



**North Tyneside Council**

# Thriving Sub-Committee

30 January 2024

**Tuesday, 30 January 2024** 0.01 Chamber - Quadrant, The Silverlink North, Cobalt Business Park, North Tyneside, NE27 0BY **commencing at 6.00 pm.**

<b>Agenda Item</b>	<b>Page</b>
<b>TS/19 Apologies for Absence</b>	
To receive apologies for absence from the meeting.	
<b>TS/20 Appointment of Substitute Members</b>	
To be notified of the appointment of any substitute members.	
<b>TS/21 Declarations of Interest and Dispensations</b>	
You are invited to declare any registerable and/or non-registerable interests in matters appearing on the agenda, and the nature of that interest.	
You are also invited to disclose any dispensation in relation to any registerable interests that have been granted to you in respect of any matters appearing on the agenda.	
You are also requested to complete the Declarations of Interests card available at the meeting and return it to the Democratic Services Officer before leaving the meeting.	

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<b>Agenda Item</b>	<b>Page</b>
<b>TS/22 Minutes</b>	<b>1 - 4</b>
To confirm the minutes of the meeting held on 7 December 2023.	
<b>TS/23 Skills Gaps</b>	<b>5 - 44</b>
A report and presentation on current skills gaps in the local economy and strategies to address these.	
<b>TS/24 Work Programme</b>	
To consider priorities for inclusion in the work programme for 2023-24.	
<b>TS/25 Date and Time of next meeting</b>	
The next Committee meeting will be held on 19 March 2024 at 6:00pm	

**Circulation overleaf ...**

## Members of the Thriving Sub-Committee

Councillor Gary Bell

Councillor Davey Drummond

Councillor Joe Kirwin

Councillor Pam McIntyre

Councillor Bruce Pickard

Councillor Joan Walker (Deputy Chair)

Councillor Linda Bell

Councillor Val Jamieson

Councillor Ian McAlpine

Councillor Andy Newman

Councillor Andrew Spowart

Councillor Matt Wilson (Chair)

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## Thriving Sub-Committee

Thursday, 7 December 2023

Present: Councillor M Wilson (Chair)  
Councillors G Bell, L Bell, D Drummond, V Jamieson,  
J Kirwin, I McAlpine, P McIntyre, B Pickard, A Spowart  
and J Walker

Apologies: Councillors A Newman

### **TS12/23 Apologies for Absence**

Apologies were received for Councillor A Newman.

### **TS13/23 Appointment of Substitute Members**

There were no substitute members reported.

### **TS14/23 Declarations of Interest and Dispensations**

Councillor Joe Kirwin declared a Non-Registerable Personal in Item 5 Heritage & Tourism In North Tyneside, he volunteers for an organisation part funded by the Mouth of Tyne Collective.

### **TS15/23 Minutes**

The minutes of the meeting of the sub-committee held on 10 October 2023 were agreed as a correct record and signed by the Chair.

### **TS16/23 Heritage & Tourism In North Tyneside**

A presentation supporting the circulated report was made to the committee by the Senior Manager for Tourism and Events outlining the scale and impact of the

existing tourism offer in the Borough.

The committee was asked to note the information provided and invited to give its input to both offers ideas and inform the current development of tourism in the borough.

Members asked about the current situation with DFDS Scandinavian links, and officers confirmed they were aware of interest from overseas to travel to the Port of Tyne but would investigate further on behalf of the Committee and relay the information.

Members stated that while the Riverside and Coastal areas seemed to be well represented within the report, there was a lack of evidence of work being undertaken in the North West. Officers agreed that while there were no large-scale undertakings in the North West, the team were working on this current challenge to create financially viable events in that area. Officers asked members to contact them directly with any suggestions.

Officers highlighted the work done in the Borough with supporting businesses with skills support and recruitment work, especially with the relaunch of the Tynemouth Castle Inn.

A suggestion was made that there should be a free map available in shops in the borough showing tourist assets and transport links. It was stated that transport in the area seemed more focused on work locations rather than tourist spots. Officers hoped that devolution may help provide progress on this issue, but pointed out that to a lack of volume for tourist transport links may be seem like a risk for commercial transport. It is possible that businesses may look for subsidies from the Authority to work in the way that some members may find ideal.

Officers shared that their experience of working with the North East Combined Authority (NECA) regarding potential tourism opportunities had been positive and believed that closer working ties would still see the borough be able to spotlight its own assets.

In reference to discussions about supporting local private business, officers said they do try and repost events where appropriate, share funding opportunity updates and are in regular contact with venues and promoters. There is also the

Mouth of Tyne Collective which supports interesting smaller projects in smaller local venues.

A brief discussion took place around Dial Cottage, and its ownership and the lack of a local statue of Robert Stephenson in the area.

Officers stated that they considered that the expanded cycle lanes within the borough could lead to expanding the reputation of the local economy as eco-friendly and as part of existing cycle routes. The Coast-to-Coast cycle route, with its start at Whitehaven, was also discussed and the Committee was strongly in favour of placing a marker at the Tynemouth end to encourage cyclists to make this the informal end of route choice and to enhance the tourism opportunities.

Members asked about plans for Segedunum, and officers assured the committee that it remained a priority and that another application to Heritage Lottery Fund would be submitted as soon as possible.

Officers mentioned discussing the possibility of the local history team doing more work around Monkseaton and the members discussed the possibility of future investment into the Churchill Community Track to invite in future events, and this expanded into a discussion around the possibility of a Spring Park trail (perhaps tying in with the recent Morph art trail) joining up Parks across North Tyneside.

Members also mentioned further publicity for Rising Sun Country Park to advertise its numerous entrances to spread awareness, as well as an App trail and investment in the borough's other parks. Officers also confirmed they would investigate the promotion of public safety at Rising Sun and other local parks and feed back to the members.

A discussion took place about focusing on smaller, more niche but marketable events for the borough, rather than the higher profile tentpole events. Officers said that this work was currently happening, and the team were also involved in advising those who were looking to run events in the area.

A suggestion was made about expanding the North Tyneside 10K, and it was agreed that this could be looked at again in the future upon the completion of road works in the area but there would be costs associated with any increase in size.

Officers told members they would enquire at English heritage about the forthcoming plans in place for Tynemouth Priory and feed back to the members.

It was **Agreed** that (1) the Heritage & Tourism in North Tyneside report be noted; (2) a Local Economy report be brought to the March meeting of the Sub-Committee; and (3) information about the Killingworth LIDL artwork be shared with Committee members via email.

### **TS17/23      Work Programme**

Suggestions were made by members for inclusion on the Work programme to be discussed by the Committee at a future date:

- The state of the local economy, and what the Authority was doing in terms of intervention.
- Devolution, and what the Authority was doing in terms of preparation and to maximise the benefit for North Tyneside.

It was agreed that a local economy update brief would be scheduled as an item for the March Committee meeting.

### **TS18/23      Date and Time of next meeting**

The Chair wished the members a Merry Christmas and Happy New Year, and confirmed the next Committee meeting will be held on 30 January 2024 at 6:00pm.

**Meeting:** Thriving Sub-Committee

**Date:** 30 January 2024

**Title:** Skills Gaps

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**Author:** Mark Barrett, Senior Manager –  
Employment and Skills

**Service:** Employment and Skills

**Wards affected:** All

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## 1. Purpose of Report

To introduce a presentation on current skills gaps in the local economy and strategies to address these.

## 2. Recommendations

Members of the Sub Committee members will be asked to note the contents of the presentation.

## 3. Information

As part of its work programme, the Thriving Sub Committee has identified skills gaps in the local economy as an important area to focus on.

The Committee will receive a presentation which will cover an overview of current data for North Tyneside along with two recent research reports outlining current and future skills needs. This includes the North East Mayoral Combined Authority Strategic Evidence Base and the North of Tyne Local Skills Improvement Plan (LSIP) report produced by the North East Chamber of Commerce (NECC).

The presentation will also include references to other more specific research related to specific sectors such as the Low Carbon sector.

