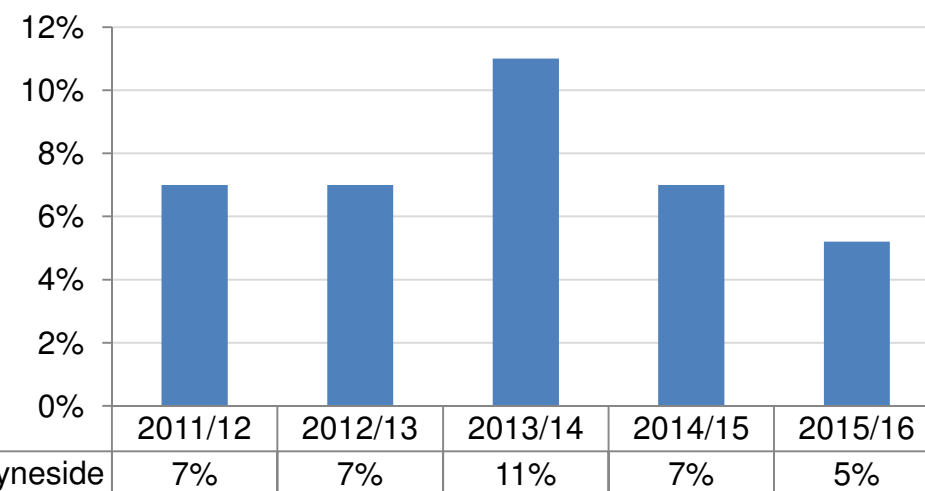
It is well understood that there are gaps in attainment within the Borough and the Plan is focused on reducing those gaps. An improvement has also been seen amongst the pupils living in Riverside and Chirton and the gap with North Tyneside overall has reduced to 12%.

Currently an assessment of the readiness to learn of children between the ages of 2 and 2 ½ is carried out by health visitors and nurseries. At the moment the data focuses on the number of assessments carried out. In the future we will be looking at developing more local measures and using these to monitor concerns.

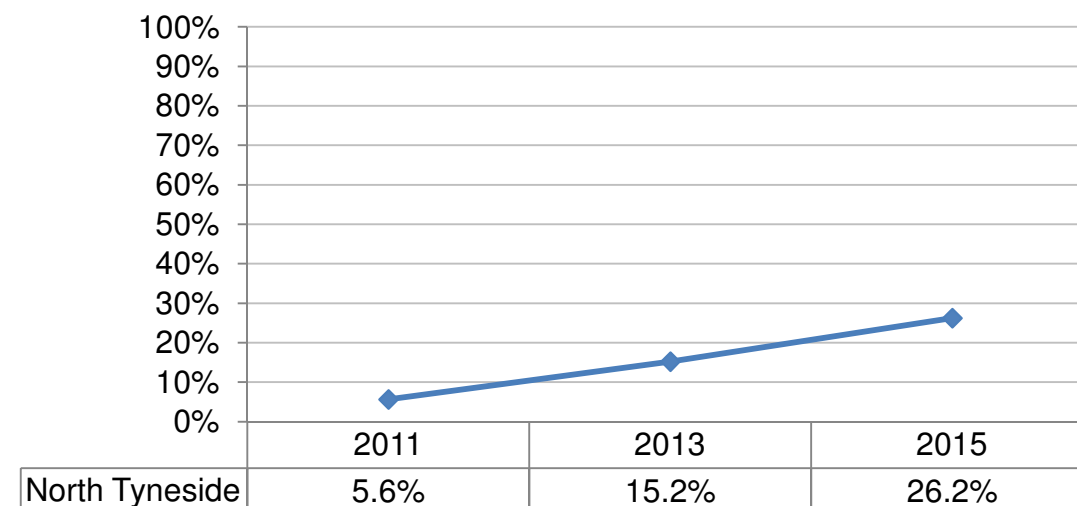
However a gap exists between boys and girls, which will be a focus of schools and the School Improvement Service in the coming years.

