



North Tyneside Council

# Economic Prosperity Sub Committee

17 January 2022

**Tuesday, 25 January 2022** in Room 0.01, Quadrant, The Silverlink North, Cobalt Business Park, NE27 0BY **commencing at 6.00 pm.**

<b>Agenda Item</b>	<b>Page</b>
<b>1. Apologies for Absence</b>  To receive apologies for absence from the meeting.	
<b>2. Appointment of Substitute Members</b>  To be notified of the appointment of any Substitute Members.	
<b>3. Declarations of Interest and Dispensations</b>  You are invited to declare any registerable and/or nonregisterable 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.	
<b>4. Minutes</b>  To confirm the minutes of the previous meeting held on 30 November 2021.	<b>5 - 8</b>
<b>5. Town Centres</b>  To examine how the Council has supported the development of the borough's town centres.	<b>9 - 10</b>

Members of the public are entitled to attend this meeting and receive information about it. North Tyneside Council wants to make it easier for you to get hold of the information you need. We are able to provide our documents in alternative formats including Braille, audiotape, large print and alternative languages.

**Agenda  
Item**

**Page**

**6. The State of the North Tyneside Economy**

**11 - 30**

To examine a dashboard of data to provide an indication of the state of the economy in North Tyneside.

**Circulation overleaf ...**

## **Members of the Economic Prosperity Sub Committee**

Councillor Liam Bones  
Councillor Margaret Hall  
Councillor 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)

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## Economic Prosperity Sub Committee

**Tuesday, 30 November 2021**

Present: Councillor M Wilson (Chair)  
Councillors L Bones, T Brady, M Hall, Janet Hunter,  
B Pickard, W Samuel and J Walker

Apologies: Councillors H Johnson and G Westwater

### **14/21 Appointment of Substitute Members**

There were no substitute members appointed.

### **15/21 Declarations of Interest and Dispensations**

Councillor Trish Brady declared a Non-Registerable Personal Interest in relation to the Regional Recovery Plans because her business had received business support grants during the Covid-19 Pandemic.

### **16/21 Minutes**

**Resolved** that the minutes of the previous meeting held on 28 September 2021 be confirmed subject to the inclusion of Councillor Janet Hunter's apologies and signed by the Chair.

### **17/21 Regional Recovery Plans**

The Sub-Committee received a joint presentation from Henry Kippin, Managing Director of the North of Tyne Combined Authority (NTCA), and John Sparkes, the Council's Director of Regeneration and Economic Development, on the region's recovery plans for employment and transport and their impact in North Tyneside.

Henry Kippin described the economic and social circumstances surrounding the Covid-19 pandemic which had led to the need for the formulation of regional recovery plans to provide collaborative, proactive support for business, communities and places. He commented on how the situation had now changed and explained how the NTCA had supported recovery in the region.

John Sparkes presented a range of examples of how the NTCA had supported recovery in North Tyneside, including the production of the North Shields Masterplan, attracting inward investment from companies such as Verisure Alarms, investment in quayside infrastructure at the Swan Hunter site and the provision of IT equipment for vulnerable children. Reference was also made to how North Tyneside would benefit from a variety of cross regional programmes to be delivered through collaborative working with the NTCA and neighbouring authorities.

Following the presentation members discussed with John and Henry various aspects of the region's economic recovery plans including:

- a) the likely impact of the investment by the Reuben Brothers in Newcastle city centre on the region's recovery plans for an inclusive economy;
- b) the importance of transport networks to provide access to employment opportunities across the area;
- c) the need for the NTCA to demonstrate that the devolved and collaborative model of delivery could work and the potential for this model to be extended across a wider regional area;
- d) the work of the NTCA to secure unspent apprenticeship levy funding for the training of apprentices in the area and to fund a two-year Apprenticeship Hub pilot to help young people get jobs; and
- e) how the NTCA was focussed on financially supporting rather than directly developing and delivering innovative low carbon, sustainable industries.

The Chair thanked officers for an informative presentation and Henry Kippin undertook to provide the sub-committee with further information and advice if required.

## **18/21            Good Work Pledge**

Leigh Mills, the Head of Inclusive Growth at the North of Tyne Combined Authority (NTCA), presented details of the Good Work Pledge, launched by the Authority in November 2020.

The NTCA had consulted with employers and key stakeholders to identify the key elements of what 'good work' looked like and the Good Work Pledge had evolved, based on five pillars. Each pillar contained criteria used to identify, promote and grow good work practices in businesses and organisations of all sizes and sectors across the region. The pillars were related to:

- a) promoting health and wellbeing;
- b) developing a balanced workforce;
- c) valuing and rewarding your workforce;
- d) effective communications and representation; and
- e) demonstrate a social responsibility.

