

Measure	Short Description/Context	Source	Frequency	Detail	Comparator
1. More people feel that they can influence local decisions.	This indicator is included in the annual Residents Survey. This is a perception indicator that measures the extent to which residents feel North Tyneside Council acts on their concerns. Increasing these levels are important as the council endeavours to become more of a listening council, shaping services in line with local views.	Annual Residents Survey	Annually	Trend is measured annually, against performance from the previous period.	NE Consortium - Durham County Council; Gateshead Council; Newcastle City Council; North Tyneside Council; Northumberland County Council; Stockton-On-Tees Borough Council; and Sunderland City Council.
2. The gap in educational attainment across the borough has been reduced.	This indicator is a measure of the attainment gap associated with economic disadvantage. Disadvantage remains strongly associated with poorer performance, on average, at every key stage.	National Pupil Database	Annually	Trend is measured annually, against performance from the previous period.	
3. The gap in life expectancy of residents of the borough has been reduced.	The Slope Index of Inequality (SII) gives an indication of the difference (the inequality) in life expectancies between the more and less deprived sections of the population. The indicator is constructed by pooling Life Expectancy at birth data for 5 years and distributing by decile of Lower Super Output Area based upon deprivation (using IMD 2010).		Annually	The SII is the gradient of the line of best fit (regression line) through the 10 decile points.	
4. More people who use our services feel safe.	Safety is fundamental to the wellbeing and independence of people using social care, and the wider population. Feeling safe is a vital part of users' experience of their care and support.				
5. More people are happier living in North Tyneside and more tourists visit the borough.	The quality of place remains a priority to residents and drives how satisfied people are with their local area as a place to live. This indicator provides a baseline of local satisfaction which helps to identify and address the sorts of issues affecting how residents feel about their local area.				NE Consortium - Durham County Council; Gateshead Council; Newcastle City Council; North Tyneside Council; Northumberland County Council; Stockton-On-Tees Borough Council; and Sunderland City Council.
	The data has a 10/11 month lag and data for 2013 will be available late October/early November. The data is calculated by using the Scarborough Tourism Economic Assessment Model STEAM. It uses information on attendance at attractions/major events; Tourist Information Centre visitor figures, car parking on the coast. The figure provided is the number of day visitors to North Tyneside. It doesn't include the number of overnight stays.				
6. There have been more new homes built, including more affordable homes.	To encourage a greater supply of new homes and to address the long term housing affordability issue. This indicator measures the net increase in dwelling stock over one year.				
	The definition of affordable housing is set out in the National Planning Policy Framework (NPPF). Affordable housing is required for those people who are in housing need but who cannot afford to buy or rent a home on the open market. It includes homes rented through the Council and Registered Providers or homes that provide a step to home ownership (e.g. shared ownership schemes). Affordable homes are delivered using some form of subsidy and must be available for future households or for the subsidy from the sale of homes to be recycled to provide more affordable housing.				
7. Key regeneration projects will be delivered, for example Wallsend town centre, Spanish City Island and the former Swan Hunter site.	% Swan Hunters Enterprise Zone area back in activity. 'Back in activity' is defined as productive use i.e. a use that is intended to be greater than 12 months in duration and which includes creating job opportunities	North East Local Enterprise Partnership (NELEP) return	Annually	Data is available within 3 weeks of the year end	n/a
8. There has been an increase in existing and new businesses and inward investment.	The number of small business start ups in North Tyneside is based on the number of small business accounts opened at the main suppliers of business banking services - Barclays, Co-operative Bank, HSBC, Lloyds, Royal Bank of Scotland and Santander.	BankSearch Information Consultancy Ltd.	Monthly	Trend is measured against performance from the previous period.	Available for England, the North East, North East Local Enterprise Partnership (NELEP) area and most NELEP local authority areas
	Number of business rates payers in North Tyneside (not including NTC property, schools and advertising sites)	NTC Business Rates Team	Annually	Trend is measured annually, against performance from the previous period.	n/a
9. More jobs have been created, including apprenticeships.	The number of North Tyneside residents claiming Jobseeker's Allowance (JSA).	Office for National Statistics Claimant Count	Monthly	Trend measured against same month in previous years, to remove effect of seasonal variations	Available for all standard UK geographies from country to lower super output area
	Apprenticeships bring considerable value to organisations, employers, individuals and the economy. Research shows they are an optimal way of training, developing and skilling people for the future, helping businesses secure a supply of people with the skills and qualities they need and which were often not available on the external job market.				
10. Local employers find it easier to recruit the skilled workforce that they need from the local area.	This measures the number of skills shortage vacancies per 100 vacancies in North Tyneside, as an indication of the difficulties experienced by local employers in recruiting the skilled workforce they need. Skills shortage vacancies are those proving difficult to fill due to employers being unable to find applicants with the appropriate skills, qualifications or experience.	UK Commission for Employment and Skills Employer Skills Survey	Biennially	North Tyneside had 112 skills shortage vacancies out of a total of 2328 vacancies	Available for England as a whole and individual local education authority areas in England