The presentation will outline some responses to the challenges identified through current data and research including funding opportunities to improve skills across the economy and case studies that demonstrate responding to specific resident and business needs.

Members of the sub-committee will be invited to make comment on the content of presentation.

#### **4. Appendices**

Skills Gaps Presentation.



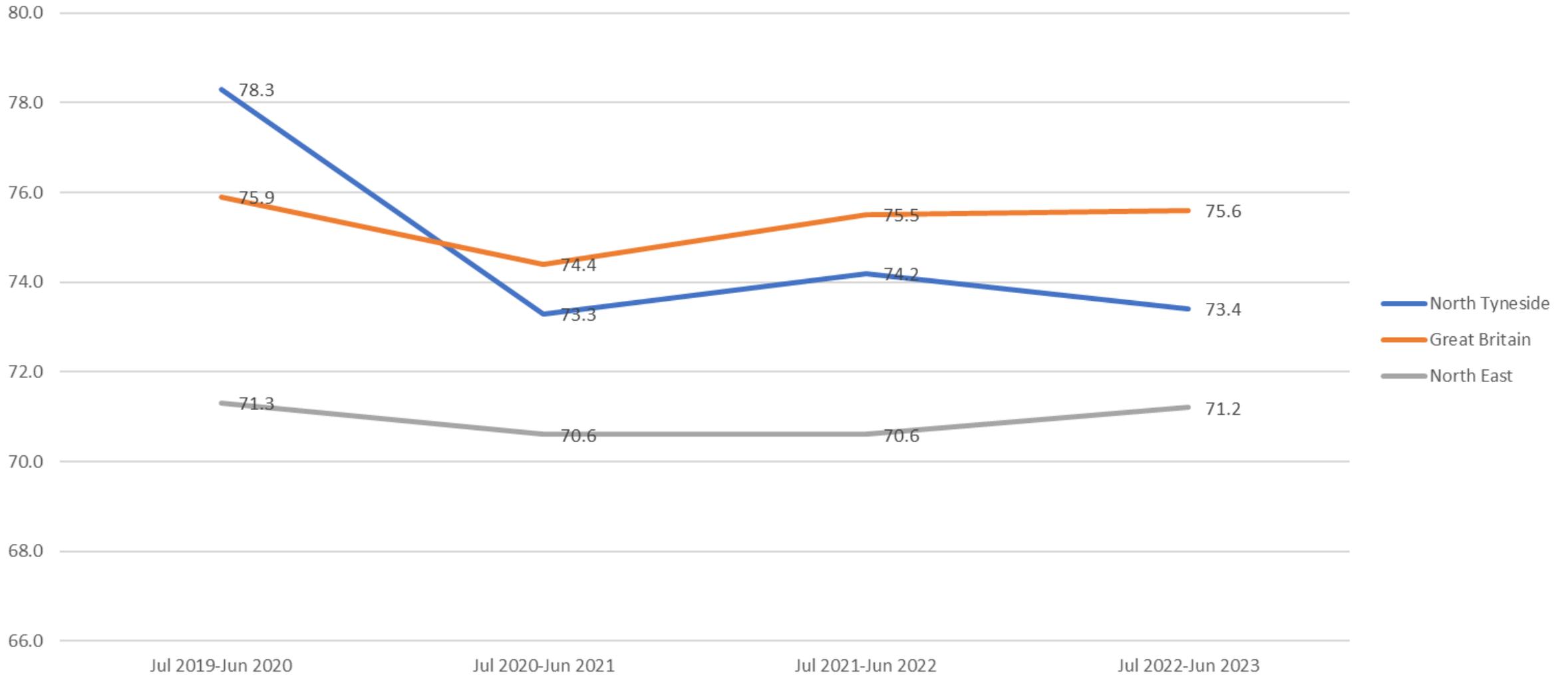
North  
Tyneside  
Council

# Skills Gaps

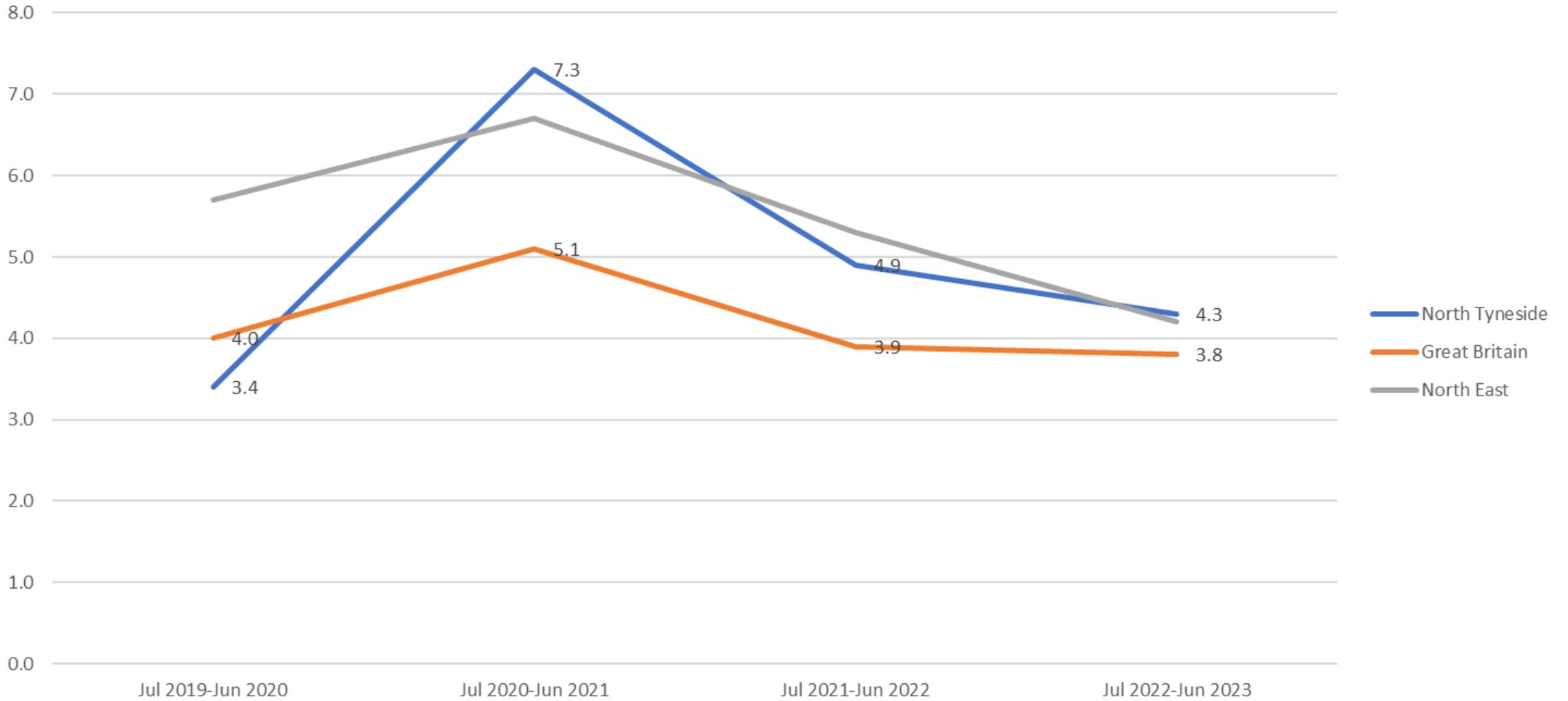
Presentation to Thriving Sub Committee  
January 2024

