



North Tyneside Council

Economic Prosperity Sub Committee

22 November 2022

Dear Councillor,

With reference to the agenda previously circulated for the meeting of the Economic Prosperity Sub-Committee to be held on Tuesday, 29 November 2022, I attach copies of the presentation slides to be presented in relation to the following items:

Agenda Item	Page
5. Inclusive Economy	3 - 24
To examine the Authority's overarching approach to building a more inclusive North Tyneside and to assess the effectiveness of the range of projects and activities aimed at making North Tyneside and its economy, more inclusive.	
6. State of the Economy	25 - 42
To receive a dashboard of data to provide an indication of the state of the economy in North Tyneside.	

Circulation overleaf ...

Members of the Economic Prosperity Sub-Committee

Councillor Liam Bones
Councillor Margaret Hall
Councillor Joe Kirwin
Councillor Jim Montague
Councillor Bruce Pickard
Councillor George Westwater

Councillor Sarah Day
Councillor Val Jamieson
Councillor Louise Marshall
Councillor Martin Murphy
Councillor Joan Walker (Deputy Chair)
Councillor Matt Wilson (Chair)

An Inclusive Economy in North Tyneside

Economic Prosperity Sub-Committee

29th November 2022

Councillor Hannah Johnson, Cabinet Member for
Inclusion, Employment and Skills



North Tyneside Inclusive Economy Strategy

- Agreed at Cabinet in May 2021.
- Sets out an approach to building a more inclusive North Tyneside, using the local economy as a route to making that happen.
- Builds on the positive work that's already taking place across Council departments.

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Framework underpinned by 7 rights – Education, Employment, Safety, Social Equity, Housing, Connections and Sustainable Environment.

- Clear synergies with 'Equally Well,' embed principles within the framework of the Health and Wellbeing Board.
- Develop monitoring frameworks alongside the Board to map progress and impact.

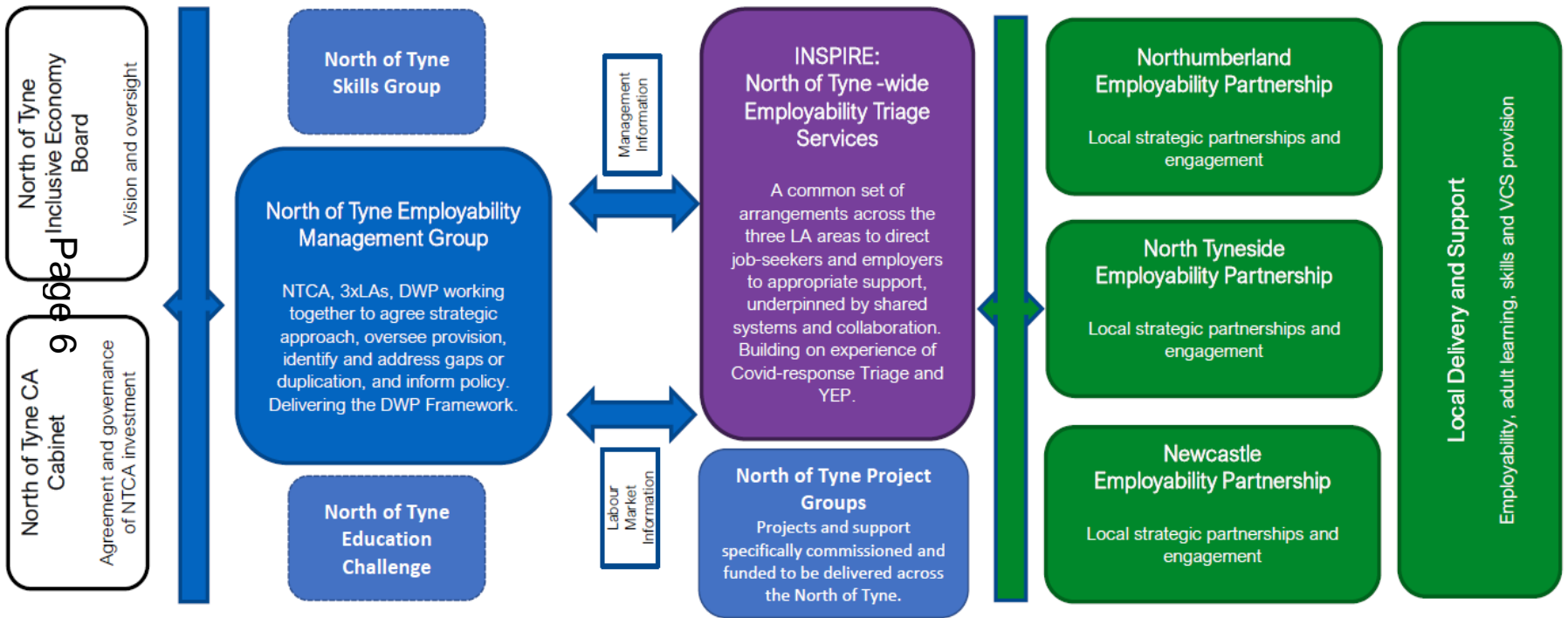


North of Tyne Inclusive Economy Board (IEB)

- Established in March 2020, meets quarterly and brings together organisations and individuals who, together, support the North of Tyne to be the home of ambition for all.
- Chaired by Baroness Tanni Grey-Thompson, the purpose of the IEB is to:
 - Advise, support, challenge and influence inclusive economy interventions across the North of Tyne area
 - Champion the NTCA Vision and supporting the area to become a national exemplar in inclusive growth
 - Provide robust governance around an integrated strategic approach to better integrate and strengthen education, skills and employment interventions to improve local education and employment outcomes for North of Tyne residents.



North of Tyne – Inclusive Economy



Digital Inclusion

- North East Local Enterprise Partnership (NELEP) - Preparing a high-level digital inclusion strategy for the North East
- North of Tyne high level investment in Digital:
 - NTCA Digital Growth and Innovation Programme
 - Fibre infrastructure and Connectivity
 - Talent and skills development
 - NTCA 5G and Future Connectivity Programme



UK Shared Prosperity Fund (UKSPF)

The UK Shared Prosperity Fund (UKSPF) was launched by government on 13 April 2022. Nationally, it provides £2.6bn of government funding between 2022-25 that is central to the Levelling Up agenda. The UKSPF is designed for local places to invest in three key themes:

- Community and Place
- Supporting Local Businesses
- People and Skills

The UKSPF's interventions are planned and delivered by lead authorities that can be either a local authority or a mayoral combined authority. Government provided North of Tyne Combined Authority (NTCA) a non-competitive allocation for delivery across Newcastle, North Tyneside & Northumberland.

