



North Tyneside Council

Thriving Sub-Committee

Wednesday, 22 January 2025

Tuesday, 28 January 2025 commencing at 6.00 pm.

Agenda Item	Page
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1. **Apologies for Absence**

To receive apologies for absence from the meeting.

2. **Appointment of Substitute Members**

To be notified of the appointment of any substitute members.

3. **Declarations of Interest and Dispensations**

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.

If you need us to do anything differently (reasonable adjustments) to help you access our services, including providing this information in another language or format, please contact democraticsupport@northtyneside.gov.uk.

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Agenda Item	Page
4. Minutes	1 - 4
To confirm the minutes of the meeting held on 12 November 2024.	
5. North West Village and Transport Plans	5 - 8
The purpose of this item is to scrutinise the Cabinet's decision on their November policy priorities report which covered information on the Village, Inner Area and Transport Plans for the North West to enable progress to be made on the individual projects in those areas.	
6. Leisure / Visitor Destination Opportunities	9 - 12
This report provides the Sub-Committee with an update on Leisure / Visitor Destination Opportunities for the borough.	
7. Work Programme	13 - 16
To consider priorities for inclusion in the work programme.	
8. Date and Time of next meeting	
18 March 2025 6.00 pm	

Circulation overleaf ...

Members of the Thriving Sub-Committee

Councillor Bruce Pickard (Chair)

Councillor Jay Bartoli

Councillor Louise Bell

Councillor Charlie Gray

Councillor Joe Kirwin

Councillor Andy Newman

Councillor Rebecca O'Keefe (Deputy
Chair)

Councillor Linda Bell

Councillor Bryan Clark

Councillor Nigel Huscroft

Councillor David Lilly

Councillor Joan Walker

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Thriving Sub-Committee

Tuesday, 12 November 2024

Present: Councillor B Pickard (Chair)
Councillors R O'Keefe, J Bartoli, Louise Bell, B Clark,
C Gray, N Huscroft, J Kirwin, A Newman, J Walker
and L McMullen

Apologies: Councillors Linda Bell

TS46/24 Appointment of Substitute Members

Councillor A McMullen was in attendance as a substitute for Councillor Carl Johnson.

Councillor L McMullen was in attendance as a substitute for Councillor Linda Bell.

TS47/24 Declarations of Interest and Dispensations

There were no declarations of interest or dispensations reported.

TS48/24 Minutes

The minutes of the meeting of the sub-committee held on 15 October 2024 were agreed as a correct record and signed by the Chair.

TS49/24 Adult Skills and Business

A report was received and a presentation given to members with information on the Authority's Business Support and Adult Skills programmes, giving an opportunity to discuss performance, challenges and current / future activities.

Officers queried that since leaving the EU how the transitional UK Shared Prosperity Fund (UKSPF) measured up to previous EU funding. Officers confirmed

that while there was not as much direct funding available, this had led to increased efficiency, redesign and refocusing of finance as well as more joined up working. Officers were not aware of any projects that had stopped due to this change in funding sources.

The Senior Manager of Employment & Skills explained how the Adult skills Fund (ASF) had devolved to NECA meaning that the Authority could now target training for local businesses to residents and address challenges like social isolation, health and wellbeing and cost of living. The 'Get Into' courses were highlighted, training co-designed with employers that have specific vacancies with guaranteed interviews and high levels of progression into employment.

Members were also shown case studies of those benefiting from access to skills, and the different routes that were open to residents. Commitments to Apprenticeships for different age groups, bootcamp programmes and workforce upskilling were also detailed. Assisting with the identification of training needs with businesses was seen as a valuable way to assist business into success and to get people back into work.

A member asked where the skills shortages were based, in terms of business size. Officers confirmed that they would ensure this breakdown was shared with the members.

A suggestion was made if there had been a skills diagnostic for the Authority's workforce, and officers stated that they would commit to doing this.

In response to a query about adults with learning needs and how that cohort was being serviced with skills training, officers explained there were specific programmes (Ignite, Explore and Release) to assist different age groups with placements, living skills and internships.