# Latest Data

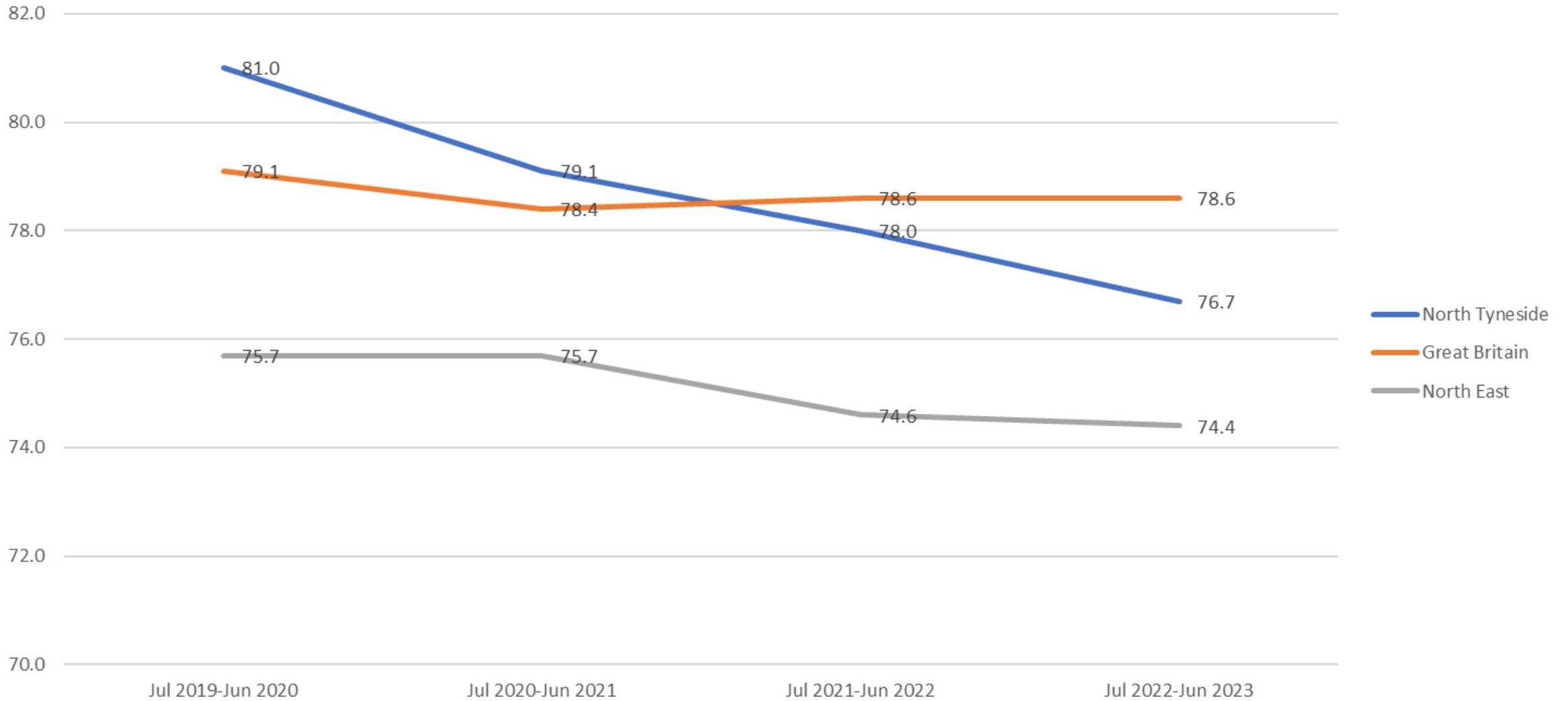
### Employment Rate (%) - 2019-2023



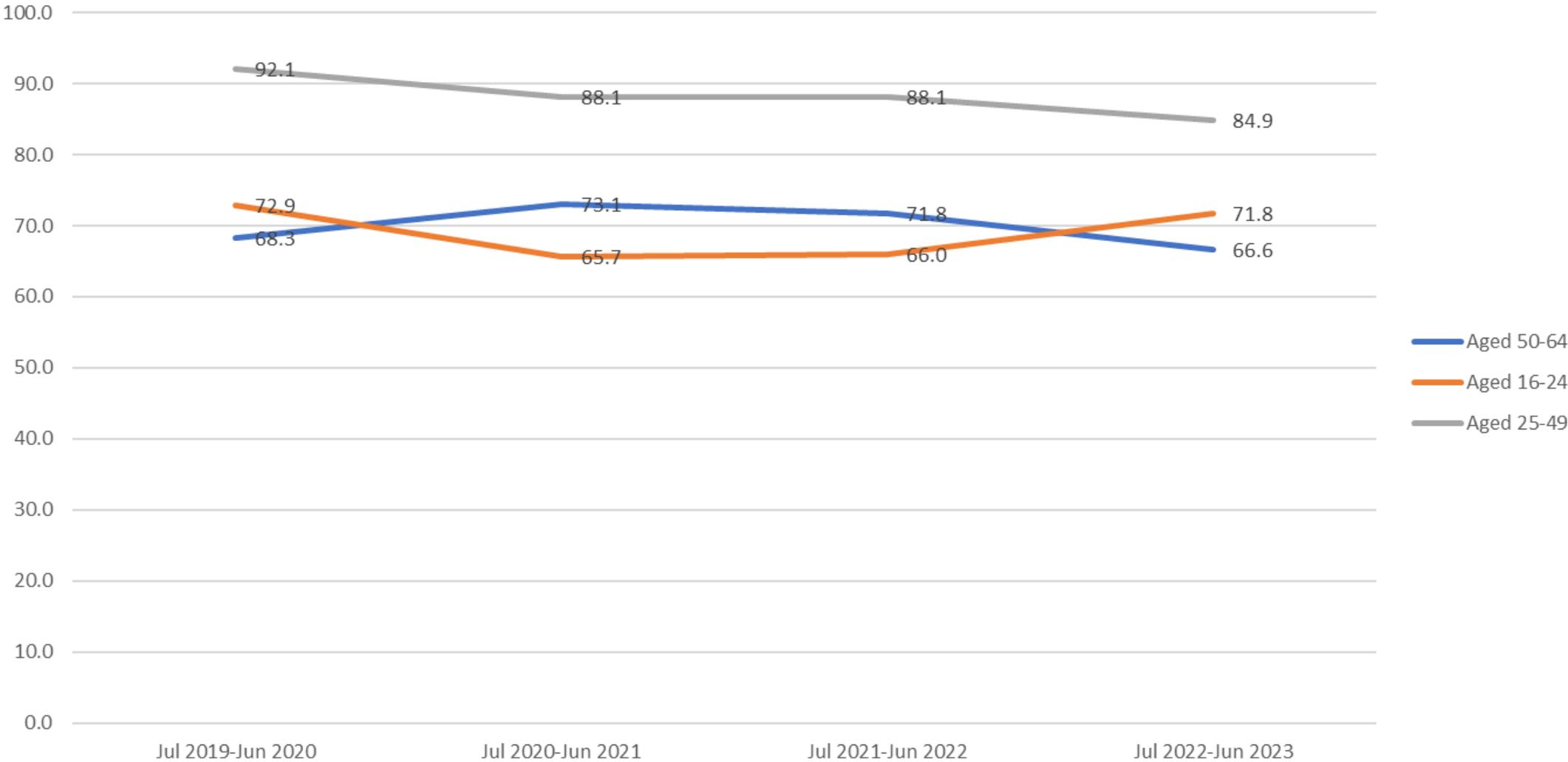
### Unemployment Rate (%) - 2019-2023



