

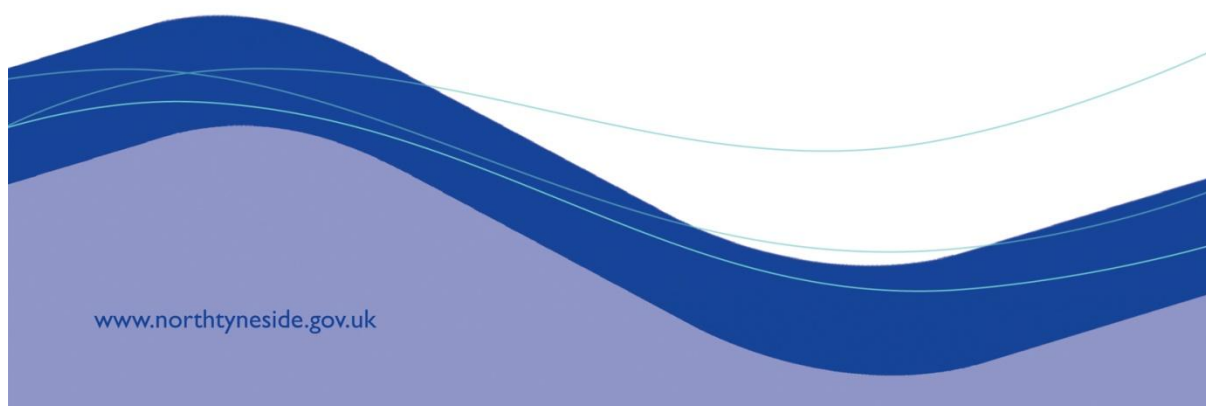
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North Tyneside Council

Senior Leadership Team's Progress Report

For the Quarter to 31 December 2012.



www.northtyneside.gov.uk

Contents

- 1 Chief Executive's Foreword
- 2 Regeneration (Economic Growth)
- 3 Quality of Life
- 4 Best Start in Life
- 5 Sense of Place
- 6 21st Century Council
- 7 Summary Assessment of Progress against priorities

1. Chief Executive's foreword

This report sets out North Tyneside's ambitions, and highlights key achievements towards them in the quarter to 31 December 2012. Detailed assessments of progress against key priorities are produced separately and will be available on the internet before the end of February.

Key achievements in the Quarter

Regeneration

- The designation of Enterprise Zones on Swan Hunter and Port of Tyne North Estate has been completed and a Local Development Order approved. These initiatives make it easier for businesses to develop new accommodation and provide financial incentives to attract businesses. A bid has been submitted for European Regional Development Fund (ERDF) funding which will provide substantial funding towards essential new infrastructure, including new site roads, quay strengthening and utility connections on the Swans site and dredging of the adjacent river berths.
- The Roads and Pavements improvement programme agreed by Area Forums is 100% complete. Resident's feedback has been a key part in the decision making regarding the priorities for roads and pavement improvements.
- Work progressing well on the refurbishment of North Shields library to reopen as a Customer First Centre providing library and customer services is due to complete in April 2013.

Quality of Life

- Together with other organisations the Council is taking forward a range of measures to support residents with the Governments introduction of Welfare Reform changes from April 2013.

Best start in Life

- In the autumn term North Tyneside had 6 Ofsted inspections of schools of which 5 have improved their grading to Outstanding or Good.
- A more joined up approach between the education, health and social care support services for Children and Young People is being developed. This will enable better support for vulnerable and priority learners. This builds on the success seen for Children in Care at Key Stage 4 where 37.5% achieved at

least 5 GCSEs A*-C including English and Maths, ranking North Tyneside as one of the best in the country.

- 82% of pupils achieved level 4+ in English and maths at Key Stage 2, 4% higher than last year.
- Provisional data shows we have exceeded the target of 59% for the percentage of pupils achieving 5+A*-C including English and maths at Key Stage 4 (GCSE).
- Council will take forward its new Youth Offer – where every 8 to 19 year old will be entitled to have affordable, age appropriate activities within their local community by 2017. This will include the provision of a town centre based youth facility in each of the borough's four localities, to be complemented by the offer of a network of smaller neighbourhood facilities.
- An Employment and Skills partnership board including major employers, schools and learning providers has been established. This will create a major programme of education to employment pathways across North Tyneside, enabling more young people to be supported in accessing apprenticeships, traineeships in the growing economic sectors across the region.