Organisations had been invited and supported to demonstrate their commitment to good work at either a standard or advanced level by showing that they met, or were actively progressing towards, all of the key criteria in 2 or all 5 pillars respectively. To date 39 organisations had joined the Pledge, representing over 20,000 employees, and a further 22 applications were under consideration. In 2022 the NTCA would seek to accelerate take up of the Pledge, align it with the Better Health at Work Award and target the start-up business community with the aim of helping to shape the development of newly established businesses.

Members asked for further written information in relation to the Pledge and officers undertook to share copies of reports submitted to the NTCA's Cabinet with members of the sub-committee following the meeting.

The sub-committee examined the benefits of the Pledge in comparison with similar national awards such as Investors in People. It was noted that the Pledge created local standards and it would help inform NTCA's investment decisions.

## **19/21                    The State of the Local Economy**

The sub-committee was presented with data which provided an indication of the state of the economy in North Tyneside. The data included the numbers of people claiming Universal Credit, the number of employments furloughed, the town centre vacancy rate, numbers of job advertisements and new business start-ups. Some of data was also compared with other regions across England.

The sub-committee considered the apparent anomaly in the numbers of vacancies and people claiming benefits increasing at the same time. Members indicated that they would be interested to explore in more detail an analysis of job vacancies and the action being taken by training agencies and the adult education sector to quickly retrain those out of work with the skills in demand.

With reference to the data on town centre vacancy rates, it was noted that the sub-committee was scheduled to examine in more detail work to preserve and develop town centres. Members asked that as part of that exercise they be presented with:

- a) town centre maps showing the location and nature of vacant properties;
- b) data relating to the numbers of licensing applications and planning applications for change of use; and
- c) a comparison of vacancy rates in high streets and shopping centres such as the Killingworth Centre;
- d) any information or research into the performance of town centres in North Tyneside.

It was **agreed** that (1) the presentation be circulated to members of the sub-committee and members be invited to submit any questions arising from the data to relevant officers; (2) the information set out above be submitted to the sub-committee as part of its exercise to examine the future development of town centres.

## **20/21                    Appointment of the Green Skills Sub Group**

The sub-committee considered proposals for the appointment of a task and finish sub-group 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.

Following consultation with the Chair of the Sub-Committee and relevant officers it was proposed that the remit of the sub group would be to:

- a) consider the steps required to ensure residential, public, commercial and industrial buildings in the borough have the lowest possible carbon emissions to support the Council's 2030 net zero ambition;
- b) analyse the skills, qualifications and accreditations that will need to be gained by the local workforce so that:
  - i. they are equipped to deliver energy efficient buildings;
  - ii. the need for imported skills is avoided; and
  - iii. the borough benefits from the low carbon economic growth;
- c) identify sources of funding that could be accessed for skills and training from a variety of sources to support the local economy;
- d) make recommendations to the Elected Mayor and Cabinet on how the Council and its partners might stimulate the local training market so that the required skills, qualifications and accreditations can be taught to our residents by North Tyneside based providers.

Members of the sub-committee discussed the merits of including section a) of the remit as set out above. It was suggested that the sub group should take a broader view of green skills and not be limited to the built environment.

All members of the Economic Prosperity, Environment and Children, Education and Skills Sub-Committees had been invited to express an interest in serving on the sub group as the topic cut the across the remit of each sub-committee. The following members had responded and it was proposed that they be appointed to the sub group:

Councillor Matt Wilson  
Councillor Margaret Hall  
Councillor Trish Brady  
Councillor Bruce Pickard  
Councillor Brian Burdis  
Councillor Liam Bones  
Councillor Maureen Madden

It was **agreed** that (1) the Green Skills Sub Group be appointed comprising the members named above; and  
(2) the remit be determined by the sub group at its first meeting to be held on 7 December 2021.



## Meeting: Economic Prosperity Sub-Committee

**Date: 25 January 2022**

**Title: Town Centres**

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**Author: Michael Robson**

**Tel: 643 5359**

**Service: Law and Governance**

**Wards affected: All**

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### **1. Purpose of Report**

1.1 To introduce a scrutiny exercise to examine the development of the Borough's town centres.

### **2. Details**

3.1 In determining its work programme for the year ahead, members indicated that that as a priority they wished to examine how the Council can support the development of the borough's town centres.

3.2 The sub-committee previously appointed a sub group to undertake an in depth investigation into the future of town and retail centres in 2019 and earlier this year it considered the impact of the Reopening High Streets Safely Fund, the Welcome Back Fund and the Council's town centre regeneration plans.