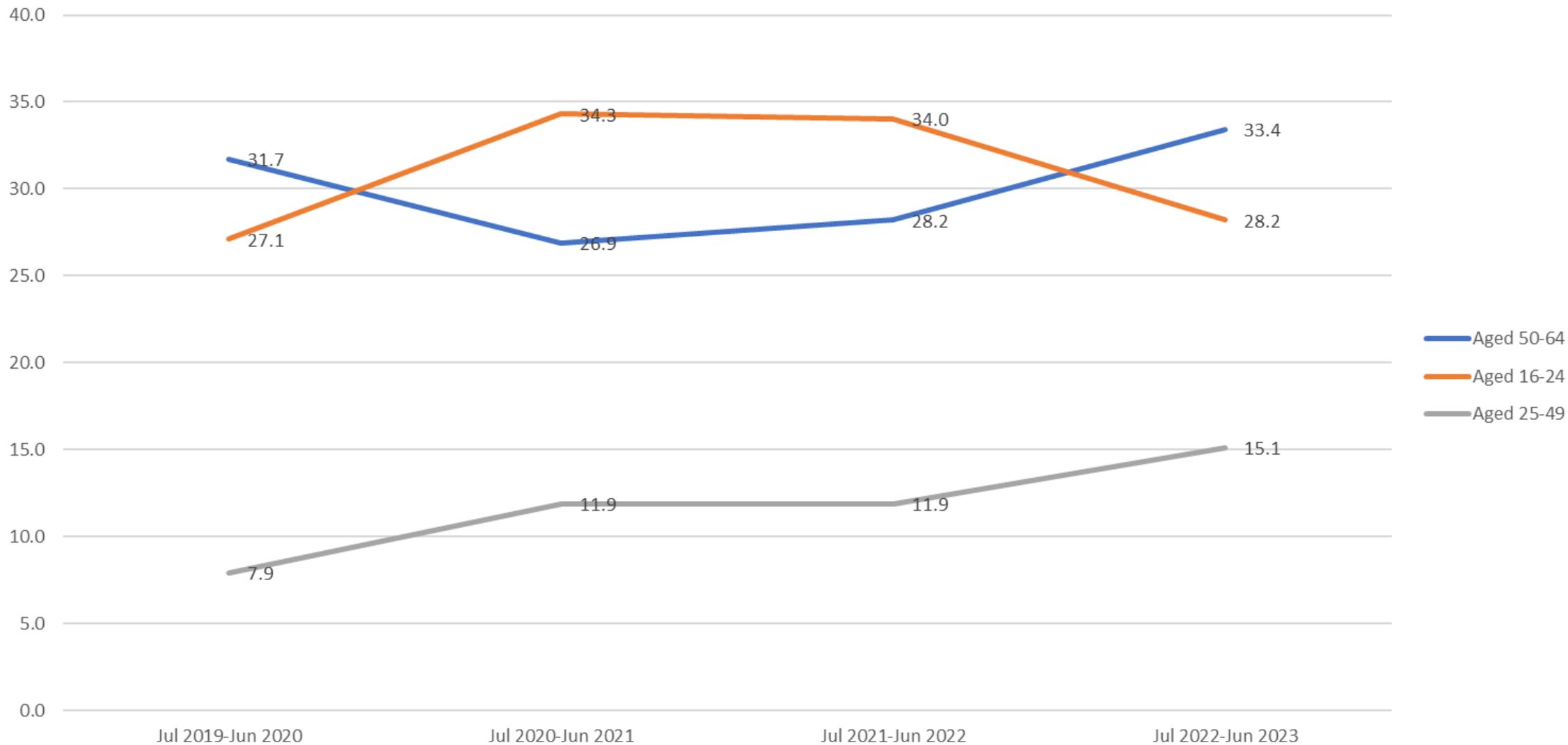
### Economic Activity (%) - 16-64 Years - 2019-2023



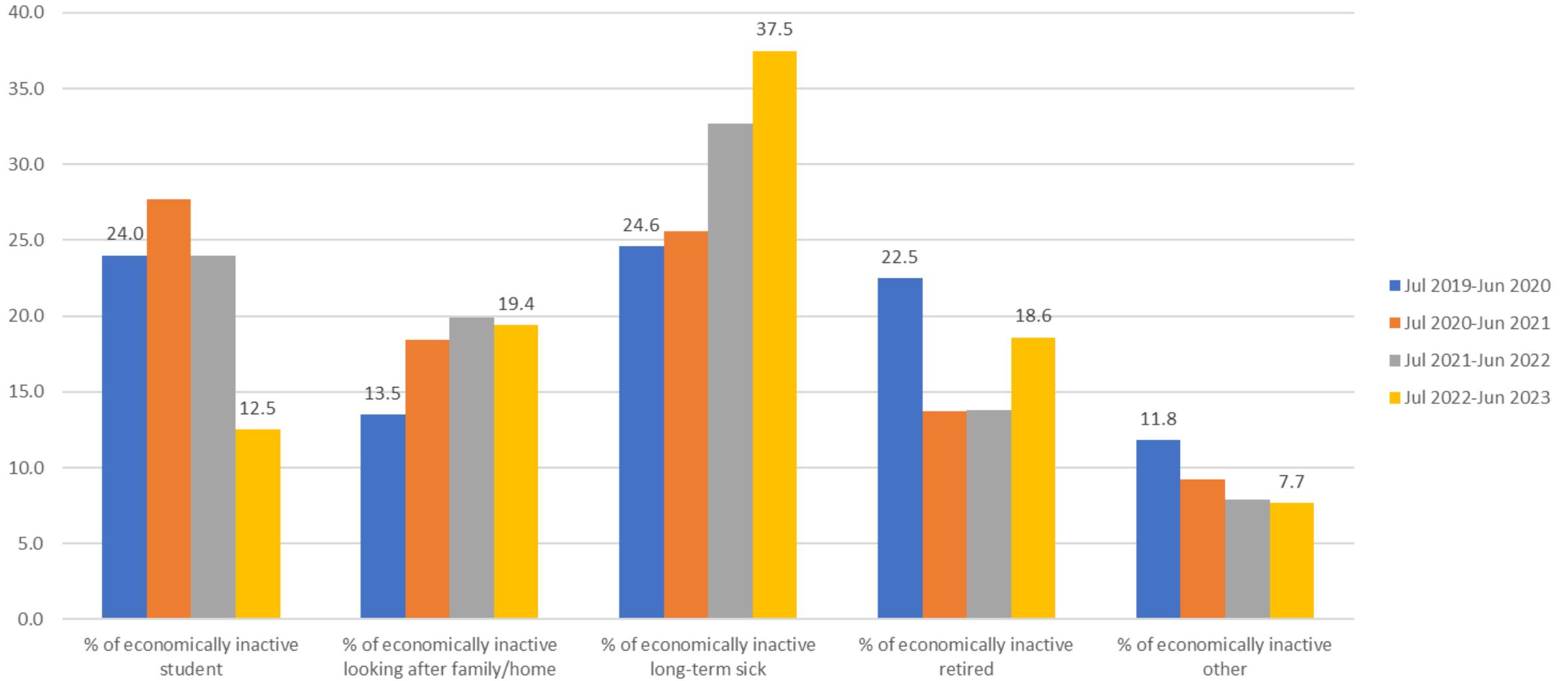
### Economic Activity by Age (%) - North Tyneside - 2019-2023



