

**Meeting:** Overview, Scrutiny and Policy Development Committee

**Date:** 3 April, 2017

**Title:** Our North Tyneside Performance Report

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**Service:** Corporate Strategy

**Wards affected:** All

## **1. Purpose of Report**

1.1 To update the Committee on the progress that has been made to deliver the aims and objectives of the Our North Tyneside plan.

## **2. Recommendations**

2.1 It is recommended that the Committee note the progress that has been made against the delivery of the Our North Tyneside Plan.

## **3. Information:**

3.1 The refreshed Our North Tyneside Plan was agreed by Council on 17th March 2016. It refreshed the Plan which had been agreed by Council on 26 September 2013. The priorities in the Plan provide the strategic policy framework for the Authority.

3.2 Performance against the Our North Tyneside Plan is managed on two levels:

### Strategic level

The Our North Tyneside Plan, which is being delivered with partners, represents the strategic policy aims and objectives of the Authority. The Plan includes the strategic outcome focused measures which are used to assess progress.

Cabinet receives a report on performance against these strategic outcomes twice a year. This report is the latest of these.

### Service level

Alongside the focus on the strategic outcome measures, monthly performance reports are produced for each service area to monitor the progress against the outcomes of the Our North Tyneside Plan.

These reports include lower level performance measures, which are reported to the Senior Leadership Team and Cabinet Members

- 3.3 This report includes only those measures that have been updated since the last report on performance against the Our North Tyneside Plan to Cabinet in October 2016.
- 3.4 The detail of these measures is attached at Appendix 1 and an overview of performance against each of the themes in the Our North Tyneside Plan is set out below.

#### Performance against the Our North Tyneside Plan

- 3.5 The Our North Tyneside Plan has three main themes
- Our People
  - Our Places
  - Our Economy
- 3.6 An overview of the latest performance against each of these is set out below.

#### Our People

- 3.7 The Our North Tyneside Plan sets out a range of outcomes in relation to ensuring that the people in North Tyneside are : ready for school; ready for work and life ; and, cared for safeguarded and healthy.

Latest performance figures show that

- for the fourth year in a row, there has been an increase in the number of children who are ready for school. There has been an increase of almost 20% in the number of children who have reached a good level of development at the end of the Early Years Foundation Stage, compared to 2012/13.

In addition, there has been an improvement in the gap in attainment at this stage between the least and most affluent parts of the Borough.

However, there remains a gap in attainment at this stage between girls and boys and this will be the future focus of work in schools and the School Improvement Service.

- In terms of getting our young people ready for work and life, excellent progress has been made with an increase in the number of people achieving a A\* -C grade at Key Stage 4 (GCSE) and a reduction in the gender gap for attainment at this level.
- As well as educational attainment, a key element of ensuring that people are ready for work and life concerns whether or not people have the skills needed to access jobs available. Since 2011, we have seen a reported year on year rise in the number of some categories of employers who are reporting skills shortages when trying to recruit into vacancies. However, almost all of the increases were in skilled trades and machine operatives with a smaller number in caring, leisure and other services – sectors which represent a relatively small proportion of the total employment within the Borough. In total only 6% of businesses reported a problem recruiting due to a skills shortage.

In January 2017, Cabinet agreed a strategic approach on employment and skills to make sure the people of North Tyneside are ready for work and life. This new approach will include activities that are focused on reducing this skills gap.

## Our Places

- 3.8 The Our North Tyneside Plan sets out that our places will be great places to live, and attract others to visit or work here. In addition they will offer a good choice of housing, provide a clean, green and safe environment as well as having an effective transport and physical infrastructure.

The latest performance figures show that

- the percentage of North Tyneside primary and secondary schools that are rated as Good or Outstanding by Ofsted remains above the national average. We rank in the top 10% of the national figures for local authorities for such ratings. In addition, in North Tyneside 9 in 10 pupils obtain their first choice of primary and secondary school which again places us in the top 10% nationally.
- in terms of being a great place to work there continues to be an increase in the number of active enterprises in North Tyneside, with an additional 250 companies operating this year compared to last. This means that there are now 4,370 enterprises operating in North Tyneside. This increase has come from two main sectors - construction and information and communication.
- our position as being a great place to live is further strengthened by our very strong record for business survival. The latest figures show that over 90% of businesses are still operating twelve months after starting. (More detail on this is set out below under Our Economy).
- being a great place to visit benefits the local economy by £271 million, up from £205 million in 2003. Just under 4,000 jobs are supported by tourism into the Borough. Visitor satisfaction is extremely high with 95% of visitors stating that they were 'very' or 'fairly' satisfied' with their visit.
- the most highly rated aspects from our visitors were the cleanliness of beaches where in fact 100% of respondents rated their experience as either 'very good' or 'good.' This is reflected in the fact that three North Tyneside beaches retained their Blue Flag Awards, the international award for beach quality. In addition, these beaches (Tynemouth Longsands, King Edwards Bay and Whitley Bay 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 area.
- in the future the number of visitors into the borough is expected to increase further as the Seafront Master Plan continues to be delivered. For example work to create a new 68 bedroomed hotel at The Dome site at Whitley Bay 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 as well as be an excellent addition to the overall visitor offer for North Tyneside.

## Our Economy

- 3.9 For Our Economy the ambition is to grow by building on our strengths, including our existing world-class companies, and small and growing businesses. This will be supported by having the right skills and conditions to support investment, and create and sustain new, good-quality jobs and apprenticeships for working-age people.

The latest performance figures show that

- 91.4% of North Tyneside businesses are still in operation after one year, which is higher than the Tyne and Wear average.
- In fact, for each of the five years where survival rates are recorded, North Tyneside out performs the Tyne and Wear average as set out below
  - 73.9% of North Tyneside businesses are still operating after two years
  - 59.8% of North Tyneside businesses are still operating after three years
  - 49.6% of North Tyneside businesses are still operating after four years
  - 43.3% of North Tyneside businesses are still operating after five years.
- Over the past few years the borough has been very successful in attracting inward investment to create new jobs, including global brands such as P&G, Accenture, HP, IBM and Siemens. This, along with an increase in business start ups and the high numbers of businesses surviving have all contributed to an increase in the number of jobs in North Tyneside. There are now 80,400 jobs in the Borough, which is an increase of over 10,000 since 2013.

The latest data suggests the pay of those working in North Tyneside has increased since 2012 and by a similar level to the North East average. Pay in North Tyneside remains below the UK average but the gap may have decreased slightly since 2012.

- Ensuring that young people in North Tyneside have the right high level skills and qualifications to progress and succeed in the jobs market is key to a successful economy and to individual health and well-being. Our latest performance on this is strong with 88% of young people progressing to Key Stage 5 (A level) and of these, 90% progress into a positive destination after Key Stage 5. This has been increasing year on year over the past few years and continues to be higher than the national rate.
- In addition, 2610 people started an Apprenticeship in the past year. The number of Apprenticeships on offer across the Borough is expected to increase further with the introduction of the Government's Apprenticeship Levy.

#### **4. Appendices**

Appendix 1 Our North Tyneside Corporate Level Performance Management Report March 2017.