



North Tyneside Council

Economic Prosperity Sub Committee

Tuesday, 6 July 2021

Wednesday, 14 July 2021 commencing at **6.00 pm** in Room 0.01, Quadrant, The Silverlink North, Cobalt Business Park, NE27 0BY (Due to Covid restrictions anyone wishing to attend should first notify the contact officer.)

Agenda Item		Page
1.	<p>Apologies for Absence</p> <p>To receive apologies for absence from the meeting.</p>	
2.	<p>Appointment of Substitute Members</p> <p>To be notified of the appointment of any Substitute Members.</p>	
3.	<p>Declarations of Interest and Dispensations</p> <p>You are invited to declare any registerable and/or nonregisterable interests in matters appearing on the agenda, and the nature of that interest.</p> <p>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.</p> <p>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.</p>	
4.	<p>Minutes</p> <p>To confirm the minutes of the previous meeting held on 23 February 2021.</p>	5 - 6
5.	<p>Inclusive Economy Strategy</p> <p>To review and comment on the Council's approach towards developing an inclusive economy in North Tyneside.</p>	7 - 32

6.	Shop Local Campaign To receive a presentation on the Shop Local Campaign in North Tyneside and consider how it may be developed in the future.	33 - 34
7.	Sustainable Transport Schemes To examine the Council's plans to provide around 14km of new cycling routes and the response to the public consultation exercise undertaken in June 2021.	35 - 36
8.	Work Programme 2021-22 To formulate and approve the sub-committee's work programme.	37 - 40

Members of the Economic Prosperity Sub-Committee

Councillor Liam Bones
Councillor Margaret Hall
Councillor Janet Hunter
Councillor Bruce Pickard
Councillor John Stirling
Councillor George Westwater

Councillor Trish Brady
Councillor John Harrison
Councillor Hannah Johnson
Councillor Willie Samuel
Councillor Joan Walker (Deputy Chair)
Councillor Matt Wilson (Chair)

Economic Prosperity Sub Committee

Tuesday, 23 February 2021

Present: Councillor Janet Hunter (Chair)
Councillors J Harrison, J Kirwin, K Lee, M Thirlaway,
J Walker and M Wilson

Apologies: Councillors M Rankin

EP24/21 Appointment of Substitute Members

There were no substitute members appointed.

EP25/21 Declarations of Interest and Dispensations

Councillor M Thirlaway declared a Disclosable Pecuniary Interest in relation to the employment and training of social care workers referred to in minute EP27/21 as he is employed by Parkside Care Limited.

EP26/21 Minutes

Resolved that the minutes of the previous meeting held on 3 March 2020 be confirmed and signed by the Chair.

EP27/21 Employment and Skills

The sub-committee met to examine the most recent data, policy announcements, progress and challenges in relation to employment and skills and the impact of the Covid-19 pandemic. Mark Barrett, the Council's Senior Manager Employment and Skills, presented an overview of:

- a) recent policy announcements made by the Government including details of the Chancellor's Plan for Jobs and the White Paper Skills for Jobs: Lifelong Learning for Opportunity and Growth;
- b) the Council's continuing work to deliver the key elements of the Our North Tyneside Plan related to employment, skills and business growth and the key priorities set out in its Employment and Skills Strategy;
- c) work with schools to ensure that young people across all ages received a good quality offer of careers education and information, advice and guidance;
- d) the latest data relating to the proportion of young people who are not in education, employment or training (NEET) and the support provided to this group;
- e) the decline in the number of apprenticeship starts for all age groups in North Tyneside which was reflected at regional and national levels;
- f) the numbers of workers in North Tyneside who were furloughed as part of the Government's Coronavirus Job Retention Scheme (CJRS) and the support offered to unemployed residents;
- g) implementation of the Kickstart Scheme which provided funding to employers to create

- h) six-month job placements for 16 to 24 year olds;
- h) devolution of Adult Education Budget (AEB) to the North of Tyne Combined Authority and how this had enabled the area to respond to the needs of residents and businesses across the area;
- i) the Digital Outreach Project which aimed to address a gap in digital skills training. Officers confirmed that this programme was being delivered in association with the community and voluntary sector; and
- j) a six-month pilot Social Care Academy which would deliver pre-employment training and skill development which will help to supply well-prepared and sector-aware candidates for the social care workforce.

Sean Collier, the Council's Senior Manager: Business and Enterprise, presented a statistical analysis of the impact of Covid-19 on the local economy. It was suggested that members of the sub-committee be provided with the data on a regular basis. The latest data included figures in relation to Universal Credit claimants, the numbers of workers furloughed, property vacancy rates, the numbers of businesses not trading, businesses' turnover and the numbers of new businesses.

Henry Kippen, the Director of Economic Growth at the North of Tyne Combined Authority, joined the meeting to comment on the work of the Authority, to take a longer term view of the regional economy and develop in collaboration with the government and partners beyond the public sector a £2.8bn recovery plan for employment and transport in the region. The plan would focus on skills and employability and the sub-committee were presented with examples of areas for investment including the offshore wind, digital and cultural sectors. It was suggested that the sub-committee may wish to receive a more detailed presentation on this work at a future meeting.

Members of the sub-committee considered in more detail:

- a) the reasons for the high number of vacancies within the social care sector and the options available to the Council to work with the sector to improve the quality of employment and training;
- b) the options, opportunities and support likely to be available to young people at the conclusion of their 6 month placement under the Kick Start scheme; and
- c) the need to develop softer interpersonal skills and interviewing techniques to support people into employment.

Officers undertook to provide members with further information in relation to

- a) the amount of funding likely to be invested in North Tyneside as part of the Government's Plan for Jobs;
- b) a home care pilot in the North West of the borough and how it might act as an exemplar in terms of the quality of employment;
- c) the reasons why the Lifelong Loan Entitlement would not be available until 2025; and
- d) the feasibility work being undertaken by the North of Tyne Combined Authority in relation to the establishment of a community bank.

Members also asked to be briefed on the Reopening High Streets Safely Fund allocated by the Government and work commissioned by the Council to carry out some preliminary consultation. It was agreed that a report be presented to the next meeting of the sub-committee in March 2021.

Meeting: Economic Prosperity Sub-Committee

Date: 14 July 2021

Title: Inclusive Economy Strategy

Author: Michael Robson

Tel: 643 5359

Service: Law and Governance

Wards affected: All

1. Purpose of Report

- 1.1 To present the sub-committee with the context and purpose of a scrutiny exercise in relation to the Council's Inclusive Economy Strategy.

2. Recommendations

- 2.1 The sub-committee is invited to review and comment on the Council's approach to an inclusive economy in North Tyneside.

3. Details

- 3.1 At its meeting on 24 May 2021 the Cabinet approved an approach towards developing an inclusive economy in North Tyneside. The report to Cabinet setting out details of the approach is attached as an appendix.
- 3.2 Julie Dodds, the Council's Service Manager: Inclusive Economy and Business Growth, will attend the meeting to give a presentation covering the background to the strategy, details of the Council's approach and the steps to be taken to implement it. Councillor Johnson, the Deputy Mayor and Cabinet member with responsibility regeneration and economic development has been invited to the meeting to answer questions and Council's approach.

- 3.3 The sub-committee may wish to make comments or recommendations to the Cabinet, Cabinet Member or officers in relation to the Council's approach to an inclusive economy.

4. Appendices

Report to Cabinet 24 May 2021 relating to an Inclusive Economy in North Tyneside

5. Background Information

The following documents have been used in the compilation of this report and may be inspected at the offices of the author:

- Draft Economic Prosperity Sub-Committee work programme 2021/2

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North Tyneside Council

Report to Cabinet

Date: 24 May 2021

Title: An inclusive economy in North Tyneside

Portfolio(s): Deputy Mayor

Cabinet Member(s): Carl Johnson

Report from: Regeneration and Economic Development

Responsible Officer: John Sparkes, Head of Regeneration and Economic Development (Tel: 0191 643 6091)
Paul Hanson, Chief Executive 07960 388 604

Wards affected: All

PART 1

1.1 Executive Summary:

At its meeting on 26 November 2018, Cabinet agreed its Regeneration Strategy, “An Ambition for North Tyneside.” That Strategy framed the physical changes planned for North Tyneside against the needs and ambitions for the Borough. Significant effort has gone into making sure that every resident, business and visitor benefits from the regeneration of the Borough but more needs to be done.

In lots of ways, North Tyneside is an inclusive place. 73% of residents feel like they belong to their local area, which is higher than the national average.

There are, however, serious barriers to inclusion, including:

- The impact of poverty and deprivation in North Tyneside.
- The impact of the COVID 19 pandemic.
- There are also barriers associated with the Protected Characteristics. In particular disability, age, sex and race.

This report asks Cabinet to agree an approach to building a more inclusive North Tyneside, particularly using the local economy as a route to making that happen. It describes what an inclusive economy means and who is at risk of exclusion.