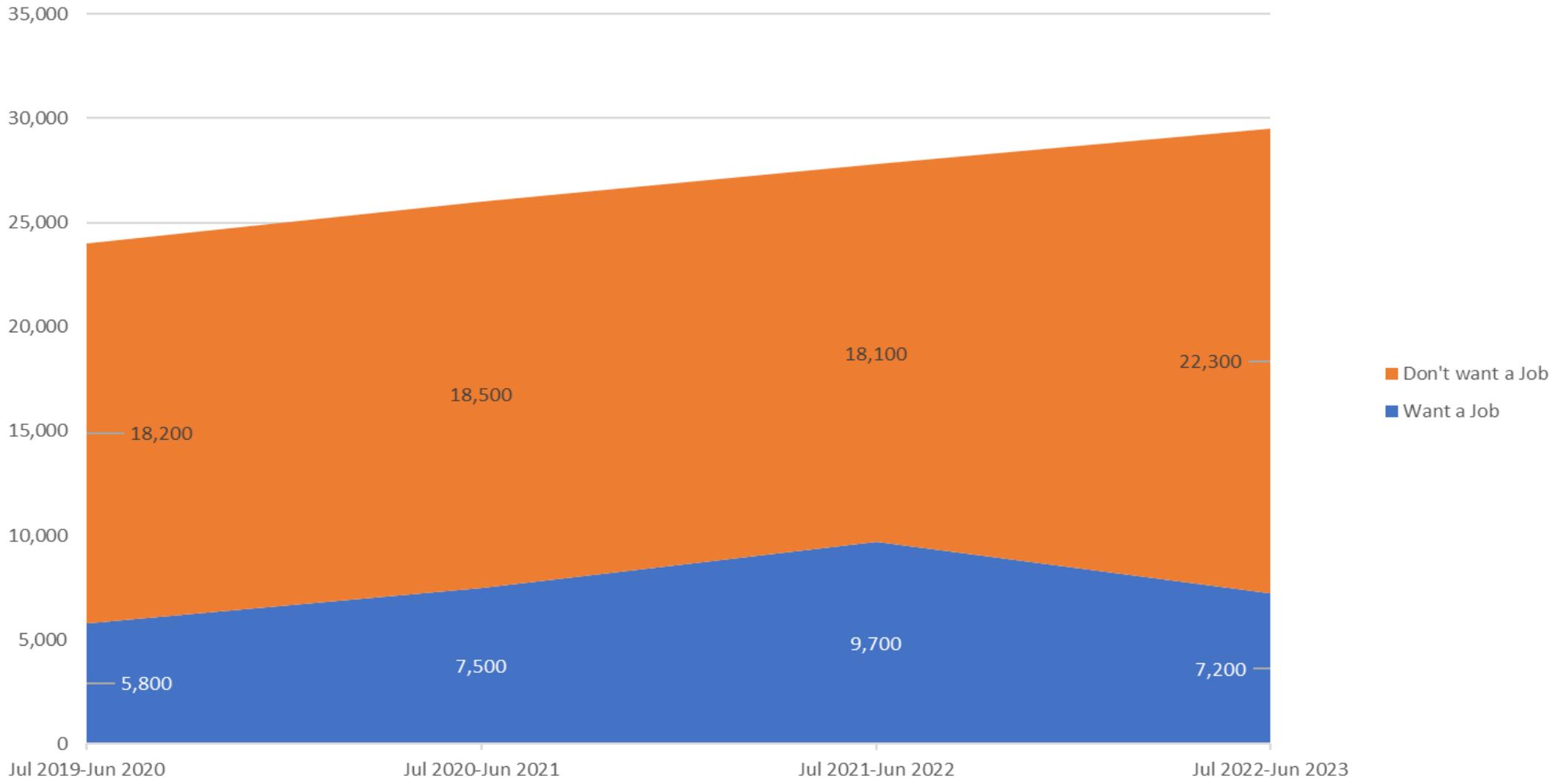
Economic Inactivity by Age (%) - North Tyneside - 2019-2023



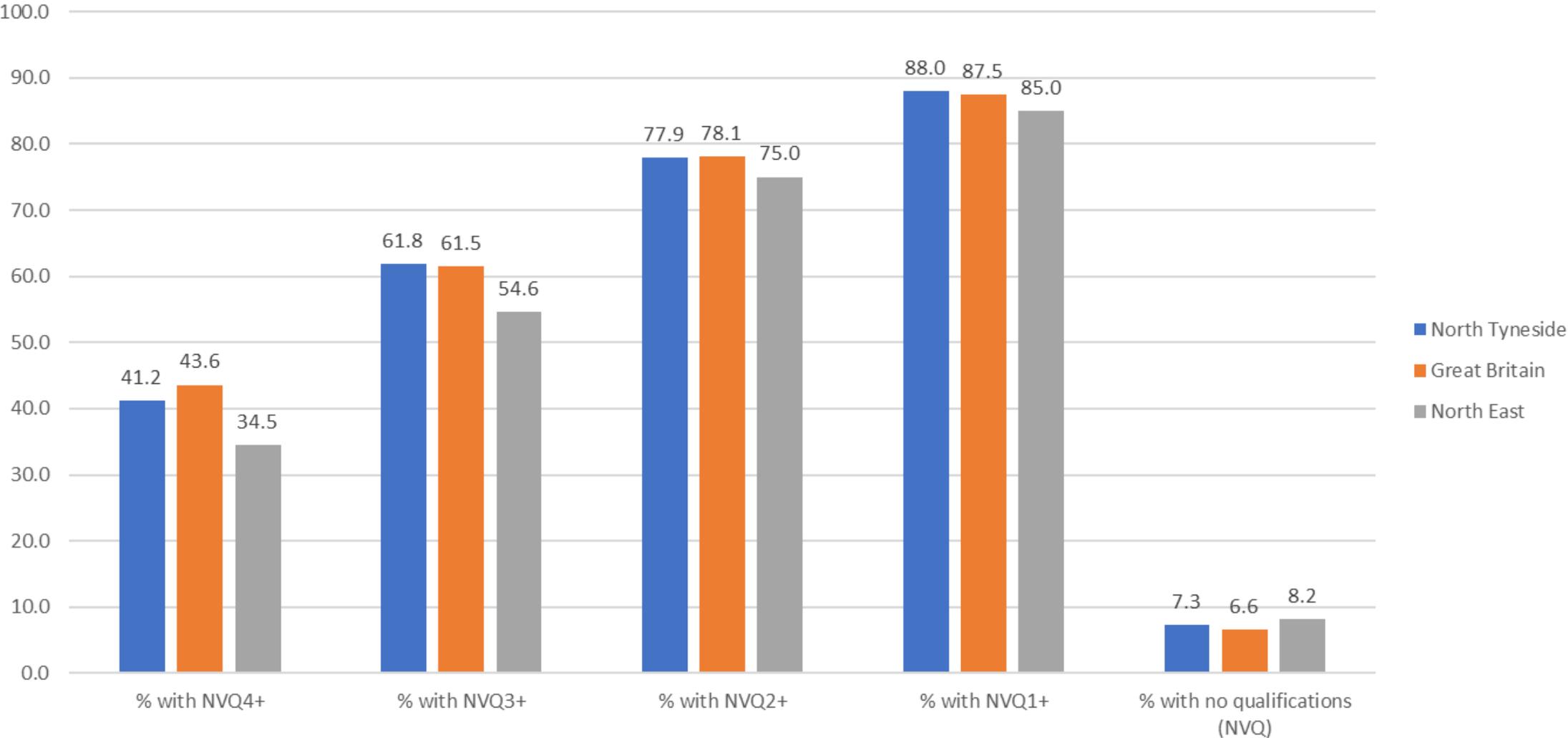
## Economic Inactivity by Reason (%) - North Tyneside



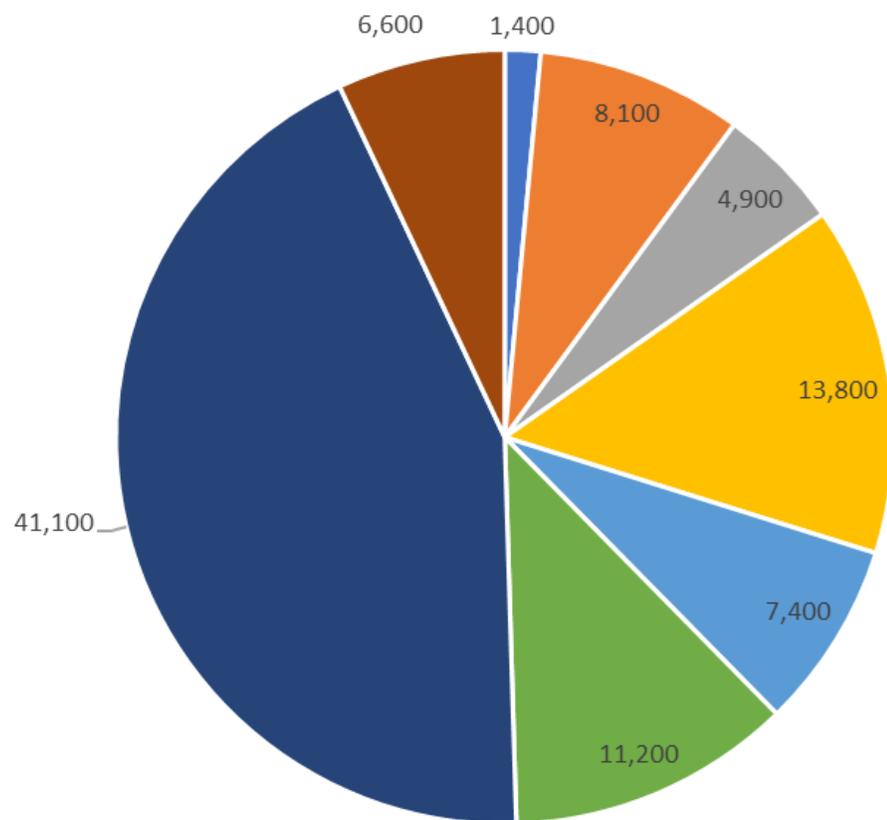
### Economic Inactivity - North Tyneside - Want a Job / Don't want a Job