AIM: Be ready for work and life-with the skills and abilities to achieve their full potential, economic independence and meet the needs of local businesses

% achievement gap between girls and boys achieving Basics (A* to C in English and Maths) at KS4



Skills gap-skills shortage vacancies as a proportion of all job vacancies



Measure 2

Ensuring that all young people are ready for work and life is a key part of the Plan.

The gender gap in North Tyneside is generally smaller than national (8.2% gap) though the gap varies between schools.

The North Tyneside gender gap is smaller than national because boys' performance far exceeds national boys' performance, and it should be noted that attainment in Basics for both boys and girls in North Tyneside is significantly better than national attainment for each gender. North Tyneside girls exceed the national attainment by 3.7% points and North Tyneside boys exceed the national attainment level by 6.3% points. In addition the attainment for both boys and girls has improved since 2013.

In addition the measure appears to have been affected by changes in the measurement methodology for that year and differences in the reactions schools showed to these changes.

Measure 3

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.

This information is based on a national survey and the results are based on a small sample of North Tyneside businesses. Further work is required to better understand this issue and a revised measure will be included in the next report to Cabinet.

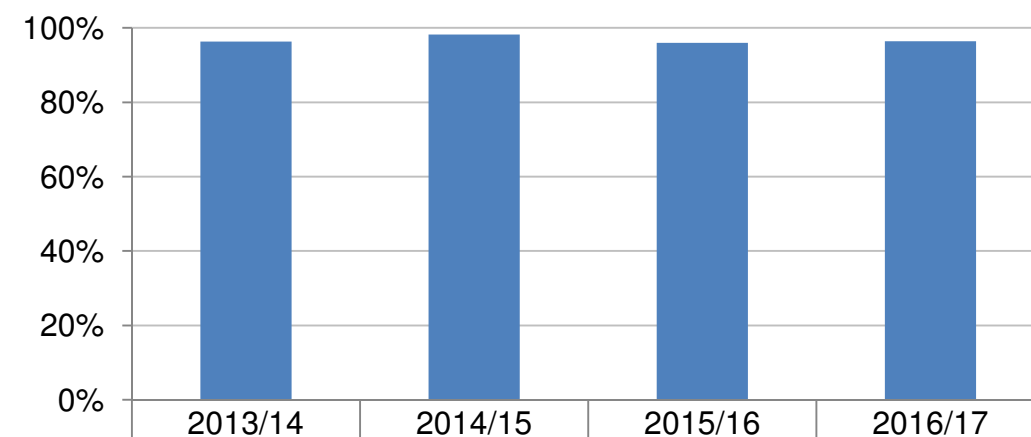
Almost all of the increase in skills shortage vacancies between 2013 and 2015 was in skilled trades and machine operatives, with a smaller increase for caring, leisure and other services. These occupations accounted for 78% of the skills shortage vacancies in 2015 but for only 27% of those people employed in North Tyneside. While the survey sample is small and reflects only a small proportion of our business base it does appear to mirror anecdotal reports. Businesses in the engineering and manufacturing sectors have indicated that they are facing skills shortages in particular niche and technical skilled roles.

We are undertaking a wide range of activities to promote these sectors amongst schools pupils and young people to support replacement demand within the sectors. Programmes, such as Primary and Secondary Engineer, have been successful in supporting these approaches. In addition, as shorter to medium measures the engineering and manufacturing sectors now represent the third highest sector for apprenticeship starts in North Tyneside with 480 out of a total of 2,610 starts in 2015-16.

Our Places

AIM: Be great places to live, and attract others to visit or work here.