3.3 Building on this work, John Sparkes, Head of Regeneration and Economic Development and Paul Dowling, Service Manager: Regeneration and Transport have agreed to attend tonight's meeting to present details of how the Council is supporting the development of the borough's town centres. A copy of the draft presentation slides is attached as an appendix.

3.4 In line with the role of overview and scrutiny, members of the sub-committee may wish to

- ask questions to review and challenge the impact of decisions and actions taken by the Elected Mayor, Cabinet and partner organisations;
- agree to carry out further investigations and involve communities to reflect their views and concerns; or
- make evidence based recommendations to support and assisting the Elected Mayor, Cabinet and partner organisations in the formulation of their future plans, strategies.

### **4. 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

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# Economic Prosperity Sub Committee

25<sup>th</sup> January 2022.

**The Future of Retail and Town Centres Review.**

# The Future of Retail and Town Centres

- **Introduction**
- The Future of Retail and Town Centres Report 2019
- Covid 19 Town Centre Response and Recovery
- Our Ambition
- North Shields Masterplan
- North West, Wallsend and Whitley Bay Masterplans

# The Future Of Retail and Town Centres Report

- **A sub group appointed in 2019 .**
- To investigate if the Council were to regenerate its town and retail centres, how could it develop sustainable retail models in the light of growth of online shopping.
- **The report was published October 2019**
- It examined the future of North Tyneside retail and Town centres and formulated recommendations as to how the Council might shape its regeneration plans to develop and support sustainable retail models in the light of online shopping.

# The Future of Retail and Town Centres Report

- **Key challenges identified by the sub group were;**
- Adaptation –too much retail space
- Wrong type, size and configuration of retail space
- Need Broader offer
- Activity based community gathering spaces needed

# The Future of Retail and Town Centres Report

- Connect to attractions – Fish Quay, Spanish City, Segedunum
- Strategies for land assembly
- Create Investment opportunities.
- Mixed use commercial, leisure, health, cultural, employment, residential.
- Pop up events, clusters of activity

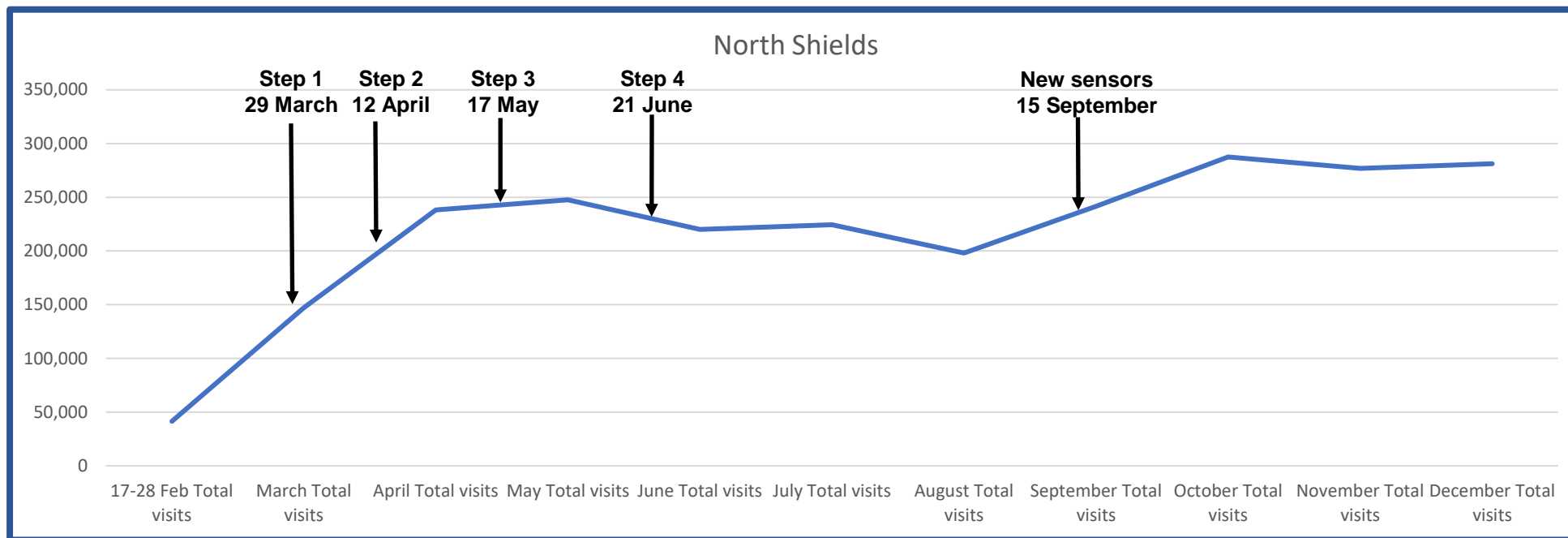
# The Future of Retail and Town Centres Report