### Skills Levels (%) - 2021

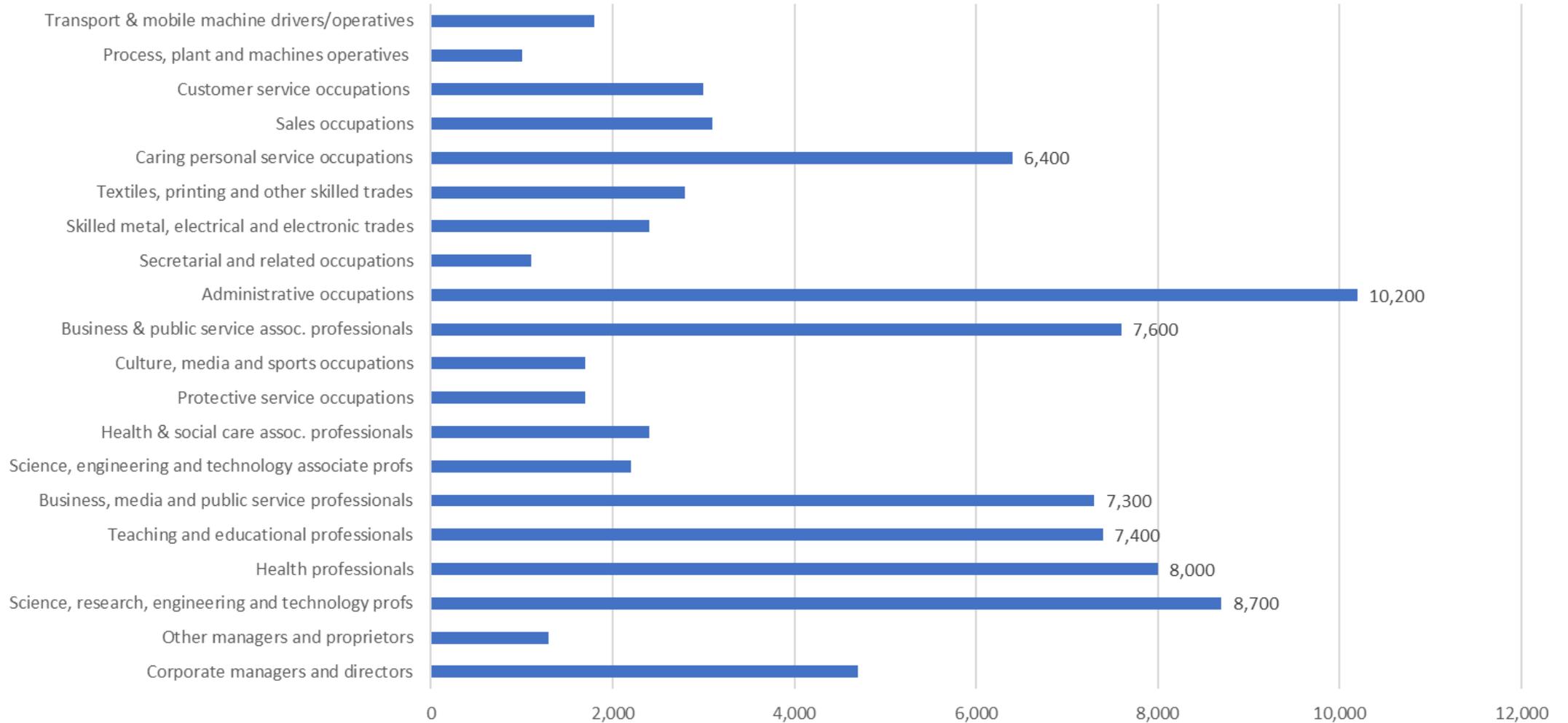


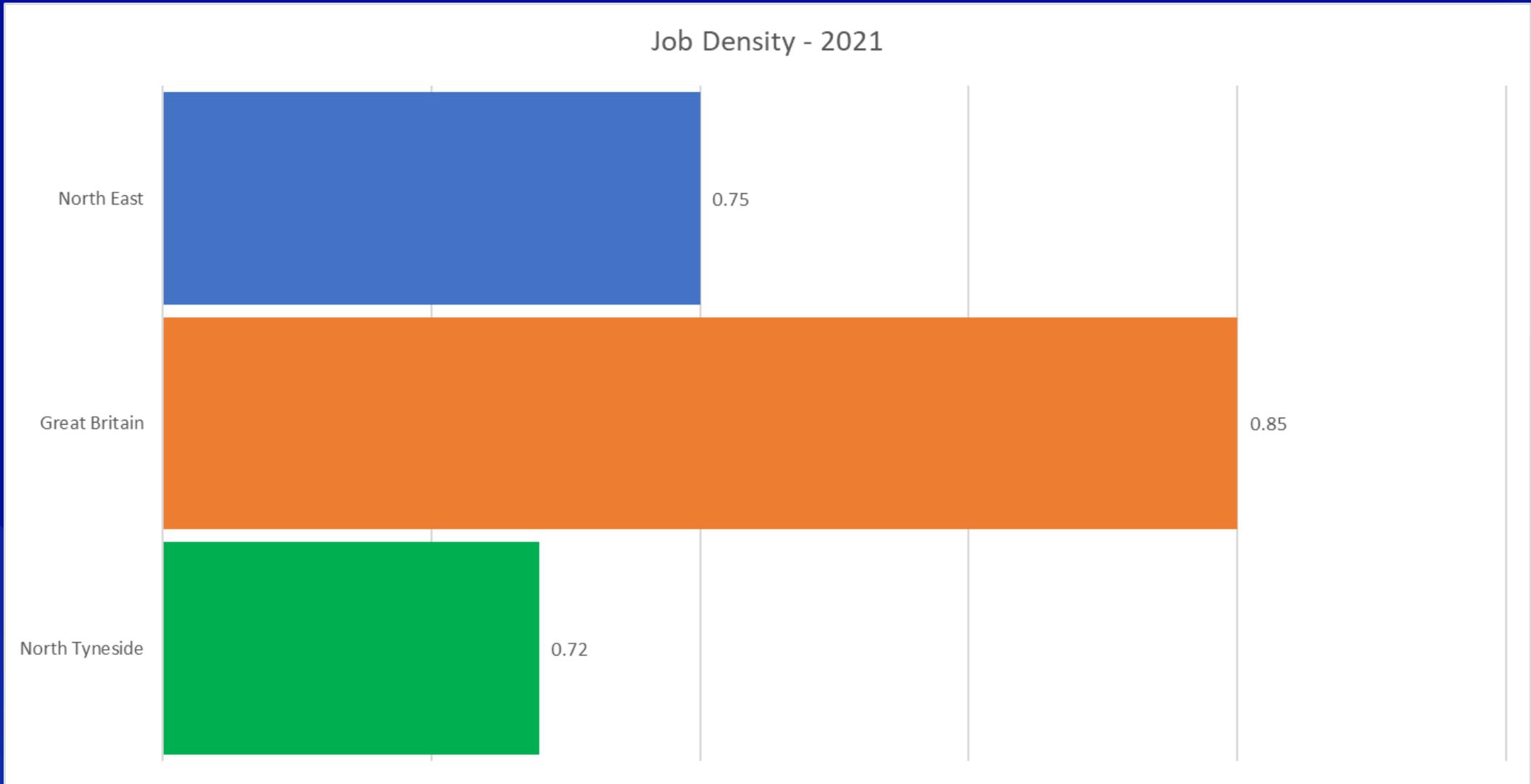
# Employment by Industry - North Tyneside - June 2023



- Energy and water
- Manufacturing
- Construction
- Distribution, hotels and restaurants
- Transport and communications
- Banking, finance and insurance
- Public admin, education and health
- Other services

## Employment by Occupation - North Tyneside - June 2023





The number of jobs in an area divided by the resident population aged 16-64 in that area. For example, a job density of 1.0 would mean that there is one job for every resident aged 16-64.