The report then looks at the dimensions of inclusion and the levers available to the Authority and its partners. As was the case for the Regeneration Strategy it then provides a framework for a range of projects and activities which aim to make North Tyneside and its economy, more inclusive. It contains a framework approach organised

across seven fundamental areas; Education, Employment, Safety, Social equity, Housing, Connections and Environment.

This strategy aims to make North Tyneside a great place to live, work and visit for everyone.

1.2 Recommendation(s):

It is recommended that Cabinet:

- (1) Agree the proposed approach towards developing an inclusive economy in North Tyneside.

1.3 Forward Plan:

Twenty-eight days' notice of this report has been given and it first appeared on the Forward Plan that was published on 4th December 2020.

1.4 Council Plan and Policy Framework

This report relates directly to the delivery of the Our North Tyneside Plan. While “An Ambition for North Tyneside” focussed on the Place and Economy elements of the Plan, this strategy is focussed on the People and Economy elements of the Plan.

Following the recent elections, work is underway with the new administration to consider a refresh of the Council Plan to reflect more closely their policy priorities as set out during the election process. This will include a clear focus on reducing inequalities and providing opportunities for all through inclusive economic growth as set out in this report.

1.5 Information:

1.5.1 Background

1.5.2 North Tyneside has had a strong and growing economy for some time. The Elected Mayor and Cabinet have reflected their support for the economy through the Our North Tyneside Plan where the Economy section identifies the following priorities. Our Economy will:

- Benefit, along with our people and places, from our ambitious vision in the North of Tyne Combined Authority
- Benefit from the delivery of our ambitious vision, which we created with partners in the North of Tyne Combined Authority
- Be dynamic and more inclusive, which will ensure that all residents have a stake in our region's future
- Grow by supporting new businesses and building on our strengths, including our existing world class companies, and small and growing enterprises
- Be business friendly, ensuring the right skills and conditions are in place to support investment; and

- Continue to support investment in our business parks, units and town centres.
- 1.5.3 The Authority’s work through the North of Tyne Combined Authority has included an Inclusive Economy Policy Statement, which sets out an ambition for an inclusive and dynamic economy. The aim is to remove the barriers which make it difficult for people to take up employment and training opportunities and empower people with the skills and resources they need to take ownership of their future and secure good jobs with living wages. The North Tyneside Inclusive Economy Strategy complements the North of Tyne Combined Authority Inclusive Economy Policy Statement, by making clear how this will be taken forward in North Tyneside.
- 1.5.4 This can be seen in the North East Strategic Economic Plan and the emerging Local Industrial Strategy where the Local Enterprise Partnership has led an agreed focus on “more and better jobs.”
- 1.5.5 For North Tyneside, an inclusive economy means an economy that works for and includes everyone, where the benefits of the economy are spread, so that all communities flourish and grow equally.
- 1.5.6 Currently North Tyneside is home to 5315 businesses, 9600 self-employed residents in a total of around 131,000 residents of working age. Business start-ups have been strong and sustained and inward investment in terms of businesses coming into North Tyneside has been a real success story – with SAGE and Verisure being two recent and significant examples. It is worth noting that since the start of the COVID 19 pandemic, there has been a significant reduction in the number of inward investment enquires being received, however the large scale enquires are still coming forward and the Authority is progressing a number of enquiries which could lead to significant job creation.
- 1.5.7 For residents, the number of people who are economically active has been strong, at 80.8% of the population compared to 75.7% in the North East, and average earnings have been rising, closing the gap on the National Average. Median weekly earnings for full-time employees rose by £29.70 between 2018 and 2019, from £539.3 to £569, compared to the national median weekly earnings of £585 in 2019 and the North East median weekly earnings of £533.
- 1.5.8 However, deprivation has presented a barrier for many of the Borough’s residents. Deprivation can be a cause of exclusion from the economy, for example, through the Poverty Premium.¹ Likewise, sometimes exclusion from the economy causes deprivation. For example, people with disabilities and ethnic minorities can be excluded from the economy due to discrimination in the workplace or lack of accessibility more generally, which can lead to deprivation. Deprivation is both a cause and impact of exclusion from the economy. As such, deprivation and exclusion from the economy can become a vicious cycle.
- 1.5.9 The impact of the 2008 Financial Crisis and aspects of the Government’s response have stalled improvements in life chances and, in some places, deepened deprivation. Professor Marmot, in updating his study on Health Equity in England in February 2020, demonstrated that effect. The study shows that if left unchecked, the social, economic and political changes which have impacted on health inequalities in England, will have

¹ Poverty Premium is the extra cost that households on low income incur when purchasing the same essential goods and services as households on higher incomes. Research suggests such premiums exist in a wide range of areas including energy, insurance and groceries.

detrimental impacts in the future. Ten years of austerity policies have widened social, economic and regional inequalities.

- 1.5.10 To add to this, the impact of the COVID 19 pandemic has been significant. The number of working age residents claiming universal credit increased by 43% between February and October 2020, just over a third were searching for work, a similar proportion were working, while the remainder were unable to work due to ill health or caring responsibilities. In December 2020, a new Marmot Review was published, entitled 'Build Back Fairer: The Covid-19 Marmot Review', which makes clear that rather than just building back better, which has become the mantra, the Authority needs to build back fairer, by building a society based on the principles of social justice.
- 1.5.11 Low-income families have been hit the hardest by the pandemic as financial instability has risen. Before the pandemic, the issue of in-work poverty was becoming more prevalent, with an increasing demand not only for more but for better quality jobs. Workers in poverty are more likely to have insecure jobs, with fewer rights and employee benefits, making the impact of COVID 19 yet more severe.
- 1.5.12 As well as the immediate economic impact, the impact of COVID 19 is expected to widen inequalities; the impact of school closures on children and young people in poverty is greater than that on their wealthier peers. In June 2020, the Education Endowment Foundation found that school closures are likely to reverse progress made to narrow the gap in the last decade. Because of this widening of inequalities, the impact of COVID 19 is likely to be long-lasting and varied. The measures taken to narrow that gap will need to be equally sustained and innovative.
- 1.5.13 The Mayor and Cabinet are committed to an inclusive North Tyneside. On 14 December 2015, Cabinet agreed an approach to tackling deprivation that subsequently gave rise to a sustained partnership in Chirton and Riverside, Howdon and Wallsend Wards. That work translated some of its elements borough-wide, particularly in terms of delivery of Public Health and Wellbeing services. On 20 July 2018, Cabinet heard an evaluation of this work, which found that in the affected wards, there was a significant increase in performance in Mathematics for young men, the number of people claiming income related benefits reduced in Chirton and Riverside Wards and smoking quit rates rose faster in Chirton and Riverside Wards than the borough-wide figures.
- 1.5.14 As part of last year's Council Budget, the Mayor and Cabinet allocated £1m to create a Poverty Intervention Fund. This is aimed at alleviating the impacts of living in poverty, in particular, the financial, social and health impacts of poverty. On 29 June 2020, Cabinet agreed four initial initiatives targeted at children, families with children and older people.
- 1.5.15 The Levelling Up Fund should go some way to ensuring that the Authority can 'build back fairer'. The fund should address challenges faced in deprived areas, ensuring people across the nation's regions can contribute to, and benefit from, economic growth.
- 1.5.16 What does an inclusive economy look like?
- 1.5.17 In recent years, a great deal of international policy thinking has gone into thinking about inclusive economic growth. Essentially, the focus has shifted to look at the quality of economic growth not just its rate. This means an economy that works for and includes everyone, where the benefits of the economy are spread, so that all communities flourish and grow equally.
- 1.5.18 Success in creating an inclusive economy will mean:

- Every resident has the right to a good **Education**, which closes the attainment gap between students from deprived and affluent areas and makes sure that young people have the skills, experience and qualifications to take up quality training and jobs.
- Every resident has the right to **Employment** in a safe working environment, with opportunities for progression, paid a fair wage and feeling valued.
- Every resident has the right to the feeling and experience of **Safety** in their communities.
- Every resident has the right to **Social Equity**, including commitment to fairness, justice and equality from employers, education and training providers.
- Every resident has the right to good quality and affordable **Housing**, providing a place to grow and learn throughout the life course.
- Every resident has the right to social and digital **Connections** which maximise opportunities to fully participate in their communities.
- Every resident has the right to a sustainable **Environment**, where the Borough's growing economy does not come to the detriment of the climate.

1.5.19 Who is excluded in North Tyneside and what are the barriers to inclusion?

1.5.20 The Borough is a great place to live, work and visit but not for everyone. There is a risk that some groups of residents may not benefit from North Tyneside's economy as much as others. This includes:

- Residents living in deprivation.
- Residents with Protected Characteristics. In particular disability, age, sex and race.

1.5.21 The single biggest excluding factor in North Tyneside is **deprivation**.

1.5.22 Around 1 in 10 residents live in an area that is ranked as the most deprived in England and an estimated 18.7% of children in North Tyneside were living in poverty in 2018/19. Deprivation affects health, social and economic outcomes, all of which impact on one another. The rest of this report will look at these impacts in more detail, in relation to each of the rights outlined above.

