

## INTRODUCTION

Over the last year I have visited community groups across North Tyneside and spoke to people from Whitley Bay to Wallsend and from Camperdown to Cullercoats. I did it because I wanted to listen to our residents concerns.

They told me that they felt that they were not being listened to. They wanted to know that the council and its partners would put them first and would be there to support them.

I am grateful to everyone who talked to me then and to those people who have continued the conversation during the development of this plan.

I've listened to what you have told me and this plan is my challenge to the council and its partners to deliver for you.

This plan covers the big things that need to change and be improved. Alongside this plan we will continue to deliver high quality, value for money services, such as refuse collection and roads and pavements.

Cuts in government funding over the next four years will mean that we need to prioritise what we will do. This plan will help us to do that.

However I know that there is a lot that we can do and that together we can build a better North Tyneside.

Norma Redfearn

Elected Mayor of North Tyneside

September 2013

## OUR NORTH TYNESIDE

### Our People will

- Be listened to by services that respond better and faster to their needs.
- Be supported to achieve their full potential, especially our children and young people.
- Be supported to live healthier and longer lives.
- 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.
- Have more quality affordable homes.
- Work with residents, communities and businesses to regenerate the borough.

### Our Economy will

- Grow by building on our strengths, including existing world class companies in marine technology and engineering.
- Have the right conditions to support investment and create new jobs, especially apprenticeships.
- Have local people that have the skills that businesses need.

### Our Partners will include

- The Police, Fire and Rescue Service and NHS.
- School and colleges, where our children and young people will receive the skills they need for the future.
- Businesses and manufacturers who will be assisted to develop and expand.
- The voluntary sector, which provides support and opportunities for thousands across the borough.

## HOW WILL WE KNOW IF WE ARE BEING SUCCESSFUL?

### Our People

1. More people feel that they can influence local decisions.
2. The gap in educational attainment across the borough has been reduced.
3. The gap in healthy life expectancy of residents of the borough has been reduced.
4. More people who use our services feel safe

### Our Places

1. More people are happier living in North Tyneside and more tourists visit the borough.
2. There have been more new homes built, including more affordable homes.
3. Key regeneration projects will be delivered, for example Wallsend town centre, Spanish City Island and the former Swan Hunter site.

### Our Economy

1. There has been an increase in business start ups and inward investment.
2. More jobs have been created, including apprenticeships.
3. Local employers find it easier to recruit the skilled workforce that they need from the local area.