% of Primary Schools rated Good or Outstanding



North Tyneside	96.4%	98.2%	96.0%	96.4%
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Measure 4

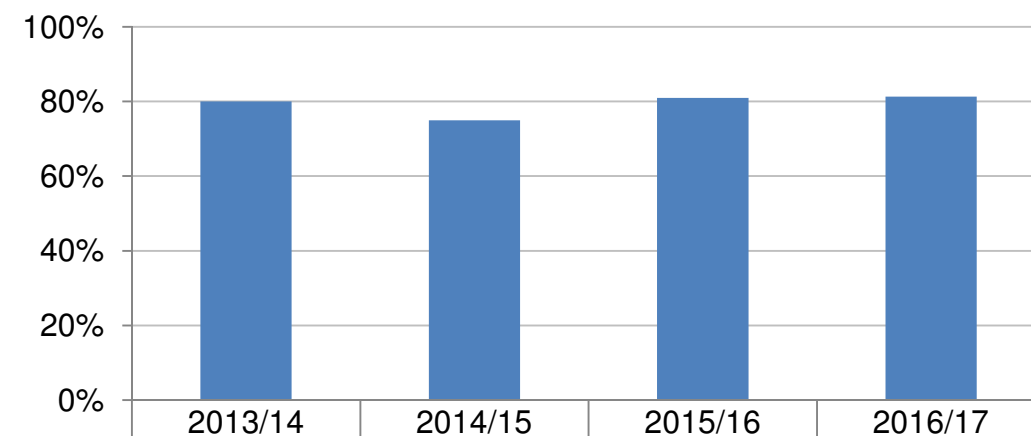
The quality of education in North Tyneside is a key driver for making the borough a great place to live.

The percentage of primary schools rated as Good or Outstanding is well above national average and ranks in the top 10% of Local Authorities.

In addition 92.8% of pupils obtain their first choice primary school.

The Council, through the School Improvement Service, will continue to work closely with schools to ensure that these high standards are maintained.

% of Secondary Schools rated Good or Outstanding



North Tyneside	80.0%	75.0%	81.0%	81.3%
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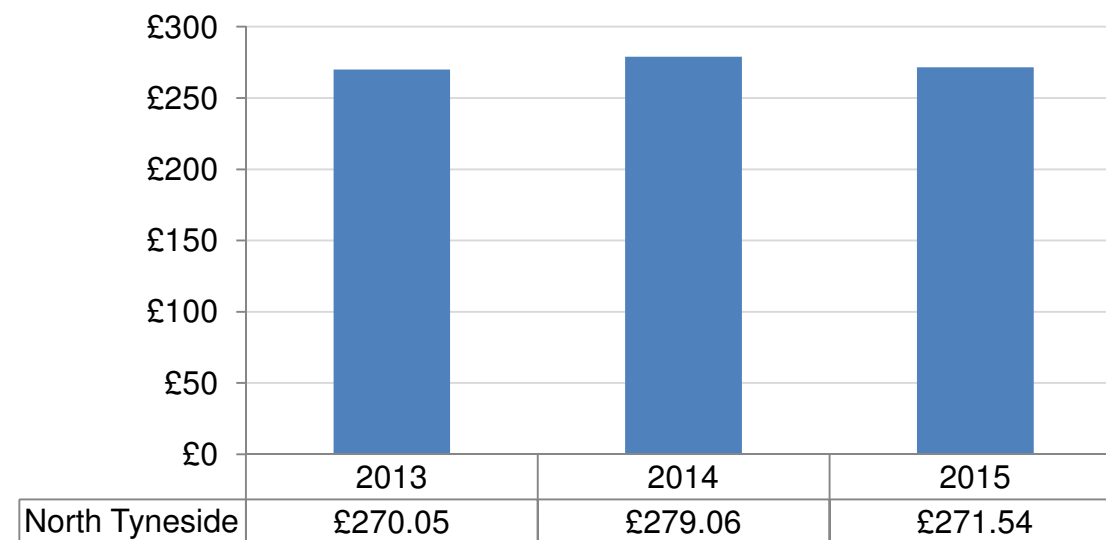
Measure 5

The quality of the educational offer in North Tyneside is a significant strength for the local economy but also a major factor in attracting and retaining people to the Borough.

This performance sets North Tyneside in the second quartile nationally, and work continues to maintain this strong position.

In addition 96% of pupils obtain their first choice secondary school, which places North Tyneside top 10% nationally

The Council, through the School Improvement Service, will continue to work closely with schools to ensure that these high standards are maintained.