Sense of Place

- The Council has been awarded £3.35 million over three years from the Department of Communities and Local Government under the Weekly Collection Support Scheme (WCSS) to maintain weekly refuse collections for the next five years and improve recycling on the go.
- In the 12 months to November 2012, overall crime was 8% below the 2011/12 total, with Anti-Social Behaviour 4.4% lower. Both are on track to achieve the 2012/13 reduction targets.

21st Century Council

- The council has introduced new ways to deliver a range of services which has resulted in changes to the structure, shape and form of the organisation.
- Partnership working is now in place with Balfour Beatty and Capita Symonds delivering a number of the Council's services.
- In November Isaac Sidney became the Young Mayor for North Tyneside, and a new youth cabinet was selected. They have agreed 5 themes to focus on over the next year.

- The recent “Voice your Choice” public engagement on the Council’s budget proposals resulted in 3000 people having their say, with 1400 people returning questionnaires; a huge increase when compared with previous ways to involve people in the decisions around budgets.

Key Challenges

- Continuing to maximise opportunities to attract more funding into the borough to support business growth and job creation.
- Improving on-line and social media services for town centre businesses using the £100,000 High Street Innovation Fund which has recently been awarded to the Council.
- Need to continue to work with other organisations such as JobCentre Plus and the Community Voluntary sector to provide support and information for people who are impacted by the changes to Government Welfare.
- Continue to address key health and well being priorities across the borough linked to alcohol, childhood obesity, falls within the home and encouraging people to be more physically active.
- The Early Years Foundation Stage is changing in 2013 and going forward the main focus of work with schools, is around early intervention, raising awareness of vulnerability and supporting practitioners (as well as leaders) with issues of special educational needs within Nursery and Reception.
- Work with the Environment Agency and Northumbria Water to improve water quality issue at Cullercoats beach.

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 and challenges in the year to date

Economic Growth

- The latest estimate for the number of economically active people in North Tyneside was 100,300 for those aged 16-64 (78.2%). This was for the period October 2011 to September 2012.
- The latest number of Jobseeker's Allowance (JSA) claimants in North Tyneside was 6,236 in December 2012. This was 4.8% of the estimated age 16-64 population. The rate of 4.8% is the same as in December 2011.
- Phase 2 of the Business Factory is on target to achieve 300 business start-ups in 2012/13 which will be an increase of over 50% compared with 2011/12
- We continue to progress the Core Strategy in line with the Local Development Scheme, it was approved by Cabinet on 8th October 2012 together with the Area Action Plan initial proposals for publication. This will give developers and investors the confidence to progress schemes within the borough which will encourage economic development. It could also act as a stimulus to other supporting services within the supply chain, leading to further ripple effects.

Challenges

- To continue to expand the range of start-up services and increase the number of small and medium sized enterprises (SMEs) in line with the challenging profile over the next 2 years.

Inward Investment

- UK Trade and Investment enquiries are coming through the Local Enterprise Partnership (LEP) with 2 large scale office enquiries during this quarter. An updated inward investment brochure is being developed and the LEP website will include more detailed inward investment information from February.

- Ongoing marketing activities with the LEP and the development of the Linked-In social media group continues to grow. The inward investment information on the Council website is being reviewed to ensure the data can be accessed easily by national and international companies.
- Work is ongoing with local businesses as part of an inward investment ambassadors programme, supported by a different ways to promote the area.
- In this period there have been a number of job boosts to the area, these included:
 - car insurer “insurethebox” moving to a larger site at Quorum Business Park expected to recruit around 70 staff in the next six months
 - Offshore Group Newcastle (OGN) won a £50m contract to make the jacket (base) for an oil drilling rig, which will create around 400 jobs at Wallsend’s Hadrian Yard
 - global management consultancy Accenture to take on 40 apprentices in 2013 at Cobalt Business Park
 - A new six-unit retail development at Cobalt Business Park opened in November, employing around 100 staff.