- £51.2m in total for the North of Tyne area
- £47.1m – core UK Shared Prosperity Fund
- £4.1m – Multiply



North of Tyne 'Opportunity for All' Skills Plan

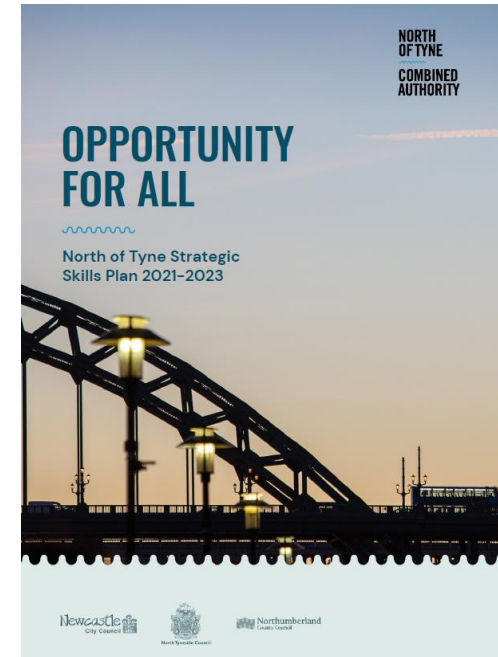
NTCA's Strategic Skills Plan will:

- Provide a clear direction of travel to skills commissioners, our provider networks and employers.
- Influence local skills provision and curriculum design.
- Become a vital tool in setting priorities, allocating resources and potential funding.

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Skills Priorities for 2021-23:

- Secure better outcomes for young people
- Invest in skills to support the local economy
- Help people progress into work



North Tyneside Council

North of Tyne Employability Plan

Purpose of the Plan

- A clear framework to ensure that barriers to employment and the challenges employers are currently facing are addressed to support economic recovery and growth.

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Partner and delivery organisations will be encouraged to refer to this strategy and reflect it in their own plans, collectively we will be working towards the same strategic aims.

- A North of Tyne approach to employment support will provide key stakeholders with a common platform against which to align their own strategies, strengthen justification and evidence for securing future funding.



North of Tyne Employability Plan

Ambition

To provide sustainable opportunities to create resilient individuals who have the skills, enthusiasm, drive and creativity to fulfil their potential irrespective of ability, background, gender, or ethnicity.

Economic Context

- Labour Market – challenges and impact of Covid-19
- Inclusive Growth Network and CBI engaging with employers
- Current employment support provision

Aspiration

To bring together advice and guidance, employment, skills at a place base providing a more coherent offer for the unemployed and low skilled of all ages, while supporting local economic growth by forging better links between training providers and employers.



North of Tyne Employability Plan

Priorities

1. Provide employment support for the most disadvantaged
2. Develop local community-led and place-based approaches
3. Support people with long-term health conditions, through the development of integrated employment programmes
4. Create good quality jobs

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Employability Support Infrastructure

NTCA and the constituent LAs will establish a supporting infrastructure, including an impartial advice and guidance service, partnership coordination, and a labour market intelligence hub.



Employability Support in North Tyneside (Young People)

- Connexions Service:
 - Every Secondary, Special and Middle School in North Tyneside purchases this service
 - Connexions Advisers provide 1-2-1 and group support to all young people
 - Dedicated Advisers linked to schools
 - Promotes education offers to young people
 - Participation rates in Education and Training for 16-18 year olds above the national and regional averages
 - Dedicated Advisers support Care Leavers, SEND, Young Carers and Youth Offenders



Employability Support in North Tyneside (Adults)

- Jobcentre Plus Work Coaches / National Careers Service
- A range of Employability Projects that employ dedicated Employment Advisers to provide advice and guidance to support residents into employment:
 - Wise Steps – multiple barriers to employment
 - Moving on Tyne and Wear – health barriers to employment
 - Steps to - 18-29 year olds / 29 year olds and older
 - Working Homes Project – Housing Tenants
 - Employment Partnership – coordination of services supporting residents and businesses to address employability issues
 - Resettlement Project – coordination of support for resettled families and ESOL courses
 - Restart – DWP commissioned support for unemployed delivered by Reed in Partnership



Town Centre Location

A shop front in the Beacon Shopping Centre to increase visibility of the service for both drop in and scheduled support.

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Health integration

Health services to promote healthy and active lifestyles, health information and advice and help with confidence and self esteem.

Workingwell

NORTH TYNESIDE



Specialist Partnership

A broad range of partners including voluntary sector organisations providing community activities & wrap around support.

Holistic approach

Quality information, advice and guidance with specialist support to collectively support physical, emotional and social wellbeing.



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North of Tyne – Skills Funding

- NTCA Inclusive Economy Innovation Fund - £12 million was allocated from the NTCA Investment Fund to prioritise Inclusive Economy Investments.
- Employability and Skills Programme - £3m of the Inclusive Economy Innovation Fund (IEIF), to provide a much-needed source of match funding to unlock remaining ESF funds available to the region.
- STEM and Digital Skills - several projects which will prepare young people for the economic opportunities of the future.
- Skills Bootcamps - part of the Government's National Skills Fund investments helping adults to gain the skills that are sought by employers and include technical, logistics, digital, construction, culture and events and green skills.
- Skills for Growth - £5m to support Skills for Growth to ensure that NTCA funding for innovation and targeted investment is underpinned by the development of a skills and talent pipeline. The key investments cover:
 - Skills for Digital Innovation and Growth
 - Green Growth Skills programme
 - Creative People: Skills for the Culture and Creative Sector



North of Tyne – Adult Skills Funding

- Devolved Adult Education Budget (AEB) contracts delivered by:
 - 10 Grant funded providers (LA / FE Colleges) – £17.4m
 - Procured providers (VCS and Independent Providers) - £7.2m
- 25,700 enrolments in 2020-21 and 32,700 enrolments in 2021-22