Officers confirmed that the Authority is linking with Employment Services to look into further opportunities for tailored support, after being asked if there was regular communication with the DWP and their services.

A question was asked about the funding splits for Adults skills in North Tyneside as a part of NECA, and if these figures could be shown to ensure that residents were being serviced in areas like sixth form provision. Officers confirmed that they

would ensure this data was sourced and shared with members.

Officers stated that in terms of measures and definitions of success for the Bootcamp projects, that the Authority was usually above national achievement rates and had strong Ofsted ratings as a skills provider.

TS50/24 Work Programme

Members were asked to make suggestions for future Work Programme items, and the Chair confirmed that 'Derelict Properties' should now be added to the Work Programme for the March meeting. Councillor O'Keefe was confirmed as Chair for this Task and Finish group, and meeting dates would be confirmed in the near future.

TS51/24 Date and Time of next meeting

28 Jan 2025 6.00pm

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Meeting: Thriving Sub-Committee

Date: 28 January 2025

Title: Scrutiny of the North West Village and Transport Plans Report

Author: Scott McKeating

Service: Democratic Services

Wards affected: Camperdown, Weetslade, Longbenton & Benton, Killingworth, Backworth & Holystone.

1. Purpose of Report

In line with the work programme item identified by the Thriving Sub Committee, this report provides an overview of the decision made by Cabinet regarding the November 2024 agenda item CAB72/24 which covered the North West Village and Transport Plans Report for the Sub Committee's consideration.

2. Recommendations

Members of the Sub Committee are asked to consider the decision and recommendations made by Cabinet on 25 November 2024, and note that a further report will be presented to Cabinet in June 2025 updating Cabinet on the progress made in relation to the delivery of the projects included in the North West Village Plan, the North West Inner Area Plan and the North West Transport Plan.

3. Report received at Cabinet

Cabinet was advised that the Our North Tyneside Plan 2021-25 gives a commitment to bring investment and improvements to the North West area of the borough and ensure that regeneration delivers ambition, opportunity and benefits for all of the Borough's residents.

Officers worked with the Deputy Mayor to better understand the opportunities and challenges in the North West which has been informed by the Big Community Conversation held in the Summer of 2022 where residents told the Authority what they wanted for their area.

Conversations have also taken place with Ward Councillors in the North West as well as partners such as Transport North East in order to help frame the work and future investment in the North West.

Cabinet was advised that the North West has a fantastic living offer based around its various settlements which have the advantages of a semi-rural setting. Through the Authority's work, there is the opportunity to invest in places and communities in the North West and create outstanding places to live and spend leisure time. However, in order to achieve this, it was noted that there are challenges that need to be addressed if the North West is to be a thriving and family friendly location where people choose to live.

Cabinet was advised that specifically, transport connectivity is a major issue and that a lack of public transport provision, particularly buses, can leave communities isolated with residents unable to connect easily with services. Addressing this lack of transport connectivity and promoting sustainable alternatives, including cycling and walking, will be a key policy priority for the Authority.

It is important that the Borough's residents in settlements in the North West have easy access to range of local services including healthcare, education, retail and leisure and that these should be readily accessible for those residents who do not have access to a private car. This may mean thinking differently about how the Authority deliver services in this part of the Borough in the future.

Cabinet was advised that communities in the North West are passionate about the places they live and have a strong sense of belonging. However, the Authority was also aware that some areas within the North West would benefit from investment in green spaces and the public realm.

In June 2023, Cabinet agreed to a set of policy priorities for the North West. These were:

- Improve Transport Connectivity
- Access to Local Services
- Caring for the Environment and a Sense of Belonging

Since then, Village, Inner Area and Transport Plans have been prepared that reflect the Authority's ambition for the North West and which, through a series of projects, will deliver on the three policy priorities.