Challenges

- In order to compete with the financial incentives available in other parts of the UK, the Council is working in partnership with the LEP to bring together a package of support which currently includes a £1m+ grant for large projects through Regional Growth Fund Round 4 and a £50k - £1m grant fund for SMEs through the Let’s Grow Initiative.
- The borough is seeing some risks to job losses, with 90 jobs at risk at the NHS Direct Call Centre at Balliol Business Park (Longbenton) and an undisclosed number of job losses as a result of the closing of the Comet store at Silverlink Retail Park. 38 staff were also affected by a redundancy notice issued by Wallsend-based training firm Future Strategies Consulting.

North Bank

- The regeneration of the North Bank, which will be a major boost to the boroughs economy, continues to do well. The designation of Enterprise Zones on Swan Hunter and Port of Tyne North Estate has been completed and a Local Development Order approved. These initiatives make it easier for businesses to develop new accommodation and provide financial incentives to attract businesses. A bid has been submitted for European Regional Development Fund (ERDF) funding which will provide substantial funding towards essential new infrastructure, including new site roads, quay strengthening and utility connections on the Swans site and dredging of the adjacent river berths.
- More than 200 new temporary and permanent jobs have been created and 4 businesses created and expanded already on this site.

Challenges

- The next key stage will be to appoint a developer for the site.

Infrastructure

- Good progress is being made to encourage use of walking and other modes of transport to reduce traffic congestion and improve health.
- We are doing more to improve roads and pavement conditions after work by utilities companies.
- The Roads and Pavements programme agreed by Area Forums is 100% complete. Residents feedback has been a key part in the decision making regarding the priorities on roads and pavement improvements.

Challenges

- Continuing to work with the utility companies to ensure problems after their works on roads and pavements are promptly addressed.

SME Development

- North Tyneside businesses now have access to a procurement expert through the 'Tender to Win' project to assist them in winning new contracts
- We are continuing the promotion of apprentice and skills opportunities.
- Services to support businesses to grow and identify new premises are actively promoted and there are now 600 active members of the Business Forum.

Challenges

- Supporting businesses to expand and develop new opportunities through cost-effective marketing, social media and promoting exporting.

Town Centres

- The marketing and events plan has been agreed, to promote local town centres. The additional Christmas town centre campaign 'Have yourself a local little Christmas' received a positive feedback from the business community and an evaluation of the impact of the whole marketing programme is being undertaken.
- In Wallsend, the relocation of tenants from Wallsend Hedley Place and York Drive and subsequent demolition is ahead of schedule. The relocation of tenants will allow the demolition of the deck access properties to proceed and the creation of a new development site for a supermarket and car parking.
- Refurbishment works has commenced in the Wallsend Market
- Sale of Park House, Park Road, Wallsend for new affordable residential development completed and work due to start in spring 2013
- Work underway on the refurbishment of North Shields library to reopen as a Customer First Centre providing library and customer services. Work is due for completion in April 2013.

Challenges

- In order to increase trade and develop a loyal customer base, improved on-line and social media services for town centre businesses are under consideration for 2012/13 utilising the £100,000 High Street Innovation Fund which has recently been awarded to the Council.

Housing Strategy

- New affordable housing schemes at Northumberland Square, North Shields and Borough Theatre, Wallsend are progressing well and on track for completion in February 2013, providing a total of 57 affordable units.
- Proposals and costs have been finalised for new Council homes at Station Road, Wallsend and are at an advanced stage for Byrness Court, with all remaining residents having now been offered alternative housing.
- Private landlords, whose homes are an acceptable standard, are now able to advertise their homes through Tyne and Wear Homes, this scheme that enables people to search and apply for homes within North Tyneside, Newcastle, Gateshead and South Tyneside. This will increase the housing options available to customers. Landlords will be charged for advertising their homes through this service.

Challenges

- Aim to review the National Landlord Accreditation scheme, which was set up in March 2012 to drive up property and management standards in the private sector, to ensure its effectiveness.
- Continuing to explore ways to increase the number of affordable homes in the borough.