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NTCA Learner Profile in 2020-21:

- 56% of residents accessing devolved AEB reside in the top 20% deprived wards in our region (43% in the top 10% deprived wards)
- 16,545 (67%) of AEB opportunities were undertaken by unemployed residents
- 3620 (27%) of AEB opportunities were undertaken by young people (19-24)
- 4269 residents (17%) participating in provision self-declared a learning difficulty/disability



Adult Learning in North Tyneside

- North Tyneside Employment and Skills Service AEB contract with North of Tyne Combined Authority
- Also deliver Apprenticeships, Study Programmes for 16-18 year olds, High Needs (SEND) provision, community and family learning
- Course areas (Entry Level to Level 3):
 - Employability
 - Digital Skills
 - Vocational – Construction, Horticulture, Catering, Social Care etc.
 - Business Skills
 - Functional Skills – English and Maths (including GCSEs)
 - Modern Foreign Languages – French, German, Spanish
 - British Sign Language
 - ESOL – English Speakers of other Languages
 - Counselling and Mindfulness
 - Childminding / Early Years / Teaching Assistants
 - Life Skills (ALDD) – DIY, Cookery, Gardening, Art and Crafts etc.



Adult Learning – Delivery Strategy

- Deploy ESFA (16-19) Funding to tackle NEET rates:
 - 16-19 NEET - Working Roots & Phoenix programmes
 - 16-24 High Needs - Ignite Your Potential
 - Apprenticeships
- Deploy NTCA (North of Tyne) funding to build skills:
 - FREE core skills training - English, Maths & Digital
 - FREE distance learning - over 45 courses available
 - FREE training for the unemployed - employment skills, demand sectors, employer-led
 - FREE training for low income workers - expanding across level 2 and into level 3
 - Building engagement and capacity - community & family learning, VCS support
- Build higher level skills to support and sustain better work:
 - Adult learner loans for level 3 and higher
 - Apprenticeship levy for ‘in work’ upskilling at level 4 and higher



Case Study

- Smulders Projects UK – skills need for welders for new contracts (150 staff)
- Secured £35k NTCA Investment Fund for Welding course (8 weeks) delivered by Nordic Training

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NTC Employment and Skills – AEB for recruitment, preparation for employment and interviews

- Commenced Sept 2022
- 37 participants across two courses
- 18 progressed to formal welding training
- Next training commences in January 2023



The poster features a background image of an industrial construction site with yellow cranes and structures. The text 'Get into SMULDERS' is prominently displayed in the center. To the right, a dark grey box contains the following information:

FIND YOUR SPARK

- 8 weeks welding training in Wallsend
- Amazing opportunities with excellent pay rates
- Long term contracts to 2024
- All expenses paid for training w/c 26th of Sept
- Location: Smulders, Hadrian Way, Wallsend (opposite Hadrian Road metro station).

BOOK YOUR PLACE NOW!

Interviews Wednesday 21st of September
Email: employability.skills@northtyneside.gov.uk
Telephone: 0191 643 2288 (option 4)

At the bottom of the poster, there are logos for www.skillsnorthtyneside.org.uk, North Tyneside Council, nordic (training and services), and EMPLOYMENT AND SKILLS.



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Multiply Programme

- Nationally £559m available over the next three years to improve functional numeracy skills
- Ambition to help people improve their ability to understand and use maths in daily life, home and work
- DfE have identified the following success measures for the whole programme at a national level:
 - More adults achieving maths qualifications courses
 - Improved labour market outcomes
 - Increased adult numeracy across the population
- Key Challenges and opportunities identified in North of Tyne
 - Adults without basic numeracy skills
 - Children in poverty
 - Employees with basic skills gaps
 - Participation in basic skills training



Multiply Programme

NTCA awarded £4.1m over three years to address challenges with the following funding priorities:

1. Courses designed to increase confidence with numbers for those needing the first steps towards formal numeracy qualifications
2. Courses designed to help people use numeracy to manage their money
3. Courses for parents wanting to increase their numeracy skills in order to help their children, and help with their own progression
4. Innovative numeracy programmes delivered together with employers – including courses designed to cover specific numeracy skills required in the workplace
5. Numeracy activities, courses or provision developed in partnership with community organisations and other partners aimed at engaging the hardest to reach learners



Any Questions?



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Economic Prosperity Sub Committee