# Vacancy Data Jan – Oct 2023

## Job Postings Overview

9,003

Unique Postings

20,535 Total Postings

981

Employers Competing

981 Total Employers

33 Days

Median Posting Duration

Regional Average: 33 Days

2 : 1

Posting Intensity



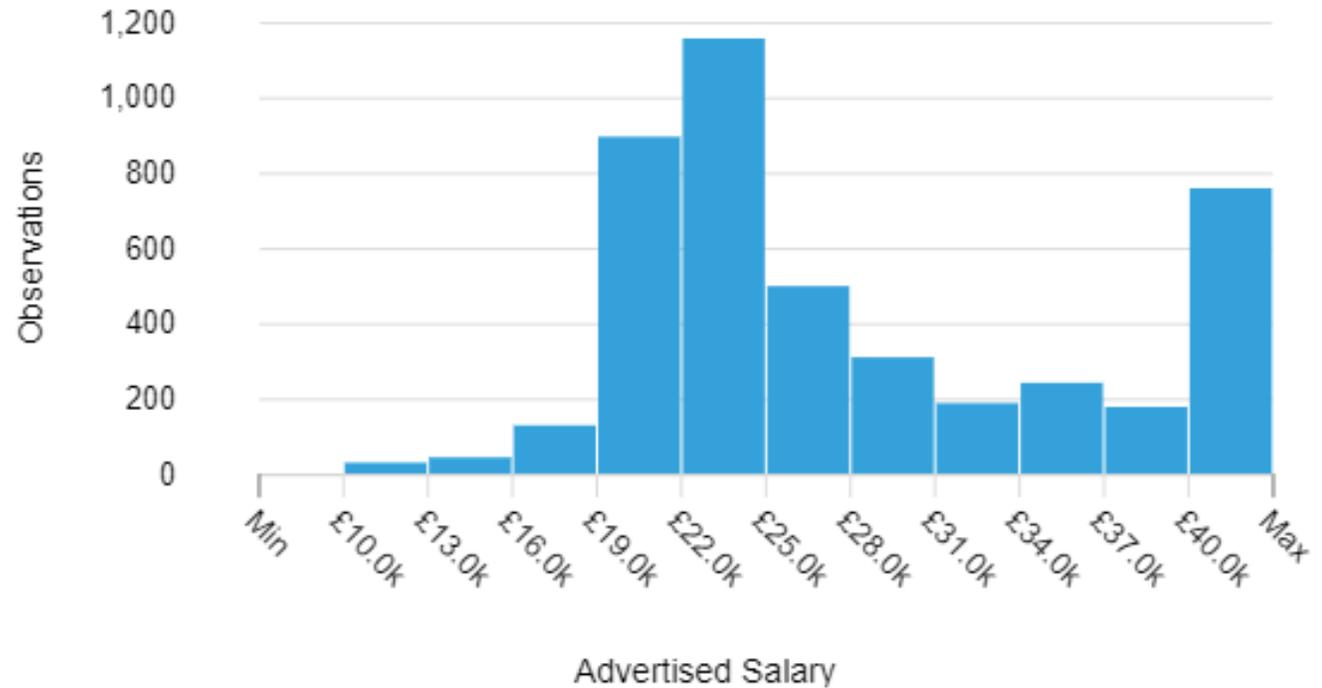
Regional Average: 2 : 1

## Advertised Salary

There are 4,421 advertised salary observations (49% of the 9,003 matching postings).

£25.0k

Median Advertised Salary



## Top Posted Occupations

Occupation (SOC)	Total/Unique (Jan 2023 - Oct 2023)	Posting Intensity	Median Posting Duration
 Care Workers and Home Carers	1,764 / 608	3 : 1 	33 days
 Teaching Assistants	785 / 411	2 : 1 	33 days
 Sales Related Occupations n.e.c.	596 / 308	2 : 1 	29 days
 Cleaners and Domestics	568 / 290	2 : 1 	30 days
 Customer Service Occupations n.e.c.	619 / 240	3 : 1 	31 days
 Sales and Retail Assistants	406 / 180	2 : 1 	32 days
 Other Administrative Occupations n.e.c.	347 / 159	2 : 1 	30 days
 Kitchen and Catering Assistants	356 / 156	2 : 1 	28 days
 Other Registered Nursing Professionals	1,195 / 144	8 : 1 	35 days
 Secondary Education Teaching Professionals	199 / 128	2 : 1 	37 days

## Top Industries

Industry	Total/Unique (Jan 2023 - Oct 2023)	Posting Intensity	Median Posting Duration
Employment Activities	3,786 / 2,018	2 : 1 	34 days
Human Health Activities	4,930 / 923	5 : 1 	36 days
Residential Care Activities	1,452 / 491	3 : 1 	34 days
Retail Trade, Except of Motor Vehicles and Motorcycles	1,114 / 479	2 : 1 	31 days
Food and Beverage Service Activities	430 / 242	2 : 1 	33 days
Social Work Activities Without Accommodation	823 / 235	4 : 1 	29 days
Education	625 / 168	4 : 1 	32 days
Office Administrative, Office Support and Other Business Support Activities	202 / 142	1 : 1 	33 days
Other Professional, Scientific and Technical Activities	239 / 136	2 : 1 	40 days
Financial Service Activities, Except Insurance and Pension Funding	241 / 128	2 : 1 	26 days

## Top Cities Posting

City	Total/Unique (Jan 2023 - Oct 2023)	Posting Intensity	Median Posting Duration
North Shields, Tyneside	8,964 / 3,357	3 : 1 	33 days
Wallsend, Tyneside	5,283 / 2,475	2 : 1 	32 days
Whitley Bay, Tyneside	3,817 / 1,771	2 : 1 	32 days
Killingworth, Tyneside	1,935 / 1,100	2 : 1 	33 days
Longbenton, Tyneside	536 / 300	2 : 1 	36 days

## Education Breakdown

Education Level	Unique Postings	% of Total
Up to GCSEs or equivalent	769	9%
No Education Listed	7,434	83%
A-levels or equivalent	423	5%
Foundation/HNC/HND or equivalent	149	2%
Bachelor's or equivalent	433	5%
Master's or equivalent	180	2%
Ph.D. or equivalent	23	0%

## Top Companies Posting

Company	Total/Unique (Jan 2023 - Oct 2023)	Posting Intensity	Median Posting Duration
NHS	4,455 / 735	6 : 1 	37 days
Vision For Education	343 / 213	2 : 1 	34 days
GSL Education	204 / 118	2 : 1 	33 days
Reed	190 / 116	2 : 1 	36 days
Hc-One	202 / 111	2 : 1 	37 days
Jaguar Land Rover	125 / 97	1 : 1 	24 days
Newcastle Building Society	176 / 96	2 : 1 	28 days
Akari Care	474 / 93	5 : 1 	27 days
Office Angels	131 / 83	2 : 1 	34 days
Northumbria Payroll Solutions LTD	143 / 79	2 : 1 	36 days

## Top Common Skills

Skill	Postings with Skill
Communications	2,339
Customer Service	1,542
Management	1,170
Teaching	1,002
Sales	884
Detail Oriented	732
Planning	647
Leadership	596
English Language	530
Enthusiasm	483

The following provides insight into the demand of relevant skills.