1.5.23 In terms of looking at other barriers, the suggested approach is to concentrate on the **9 Protected Characteristics** created by the Equality Act 2010. They are

- Age
- Disability
- Gender reassignment
- Marriage or civil partnership
- Pregnancy and maternity
- Race
- Religion or belief

- Sex
- Sexual orientation

1.5.24 Of the protected characteristics, **disability** has one of the biggest impacts in terms of economic inclusion. The Joseph Rowntree Foundation states that one of the two most important factors shaping poverty trends, is disability.

1.5.25 The percentage of people with a long-term health problem or disability in North Tyneside is similar to the North East average, but higher than England, and North Tyneside has seen an increase in the challenges and complexity of adults with mental health needs.

1.5.26 In North Tyneside the risks of exclusion based on the other 8 characteristics are broadly the same as the rest of the UK. However, the demography of the Borough means more is known about the barriers faced by some residents with those characteristics than others. The impacts of **age** and **sex** will be explored throughout this report, in relation to the seven rights highlighted above.

1.5.27 When it comes to **race**, North Tyneside has relatively few residents from BAME backgrounds, at 3.4%, compared to 13.8% in the UK population. The largest BAME ethnic group in North Tyneside is Asian or British Asian (1.5%), followed by Mixed (0.9%) Chinese or Other (0.6%) and Black or Black British (0.4%). Low numbers make it difficult to find statistically significant trends, however the national picture shows that being from an ethnic minority group has an impact on economic inclusion. According to the Joseph Rowntree Foundation, the other most important factor shaping poverty trends, besides disability is ethnicity. The Mayor and Cabinet have recognised the need to look at the experiences of residents from BAME communities in North Tyneside, and as such have set up a Mayor’s BAME task group.

1.5.28 It is clear that deprivation and the protected characteristics are not independent of one another. In some cases, they are also interlinked so that one can cause the other, for example the links between disability and deprivation. It is therefore important to consider the intersectionality of each of the protected characteristics and deprivation, when trying to achieve an inclusive economy.

1.5.29 The proposed approach to creating greater inclusion

1.5.30 The above benchmarks for an inclusive economy are underpinned by the social foundation suggested by Kate Raworth, who looked at the concept of rights, with some specific areas of focus in a North Tyneside Context. These areas of focus create the framework for an inclusive economy.



1.5.31 The rest of this report outlines the challenges in each of these areas for North Tyneside, and what is currently planned and suggested to be done about them.

1.5.32 The right to a good education

1.5.33 The education system in North Tyneside has had a significant impact on the life experience of residents for many years. A sustained investment in parts of the education system has provided significant opportunities. Attainment for pupils at key stage 2 and 4 is better than the national average, and 85% of pupils attend a school rated as 'good' or 'outstanding' by Ofsted.

1.5.34 The Challenge:

1.5.35 Despite successes in North Tyneside's education system, there has been and remains a stubborn issue that is a reflection of a national picture but has a local impact.

Deprivation has a direct impact on progress and attainment. Children and young people who come from neighbourhoods which experience higher levels of deprivation are less likely to be ready for school, are less likely to do well and are less likely to progress to further or higher education and less likely to move into good jobs.

1.5.36 At key stage four, the gap between disadvantaged and non-disadvantaged pupils has widened and is now larger than the national gap. 44% of North Tyneside's disadvantaged cohort achieved grades four or higher in English and maths GCSE, compared to 72% of the non-disadvantaged cohort. Nationally, pupils with SEND have lower attainment, as do boys. In North Tyneside, evidence suggests that 25% of the pupil premium cohort are "long term disadvantaged", of which the vast majority are White British. For North Tyneside, deprivation is the key issue. In common with the North of the country, North Tyneside has relatively few BAME pupils and relatively more long-term disadvantaged pupils. See appendix 1 for further data.

1.5.37 At the State of the Area Event 2020, which had a workshop on an inclusive economy, participants discussed barriers to education. They pointed out that there are also barriers to students with English as a second language, young carers and students who are less academic, and do not want to attend university. It was suggested that to improve education outcomes, the Authority needs to focus on resilience, mental health, more practical routes into employment and life skills.

1.5.38 To ensure every student has the right to a good education, the Authority must tackle the impacts of deprivation, those who have a protected characteristic and the places where they intersect.

1.5.39 How this will be achieved:

1.5.40 The Mayor and Cabinet have revised their strategy for education in North Tyneside set within the 'Ambition for Education' documentation. The strategy will be required to tackle barriers and build on opportunities in the following key areas:

- Making sure every young person is ready for school.
- Improving outcomes for children and young people who experience deprivation – including consideration and design of additional provision in school holidays.

- Reviewing post-16 education for North Tyneside.
- Planning school places and balancing the books.
- Back local schools, making sure all children have access to a high-quality education with opportunities to catch-up where needed after Covid.

1.5.41 The right to decent employment

1.5.42 Those of working age do well in North Tyneside. The economic activity rate of North Tyneside residents in 2020 was 80.9%, in line with the England average of 79.7%. North Tyneside's unemployment rate was also in line with the national average, at 3.1%, compared to 3.9% nationally.

1.5.43 Moreover, the investment and enterprise of North Tyneside's businesses – large and small – has seen the Borough transition from an economy which relied on coal, shipbuilding and heavy industry to one with a broad range of diverse businesses with greater resilience.

1.5.44 The Challenge:

1.5.45 The impact of deprivation on education plays through into employment and skills. The Joseph Rowntree Foundation's analysis of poverty trends and figures in 2017 states that education and skills are the strongest predictors of future poverty. Just under 40% of working age people with no qualifications are in poverty, compared to just over 10% for those educated to degree level. For adults there are also barriers associated with sex, race, disability and age.

1.5.46 The North East Strategic Economic Plan, updated in January 2019, identifies the key challenges for the region, including gaps in high skilled occupations including managerial, professional and technical. This challenge can be seen in North Tyneside, with skills shortages and unemployment continuing to create a barrier for some businesses and parts of the Borough (see Appendix 1).

1.5.47 The challenge around skills leads not only to higher levels of unemployment, but also to in-work poverty, which has become an increasing issue nationally. Among people living in poverty, 3.8 million live in families where all adults work and 3.1 million live in families where one adult works and one does not. Less than half of people in poverty live in workless or retired families. In North Tyneside, residents in in-work poverty are concentrated in poor quality housing in the centre of Wallsend and North Shields.

1.5.48 Although those who live in North Tyneside earn more on average than the North East, the earnings by place of work for North Tyneside are lower than national and the North East. The gross weekly pay of full-time workers whose place of work is in North Tyneside is £502.1, compared to £521.4 for the North East and £586.7 for Great Britain. This indicates that residents may be travelling outside of the Borough for work, and that jobs in the Borough may be paid less on average than those in the North East as a whole.

1.5.49 Employment was discussed at the State of the Area Event 2020. Participants identified other barriers, including for young people, those who have been employed in the same job for a long time and are either made redundant or wish to change direction, minority groups and people with disabilities. The issues raised included young people's awareness of the world of work, discrimination against people with disabilities, the cycle of low pay and low skilled work, confidence, resilience and accessibility of adult learning

courses. The participants felt that more role models for minority groups, better career advice in schools and more training for the long-term unemployed, would help to break down these barriers.

1.5.50 The concerns raised at the State of the Area Event around protected characteristics are confirmed by research (see Appendix 1 for further data):

- Nationally, disabled people are more likely to achieve lower outcomes in terms of employment.
- In May 2020, 15.45 % of out of work benefits claimants in North Tyneside were aged 18-24. Younger people are disproportionately represented in hospitality and catering, which have been affected by the COVID 19 pandemic.
- Nationally, women over 40 are more likely to work in lower paid occupations. 83.3% of the lowest paid employees at North Tyneside Council are female, compared to 68.9% of the top paid employees.
- Nationally, Pakistani and Bangladeshi citizens are more likely than any other ethnic group to be unemployed, whilst white citizens are the least likely to be unemployed.

1.5.51 Making sure every resident has the right to decent employment will be key in creating an inclusive economy.

1.5.52 How will this be achieved:

1.5.53 On 16 January 2017 Cabinet agreed its Employment and Skills Strategy. That Strategy requires updating to reflect changed conditions and the impact of COVID 19. In the first half of 2021, the Authority will conduct a Post 16 Review and update its Ambition for Education, which will help to inform another update to the Employment and Skills Strategy to be taken to Cabinet in late 2021 or early 2022. The overall structure is likely to remain the same:

- A universal offer to children and young people in line with the National Careers' Framework and the Gatsby Benchmarks.
- A targeted offer to children and young people which focuses on those at risk of missing out (where that risk is greatly heightened in North Tyneside by deprivation and by disability or a long-term condition.)
- A universal offer to adults, delivered in partnership with DWP.
- A targeted offer to adults who require support to access the labour market and good jobs.
- Investing in in Adult education and supporting apprenticeships to make sure our people have the right skills for the job.