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 CO₂ 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

- Together with other organisations the Council is taking forward a range of measures to support the Governments introduction of Welfare Reform changes from April 2013. We have developed and consulted on a Council Tax Support Scheme to replace the current Council Tax Benefit Scheme from April 2013.
- We have identified those affected by the changes to Housing Benefit and carried out targeted communications including letter and face to face contact.
- Work is ongoing to develop a local support to replace elements of the current Crisis Loans and Community Care Grants.
- The Council has secured additional funding to provide extra support to those affected by the Benefit Cap.
- A Landlords Forum has been held, which provided information about 'budgeting accounts for tenants' in light of proposed welfare reform changes. In the future, benefits will be paid directly to the claimant, including Local Housing Allowance which helps people afford their rent. The team are working with Credit Unions and Landlords to develop a form of account that will earmark "priority" debt (such as rent payments). This will fast track payment to the landlord on the same day the benefit is deposited. The account will include an early warning system for landlords should rent not be deposited on the expected day. It is hoped this will help tenants with their budgeting and prevent homelessness due to eviction for rent arrears.
- North Tyneside Homes Welfare Reform Project Team and Service Improvement Plan has been put in place, some of its key aims are to develop signposting and referral processes to support tenants back to work, to offer effective financial advice and promote effective money management, and to

provide support to tenants wanting to downsize to a more affordable property. Targeted communications have been sent to all tenants affected by the under occupancy changes.

Challenges

- Need to establish an effective way to replace Crisis Loans and Community Care Grants.
- Need to continue to work with other organisations such as JobCentre Plus and the Community Voluntary sector to provide support and information for people who are impacted by the changes to Government Welfare.

Adults Personalisation and Independence

- The proportion of people now receiving a personal budget for adult care services and support is 78.3%, already passing the national target. Of those, 13.09% do so via a direct payment, above the annual target of 13%.
- A support planning cafe was launched to support people in choosing and tailoring the care they wish to receive.
- A new Adult Social Care website has been developed and went live in December 2012 to ensure improved access for information about adult social care services.
- Two conferences have taken place on keeping vulnerable people safe from harm. Learning from these conferences will build into awareness raising and joint work to promote a 'whole-family' approach.

Challenges

- To increase the number of people with a Personal Budget from 78.3% to 92.5%.
- Finding new ways to increase the number of people who choose to receive their care and support via a Direct Payment.

Health and Wellbeing

- The Joint Strategic Needs Assessment for 2012 has been developed, this will identify the current and future health and wellbeing needs of the local population.
- The Council and its partners are working well to shape the improvement priorities for the Borough, being clear about what improvements need to be made and how services will be provided.
- Working successfully to tackle obesity in children and young people..
- Working with a range of providers to address and reduce alcohol related hospital admissions.
- Working with the Clinical Commissioning Group to target the best way to prevent falls.

- The Council is carrying out local needs assessments with areas of the Borough where people are least physically active and establishing a range of local activities to improve this.

Challenges

- Continue to address key health and well being priorities across the borough linked to alcohol, childhood obesity, falls within the home and encouraging people to be more physically active.

Housing (tenant services)

- At the end of December there were no council homes with an expired gas safety certificate.
- North Tyneside Homes Welfare Reform Project Team and Service Improvement Plan has been put in place, some of its key aims are to develop signposting and referral processes to support tenants back to work, to offer effective financial advice and promote effective money management, and to provide support to tenants wanting to downsize to a more affordable property. Targeted communications have been sent to all tenants affected by the under occupancy changes.
- Our rent collection rates are currently above target at 98.17% (against a target of 97.90%)
- We are currently on target with the numbers of households in temporary accommodation with 21 against an annual target of 30.

Challenges

- Continue to address homelessness through a range of initiatives including homeless prevention fund, mortgage rescue and working with private landlords. We continue to have a strong record of success in preventing homelessness with homelessness being prevented in 74.8% of cases.

CO2

- All Council buildings are now managing performance of energy consumption. There are some excellent measures now in place to reduce energy usage.
- Following a study on our swimming pools we have identified energy efficiency savings that we are putting in place.
- Current performance in key areas;
 - Electricity – 10% down against baseline year, 4% down against 11/12
 - Gas (top sites) – 2% down against baseline year, 24% up against 11/12
 - Fleet diesel – 15% down against baseline year, 10% down against 11/1

Challenges

- Working to identify opportunities for investment in energy efficiency technologies and to review the number of buildings we operate from.
- Falling consumption but rising costs.