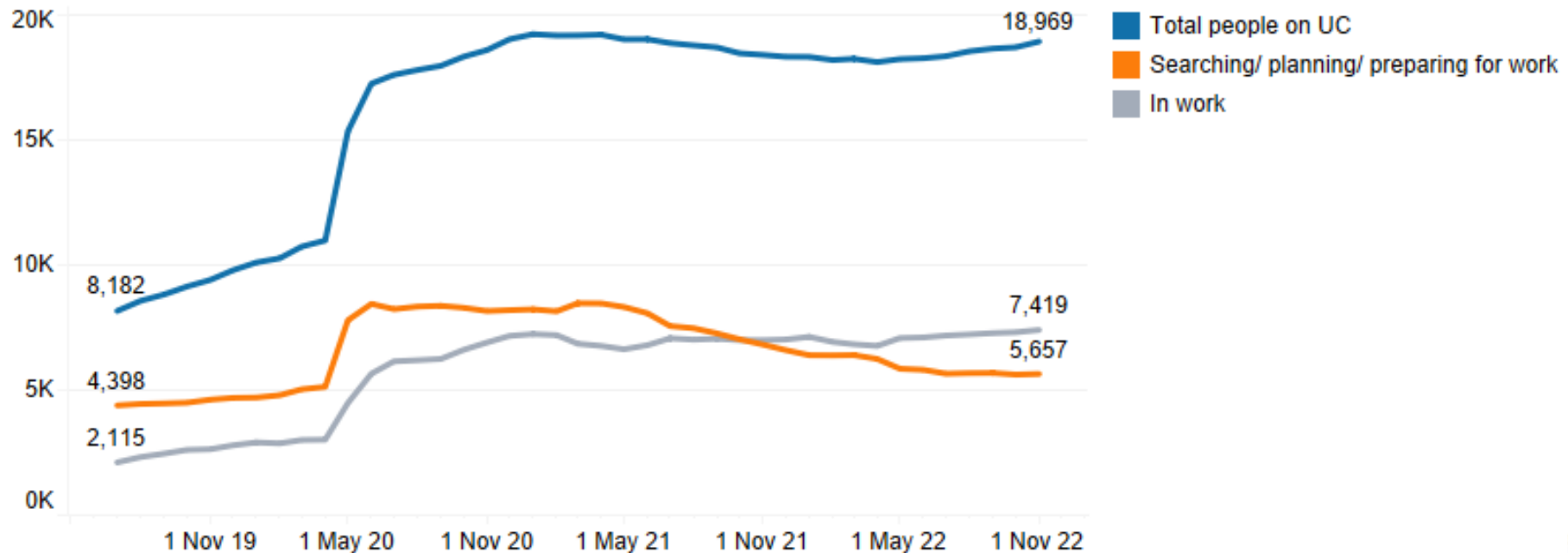


Number of Universal Credit Claimants has “levelled off” since November 2020

Source – Department for Work and Pensions

Total Residents on Universal Credit October 2022	UC Claimants – searching/ planning/preparing for work October 2022	UC Claimants in work October 2022
18,969	5,657	7,419

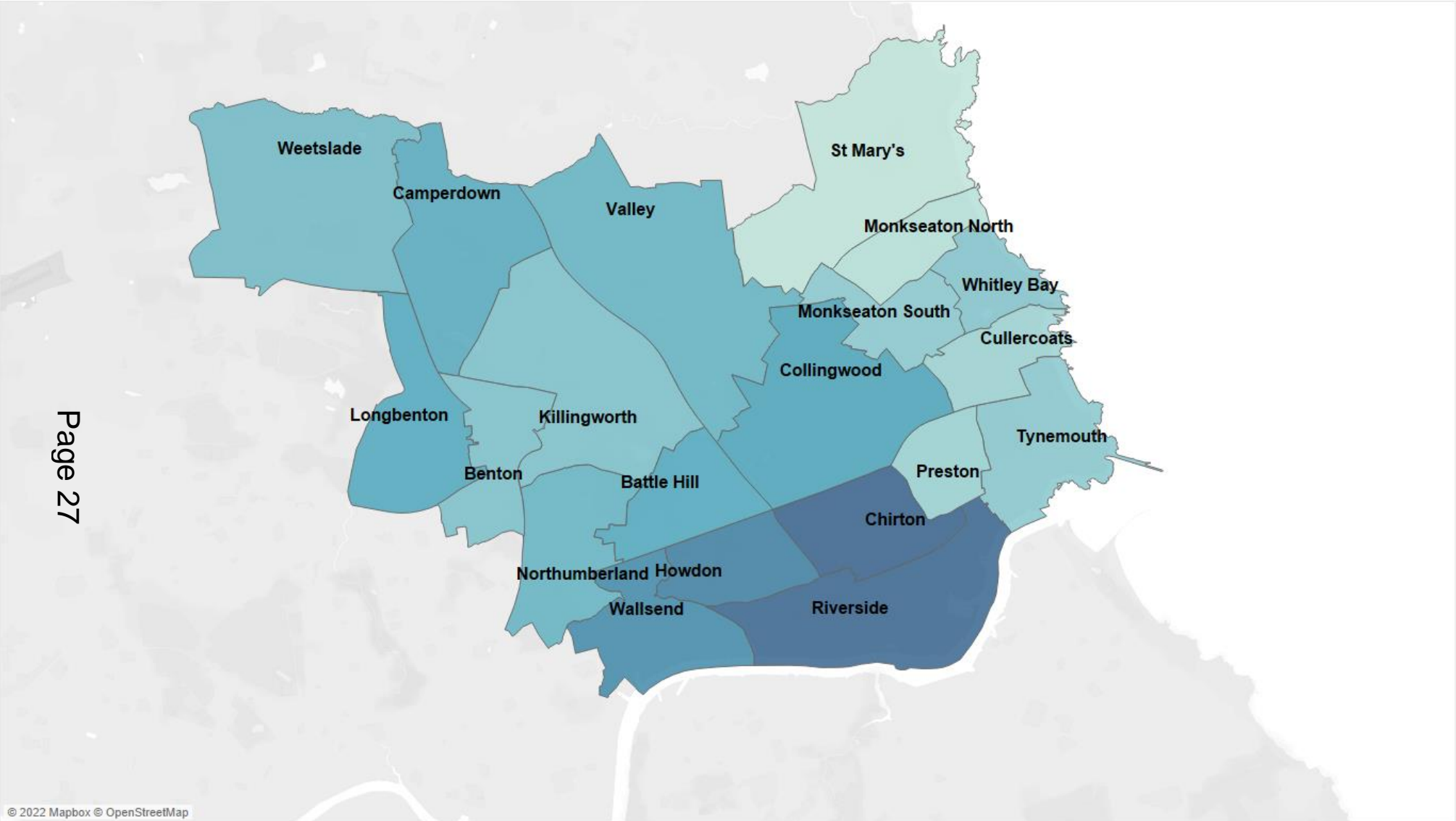
People on Universal Credit in North Tyneside
Source - Department for Work and Pensions



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Universal Credit age 16-64 claimant rate October 2022



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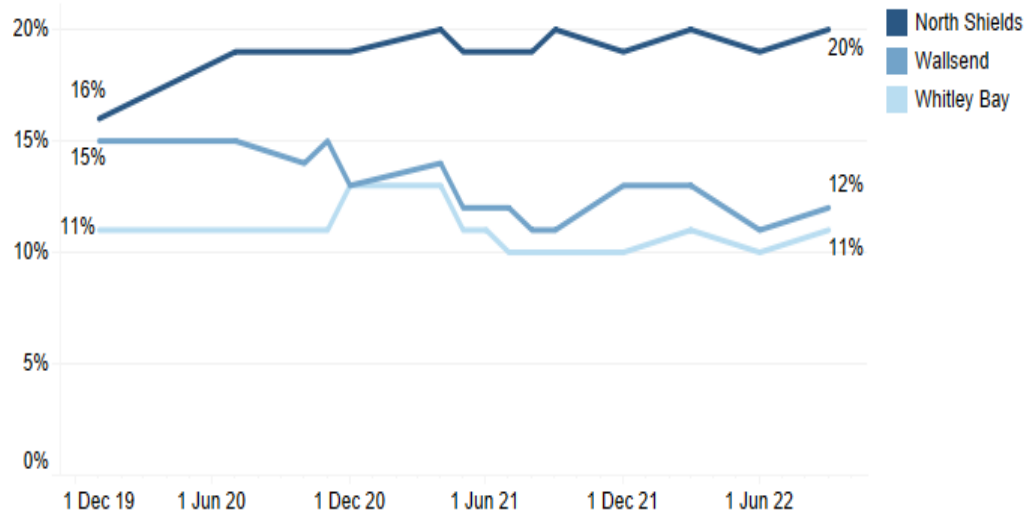