1.5.54 There has been significant work to ensure investment and regeneration activity is inclusive. For example, the Work Academy - which was in place with Premier Inn provided a pathway for residents who had very limited work experience and enabled

them to complete a 10-week work readiness course and then be guaranteed an interview.

- 1.5.55 Within the North Tyneside Local Plan 2017 it states the Employment Land Review (ELR) 2015 included an assessment of 1,591 hectares of land for its employment potential. This included 955 hectares of currently allocated or existing employment and 210 hectares of available employment land. It recommended an overall provision of a suite of employment land, capable of accommodating at least the Medium level of job growth, forecast as 707 jobs per year. It's important that this forecasted growth is inclusive providing opportunities for all across the Borough.
- 1.5.56 As highlighted within the Local Plan, the Authority is working to ensure the future development of the former Swan Hunters site, with the objective that it leads to new employment opportunities that will benefit residents who may currently face barriers to these opportunities. Indigo Park, as a large designated employment site, is poised for new investment and development, which will hopefully, in time, realise employment opportunities.
- 1.5.57 The Borough has the benefit of two significant and successful legacy Enterprise Zone sites; Quorum and Cobalt Business Parks. They employ approx. 17,474 people across the Parks and offer premium office space for business in North Tyneside. These sites are managed and owned by the private sector and boast a range of well-known multinationals and large businesses as tenants. As a key source of growth and employment opportunities for the Borough it's important to work alongside the Park management teams and their tenants to ensure all are able to access the opportunities the Business Parks have to offer.
- 1.5.58 There are also two further opportunities Cabinet wish to take.
- 1.5.59 The first is a desire to build on the work done to ensure there are only low numbers of young people in North Tyneside who are not in education, employment or training. The Authority offers education and training to all young people aged 16-17 years. In 2019, there were 1863 young people who were available under the guarantee and 97.1% received an offer of a suitable place in education or training. These rates compare to 95.5% in the North East and 95% in England. The Mayor and Cabinet have challenged the officer team to aim to reduce that further, to as close to zero as is practically possible.
- 1.5.60 The second is the sectoral opportunities highlighted by the Strategic Economic Plan and the work done with the North of Tyne Combined Authority. Even more important post-COVID19, there are opportunities in some key sectors; those associated with offshore energy, green technologies, culture and tourism and the digital sector. There is the opportunity in these key sectors to attract better paid and higher skilled jobs to the Borough. The Mayor and Cabinet have also challenged the officer team to look at how best to work with partners to strengthen the health and social care sector in terms of career structure and opportunities. And to look at the wider public sector and build on the strength of local partners to create a Public Service Academy.
- 1.5.61 Through its work with the North of Tyne Combined Authority (NTCA), the Authority has supported the development of a Good Work Pledge, which will enable employers to understand the key elements of 'Good Work', what they can do to achieve this and what support is available to help them get there. The Pledge involves 5 areas, which include valuing and rewarding their workforce, promoting health and well-being, effective communications and representation, developing a balanced workforce and a social responsibility.

1.5.62 The Authority has also worked with the NTCA on projects aimed at supporting residents into work. In response to the COVID 19 pandemic, the NTCA has put in place a Job Opportunities notice board to match people who need work with employers seeking staff and pledged £5 million to support local authority work with businesses and communities. There are a range of new activities planned to help businesses and residents as lockdown is lifted, including start-up programmes targeted at newly redundant employees, graduates and previous business owners and employment support and skills initiatives targeted at those affected by unemployment or the end of furlough.

1.5.63 The Authority will seek to work partners to identify and support adult and lifelong learning as well as community learning to encourage continued skills development for all. As well as supporting alternative pathways to employment such as support for developing vocational skills, and apprenticeships to encourage routes for disadvantaged groups to enter and progress in employment.

1.5.64 The right to community safety

1.5.65 North Tyneside is a safe place to live, work and visit. When comparing crime against the Authority's most similar comparator councils, the Borough is safer when it comes to 8 out of 14 classifications of crime, and the same for one classification. The Safer North Tyneside Partnership regularly monitors and compares across a variety of indicators with other similar areas to ensure that the Authority is keeping residents safe.

1.5.66 The Challenge

1.5.67 However, the experience and feeling of safety is not consistent for everyone in North Tyneside, and again, deprivation and the Protected Characteristics are key contributors to this. The most recent Residents' Survey showed some clear divisions in residents' experience. There is a strong correlation between the areas that experience deprivation and lower feelings of safety during the day and after dark. In the Southern area, 35% feel safe after dark compared to 53% overall. Some areas of the Borough saw higher rates of crime and anti-social behaviour than others in 2019 and many of these areas are also high in deprivation (see Appendix 1)

1.5.68 At a national level, the issue of crime and anti-social behaviour is increasing in importance for the general public, and this trend can also be seen in the 2018 North Tyneside Residents Survey. Residents perceive the level of crime and anti-social behaviour as being more of an issue than the previous year. Those who feel most vulnerable include women, older residents, residents who are not in work, social tenants, those with a disability and those who live in a single person household. Consultation for the North Shields masterplan has shown that this is an increasing issue for residents in North Shields.

1.5.69 There are also some concerns when it comes to the Protected Characteristics. Hate crimes have increased significantly since 2015. Amongst hate crimes reported to Northumbria Police between July and November 2020, those that are racially motivated are the most common, followed by homophobic and disability.

1.5.70 The right to safety must be universal for all residents, no matter where they live or who they are.

1.5.71 How this will be achieved:

- 1.5.72 Tackling Anti-Social Behaviour and wider crime in North Tyneside is a key priority for the Borough. For the majority of residents, Environmental Crime and anti-social behaviour are not an issue, however for some groups in particular, feelings of unsafety have increased. The Authority understands the importance of residents feeling safe in their homes and communities.
- 1.5.73 The Authority continues to work in partnership with key services represented on the Safer North Tyneside Partnership. On 19 October 2020, Cabinet approved a new combined policy for Environmental Crime and Anti-Social Behaviour. The Safer North Tyneside Work Plan 2020-2021 sets out plans across a wide range of issues, including safeguarding, alcohol and drugs, crime and disorder and public protection.
- 1.5.74 The Hate Crime Tension & Monitoring Group Action Plan sets out priorities to improve communication and awareness, education and training, reporting and enforcement. In October 2021, North Tyneside Council will promote National Hate Crime Awareness Week.

1.5.75 The right to social equity – making the most of An Ambition For North Tyneside

- 1.5.76 North Tyneside Council has taken some practical decisions that have made a difference to increase inclusion and equity. Specific regeneration projects have been targeted at providing opportunity and improving the life experience of residents. Capital investment has tried to increase human capital and social infrastructure. In addition, the Authority has used its spending power to increase social value.
- 1.5.77 Social equity is not something that can be achieved by the Authority alone, and as such, business engagement is one of the ways in which the Authority can ensure that it meets its aim of being business friendly, which in turn supports the creation of more and better jobs.
- 1.5.78 The Challenge:
- 1.5.79 Creating equality means providing people with the same starting line, creating social equity means providing the same finish line, the same overall benefits. This is a far greater challenge which must dismantle the barriers to those residents who currently are not reaching the finish line. In North Tyneside, this means tackling deprivation and barriers associated with the protected characteristics.
- 1.5.80 The COVID 19 crisis has made the importance of business engagement more apparent than ever, as businesses have needed to engage with various departments across the Authority. Going forward, the Authority faces the challenge of economic recovery, for which effective engagement with businesses will be essential to identifying barriers to growth, creating support for the Authority's plans for regeneration and supporting its Housing Strategy through the landlord's forum.
- 1.5.81 How this will be achieved:
- 1.5.82 The Mayor and Cabinet have asked that the officer team approach the need for social equity in 3 ways:
- 1.5.83 The first is to make sure in designing and managing services, the Authority meets its statutory duties to consider those who have a protected characteristic in accordance with the Equality Act 2010. That when the Authority speaks of being ambitious, that ambition is tested for everyone. For example, the Authority has a range of top performing services;

the question needs to be reframed from looking at how well it is delivered for the majority but a challenge to really focus on those who miss out. One of the ways in which the Authority is implementing this is through the use of Equality Impact Assessments (EIA's), which help the Authority to consider how services impact differently upon groups with protected characteristics and embed thinking about protected characteristics into wider projects.

1.5.84 The second is making the most of the Ambition for North Tyneside regeneration strategy and associated masterplans. Where projects are being designed and delivered, the Mayor and Cabinet through the senior officer team should ensure those projects are inclusive and can be enjoyed by everyone. All Cabinet Reports include consideration of equality implications and each project should have an EIA or suite of EIAs.