The report presented to Cabinet sought agreement of the Village, Inner Area and Transport plans and to progress with the individual projects identified within them. It was noted that should Cabinet agree to the Village, Inner Area and Transport plans set out in the report, the next phase of this work will be to:

- Undertake consultation on the inner north west plan and proposed projects and to then progress the delivery of the projects subject to securing funding; and
- Progress the delivery of the projects in the outer North West Village plans and Transport Plan including the procurement of design and construction services for those projects identified within the masterplan and for which funding has been secured.

It was noted by Cabinet that former Councillor Muriel Green would have been delighted to see this report and in particular delighted to see the plans to improve connectivity. It was also noted that transport and connectivity had been an issue and the fact this is now being prioritised was welcomed.

4. Resolutions Made by Cabinet

At the 25 November meeting, the Cabinet resolved to:

1. Agree to the proposed North West Village Plan (Appendix 2 of the report), the North West Inner Area Plan (Appendix 3 of the report) and the North West Transport Plan (Appendix 7 of the report);
2. Subject to recommendation (1) being agreed, authorise the Director of Regeneration and Economic Development in consultation with the Deputy Mayor and the Director of Resources to:
 - a. undertake consultation on the North West Inner Area Plan (Appendix 3) to develop the proposed projects set out in paragraph 1.5.4 of this report, and identify additional projects and then progress with the delivery of the projects subject to securing funding and to;
 - b. progress the delivery of the projects in the North West Village Plan (Appendix 2) and the North West Transport Plan (Appendix 7) set out in paragraph 1.5.4 of the report, including the procurement of design and construction services for those projects identified within the plans and for which funding has been secured;
3. Note that a further report will be presented to Cabinet in June 2025 updating Cabinet on the progress made in relation to the delivery of the projects included in the North West Village Plan, the North West Inner Area Plan and the North West Transport Plan.

Cabinet stated that the reason for this decision was to enable the Authority to progress the regeneration of the North West and deliver against Cabinet's agreed policy priorities.

Meeting: Thriving Sub-Committee

Date: 28 January 2025

Title: Leisure / Visitor Destination Opportunities

Author: Pete Warne, Senior Manager, Tourism and Events

Service: Tourism and Events

Wards affected: All

1. Introduction

The Our North Tyneside Plan sets out the following objective for the visitor economy

- We will continue to be the destination of choice for visitors through the promotion of North Tyneside's award-winning parks, beaches, festivals and seasonal activities.

To realise this objective, the Council works closely with regional partners and key stakeholders to raise the profile of the region as a visitor destination as well as develop initiatives and projects to attract both day and overnight visitors from the UK and internationally.

The report provides an overview of the:

- current data relating to North Tyneside's visitor economy,
- key visitor attractions and events
- regional priorities, marketing and promotion

Further information will be provided via a presentation to the Thriving Sub Committee.

2. Visitor Economy Statistics

Below is key data that shows the economic value of the visitor economy to North Tyneside.

- North Tyneside's visitor economy was valued at £408.86m for 2023.
- The borough retains a strong day visitor offer with 5.8m that year.
- Overseas visitors are here as a result of a city visit, cruise ships including the daily DFDS Amsterdam service and our events programme.
- Direct employment was 3,169, increasing to 4,032 when the supply chain was taken into consideration.
- The borough's biggest sector by economic impact was food and drink, accounting for 1300 full time equivalent jobs. (source: STEAM, 2023)
- North Tyneside currently has around 4300 bed spaces and an annual occupancy rate of 78% (last reliable data 2022).
- Visitors are here for a range of reasons including a great range of family attractions, events and award-winning beaches.

3. Events, Attractions and Activities

In addition to our beaches and country parks, North Tyneside's other visitor attractions include:

- St Mary's Lighthouse
- Segedunum UNESCO World Heritage Site
- Tynemouth Priory
- Tynemouth Aquarium
- Stephenson Railway Museum
- Spanish City, next door to this Stack will be opening later this year.
- Playhouse Whitley Bay
- North Shields Fish Quay

Key events and activities that also attract visitors include:

- Mouth of Tyne Festival
- North Sea Weekender
- 10k road race

- North Shields Christmas Market
- Tynemouth Market

4. Marketing and Promotion

Our signposting website for visitors, www.visitnorthtyneside.com, received over 127,000 visitors in 2024.