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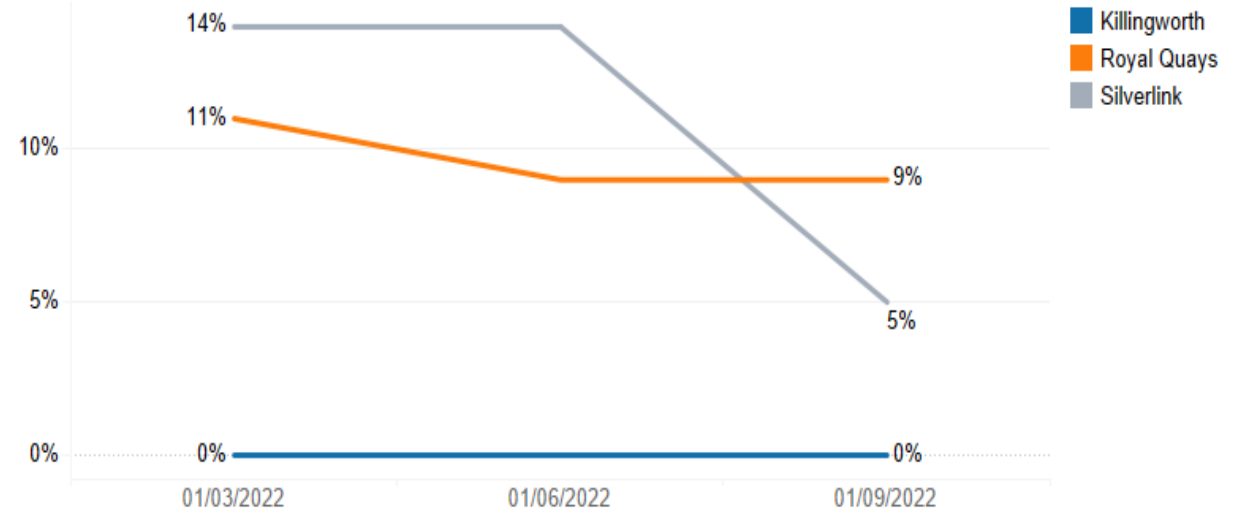
Town Centre Vacancy Rate has risen in North Shields, Wallsend and Whitley Bay. Shops and showrooms represent around half of all empty units in town centres. Source – North Tyneside Council

Silverlink vacancy rate September 2022	Killingworth vacancy rate September 2022	Royal Quays vacancy rate September 2022
5% (1 vacant of 22 units)	0% (0 vacant of 40 units)	9% (5 vacant of 55 units)
North Shields vacancy rate September 2022	Wallsend vacancy rate September 2022	Whitley Bay vacancy rate September 2022
20% (74 vacant of 369 units)	12% (33 vacant of 272 units)	11% (52 vacant of 479 units)

% commercial units vacant by town centre



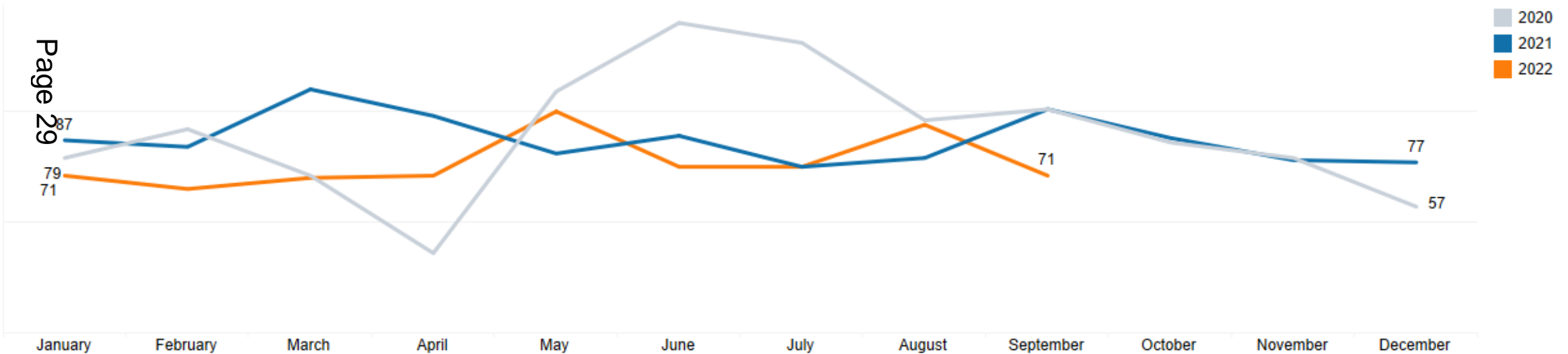
% commercial units vacant by shopping centre



The number of new businesses is lower than previous years

New Business Start Ups September 2022	Variance compared to last year
71	-29.7%

Business Start ups by month



Source – Main suppliers of business banking services (new small business current accounts). Provided by BankSearch Information Consultancy Ltd.