1.5.85 The Authority can also extend its influence to improve social equity, by engaging positively with businesses. At its meeting on 9 October 2017 the Mayor and Cabinet agreed a Procurement Strategy that paid particular attention to local supply and Social Value. Central to the vision of an inclusive economy are businesses that take social responsibility for our people, our place and our economy.

1.5.86 The Authority is developing a Business Engagement Strategy, which sets out a fresh approach, using new opportunities of digital communication and social media to engage with businesses. In addition to existing approaches, such as account management, Chambers of Trade and the Business Forum, the Authority will give businesses more opportunities to access information and get involved, under five categories. The Authority will:

- Inform businesses by actively promoting and signposting businesses to information about North Tyneside Council services.
- Consult with the business community when significant changes or new approaches are being considered.
- Deliver publicly funded support to the business community to ensure that the Authority is supporting businesses to start-up, survive and thrive.
- Involve businesses in a way which considers the businesses' interest and expertise.
- Collaborate with businesses in a creative and innovative way.

1.5.87 The right to good housing

1.5.88 Housing has a fundamental impact on inclusion. Good housing needs to be more than just four walls and a roof, it needs to be somewhere to be proud of, to feel safe and secure, to grow, develop and for the owners to express themselves. Access to good housing can give children a better start in life, provide the stability needed to succeed in employment and help people to live longer, happier and healthier lives. Housing contributes to the economic growth of the Borough by providing the right type of homes in the right places for the growing workforce.

1.5.89 The majority of housing stock in North Tyneside is in good condition. The total housing in the Borough is 100,149, with 15% council housing, 6% registered provider housing, 67% owner occupied and 12% private rented. 6% of homes have a category 1 hazard, compared to 11% of UK homes. 67% of residents were satisfied with both the quality and choice of housing in their local area in 2018.

1.5.90 The Challenge:

1.5.91 There are two weaknesses in the housing stock which are barriers to inclusion. The first is counter intuitive as it is concentrated in some of the areas of least deprivation; where larger homes are owned by older residents who struggle to maintain, insulate and heat them. Fuel poverty affects approximately 10,000 of North Tyneside's least affluent and most vulnerable residents.

1.5.92 The second is related directly to deprivation; where poor-quality rented housing is concentrated in areas experiencing deprivation. The Residents' Survey 2019 shows that residents in the Southern area of the Borough are the most negative about their home and housing in the local area, with significantly fewer stating that they are satisfied with the choice of housing (53% vs 66% overall) and quality of housing (48% vs 68% overall). In addition, it is known that rising housing costs have contributed to the rise of in-work poverty, as low-income families lose a greater share of their income to housing. As such, it is more important than ever that residents have access to high quality, affordable homes.

1.5.93 How this will be achieved this:

1.5.94 On the first issue the Authority continues to support residents in homes that cannot be kept warm at a reasonable cost. The Safe and Healthy Homes service provides information, advice and guidance to people living in private rented and owner-occupied accommodation who have a housing issue which may be affecting their health. The aim of the team is to facilitate housing interventions which can improve North Tyneside Residents' physical and mental health. As of May 2020, the team has seen a total of 2032 referrals, helped 1912 households and removed 1766 hazards. In addition, the Local Energy Assistance Programme, formally launched in October 2019, targets households who are already in, or at risk of falling into fuel poverty. The programme offers a free energy and money saving service.

1.5.95 On the second the Mayor and Cabinet have had a longstanding ambition to deliver more affordable homes. Cabinet will remember that it last considered an update at its meeting on 28 May 2019, an update was provided on the progress made against the Affordable Homes Programme, in delivering 250 new affordable homes, bringing the number of affordable homes delivered since 2013 to 1380, exceeding the total number delivered in the previous 10 years by 75%. Following the recent election, work is underway to review the existing target with an ambition to further increase the number of new affordable homes over the next five year term.

1.5.96 As well as direct delivery, the Authority has also begun market intervention in places where poor quality housing is also having a wider impact on communities. The most direct move is the purchase and conversion of 11 properties in Charlotte Street in Wallsend with the intention of testing an approach and extending it across the Borough.

1.5.97 The Mayor and Cabinet's plan for affordable homes runs until 2023. In line with the review of the Local Plan this will be updated for the next 10-year period.

1.5.98 The right to feel and to be connected into networks

1.5.99 The absence of the right networks is a barrier to inclusion; family and friends who can provide support and encouragement as well as signposting to the right help and opportunities make a real practical difference. The 2019 Residents' Survey shows that

seven in ten residents feel that they belong to their local area, consistent with previous years. In comparison to the national average, as measured by the Community Life Survey, North Tyneside residents remain more committed to their neighbourhood.

- 1.5.100 The second, and increasingly important aspect of connectivity, is digital. The North East Strategic Economic Plan, 2018, highlights digital as one of the four areas in the economy where the Authority's assets and capabilities mean that it has a strong opportunity for growth. The North East has 22,000 people employed in digital industries, and North Tyneside is home to Stellium Data Centres, the largest purpose-built datacentre in the UK, and representing a unique opportunity
- 1.5.101 The Covid 19 pandemic has accelerated the digital transition across all walks of life, including business practice, healthcare, public services, personal services, lifestyle services and social life and it has been accused of intensifying the UK's digital divide. This is not just in terms of a generational issue but also one clearly linked to deprivation. The likelihood of having access to the internet from home increases along with income, such that only 51% of households earning between £6000-10,000 had home internet access compared with 99% of households with an income of over £40,001. This places a greater emphasis on the need to support wider digital inclusion and to avoid the risk of vulnerable groups becoming more digitally excluded. As digital connections become a key requirement of the future economy, it is important to focus on digital as a key element of an inclusive economy.
- 1.5.102 The Challenge:
- 1.5.103 Despite the opportunities available, there are challenges around connectedness in both the social and digital world for residents.
- 1.5.104 According to the 2019 Residents Survey, 7% of residents state they have no-one they can really count on to help them and 56% of residents agree that there is community cohesion in North Tyneside, compared to 82% at a national level. 15% of residents formally volunteer, compared to 22% nationally. It is known that nationally, one of the biggest risk factors associated with loneliness is low-income.
- 1.5.105 When it comes to Digital, there is a challenge to make the most of the opportunities available. The 2018 Lloyds Bank Consumer Digital Index found that 21% of people in the UK lack basic digital skills, and 8% have no digital skills at all. People with a registered disability are four times as likely to be offline, and 28% of those aged 60 or above are offline. There is a real need to equip residents with the digital skills needed to thrive in the future, whilst being mindful of the needs of the small minority that can't use digital means due to their condition or disability.
- 1.5.106 A lack of skills is not the only consideration when it comes to Digital but lacking the funds to access a device and broadband also pose a challenge. Research shows that confidence and motivations are also factors to consider.
- 1.5.107 The State of the Area Event 2020 discussed the challenges and opportunities associated with Digital. Participants felt that older people, those in poverty and those with disabilities, in particular sensory disabilities, were excluded. There was concern that digital skills courses may not be promoted as well as they could be, and that for some people, there may be the additional barrier of fear or unwillingness to learn about the Digital world. They wanted to see more promotion of services and better digital infrastructure.

1.5.108 How this will be achieved :

1.5.109 In order to tackle the first challenge, around loneliness and community cohesion, the Mayor and Cabinet have continued to work closely with the voluntary, community and social enterprise sector. While serious work had already been done, for example the Sector Connector work with the Business Forum to link businesses and the Voluntary, Community and Social Enterprise (VCSE) sector E, or the engagement work done to support young people with additional needs, the recent experience of COVID19 has seen the Authority forge even stronger links particularly around the local support system and the ongoing support to those who are required to isolate.

1.5.110 With regards to the second challenge around Digital connectivity, the Cabinet agreed its Digital Strategy at its meeting on 20 January 2020. As well as internal ambitions around use of data, customer service and tools for the team the Strategy was very clear on the need to increase connectivity in North Tyneside. Economic success will be dependent on residents who are more highly digitally skilled than ever before. Not only are these skills needed in the digital sector itself, but across most other sectors. To this end, the Authority is in the process of developing a digital inclusion strategy, which will set out in further detail the plan to address these issues.

1.5.111 Later this year, the Mayor and Cabinet will consider the approach to supporting a digital North Tyneside. Plans are being developed to ensure physical regeneration includes digital infrastructure, building in projects like the provision of Local Full Fibre Networks with the North of Tyne Combined Authority, the growth of 5G.

1.5.112 Business connectedness is improving, and the presence of a healthy digital sector is a clear asset, including the physical connectivity offered by assets like the Stellium Data Centre. But that connectedness will not help North Tyneside be inclusive if the people of the Borough do not have access to that digital infrastructure. The approach will also link to education and employment and skills work to ensure residents have the skills to take those opportunities as well as looking at the affordability of that connectivity.

1.5.113 The right to a sustainable environment

1.5.114 Environmental sustainability is a cornerstone of an inclusive economy. Research shows that climate change will have the greatest impact on the poorest communities, meaning that if economic growth is not environmentally friendly, it will ultimately exclude the most vulnerable citizens.