### Top Specialized Skills

Skill	Postings with Skill
Personal Care	488
Mental Health	327
Nursing	327
Key Performance Indicators (KPIs)	308
Auditing	293
Risk Analysis	244
Autism Spectrum Disorders	234
Marketing	231
Finance	227
Invoicing	224

## Summary of Data – North Tyneside

- Employment rates are significantly lower than in 2019
- But, unemployment is line with national and regional rates
- Economic activity amongst older age groups has fallen since 2019
- But, positive that economic activity has increased for 16–24 ages
- Biggest increase in economic inactivity due to long term sickness
- Skills levels compare favourably nationally and regionally but residents with no qualifications still too high
- Number of jobs per resident (job density) is low
- Vacancies in health and social care sectors still the highest with skills needs reflecting this.

# Regional Research and Strategies

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## North East Mayoral Combined Authority – Strategic Evidence Base

- Key Sectors – public, education, health, tech and manufacturing
- Low Carbon Sector – high turnover in a relatively small workforce but considerable growth potential in offshore wind and heat networks
- Employment – trends reflect data already provided for North Tyneside – increase in Economic Inactivity / demand in Health and Social Care
- Job Quality – lower average pay and lower employment rates for disabled residents / higher rates of casual employment

## North East Mayoral Combined Authority – Strategic Evidence Base

- Inclusion / Deprivation – significant concentrations of both deprivation and affluence, exacerbating inequalities
- Education and Skills – outcomes below the national average reflects demographics and decline in workforce training
- Digital – well positioned for growth in sector but underlying inequalities in infrastructure and skills
- Basic Skills – adults lacking basic literacy and numeracy skills / employers report gaps, but participation in English and Maths courses has fallen.

# North of Tyne – Local Skills Improvement Plan (LSIP)

- Developed by North East Chamber of Commerce until March 2025 and reviewed annually
- Current Challenges – skills shortages and large numbers of unfilled vacancies in key sectors including Health & Social Care
- What needs to change – addressing basic and softer skills, responding to employer need for specialist skills
- Sector Identification – significant growth potential, immediate skills shortages and planned investment

# North of Tyne – Local Skills Improvement Plan (LSIP)

- Cross Cutting Themes:
  - Digital Skills
  - Professional Development/Business Skills
  - Employability Skills
- Provision:
  - Short, flexible and tailored delivery to fit employer needs including more flexible Apprenticeship delivery
  - Advanced technical skills and sector specific digital and communication skills

# North of Tyne Research and Analysis

## CBI Economics – Business engagement on labour market challenges in the North of Tyne

- Shortages in health practitioners and digital skills
- The proportion of skills shortage vacancies highest in construction and manufacturing (48%)
- Most older adults that left work during the pandemic did so earlier than they had expected to
- Those in their 50s generally want to return to work, but part time and with flexibility

# North of Tyne Research and Analysis

## Learning and Work Institute – Economic Inactivity in the North of Tyne

- Increase in mental health related conditions
- Decline in residents' confidence levels (and work readiness) related to low levels of skills
- Employers demanding digital skills as workplaces change post-pandemic
- Residents' responsibilities for caring for family members

# Green Skills – Latest Findings

## Ashden Retrofit Skills Reports

- Lack of skills has hindered progress in developing retrofit programmes e.g. there's a need to build up training capability across all domestic retrofit roles
- Significant shortages of Retrofit Insulators – General Installers will require upskilling so that they can install low carbon technologies
- Knowledge needs to be better shared e.g. Retrofit Insulators and Retrofit Designers
- Lack of transferable skills e.g. customer engagement, problem solving, data analysis.

# Responding to these Needs

- UK Shared Prosperity Funding (UKSPF)
- Adult Education Budget (AEB)
  - Clear progression pathways for a low carbon economy
  - Improved attainment in basic English, maths and digital skills
  - Support those with health, confidence and wellbeing barriers to access good jobs
- Free Courses for Jobs (FCfJ)
- Skills Bootcamps
- Skills for Growth

# North East Investment Zone

- Proposal currently being co-designed by Government and the North East Mayoral Combined Authority likely to be agreed and launched by Spring
- Will bring opportunities for funding linked to skills, innovation and infrastructure to enable growth on the River Tyne
- Opportunity to link local people to jobs and training
- Builds on existing work with renewable energy and offshore sector and key assets such as the Energy Academy
- Work will form part of our North Tyneside Economic Strategy.

# Responding to Skills Gaps

## Get into COBALT

With many leading employers:

**Cobalt** **Working well**

## getinto Social Care

Working in social care is a meaningful and rewarding career. Everyday is different and there are a range of job roles and opportunities.

On our short introductory course you will:

- Find out about the various roles available including - care workers, support workers, domestic & laundry staff and many more
- You will explore roles that suit you (full time or part time)
- Be supported with job search, completion of applications, and preparation for interview

To find out more contact us now:  
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**EMPLOYMENT AND SKILLS**

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With Level 2 in Food Safety

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📍 **YMCA, North Shields**

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✉ [curriculum.support@northtyneside.gov.uk](mailto:curriculum.support@northtyneside.gov.uk)

**EMPLOYMENT AND SKILLS**

## getinto Schools

Working in schools is a meaningful and rewarding career. Everyday is different and there are a range of job roles and opportunities available.

On our short introductory course you will:

- Find out about the various roles schools have to offer (full time and part time) including teaching assistants, lunch time supervisors, catering, caretaker and administrative roles
- Hear from industry experts working in these roles
- Be supported with job search, completion of applications, and preparation for interview

To find out more contact us now:  
Email: [curriculum.support@northtyneside.gov.uk](mailto:curriculum.support@northtyneside.gov.uk)  
Telephone: 0191 643 2288

**EMPLOYMENT AND SKILLS**

[www.skillsnorthtyneside.org.uk](http://www.skillsnorthtyneside.org.uk)

## Get into CONSTRUCTION

You'll get hands on experience in using practical skills and explore 'a day in the life of' working on site with various trades. We'll also help you tailor your CV to give you the best chance to be successful.

Call 0191 643 2288 to enrol.

**EMPLOYMENT AND SKILLS**

## Get Into....

**GREGGS**

**EMPLOYMENT AND SKILLS**

## Get into SMULDERS

**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: Smuldres, Hadrian Way, Wallsend (opposite Hadrian Road metro station).

**BOOK YOUR PLACE NOW!**  
Interviews Wednesday 21st of September  
Email: [employability.skills@northtyneside.gov.uk](mailto:employability.skills@northtyneside.gov.uk)  
Telephone: 0191 643 2288 (option 4)

[www.skillsnorthtyneside.org.uk](http://www.skillsnorthtyneside.org.uk) **EMPLOYMENT AND SKILLS**

# Responding to Recruitment Needs



Get into  
**Tynemouth Castle Inn**  
(formerly The Park Hotel)

Working *well*  
NORTH TYNESIDE



'Just a note to personally thank you for your help and support with our recruitment drive for the Tynemouth Castle Inn. It was really professionally organised and the change in the candidates from last Monday to today's interviews was remarkable. Here at the Inn Collection Group we always embrace collaboration with organisations like yourselves, and this has proven extremely fruitful in this instance.'

# Responding to Recruitment Needs

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North Tyneside Care Academy

Delivered by North Tyneside Council

What is Social Care | Become a Care Worker | Supporting Care Workers | News & Vacancies | About Us | Contact Us

Welcome to

## North Tyneside Care Academy

Start your career in adult social care and you can work flexibly in a job to be proud of.

Whether you're new to care or you've got years of experience, we would love to hear from you.

We're looking for care workers in North Tyneside right now.

### What is Adult Social Care

Adult social care supports people who are vulnerable or at risk, by providing personal and practical support to help them live their lives independently.

[Find out more](#)

### Become a Care Worker

A career in adult social care is a role to be proud of. All you need to start are your natural qualities and enthusiasm, there's training for everything else!

[Find out more](#)

### Supporting Care Workers

Our hub for resources, guidance, training and events for the support of care professionals. We want to ensure our workforce is supported to deliver the highest quality care and support.

[Find out more](#)



**Thank You**  
**Any Questions?**