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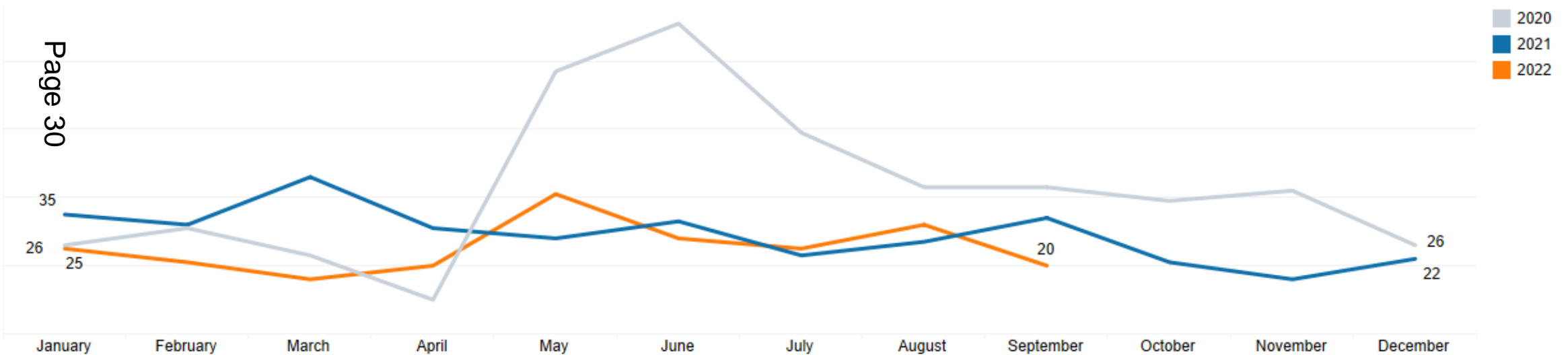


North Tyneside Council

The number of new sole trader businesses is also lower than previous years

Sole Trader Business Start Ups September 2022	Variance compared to last year
20	-41.2%

Sole trader business starts by month



Source – Main suppliers of business banking services (new small business current accounts). Provided by BankSearch Information Consultancy Ltd.

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The number of companies 'in distress' has increased

In Distress Companies	August 2022	Change over month	Annual growth	Proportion of Stock	Dissolutions	Annual growth	Proportion of stock
North Tyneside	734	+12	16.1%	8.1%	105	56.7%	1.2%
North East	6,447	+147	12.9%	7.7%	N/A	N/A	N/A
England	338,584	+7,117	9.3%	7.4%	N/A	N/A	N/A

Of the 734 North Tyneside companies 'in distress', 541 are 'active proposal to strike off', 188 are in 'liquidation', with other insolvency procedures making up the rest. NB dissolutions data only available for North Tyneside.

Source - Companies House data, provided by BankSearch Information Consultancy Ltd.



Companies 'in distress'

North Tyneside	August 2022	Change over month	Annual growth	Proportion of Stock
Accommodation	89	+7	45.9%	1.0%
Administrative Services	54	0	28.6%	0.6%
Agriculture	2	-2	0.0%	0.0%
Construction	116	-9	8.4%	1.3%
Education	6	-2	-53.8%	0.1%
Entertainment and recreation	16	+1	6.7%	0.2%
Financial and insurance	13	-3	44.4%	0.1%
Health and social work	6	-3	50.0%	0.1%
Information and communication	44	+9	-4.3%	0.5%

Companies 'in distress'

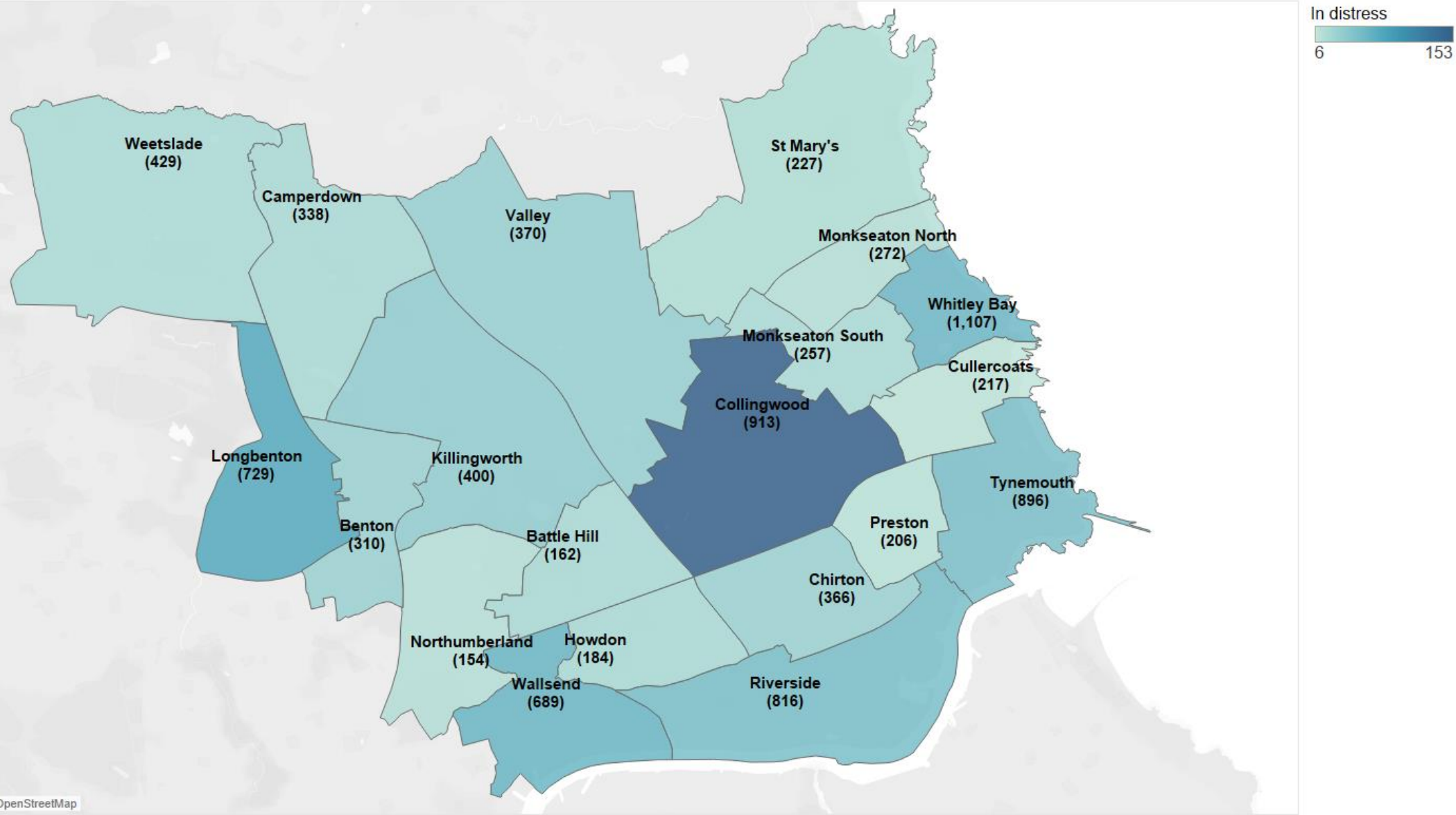
North Tyneside	August 2022	Change over month	Annual growth	Proportion of Stock
Manufacturing	44	+3	-2.2%	0.5%
Mining and quarrying	5	0	25.0%	0.1%
Other	47	0	51.6%	0.5%
Professional services	93	+5	29.2%	1.0%
Public admin and defence	1	0	0.0%	0.0%
Real estate	29	+7	11.5%	0.3%
Transportation and storage	14	0	-30.0%	0.2%
Utilities	1	-2	0.0%	0.0%
Wholesale and retail trade	82	-7	30.2%	0.9%
Unknown	72	+8	2.9%	0.8%