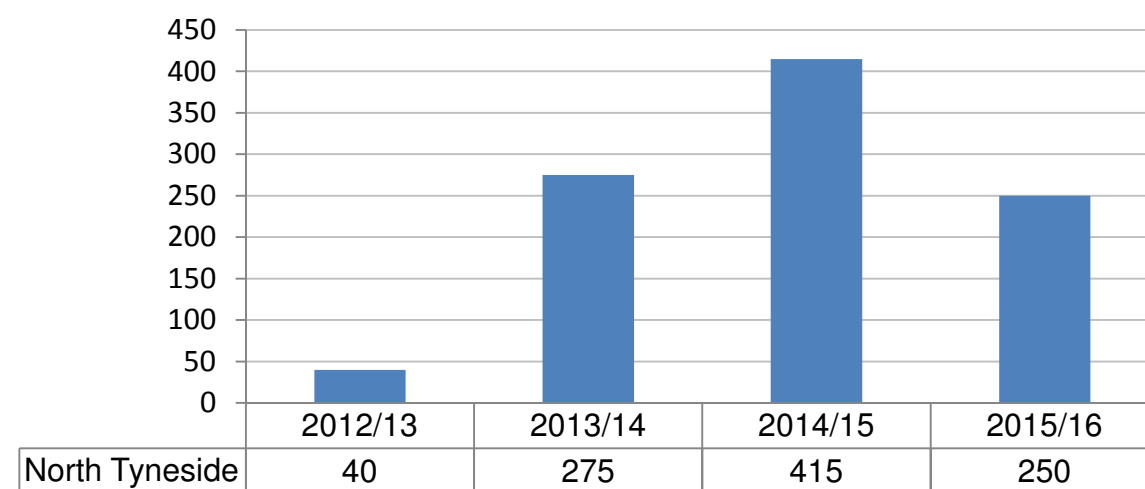
Value of tourism (£millions)**Measure 6**

North Tyneside is a great place to visit and the value of tourism to the local economy has increased steadily from £205m in 2003 to £271m in 2015 and supports 3,598 jobs.

The results of the Annual Visitor Survey conducted during summer 2016 showed that 75% of visitors were either very satisfied with North Tyneside as a place to visit and 20% fairly satisfied. The most highly rated aspects were 'cleanliness of the beach' whereby 92% of respondents rated as very good and 8% rated as good.

There has been a slight decrease in the number of visits compared to 2014, which is due to a small reduction in serviced accommodation and lower visitor attraction numbers. However, there was an increase in event attendances and people visiting friends and relatives.

The long term trend remains positive overall and visitor levels are expected to show improvement at attractions over the next 2 years with Wet'n'Wild re-opening, Premier Inn opening, Tynemouth's maze opening and Hadrian's Cavalry at Segedunum.

Net changes in the number of enterprises**Measure 7**

The Our North Tyneside Plan sets out a clear ambition that North Tyneside will be a great place to work.

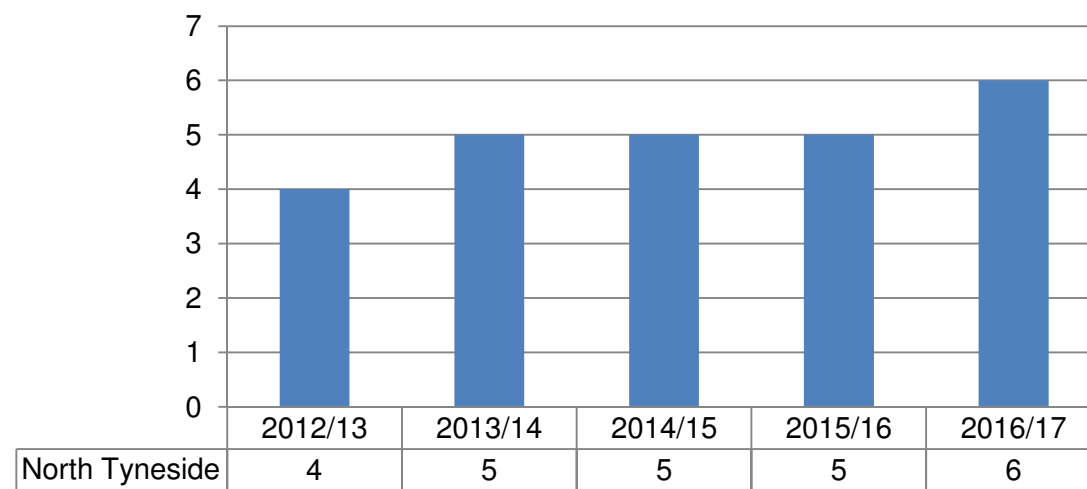
The latest data shows there were 4,370 enterprises in North Tyneside in March 2016, 250 more than in March 2015.