1.5.115 The Council is committed to doing everything it can to protect the environment. In July 2019 Council declared a Climate Emergency, setting a target to reduce the carbon footprint of the Authority and the Borough by 50% by 2023 and to become carbon neutral by 2050.

1.5.116 As work to achieve net zero targets and achieve sustainable energy ambitions it also opens a huge opportunity for employment pathways. A new cohort of skills will be needed to design and develop systems as well as roles carrying out maintenance and installation. It is essential that this growth potential is accessible to achieve inclusive economic growth from this sector.

- 1.5.117 The Challenge
- 1.5.118 Inclusive growth must be environmentally sustainable, not only because this is the right thing to do, but because climate change will make it increasingly difficult to meet the rights highlighted in this report for residents.
- 1.5.119 In addition, it is known that climate change will have a greater impact on the poorest communities. Deprived areas may not have reliable access to housing, food, water or insurance, making them less resilient to climate change.
- 1.5.120 In October 2020, Cabinet received an update on the Climate Emergency, which showed a reduction of 46% and 40% in the Authority and borough carbon footprints respectively, since the declaration of a Climate Emergency. However, the Authority's ambition of carbon neutrality by 2050 will not be easy.
- 1.5.121 The lockdown measures and economic damage caused by the COVID-19 pandemic will undoubtedly result in a short-term reduction in greenhouse gas emissions. However, it is possible that emissions could rebound if climate positive solutions are not included as central elements in recovery plans.
- 1.5.122 How this will be achieved:
- 1.5.123 The Authority has already made a lot of progress towards its targets, as seen by the reduction in carbon footprint since the declaration of a Climate Emergency. The Youth Council has promoted actions that residents can take, a Climate Emergency Board has been established, a budget has been included in the 2020/21 Investment Plan for projects to support the work of the Climate Emergency Board and the Authority is investigating the feasibility of renewable energy technologies on public buildings and adjacent land, including solar car ports on car parks.
- 1.5.124 In order to bridge the gap between current performance and 2050, an action plan, including a number of pathway scenarios to examine how the Borough can transition to carbon neutral, has been developed. The scenarios provide a framework to inform the Borough of the scale of decarbonisation that must be achieved, help in decision making processes, identify areas of focus and opportunities and inspire radical action. The Authority will publish an action plan of the steps we will take and the national investment we will seek to make North Tyneside carbon net-zero by 2030.
- 1.5.125 This plan will include ways in which the Council will increase opportunities for safe walking and cycling, supporting transport routes and methods that contribute to reducing carbon emissions. As well as securing funding to help households install low-carbon heating.
- 1.5.126 **With not for**
- 1.5.127 The Authority is committed to working with residents, tenants, businesses and visitors in everything it does. There are avenues for residents to get involved through the Youth Council and SEND Youth Forum, the North Tyneside Parent Carer Forum and the Residents' Panel, to name a few.
- 1.5.128 The Elected Mayor and Cabinet agreed its Engagement Strategy in 2015 and that has successfully shaped work across the authority with residents, tenants, businesses and visitors. It has been used to support physical regeneration and service changes with

the Authority's customers. A new Engagement Strategy is currently being developed, to renew the Authority's commitment to co-production.

1.5.129 It is clear that the Inclusive Economy Strategy is not the job of any one person, team or even organisation. The barriers to and solutions for an inclusive economy were discussed at the 2020 State of the Area Event, and engagement with stakeholders for each aspect of the inclusive economy framework detailed in this report will continue to be crucial.

1.5.130 This will include work with the Authority's partners. Across the Borough, the North Tyneside Strategic Partnership has continued to bring together partners working for the Borough particularly the Health and Wellbeing Board, the Young People's Partnership and Safer North Tyneside. Each have an important part to play in increasing inclusion in North Tyneside.

1.5.131 Next Steps

1.5.132 Should the Cabinet be minded to approve the proposed approach to delivering an Inclusive Economy within North Tyneside, the next steps will be to embed the activities as highlighted in this report into the Council's core business activities.

1.5.133 As detailed throughout the report, there are many facets of inclusivity. As such, delivering an inclusive economy is about ensuring that the Authority is tackling the barriers that currently prevent residents from entering and thriving in the economy. This requires action, but it also requires a shift in the Authority's thinking. Rather than focusing purely on economic growth, an inclusive economy requires a focus on the quality and sustainability of the economy.

1.5.134 Just as the Authority give consideration to issues such as climate change, crime and disorder etc in the exercise of its functions and decision making, it will need to ensure that full consideration is given to ensuring that its activities benefit all residents and that they provide opportunities for those marginalised from the mainstream economy. It is about ensuring they have the necessary skills, capabilities and opportunity to thrive and prosper and make a meaningful contribution to the economy of the Borough.

1.6 Decision options:

The following decision options are available for consideration by Cabinet

Option 1

Cabinet is asked to agree this strategy and the proposed next steps

Option 2

Cabinet can choose not to agree this strategy and seek more work on the issue

Option 1 is the recommended option.

1.7 Reasons for recommended option:

Option 1 is recommended for the following reasons:

This strategy builds on policy decisions already taken by the Elected Mayor and Cabinet and formed part of the Action Plan agreed by Cabinet following the Local Government Association Peer Challenge of the Authority in 2019.

1.8 Appendices:

Appendix 1: Additional Data

1.9 Contact officers:

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Cathy Davison, Principal Accountant, tel 0191 643 5727

Matt Calvert, Finance Manager, tel 0191 643 7025

1.10 Background information:

The following background papers/information have been used in the compilation of this report and are available at the office of the author:

- (1) English Housing Survey 2018-19, Ministry of Housing, Communities and Local Government
https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/898172/2018-19_EHS_Stock_Profile_and_Condition.pdf
- (2) Pay Policy 2020-21, March 2020, HR Policy and Practice Manager
<https://my.northtyneside.gov.uk/sites/default/files/web-page-related-files/Pay%20Policy%202020-21%20final.pdf>
- (3) State of the Area Report 2019, November 2019, Policy, Performance and Research
<https://my.northtyneside.gov.uk/sites/default/files/web-page-related-files/State%20of%20the%20Area%20Report%202019.pdf>
- (4) Residents' Survey 2018, Report for North Tyneside Council, December 2018, Ipsos MORI
<https://my.northtyneside.gov.uk/sites/default/files/web-page-related-files/2018%20Residents%20Survey.pdf>
- (5) Health Equity in England: The Marmot Review 10 Years On, February 2020
<https://www.health.org.uk/publications/reports/the-marmot-review-10-years-on>
- (6) Employee earnings in the UK: 2020, Office for National Statistics
<https://www.ons.gov.uk/employmentandlabourmarket/peopleinwork/earningsandworkinghours/bulletins/annualsurveyofhoursandearnings/2020>
- (7) Class differences, Ethnicity and disadvantage, The Sutton Trust
https://www.suttontrust.com/wp-content/uploads/2016/11/Class-differences-report_References-available-online.pdf
- (8) Climate Emergency Declaration Cabinet Report, 25 July 2019

<https://my.northtyneside.gov.uk/sites/default/files/meeting/related-documents/6.%202019-07-25%20Climate%20Emergency%20Declaration%20version%202%201007%20%282%29%20post%20PH%20amend.pdf>

- (9) Climate Emergency Update Cabinet Report, October 2020
<https://democracy.northtyneside.gov.uk/documents/s4551/Climate%20Emergency%20Update.pdf>
- (10) Labour Market Profile, North Tyneside, Nomis
<https://www.nomisweb.co.uk/reports/lmp/la/1946157066/printable.aspx>
- (11) Poverty Intervention Fund Cabinet Report, 29 June 2020
<https://democracy.northtyneside.gov.uk/documents/s4040/Poverty%20Intervention%20Fund.pdf>
- (12) Poverty Intervention Fund Cabinet Report, 21 September 2020
<https://democracy.northtyneside.gov.uk/documents/s4381/Poverty%20Intervention%20Fund.pdf>
- (13) Nowhere to Turn: Strengthening the safety net for children and families facing crisis, the Children's Society
https://www.childrenssociety.org.uk/sites/default/files/crisis-support-one-family-report_0.pdf
- (14) UK Poverty 2017, JRF
<https://www.jrf.org.uk/report/uk-poverty-2017>
- (15) Evidence Review: Loneliness in Later Life, Age UK
https://www.ageuk.org.uk/globalassets/age-uk/documents/reports-and-publications/reports-and-briefings/health--wellbeing/rb_june15_lonelines_in_later_life_evidence_review.pdf
- (16) North of Tyne Combined Authority Inclusive Economy Policy Statement
<https://www.northoftyne-ca.gov.uk/wp-content/uploads/2020/09/Inclusive-Economy-Policy-Statement-2019.pdf>
- (17) The North East Strategic Economic Plan, North East Local Enterprise Partnership
<https://www.nelep.co.uk/wp-content/uploads/2019/03/nel404-sep-refresh-2018-web-new-final.pdf>
- (18) Digital Strategy Cabinet Report, 20 January 2020
<https://democracy.northtyneside.gov.uk/documents/s2638/A%20Digital%20Strategy%20for%20North%20Tyneside.pdf>
- (19) Life Opportunities Survey, 2015, Office for National Statistics
<https://www.gov.uk/government/collections/life-opportunities-survey>
- (20) Tackling Deprivation in North Tyneside Cabinet Report, 30 July 2018
<https://my.northtyneside.gov.uk/sites/default/files/meeting/agenda/cabinet%20for%2030%2007%202018%20%20white.pdf>
- (21) Rapid evidence assessment, Impact of school closures on the attainment gap, Education Endowment Foundation

https://educationendowmentfoundation.org.uk/public/files/REA_-_Impact_of_school_closures_on_the_attainment_gap_summary.pdf