Source – Companies House data, provided by BankSearch Information Consultancy Ltd.



In Distress (active & in distress) Companies August 2022

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Number of registered businesses

Total number of enterprises in North Tyneside (2022) – 5,360

Enterprises by number of employees (2022)

Number of employees	North Tyneside (number)	North Tyneside (%)	North East (%)	England (%)
0-9	4,710	87.9%	87.7%	89.6%
10-49	530	9.9%	10.1%	8.5%
50-249	85	1.6%	1.7%	1.5%
250+	30	0.6%	0.5%	0.4%

Figures are rounded to avoid disclosure and may not sum to the total

Source – Office for National Statistics UK Business Counts



Out of Work Benefit Claimants

Proportion of age 16-64 population

Source – Department for Work and Pensions

	May 2019	May 2020	May 2021	May 2022
North Tyneside	11.5%	15.3%	15.0%	13.5%
North East	13.4%	18.0%	17.8%	16.3%
North West	12.1%	17.1%	17.0%	15.5%
Yorkshire and The Humber	10.6%	15.3%	15.3%	13.9%
East Midlands	8.9%	13.2%	13.1%	11.9%
West Midlands	10.5%	15.3%	15.6%	14.2%
East	7.5%	12.1%	11.9%	10.5%
London	8.3%	13.9%	14.6%	12.3%
South East	6.8%	11.1%	10.9%	9.6%
South West	8.3%	12.6%	12.1%	10.8%
Great Britain	9.6%	14.3%	14.2%	12.7%

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Earnings by residence

Median gross weekly pay for full-time workers

Source – Office for National Statistics Annual Survey of Hours and Earnings

	2019	2020	2021 (revised)	2022 (provisional)
North Tyneside	£574.90	£563.20	£575.10	£619.10
North East	£531.40	£525.20	£546.70	£580.30
North West	£555.80	£558.10	£575.20	£603.70
Yorkshire and The Humber	£540.80	£539.70	£567.20	£594.10
East Midlands	£547.50	£562.50	£572.30	£603.70
West Midlands	£550.80	£551.70	£578.90	£613.30
East	£610.20	£607.60	£625.50	£667.60
London	£699.30	£714.30	£731.60	£765.40
South East	£636.30	£629.00	£660.00	£685.30
South West	£560.90	£558.90	£576.10	£619.80
Great Britain	£587.50	£587.40	£612.20	£642.20



Proportion of residents aged 16-64 with NVQ2+ qualification

Source – Office for National Statistics Annual Population Survey

	2018	2019	2020	2021
North Tyneside	76.8%	74.6%	80.3%	77.8%
North East	73.0%	73.5%	75.5%	75.0%
North West	74.1%	74.5%	76.6%	77.3%
Yorkshire and The Humber	71.8%	72.5%	75.5%	76.4%
East Midlands	72.0%	74.4%	76.6%	74.7%
West Midlands	70.4%	71.7%	74.8%	75.2%
East	72.8%	74.2%	77.0%	76.7%



Proportion of residents aged 16-64 with NVQ2+ qualification

Source – Office for National Statistics Annual Population Survey

	2018	2019	2020	2021
London	78.0%	78.5%	81.5%	81.5%
South East	78.9%	79.1%	80.5%	80.7%
South West	78.6%	78.2%	79.6%	80.3%
Great Britain	74.9%	75.6%	78.1%	78.2%



Proportion of residents aged 16-64 with NVQ4+ qualification

Source – Office for National Statistics Annual Population Survey

	2018	2019	2020	2021
North Tyneside	33.6%	34.0%	41.9%	40.9%
North East	31.1%	31.9%	34.4%	34.4%
North West	35.5%	36.1%	38.6%	38.5%
Yorkshire and The Humber	33.3%	34.2%	37.0%	38.0%
East Midlands	33.2%	34.1%	37.2%	35.6%
West Midlands	33.1%	34.1%	37.1%	38.8%
East	35.2%	36.8%	39.3%	39.5%