- **The Sub Group studied the following areas in detail.**
- Town Planning
- Cultural Events
- Place Branding
- Public realm
- Technology
- Funding



# North Shields

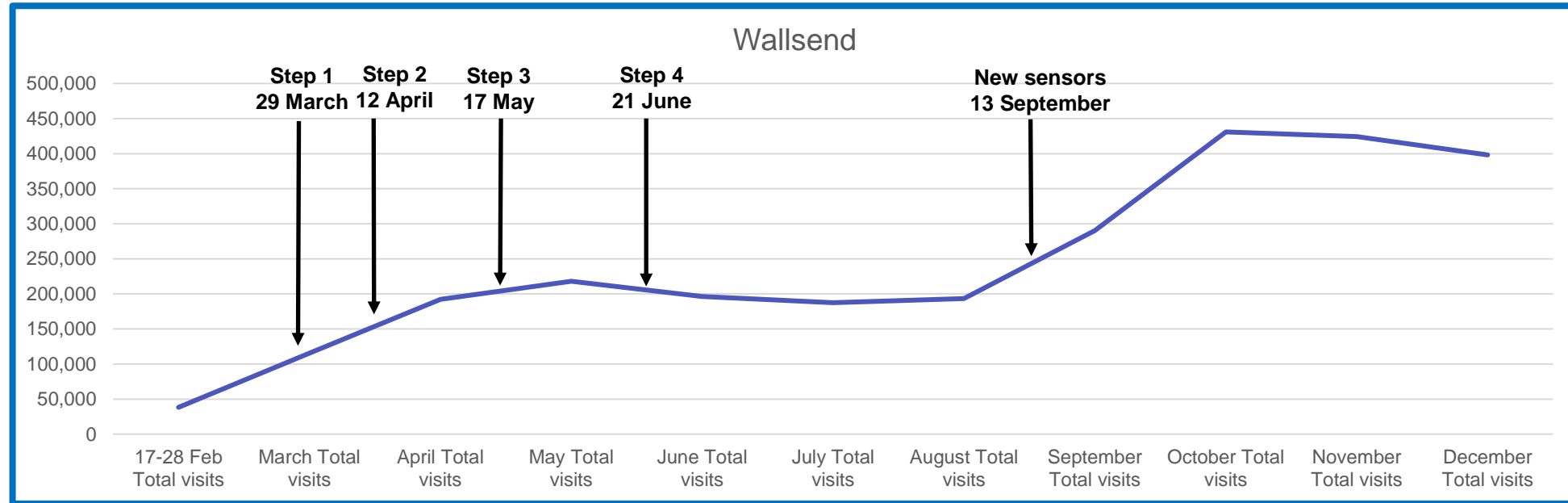
## Footfall monitoring results



- North Tyneside Council has invested in leading footfall monitoring technology to help monitor customers' return to town post-pandemic and guide long-term improvements that help them get more out of visits. The Proximity Futures' GEO-Sense system gives a day-to-day picture of footfall peaks and troughs as well foot-flow patterns of how visitors are moving around town.
- The graph highlights the footfall variations when the lockdown restrictions steps were lifted. With the extra funding received through the Welcome Back Fund we were able to install additional footfall counters during September to help with our monitoring.
- The increase during September to December were aided by a series of events that were held to encourage people back to the Town Centre. Some of these included a Multicultural Event, Crossing the Tyne Event, Coastal Run, Big Halloween Pumpkin Trail, Christmas Market and Santa's Grotto.