Public protection

- The Council has decided to keep the current limit on the number of taxi proprietor's licenses issued.
- The total number of Disabled Facilities Grants completed in the first three quarters of this year has meant that 227 people have benefitted from adaptations or equipment loans to help them retain or achieve independence in their homes or return home from hospital. Works carried out range from such things as installing stair lifts, walk in showers, access ramps, kitchen adaptations, steps, grab rails, handrails and door entry systems.
- 81% of food
businesses are broadly compliant with food legislation at 17th December 2012, an improvement from the 2011/12 final figure of 79%.

Challenges

- Progress towards end of year target of 83% of food businesses being broadly compliant with relevant legislation has been constrained by the number of unrated premises (new and changed businesses) which are classified as non-compliant until they have been inspected.

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

- In the autumn term North Tyneside had 6 Ofsted inspections of schools of which 5 have improved their grading to Outstanding or Good.
- A more joined up approach between the education, health and social care support services for Children and Young People is being developed. This will enable better support and tracking for vulnerable and priority learners. This builds on the success seen for Children in Care at Key Stage 4 where 37.5% achieved at least 5 GCSEs A*-C including English and Maths, ranking us one of the best in the country.
- 82% of pupils achieving level 4+ in English and maths at KS2 was met (an improvement of 4% on last year).
- Provisional data shows we have exceeded the target of 59% for the percentage of pupils achieving 5+A*-C including English and maths at KS4 (GCSE).

Challenges

- Whilst good performance has been seen across a range of attainment indicators the gap between the lowest performing and the rest at Early Years Foundation Stage has widened (to 31.4%). We have not hit our target of 27.5%. The Early Years Foundation Stage is changing in 2013 and going forward the main focus of work with schools, is around early intervention, raising awareness of vulnerability and supporting practitioners (as well as leaders) with issues of special educational needs within Nursery and Reception.

Youth Provision

- The Youth strategy was approved by Cabinet in October and sets out how North Tyneside will achieve the Youth Offer – where every 8 to 19 year old will be entitled to have affordable, age appropriate activities within their local

community by 2017. The strategy will ensure activities are joined up and not fragmented in their approach to the youth offer for vulnerable young people. This will include the provision of a town centre based youth facility in each of the borough's four localities, to be complemented by the offer of a network of smaller neighbourhood facilities. These will offer play and youth activities across the age range as well as the opportunity for young people to 'hang out' with friends.

- Over 130 young people successfully completed the National Citizenship Service programmes that were delivered by VODA working with NTC, YMCA, Cadet Forces and Wallsend Boys' Club. At least 60 of these young people have gone on to volunteer.

Challenges

- To continue to promote the social and emotional development of children in care, who are reaching adulthood, through a co-ordinated approach to supported accommodation, training and learning for this group. A multi agency transition plan is put in place for all young people approaching adulthood.
- To improve support for young people who are gay, lesbian, transgender or confused about their sexuality.

Early intervention and Prevention

- A review of our 0-25 integrated Disability and Additional Needs service (DANS) is underway which will result in a more joined up approach between Health, Education and Care services for meeting the needs of children with a disability and additional needs.
- 90% of the families required to be identified in year 1 of the national Troubled Families programme have been identified and work is ongoing to ensure all are linked to a key worker.
- A new Supporting Families programme is being developed to ensure that families get the help they need as early as possible.
- Formal approval for the Family Nurse Partnership (FNP) to work with 100 young mothers (aged under 20 years) and with their 1st child as part of the Supporting Families Programme is agreed in principle.
- Parent/child attachment and bonding is key to future wellbeing. A model of assessment and working with families will be strongly promoted in the borough across all agencies and is being embedded within the new models of early help and support.

Challenges

- Identify the last 13 families in the Supporting Families Programme to bring total identified up to 150.

- Ensure a lead worker for all 150 families is identified.
- Continue to bring to the Multi Agency Assessment Team (MAAT) those families not making progress to look at alternative methods of engagement.
- Raise awareness of the attachment model in local authority nurseries to ensure a consistent approach across the borough in identifying and supporting families with needs around bonding with their children.