- (22) Public Health Profiles, Public Health England
<https://fingertips.phe.org.uk/search/learning%20disability#page/0/gid/1/pat/6/par/E12000001/ati/102/are/E08000022/cid/1/page-options/ovw-do-0>
- (23) North Tyneside Council Borough Profile 2018-19
https://my.northtyneside.gov.uk/sites/default/files/web-page-related-files/2018-19%20Borough%20Profile_0.pdf
- (24) North East COVID-19 Economic Response: Our work so far and next steps
<https://www.northoftyne-ca.gov.uk/wp-content/uploads/2020/08/economic-response-summary-report-final-1.pdf>
- (25) Build Back Fairer: The Covid-19 Marmot Review
<http://www.instituteofhealthequity.org/resources-reports/build-back-fairer-the-covid-19-marmot-review/build-back-fairer-the-covid-19-marmot-review-executive-summary.pdf>
- (26) Community Safety Strategic assessment 2019/20, Safer North Tyneside
- (27) Ambition for education in North Tyneside 2020-2024, August 2020
- (28) Equality Act 2010
<https://www.legislation.gov.uk/ukpga/2010/15/contents>

PART 2 – COMPLIANCE WITH PRINCIPLES OF DECISION MAKING

2.1 Finance and other resources

2.1.1 There are no direct financial implications arising from the decision as the report relates to the adoption of an overarching strategic approach around developing an inclusive economy. The capital and revenue implications relating to those activities referred to in the body of the report will be subject to full financial evaluation and will be subject to separate approval processes.

2.2 Legal

2.2.1 The proposals contained in the report recognise that in exercising its functions the Authority must have regard to the public sector equality duty set out in section 149 of the Equality Act 2010 and the need to advance equality of opportunity between those who share a protected characteristic and those who do not share those characteristics.

There are no direct legal implications arising from this report. As projects and plans come forward to deliver an inclusive economy for the Borough, individual consideration of the legal implications of those plans and projects will be required including the requirements imposed by the Equality Act 2010.

2.3 Consultation/community engagement

2.3.1 Internal Consultation

This strategy has been subject to extensive discussion with the Elected Mayor, Cabinet Members and officers across the Authority.

2.3.2 External Consultation/Engagement

This strategy builds on a significant amount of engagement carried out by the Authority in relation to its own services and to support policy direction. It also uses wider engagement from partners in the North Tyneside Strategic Partnership.

The issue of developing an Inclusive Economy was discussed at length and was subject to a specific session with workshops at the annual State of the Area Event on the 4th December 2020.

2.4 Human rights

The plan to build a more inclusive North Tyneside touches on some of the individual rights that those living and working in the Borough have. Those rights include the right to a family and private life, prohibition from discrimination and a right to education all of which are promoted in the plan.

2.5 Equalities and diversity

The proposed approach to deliver an inclusive economy strategy will address issues around equality and diversity within the Borough. It will tackle issues around inequality and will promote increased diversity through the inclusion of all residents needs in the Authority's activities.

2.6 Risk management

There are no risk management issues directly arising from the report.

2.7 Crime and disorder

There are no crime and disorder issues directly arising from this report

2.8 Environment and sustainability

There are no environment and sustainability issues arising from the report

PART 3 - SIGN OFF

- Chief Executive x
- Head(s) of Service, x
- Mayor/Cabinet Member(s) x
- Chief Finance Officer x
- Monitoring Officer x
- Head of Corporate Strategy and Customer Service x

Inclusive Economy Strategy: Additional Data

Education

Race

Children and young people from minority ethnic groups account for 9.3% of all children living in the area, compared with 33.2% nationally. Despite these relatively low numbers, it is worth considering national trends. In the past ten years, Bangladeshi, black African and Chinese free school meals (FSM) pupils have improved substantially more than the national average, while black Caribbean and Irish FSM pupils still struggle. Despite high university attendance, Black African and Pakistani students are less likely to attend a Russell Group university.

Employment

Skills

The Employer Skills Survey 2017 showed that 52% of all vacancies were skills shortage vacancies, and 5% of staff were not fully proficient in terms of skills. Once again, this picture is not equal across the Borough, in 2015, 25% of all jobseekers in North Tyneside were living in Chirton and Riverside.

Deprivation

Working age adults in North Tyneside who live in deprived areas appear to be more likely to self-report anxiety and depression. This has a knock-on effect on employment; in May 2020, 47.7% of North Tyneside claimants for Employment and Support Allowance and Incapacity benefit were classified as having mental and behavioural disorder. These claimants make up around 40% of those on out of work benefits.

Age

In terms of age, while the national labour figures suggest there is an issue of an ageing workforce, the Authority's employment and skills work shows that some residents in their late 50s and early 60s can struggle to find meaningful work. The out of work benefits claimant rate for those aged 50-64 is slightly higher (14.01%) than for the 16-64 population (13.03%).

Sex

In 2019, nationally, the gender pay gap among full-time employees stands at 8.9%, little changed from 2018. For age groups under 40 years, the gender pay gap for full-time employees is now close to zero and among 40-49 year olds it has decreased over time, however among 50-59 year olds and those over 60, the gender pay gap is over 15% and not declining strongly over time. Women over 40 are more likely work in lower-paid occupations and less likely to work as managers, directors or senior officials than younger women.

In North Tyneside Council the current position is that 65% of the workforce is female and 35% male. The mean gender pay gap as at 31 March 2019, is 5.32% hourly fixed pay, the median gender pay gap is -0.02%.

Community Safety

Deprivation

Nearly half of all fly tipping incidents were in Riverside, Chirton, Wallsend, Valley and Collingwood wards, whilst St Mary's, Monkseaton North, Weetslade and Northumberland wards had the fewest number of incidents reported. In a similar trend, Riverside, Valley, Wallsend, Battle Hill and Chirton had the highest incidents of deliberate fires in 2019.

Race

Between July and November 2020, 126 of the 190 hate crimes reported were race related. Almost 47% of all hate crime reported to the Authority and the police were in Riverside, Wallsend, Howdon and Chirton wards.

Connectedness

Deprivation

There is evidence that those who are poorer, with worse health and lower levels of education are more likely to be disengaged from civic, leisure and cultural activities. In 2019 in North Tyneside, there were 13,500 people over the age of 65 who lived alone in 2019. Those who feel isolated are more likely to be vulnerable – 27% of workless residents and 19% of social tenants.

Meeting: Economic Prosperity Sub-Committee

Date: 14 July 2021

Title: Shop Local Campaign

Author: Michael Robson

Tel: 643 5359

Service: Law and Governance

Wards affected: All

1. Purpose of Report

- 1.1 To explain the background and purpose of a scrutiny exercise to examine the Shop Local Campaign in North Tyneside.

2. Recommendations

- 2.1 The sub-committee is invited to receive a presentation on the Shop Local Campaign in North Tyneside and consider how it may be developed in the future.

3. Details

- 3.1 Julie Dodds, the Council's Service Manager – Inclusive Economy and Business Growth, will attend the meeting to give a presentation on the Shop Local Campaign in North Tyneside and its future development.
- 3.2 "Buy Local North Tyneside" is an initiative delivered by three town centre chambers of trade and Newcastle Building Society, supported by the Council and the North Tyneside Business Forum. The website [Buy Local - North Tyneside \(buylocalnorthtyneside.co.uk\)](http://buylocalnorthtyneside.co.uk) acts as a directory and mostly digital campaign activity, and this is supported by roundabout advertising and a substantial flyer drop to residents.

4. Appendices

None

5. Background Information

The following documents have been used in the compilation of this report and may be inspected at the offices of the author:

- Presentation Slides to Economic Prosperity Sub-Committee – 14 July 2021

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Meeting: Economic Prosperity Sub-Committee

Date: 14 July 2021

Title: Sustainable Travel Schemes

Author: Michael Robson

Tel: 643 5359

Service: Law and Governance

Wards affected: All

1. Purpose of Report

- 1.1 To set out the background and purpose of a scrutiny exercise to examine the Council's plans to provide around 14km of new cycling routes across the Borough and to consider the outcomes of a public consultation exercise in relation to the plans.