# Wallsend

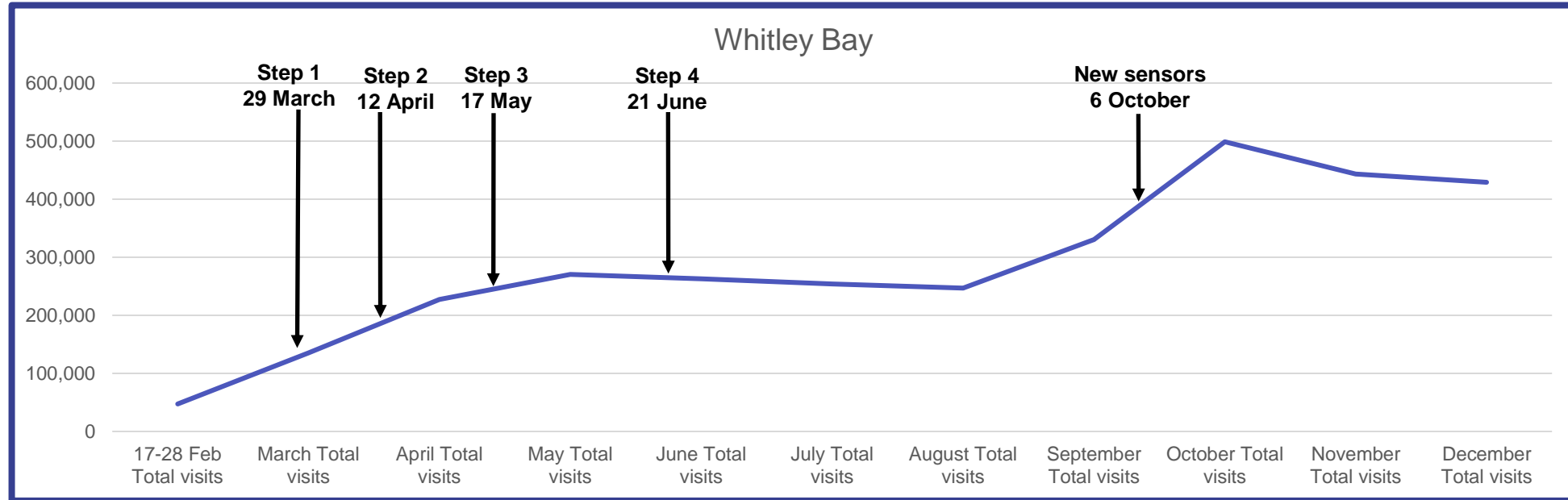
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- The increase during September to December were aided by a series of events that were held to encourage people back to the Town Centre. Some of these included a Wallsend Fun Event, Childers Favourite Characters – Peter Rabbit The Gruffalo and Paddington Visits, Big Halloween Pumpkin Trail.

# Whitley Bay

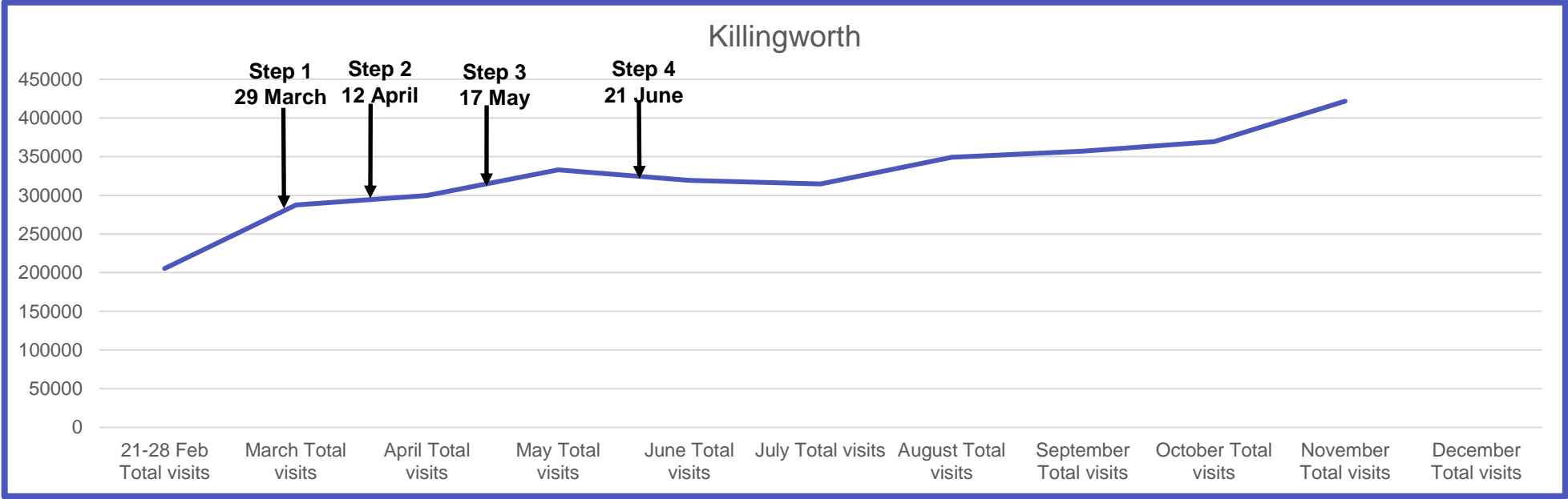
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- The graph highlights the footfall variations when the lockdown restrictions steps were lifted. With the extra funding received through the Welcome Back Fund we were able to install additional footfall counters during October to help with our monitoring.
- The increase during September to December were aided by a series of events were held to encourage people back to the Town Centres These included the Coastal Run Event, Fireworks Display, Big Halloween Pumpkin Trail and St Mary's Santa's Grotto.