Around half of the increase came from two sectors, construction (+60) and information and communication (+60). Most of the increase in information and communication was from computer programming, consultancy and related activities (+50). The majority of other sectors saw increases, with the highest being in professional, scientific and technical (+20) and administrative and support services (+20). Since 2012, the largest increases have been in the professional, scientific and technical sector (+235), information and communication (+125), construction (+115) and administrative and support services (+115).

This continues an annual adjustment of approximately 150 per year. North Tyneside has a strong record for business survival. The latest figures show that over 90% of businesses are still operating twelve months after starting.

Work continues to create the right environment to support local businesses to grow in North Tyneside

Number of Green Flags awarded



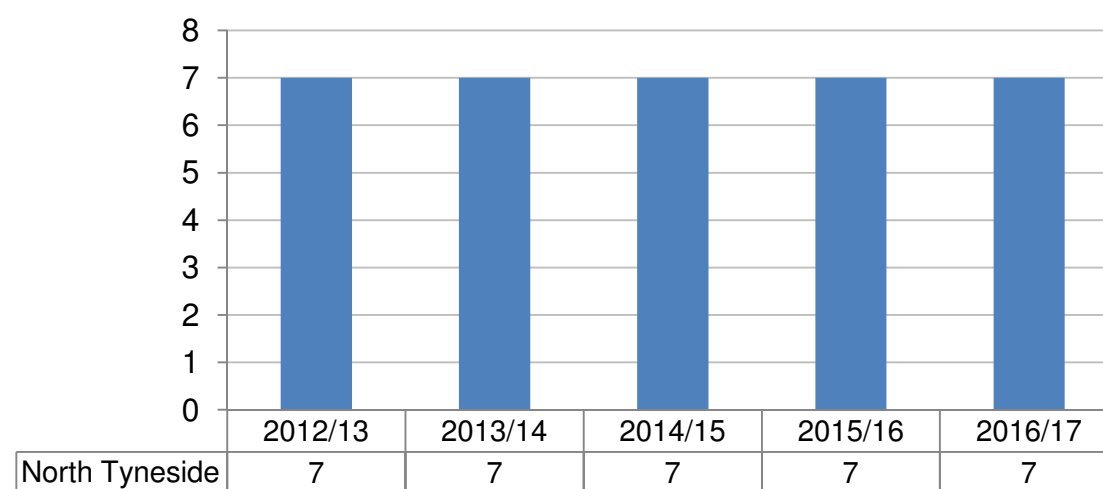
Measure 8

Six North Tyneside Parks have been awarded Green Flag Awards during 2016.

Northumberland Park was awarded the national standard for the first year after undergoing major restoration and improvement works.

Wallsend Parks, Benton Quarry, Marden Quarry, Killingworth Lakeside and The Rising Sun Country Park all retained their Green Flag Awards status.

Number of Blue Flag and Seaside Awards achieved



Measure 9

Three North Tyneside beaches have retained Blue Flag Awards, the international award for beach quality, for Tynemouth Longsands, King Edwards Bay and Whitley Bay Beaches.

These three beaches, as well as Cullercoats Bay, have also retained Seaside Awards, which is the quality standard ensuring visitors are guaranteed to find a clean, safe, attractive and well-managed coastal stretch.