As you'd expect, the majority of traffic was from the UK and Ireland but there was strong interest in the area from US, Canada, Germany and The Netherlands.

UK traffic was centred around London, The Midlands and Yorkshire. This has been the case for many years.

Referrals to the site came mostly from Google but, in line with our regional partnership strategy, traffic also came from www.newcastlegateshead.com.

We also have an Instagram account for the borough that has 3863 followers.

Much of our promotional activity is done through our various high-profile events including Mouth of the Tyne Festival, Tynemouth Food Festival, 10k Road Race, North Sea Weekender and Christmas Market.

Mouth of the Tyne Festival has nearly 20,000 followers on social media.

There is a huge opportunity to reach new and repeat visitors this year through North Shields 800.

Further opportunities lie in partnership working, notably that of the new strategic regional approach to the visitor economy.

5. Regional Activity

While the borough stands as a visitor destination in its own right, we have been part of the regional Destination Development Partnership since 2023.

The North East secured the first government funded regional partnership programme to support the development of the visitor economy. The £2.25m support from DCMS recognised the NE's ambition to double the size of the visitor economy in the next ten years.

The Thriving Sub-Committee will receive an update on that including the following topics:

- Hotel Study and occupancy levels
- Domestic and International marketing
- The impact of 'Set Jetting' and influencer campaigns.
- Product development
- Travel Trade
- Skills
- Relevant future developments

Meeting: **Thriving Sub-Committee**

Date: **28 January 2025**

Title: **Work Programme 2024/25**

Author: **Allison Mitchell, Head of Governance**
Sonia Stewart, Manager: Democratic Services

Service: **Governance**

Wards affected: **All**

1. Purpose of Report

- 1.1 At its meeting on 23 July 2024 the Sub-Committee endorsed its outline work programme for 2024/25. As discussed in that meeting, it is important that the work programme is kept under regular review and that this can be flexed by the Sub-Committee if appropriate during the year (for example, in response to emerging matters during the year which could not be foreseen at the time that the outline work programme was initially discussed). Accordingly the Work Programme will be included as a standard item of business on the agenda for each meeting of the Sub-Committee during 2024/25.
- 1.2 Appendix A sets out the work programme as it currently stands. The Sub-Committee is invited to review the work programme and to confirm those items of business to be considered at upcoming meetings of the Sub-Committee, in order that the relevant report authors can prepare the necessary information.
- 1.3 Should amendments to the work programme be proposed, it will be important for the Sub-Committee to set clear objectives for each proposed topic to ensure that the focus of all Scrutiny work is on strategic matters which are properly within the Sub-committee's remit and which will add value through the Scrutiny process.

2. Recommendations

2.1 The Sub-Committee is recommended to:

- (a) Consider the current Work Programme, attached as Appendix A
- (b) Confirm the items of business to be considered at the upcoming meetings of the Sub-Committee.

Thriving Sub-committee – Menu of Suggested Work Items 2024-25

Date of Meeting	Agenda Items
23 July 2024	<ul style="list-style-type: none"> • Work programme 2024-25 • North Shields 800 Update • Summer Break / Cultural programme Update
15 October 2024	<ul style="list-style-type: none"> • Wider regeneration Plans for town centres (NS, WB, WND and NW) • Derelict properties – Terms of Reference
12 November 2024	<ul style="list-style-type: none"> • Adult Education • Business opportunities • Work Programme
28 January 2025	<ul style="list-style-type: none"> • Leisure / visitor destination opportunities • Scrutinising the November Cabinet decision on the North West • Work programme
18 March 2025	<ul style="list-style-type: none"> • Annual Scrutiny Report 2025/26 Draft Work Programme • Derelict Properties • Draft Work programme for next year

Other potential topics (for consideration by the Sub-Committee):

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