# Killingworth – White Swan Centre

## Footfall monitoring results



- The White Swan Centre is part of this project and will be surveyed in the coming months.
- The graph with the information provided by the centre’s management highlights the footfall variations when the lockdown restrictions steps were lifted.
- The White Swan has a total of 32 units
- During the timescale of the graph they were completely let until September 2021 when Poundland vacated. This unit is now going through a refit in preparation for My Dentist to open during February 2022

# North Shields

## Town Centre Vacancy updates from April 2021 post lockdown

	Vacancies	Units	Vacancies %
April	74	378	20%
May	70	378	19%
June	70	378	19%
July	73	379	19%
August	71	378	19%
September	75	377	20%
December	73	377	19%

- The Town Centres survey's are a manual count to monitor changes in the high streets vacancies, and they are cross referenced with colleagues in Business Rates Team
- These were carried out from April monthly to monitor variations of the vacancies when the lockdown restrictions steps were lifted.
- With the final restriction being lifted in June, the monthly surveys continued until September. The surveys highlighted no major impact on the vacancies and they have now returned to quarterly surveys

# Wallsend

## Town Centre Vacancy updates from April 2021 post lockdown

	Vacancies	Units	Vacancies %
April	38	275	14%
May	33	272	12%
June	32	273	12%
July	32	272	12%
August	31	272	11%
September	31	272	11%
December	36	272	13%

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# Whitley Bay

## Town Centre Vacancy updates from April 2021 post lockdown

	Vacancies	Units	Vacancies %
April	62	486	13%
May	54	483	11%
June	51	483	11%
July	49	481	10%
August	49	481	10%
September	49	480	10%
December	49	480	10%

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# People & Places Survey snapshot – North Shields

## Positives

Businesses appear most positive about the town's

- public transport
- road links
- geographical location.

Customers were very positive about North Shields'

- convenience and ease of use
- ease of walking around town
- access to services

## Negative

Businesses appear to be most negative about

- car parking
- town's prosperity
- town's physical appearance

Customers further expressed negative views about

- centre's convenience retail offer
- markets
- cultural activities and events

## Future Priorities

Top priority for businesses was

- parking issues,
- improving public transport
- pedestrianisation

The Customers most comments concerned

- hospitality and business mix
- town's general appearance
- public amenities



# People & Places Survey snapshot – Wallsend

## Positives

Businesses appear most positive about the town's

- public transport
- road links
- geographical location.

Customers were very positive about

- convenience and ease of use
- ease of walking around town
- Access to banks or ATM

## Page 25 Negative

Businesses appear to be most negative about

- car parking
- marketing and promotion
- events/activities

Customers further expressed negative views about

- centre's convenience retail offer
- markets
- town centres evening economy

## Future Priorities

Top priority for businesses was

- town centre appearance
- parking management and permits
- signage

The Customers most comments concerned

- hospitality and business mix
- the town's general appearance
- local leadership and social issues

# People & Places Survey snapshot – Whitley Bay

## Positives

Businesses appear most positive about the town's

- geographical location
- road links
- physical appearance

Customers were very positive about

- cafes/restaurants
- pubs/bars
- independent shops

## Negative

Businesses appear to be most negative about

- car parking
- marketing and promotion
- events and activities

Customers further expressed negative views about

- centre's markets
- lack of national chain shops
- physical appearance and cleanliness

## Future Priorities

Top priority for businesses was

- parking issues
- vehicle access and pedestrianisation issues
- business promotion and town events

The Customers most comments concerned

- parking and the towns travel arrangements
- retail, hospitality and general business mix
- general appearance and public amenities

# The Future of Retail and Town Centres Report.

## 1. Planning

- Some control through the Local Plan and Development management but limited.
- Most Control for uses and types of retail in private sector control
- Property owners have significant control and influence.
- New Strategic Housing developments identified in the Local Plan will support economic growth and retail and town centres.

# The Future of Retail and Town Centres Report

## 2. Cultural Events

- Victorian Xmas Markets North Shields
- Better event and gathering spaces in town Centres
- Support to private and community partners to deliver events

# The Future of Retail and Town Centres Report

## **3. Place Branding and Marketing**

- People more readily identify with towns
- Chambers of Trade best placed to lead
- Market town centre experience and offer
- Town Centres as destinations of choice.