Youth Employment

- An Employment and Skills partnership board including major employers, schools and learning providers has been established. It will create a major programme of education to employment pathways across North Tyneside, enabling more young people to be supported in accessing apprenticeships, traineeships in the growing economic sectors across the region.

Challenges

- Reducing youth unemployment amongst 18-24 year olds
- Increasing the numbers of young people from areas of economic deprivation progressing to university.
- Understanding the impact of increasing tuition fees in higher education institutions and exploring different methods of advising and supporting young people to make informed choices about their career pathways.

Decreasing Youth Offending

- We will ensure vulnerable young people known to the Youth Offending Service are targeted for programmes that meet their education and training needs.
- A partnership group has been established to consider any instances of anti social behaviour in the borough and act swiftly to provide co-ordinated enforcement and diversionary activity. It has ensured the incidents were dealt with swiftly and appropriately.
- Provisional figures indicate a fall in the numbers of first time entrants into the Youth Justice System with a 20% reduction from the same time point last year.

Challenges

- Working with partners to further develop opportunities arising from the Go4It project and the Youth Contract funding to enable young unemployed people to prepare for work and find a job.

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

- Planning permission granted for Long Sands North toilets to be extended to provide public toilets, a café and kiosk.
- Toy museum site marketed. This property is currently vacant and provides a significant new business and visitor opportunity at the coast.
- Design and consultation completed on road and footpath improvements scheme in Victoria Terrace, Cullercoats, including high quality new seats, bollards and bins. Work due to commence in early 2013.

Challenges

- Securing completion of leases with private developers to enable new development sites including Long Sands North to proceed.
- Victoria Crescent, Cullercoats road and footpaths improvements work starting on site and programming to avoid affecting businesses during busy periods.
- Programming Spanish City Island work to avoid disrupting visitors.

Street Scene

- Spring planting is now in place.
- Autumn Litter and Darker Nights Campaigns delivered.

- Council has been awarded £3.35 million over three years from the Department of Communities and Local Government under the Weekly Collection Support Scheme (WCSS) to maintain weekly refuse collections for the next five years and improve recycling on the go.
- Formal approval to commence procurement of a Materials Recycling Facility jointly with Newcastle City Council.
- New Waste Strategy consultation process started.
- By the end of quarter 3, 82 Fixed Penalty Notices had been handed out for Littering and 52 for Dog Fouling.
- There have been 41 community litter picks so far this year.

Challenges

- Plan and start to deliver Big Spring Clean campaign.
- Deliver target of 16 cuts by the end of the grass cutting season.
- Wet weather conditions have caused delays in the weed spraying programme. 4th spray option not used. 3rd weed spray completed end of October.
- Work with the Environment Agency and Northumbria Water to improve water quality issue at Cullercoats beach (reason for losing Blue Flag status).

Culture, parks and heritage

- We are seeing an increase in volunteering which are adding value to the work undertaken by the Council and actively engaging local residents in helping to improve cultural facilities and services. For example,
 - Parks Volunteers have given 522 working days of their time. Friends Groups are active and involved in projects and have been successful in securing grant funding to improve parks. The Friends of Northumberland Park having recently secured £24K to develop a Medieval Garden.
 - There are 24 active volunteers in the library service acting as digital champions in libraries and community centres and supporting children's early year's activities across the borough.
 - 199 volunteers have given 2,789 hours of their time to the Intergenerational Project.
- Attendances at Events and Festivals continues to be popular with 196,309 already against an annual target of 156,000.
- The number of visitors to Indoor Sport and Leisure Facilities, Stephenson Railway Museum and Segedunum Roman Fort are all also above target.
- The Council's Contours' gyms service continues to go from strength to strength. At the end of December we had 7,913 members already, 163 above the target for April.

Challenges

- A range of promotions are currently being run in the Library Service to promote the new Premier Library Card Scheme and Library membership in advance of the opening of the new libraries for Whitley Bay and North Shields in spring 2013.

Crime and disorder (targets and data pro rata to November 2012)

- We continue to achieve the majority of our crime and safety milestones.
- In the 12 months to November 2012, overall crime was 8% below the 2011/12 total, with Anti-Social Behaviour 4.4% lower. Both are on track to achieve the 2012/13 reduction targets.