Our Economy

AIM: Have an effective transport and physical infrastructure-including our roads, cycleways, pavements, street lighting, drainage and public transport

Measure 10

Swans infrastructure projects - redevelopment of former shipyard to create new advanced manufacturing site

Centre for Innovation officially opened in July 2016 following £2m of investment. This is 90% occupied and has seen the transfer of businesses as far a field as Aberdeen, which signifies the sites strategic location and appeal.

Business Plan in development for Swans Quay and an operating manual will be produced reflecting the outcomes of the Strategic Review. This is in addition to a number of conversations with interested developers regarding taking space on the site.

Measure 11

Coast infrastructure project - high quality improvements and new facilities for residents and visitors.

Successful bid made to Heritage Lottery Fund for £3.47m to carry out a major restoration of The Dome. Work began in September 2016 and has seen significant progress internally. The first floor of the dome has been removed to provide full floor to ceiling space and take the building back to how it was in 1920.

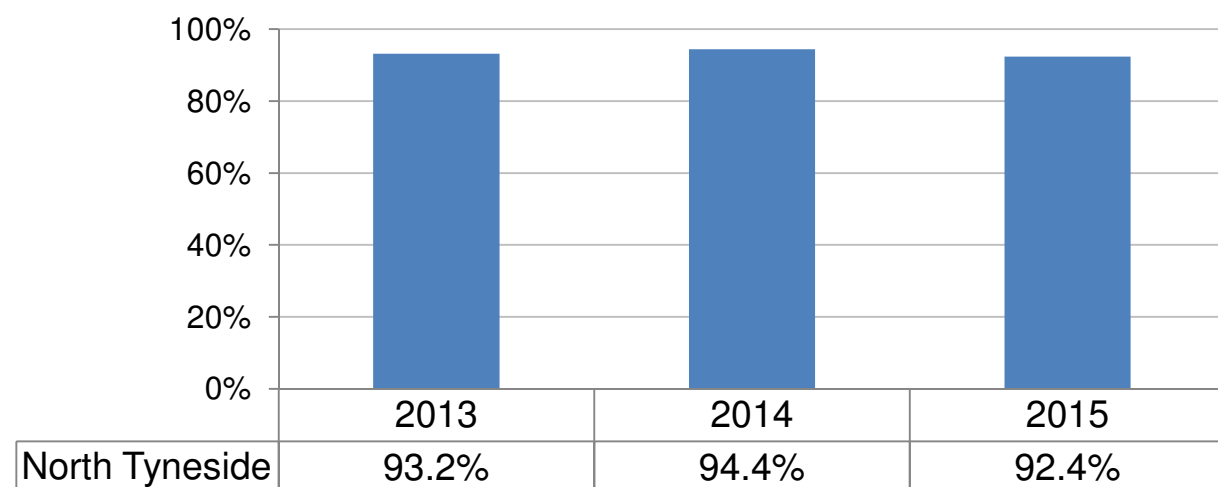
St Mary's Lighthouse stage 1 Development bid to Heritage Lottery Fund also successful for £164k. Work to develop a stage 2 HLF bid worth £2.2m is underway and will be submitted early 2017. Development will restore St Mary's Lighthouse and create a new development on the headland.

Work to create a new 68 bedroomed hotel at The Dome site commenced in June 2016 and is on programme for completion in April 2017, with internal fit out and opening May 2017. The hotel will provide 69 full time and part time jobs.

Negotiation to agree a contract to develop the former site of the High Point Hotel underway and expected to complete in Summer 2017. Now on site and due to complete by the end of 2017
Works at Northern Promenade commenced September 2016, and on programme to be completed up to the Rendezvous cafe by August 2017

AIM: Grow by building on our strengths, including our existing world class companies, and small and growing businesses

Business survival rate



Measure 12

North Tyneside is focused on being a great place to work. This involves supporting existing businesses to survive and grow.

The figure is one year survival for businesses started in previous year.