# The Future of Retail and Town Centres Report

## 4. Public Realm

- People want attractive, healthy, safe places to go
- Invest in infrastructure
- Roads, Paving, lighting, street furniture
- Attractive places to socialise
- Signage and cleansing
- Toilets

# The Future of Retail and Town Centres Report.

## 5. Technology

- Technological infrastructure and connectivity
- Business market online
- Develop web sites
- Social Media
- Click and Collect.
- Council support 5G, Fibre, training

# The Future of Retail and Town Centres Report.

## **6. Funding**

Future High Streets Fund

Transforming Cities Fund

Getting Building Fund

North of Tyne Combined Authority

S106 and Community Infrastructure Levy.



# The Future of Retail and Town Centres Report

- **Summary of Expectations and Business Community**

- Council has limited scope for intervention
- Shops and Services are private enterprises.
- Council will work with operators to;
- Adapt to customer demands
- Develop excellent customer care.
- Embrace new technology.
- Support cultural events held in town centres
- Connect marketing to overall marketing strategy for town centre.

# Ambition For North Tyneside

- Approved November 2018
- Framework for the Regeneration of the Borough in line with the Our North Tyneside Plan.
- 3 Themes
  - Our people
  - Our place
  - Our economy
- Masterplans for Retail and Town Centres

# North Shields Masterplan

- Cabinet approve January 2021.
- Significant TCF, HAZ and other funding secured for:
- Town Centre Gateway improvements
- Transport Interchange and New Town Square
- Bedford/Saville Street Environmental Improvements.
- Howard Street Cultural Quarter
- Riverside Embankment Walkway
- Tyne Brand and Unicorn House
- Relocation of Ferry Landing

# Wallsend, North West and Whitley Bay

- Wallsend, North west and Whitley Bay
- Early work and Scoping of Masterplans
- ADF secured for Wallsend MP.
- Wallsend – Town Centre and Segedunum
- North West – Settlements, Waggon Way, Strategic Development Sites
- Whitley Bay – Town Centre, visitor experience.

# Summary and Scrutiny

- Has the Retail and Town Centre Report 2019 been delivered?
- Proposals developed in the Ambition update reports to Cabinet.
- Covid 19 recovery work ongoing
- North Shields Masterplan approved by Cabinet January 2021 and on site being delivered.
- Funding secured to Progress the Wallsend Masterplan
- North West Masterplan to be commenced
- Whitley Bay Masterplan to be commenced
- Ward Members and this sub Committee to be engaged on new Masterplans.

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## Meeting: Economic Prosperity Sub-Committee

**Date: 25 January 2022**

## **Title: State of the North Tyneside Economy**

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**Author: Michael Robson**

**Tel: 643 5359**

**Service: Law and Governance**

**Wards affected: All**

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### **1. Purpose of Report**

1.1 To explain the background to the presentation of data relating to the state of the economy in North Tyneside.

### **2. Details**

- 3.1 At the commencement of the municipal year it was agreed that the sub-committee be presented on a regular basis with a dashboard of data to provide members with an indication of the state of the economy in North Tyneside as it recovered from the Covid-19 Pandemic.
- 3.2 The sub-committee has been presented with this data at its meetings in July, September and November when the data contained within the dashboard has been refined to serve the needs of members. The latest data is set out in the attached presentation slides. Further supplementary information in relation to vacant properties will be presented at the meeting.
- 3.3 The sub-committee is invited to note the data contained within the slides and any trends to emerge. This information is designed to aid the sub-committees understanding of the local economy and may help guide the development of its future work programme.

### **4. Background Information**

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

- Economic Prosperity Sub-Committee minutes and work programme 2021/22
- State of the Economy Presentation Slides

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# Economic Prosperity Sub-Committee