Proportion of residents aged 16-64 with NVQ4+ qualification

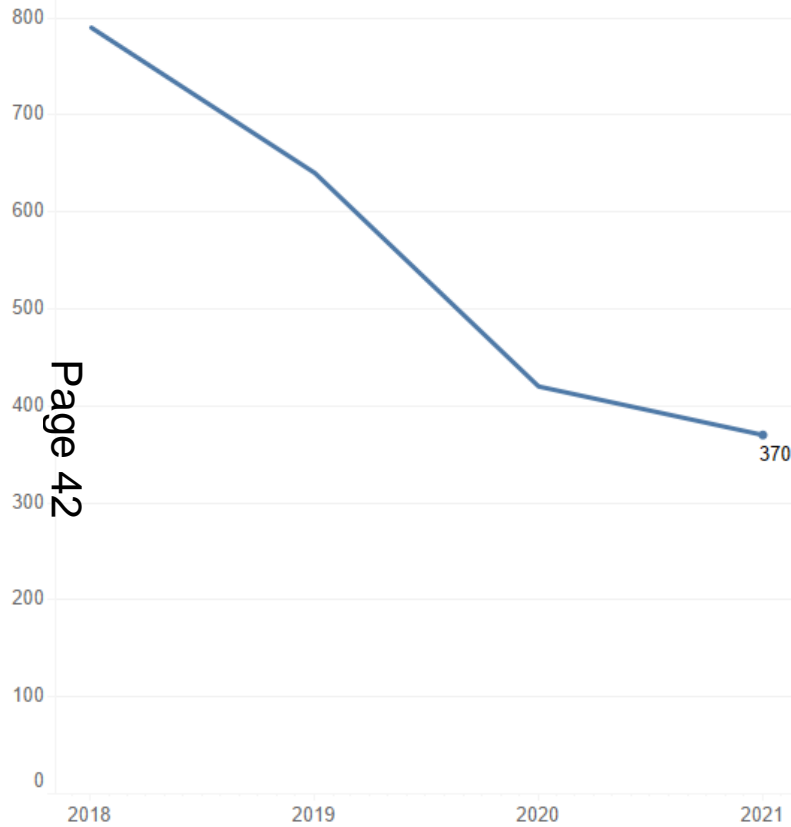
Source – Office for National Statistics Annual Population Survey

	2018	2019	2020	2021
London	53.1%	54.2%	58.7%	58.9%
South East	42.2%	43.4%	45.1%	45.1%
South West	38.7%	39.2%	40.4%	42.0%
Great Britain	39.3%	40.3%	43.1%	43.5%

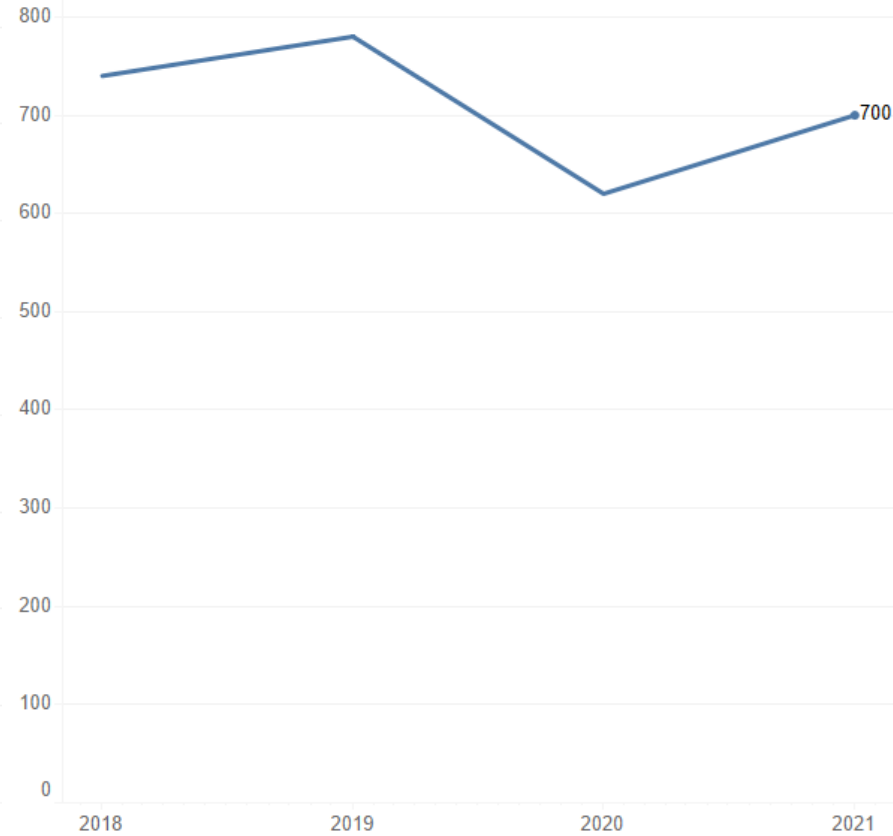


Number of apprenticeship starts

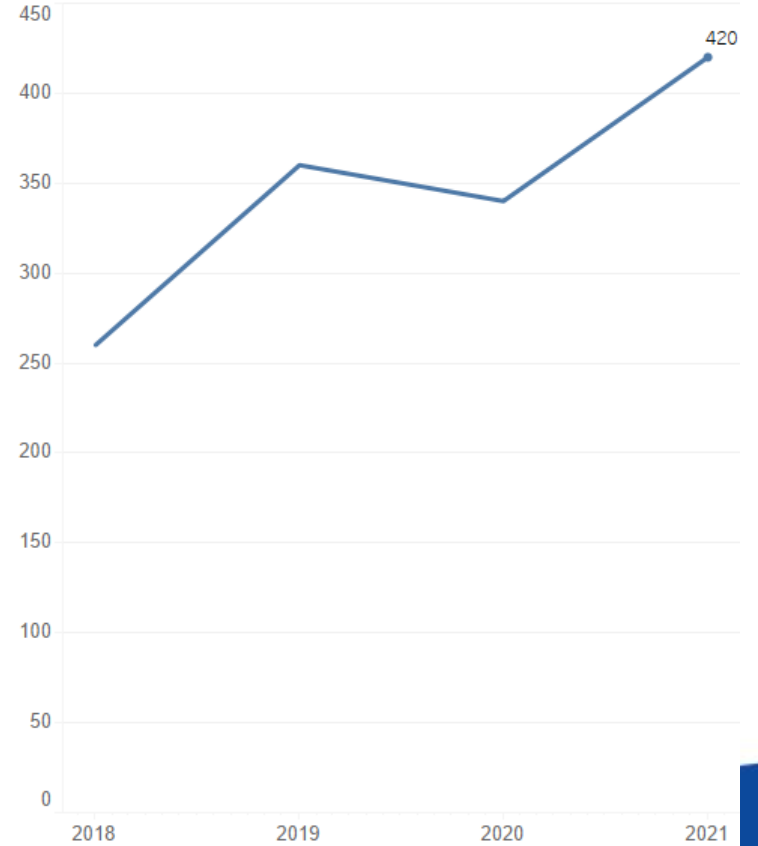
Number of level 1 (intermediate) apprenticeships starts



Number of level 2 (advanced) apprenticeships starts



Number of level 3 (higher) apprenticeships starts



Source – Department for Education

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