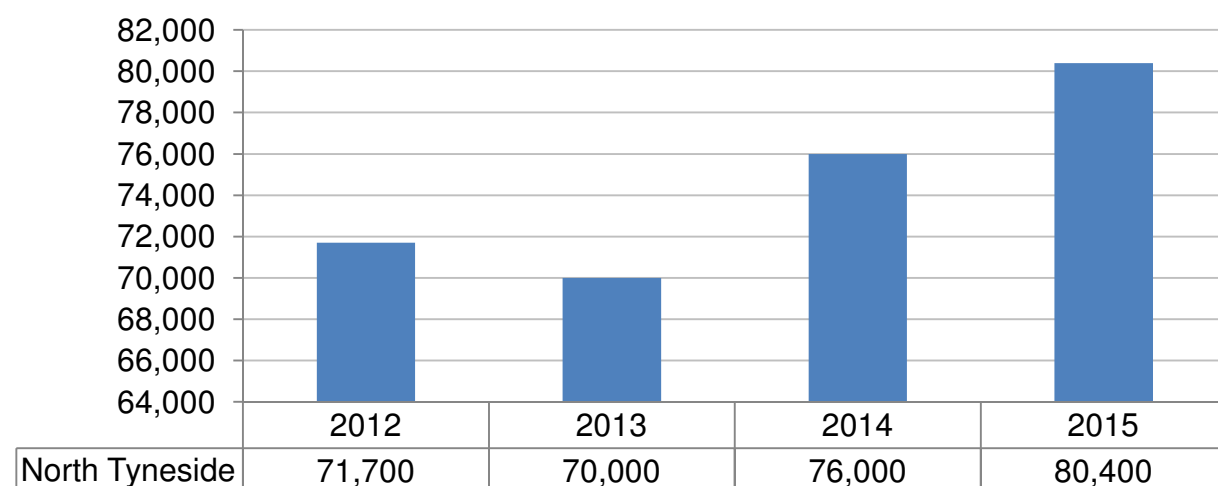
North Tyneside is showing a higher rate than the Tyne & Wear average of 91.4%

The latest survival rates for North Tyneside are

- 73.9% of businesses are still operating after two years
- 59.8% of businesses are still operating after three years
- 49.6% of businesses are still operating after four years
- 43.3% of businesses are still operating after five years

All of these rates were all higher than the averages for Tyne and Wear.

Jobs in North Tyneside



Measure 13

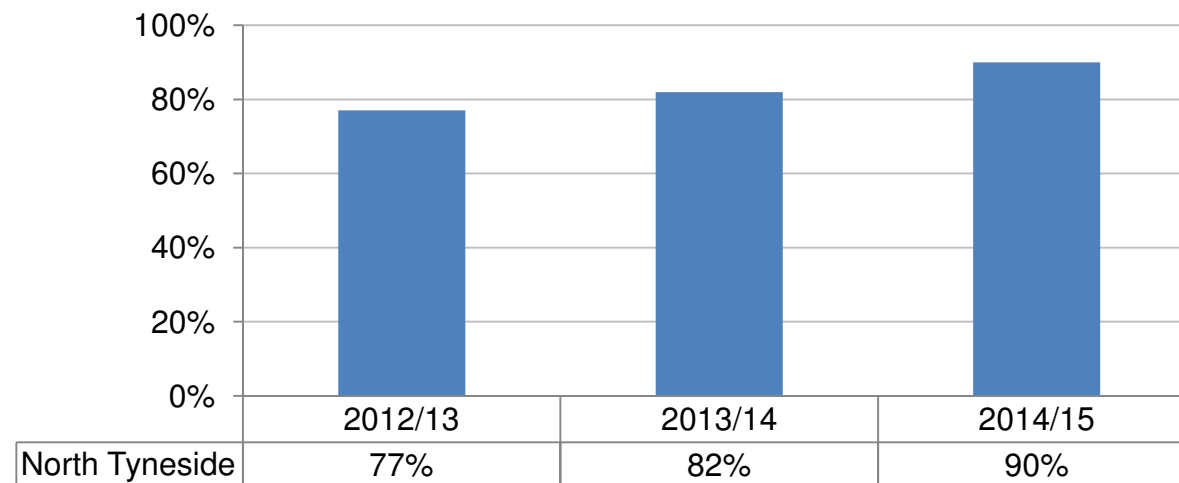
North Tyneside is focused on being a great place to work. This involves working to attract, retain and grow businesses in the borough.