Challenges

- The area that is not on target is Serious Acquisitive Crime, where we missed our target of 577 by 65 additional offences. The problem has been identified as theft from vehicles and robust action in affected areas is proving effective. Domestic burglary and theft from vehicles continue to decrease.

6. 21st 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

- The council has introduced new ways to deliver a range of services which has resulted in changes to the structure, shape and form of the organisation. This supports the council's Change, Efficiency and Improvement Programme.
- Partnership working is now in place with Balfour Beatty and Capita Symonds delivering a number of the Council's services. A number of staff have transferred to these partner organisations.
- The Council is continuing to review employee's terms and conditions of employment to ensure they are fit for purpose within a modern organisation.
- Continuing to deliver against the Council's Leadership Development Programme to build leadership and managerial capability across the Council.
- Employee opinion survey carried out in September – October which outlines levels of employee's satisfaction. Employee engagement levels have remained on par since the 2010 survey. The majority of the survey indicators have either remained the same or improved since 2010. Key strengths are in relation to working conditions, employee responsibility and roles, senior management and leadership and communication. Key areas for development are in relation to building on senior leadership and line management effectiveness and engaging with all employees.

Challenges

- Continuing to reshape services and the way they are delivered to reduce costs.

Enabling Democracy

- Work is underway to promote and support membership of the Council by encouraging engagement in and greater understanding of the democratic process in North Tyneside.
- The Constitution Task Group is reviewing the Council's Constitution to ensure it remains, up to date and fit for purpose.
- Member role descriptions have been developed with the overall aim to improve the awareness of the role of members within the council and to the public.
- In November Isaac Sidney became the Young Mayor for North Tyneside, and a new youth cabinet was selected. They have agreed 5 themes to focus on over the next year
 - Giving children and young people a voice
 - Employment and future education
 - Drugs and alcohol
 - Mental Health
 - Bullying
- The recent "Voice your Choice" public engagement on the Council's budget resulted in 3000 people having their say, with 1400 people returning questionnaires; a huge increase when compared with previous ways to engage.

Challenges

- We continue to strive to improve voter turnout and planning is underway for the Mayoral election in May 2013.
- Improving the awareness of the role of members within the council and to the public.

Traded Services

- The Council is looking for opportunities to trade its services and hence generate income. A current example being catering services which provides services outside of North Tyneside Council. Legal Services are exploring trading their services to other public and third sector organisations jointly with Newcastle City Council.

- To maximise the Council's ability to pursue opportunities that are identified and to minimise risks a wholly owned Trading Company has been established and websites such as the North East Purchasing Organisation portal are being monitored to identify any opportunities to bid for contracts being offered by other parties.

Challenges

- Identifying appropriate opportunities in a tough economic climate.

Budget saving Year 2-4 CEIP

- The budget for 2012/13 included savings of £16.739m, from the delivery of projects/actions included as part of the Change, Improvement and Efficiency programme (CEI). The savings are embedded within service budgets and are therefore included within the budget monitoring. Good progress has been made to date in delivering these savings.
- The scale of the financial challenge for the year meant that wide ranging efficiencies and service reconfiguration were required to be implemented during 2012/13. It is important that these CEI savings are monitored as part of the overall financial position of the Council, so the bottom line financial position is known.

Demographics and future proofing

- The Office for National Statistics published key statistics at local authority level from the 2011 Census in December 2012.
- Extracts from this information will be republished on the Council's website during January and February.
- A further release is expected on the 30th January 2013.
- Information will also be provided at wards level.

Excellent intelligence

- Council published its first annual 'State of the Area' assessment which draws on empirical evidence to demonstrate how North Tyneside is doing in relation to education, health, housing and the environment.

Challenges

- Continue to improve use of information and intelligence across Council services.

Customer First

- Improvements to telephone Contact Centre, increased response rates and ease of access by phone.
- Procurement exercise for payment kiosk Whitley Bay and North Shields completed.
- Roll out new Customer Service Standards across the Council complete.
- Customer Relationship Management system on track for completion.

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 st 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 ₂		• Decreasing youth offending				• Demographics and future proofing	
• Town Centres		• Public protection		• Helping Vulnerable Children, Families				• Excellent intelligence	
• Housing Strategy								• Customer First	

Key to traffic light symbols

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