2. Recommendations

- 2.1 The sub-committee is invited to review and comment on the plans and the emerging results of the public consultation exercise.

3. Details

- 3.1 The sub-committee has previously received regular reports on delivery of the Council's [Transport Strategy](#) and [Cycling Strategy](#). In the context of these strategies and following several successful bids for funding, the Council is currently seeking views on plans to provide around 14km of new cycling routes across the Borough including an option for the first 'Dutch-style' roundabout in the region. The council has secured nearly £1.6m from the Government's Active Travel Fund (ATF) and £7million from the Transforming Cities Fund (TCF) for cycling improvements.
- 3.2 This consultation seeks views on various elements of each scheme and responses are encouraged to be provided for both the overall route and individual scheme elements. The detail of each proposal varies as the ATF schemes have been prepared to Outline Design stage, whereas the TCF schemes are at an earlier concept stage. The consultation is being carried out using an [online consultation tool](#) available on the Council's website. The consultation period ends on 11 July 2021. Members of the sub-committee may wish to view and comment on the proposals using the tool ahead of the meeting.
- 3.3 Nick Bryan, the Council's Highways Manager, will attend the meeting to present details of the proposals and to give the sub-committee an indication of the views expressed by the public during the consultation period.
- 3.4 The sub-committee may wish to comment or make recommendations on the plans and their contribution to the delivery of the Council's Transport Strategy and Cycling Strategy.

4. Appendices

None

5. Background Information

The following documents have been used in the compilation of this report and may be inspected at the offices of the author:

- Transport Strategy
- Cycling Strategy
- Sustainable Transport Schemes Online Consultation Tool

Meeting: Economic Prosperity Sub-Committee

Date: 14 July 2021

Title: Work Programme 2021/22

Author: Michael Robson

Tel: 643 5359

Service: Law and Governance

Wards affected: All

1. Purpose of Report

- 1.1 To present the sub-committee with potential topics for inclusion in the 2021/22 Economic Prosperity Sub-Committee work programme.

2. Recommendations

- 2.1 The sub-committee is recommended to agree a work programme for 2021/22 and identify any further topics relevant to the remit of the sub-committee that could be included in the work programme.

3. Details

- 3.1 The sub-committee are invited to give consideration to determining its work programme for the year ahead. In doing so members may wish to take into account the following suggestions and framework.
- 3.2 The sub-committee is one of a number of overview and scrutiny sub-committees. The role of overview and scrutiny is described in the Council's Constitution as follows:
"Overview, Scrutiny and Policy Development involves councillors of all political parties, as leaders of their communities, examining the delivery of services and influencing decision makers to ensure that they meet the needs, and improve the lives, of people in North Tyneside.
It does this by:
- a) reviewing and challenging the impact of decisions and actions taken by the Elected Mayor, Cabinet and partner organisations;
 - b) carrying out investigations into services and policy areas of interest and concern to communities in North Tyneside;
 - c) involving communities in its work and reflecting their views and concerns; and
 - d) supporting and assisting the Elected Mayor, Cabinet and partner organisations in the formulation of their future plans, strategies and their decision making by making evidence based recommendations to them on how services can be improved."

- 3.3 The Economic Prosperity Sub-Committee has responsibility to perform these roles in relation to the following areas:
- Economic Development
 - Planning
 - Business and Enterprise
 - Transport Network
 - Highways and Road Safety
 - Town Centres
 - Inward Investment
 - Tourism
- 3.4 To ensure that the work programme is effective it is suggested that when evaluating topics for inclusion in the work programme the following criteria should be considered:
- Is it timely?
 - Will it duplicate any other work ongoing within the Council or the North East Combined Authority scrutiny work programme?
 - Will it add value/contribute to policy development?
- 3.5 A draft work programme has been formulated in consultation with the Chair and relevant officers. This is attached as Appendix A. It is based on outstanding scrutiny exercises carried over from 2020/21. It also contains some topics identified by member of the Council who have all been invited to suggest topics for examination by the overview and scrutiny committees.
- 3.6 The sub-committee has the option of establishing sub-groups (of around 4/5 members) to carry out in-depth investigations. The sub-groups operate in a more informal way and can consult with a wide range of witnesses in various settings, often over a shorter period of time. When dealing with a specific topic, this focused way of working is often more productive than trying to achieve the same in a formal committee setting. Whilst more than one topic can be prioritised across the municipal year, only one sub-group can be established at any one time due to resourcing restraints. As yet a topic has yet to be identified for in-depth investigation by a sub-group.
- 3.7 The sub-committee are invited to raise any others topics relevant to the remit of the sub-committee that they think should be included in the work programme. Additional topics raised will be scheduled accordingly in consultation with the Chair and the Deputy Chair.

4. Appendices

Draft Economic Prosperity Sub-Committee work programme 2021/22

5. Background Information

The following documents have been used in the compilation of this report and may be inspected at the offices of the author:

- North Tyneside Council Constitution
- Economic Prosperity Sub-Committee minutes and work programme 2020/21

Economic Prosperity Sub-Committee Work Programme 2021/22

Chair: Councillor Matt Wilson

Deputy Chair: Councillor Joan Walker

DSO: Michael Robson

Agenda Item	Purpose	Lead Officer	Outcome/Issues
14 July 2021			
Inclusive Economy Strategy	To review and comment on the Council's approach towards developing an inclusive economy in North Tyneside approved by Cabinet on 24 May 2021 .	John Sparkes Julie Dodds	Councillor Johnson to be invited to attend.
Buy Local Campaign	To review the evaluation of the Buy Local Campaign in North Tyneside and consider how it may be developed in the future.	Julie Dodds	
P S S 37 Sustainable Transport Schemes	To examine the Council's plans to provide around 14km of new cycling routes and the response to the public consultation exercise undertaken in June 2021.	Nick Bryan Andy Flynn	
Work programme 2020/21	To formulate/approve the sub-committee's work programme.	Michael Robson	
28 September 2021			
Swan Hunters Site	To visit the Swans Centre for Innovation and inspect the ongoing £100m project to transform the former Swan Hunter shipyard into Swans Offshore Energy Park.	Paul Dowling	Item deferred from July to September due to ongoing Covid restrictions affecting plans to hold the meeting at the Centre.
The State of the Economy	To regularly receive data and the outcomes of research into the state of the economy in North Tyneside to understand how the pandemic is affecting the local economy.	Sean Collier	It was agreed that the sub-committee receive regular reports on the latest data.

Green Industrial Revolution	To consider the Council's approach to adapting to a green industrial revolution and ensuring people have the right skills for the future green jobs.	Julie Dodds	Coun Matt Wilson indicated that he would be willing to share with the sub-committee his work on the matter to be presented to the Cabinet in September.
25 January 2021			
22 March 2022			

Other potential items to be scheduled			
Office Property Market	The sub-committee want to talk to specialists working in the office property market to better understand the issues facing the sector as a result of the pandemic.		John Sparkes to identify any best placed local agents who may be willing to meet with the sub-committee.
The Good Work Pledge	To consider the outcome of the pilot Good Work Pledge developed by the North of Tyne Combined Authority, to enable employers to understand the key elements of "good work", what they can do to achieve this for their employees and what support is available to help them get there.	Mark Barrett	
North of Tyne Combined Authority	To receive more details of the NoTCAs £2.8bn recovery plan for employment and transport in the region focussing on skills and employability.	Henry Kippen, Director of Economic Growth at the North of Tyne Combined Authority	
Transport Strategy 2017-23	To continue to monitor delivery of the Council's Transport Strategy .	Colin MacDonald Nick Bryan	An annual report on delivery of the strategy was submitted to Cabinet on 28 June 2021

Regional Recovery Plans	To maintain an overview of the regional economic recovery plans being developed in conjunction with the NoTCA & NELEP.	John Sparkes	
River Tyne North Bank Study	To examine work undertaken in conjunction with Newcastle City Council & NoTCA to determine a strategy for the development of the River Tyne North bank incorporating power cables, dredging and quays.	John Sparkes	Draft due July 2021
Freeports	A discussion around Freeports, the benefits they could have on a port like ours and any potential future bid for one.		
Swan Hunters Site	To evaluate the long term costs and benefits of the regeneration of the Swan Hunters site.		To be undertaken at a time when the benefits have been derived and can be evaluated.
Town Centres	Priority to tackle town centres – working with local communities to preserve and develop town centres, learning from experience of the pandemic, providing support where needed, looking at innovative business and housing use for town centres as well as retail		This item relates to the sub-committee's previous examination of the Reopening High Streets Safety Fund, the Welcome Back Fund and the Council's town centre regeneration plans.
Flexible Working	Explore how the Council can support and benefit from new ways of working – ie more flexible and home-based, that may impact on business rate receipts. Eg smaller co-working spaces in town centres?		

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Potential in-depth investigations

Name of sub-group	Membership	Brief outline of scope and timescale	Lead officers	Progress

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