Over the past few years the borough has been successful in supporting the creation of new jobs, including global brands such as P&G, Accenture, HP, IBM and Siemens.

The latest data (for 2016) suggests the pay of those working in North Tyneside is similar to the North East average and has increased by a similar amount since 2012. Pay in North Tyneside remains below the UK average but the gap may have decreased slightly since 2012. This data uses the standard measure of median gross weekly pay for full-time workers.

AIM: Have the right skills and conditions to support investment and create and sustain new good quality jobs and apprenticeships for working age people

Positive destination, post KS5



Measure 14

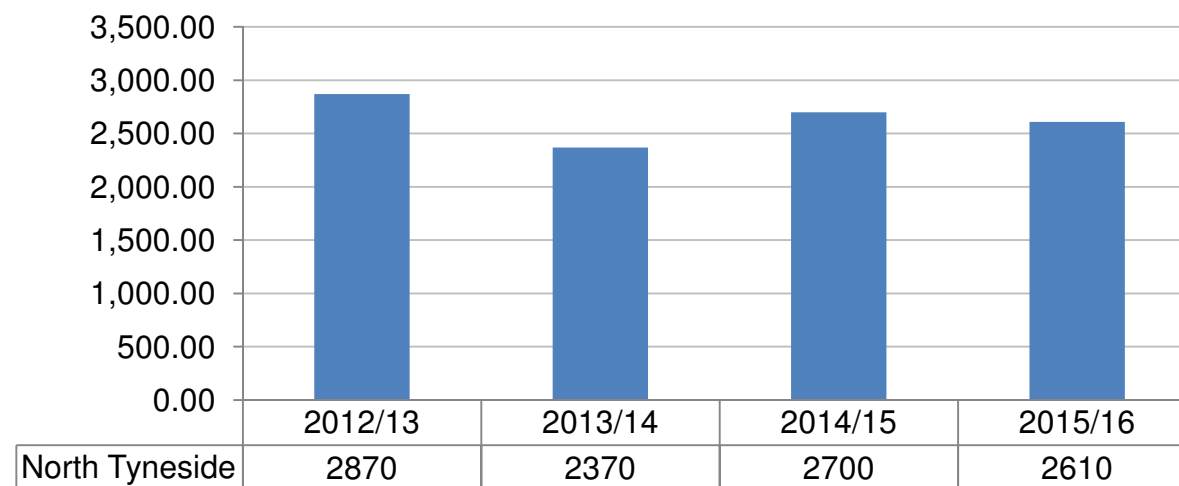
Ensuring that young people in North Tyneside have the right high level skills and qualifications to progress and succeed in the job market are important for their happiness and the regions' prosperity.

88% of young people progress to Key Stage 5 (A level). Of those, 90% progress into a positive destination after Key Stage 5.

Young people are proceeding to a positive destination at an increasing rate and have continued the trend from the past few years.

The figure continues to be higher than national rate for this measure, which is 88%.

Number of apprenticeships



Measure 15

Apprenticeships remain a key focus for the economic participation of young people in North Tyneside and across the country.

The number of residents of North Tyneside starting an apprenticeship programme remains lower than 2012-13 levels but the greater part of this reduction is a consequence of a smaller cohort of young people.

This year's 'Get up and Go' event featured around 35 employers and providers who were actively seeking to employ and support apprentices within their business. This included partners, such as Kier North Tyneside who have 16 Apprentices working across trade and business support

This included opportunities within businesses such as Accenture, Capita, Owen Pugh, Northumbria Healthcare and North Tyneside Council. There will also be organisations offering various volunteering opportunities.