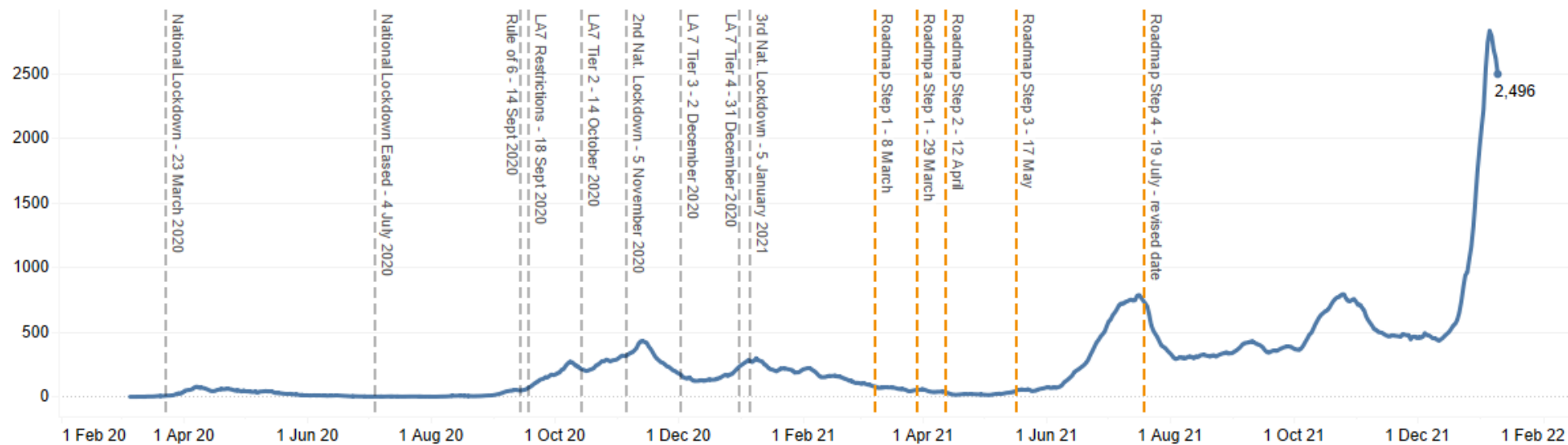
WE LISTEN | WE CARE | WE ARE AMBITIOUS | WE ARE GOOD VALUE FOR MONEY



# Number of cases and 7 day infection rate have stabilised

New cases in latest 7 days 9 January 2022	7 day infection rate 9 January 2022	% 18+ population vaccinated (2 doses) 27 October 2021
5,214	2,496	79.16%

North Tyneside - 7 day infection rate per 100k population  
Source - GOV.UK



WE LISTEN | WE CARE | WE ARE AMBITIOUS | WE ARE GOOD VALUE FOR MONEY

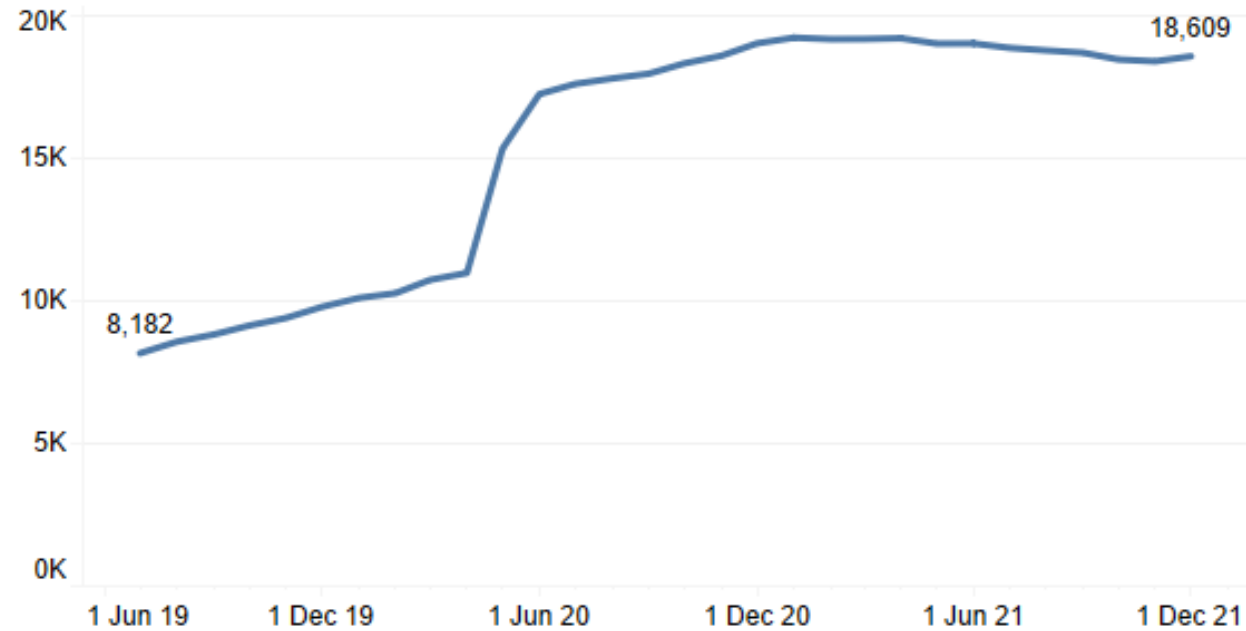


# Number of Universal Credit Claimants has “levelled off” since November 2020

Source – Department for Works and Pensions

Total Residents on Universal Credit November 2021	UC Claimants – searching/ planning/preparing for work November 2021	UC Claimants in work November 2021
18,609	6,725	7,165

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



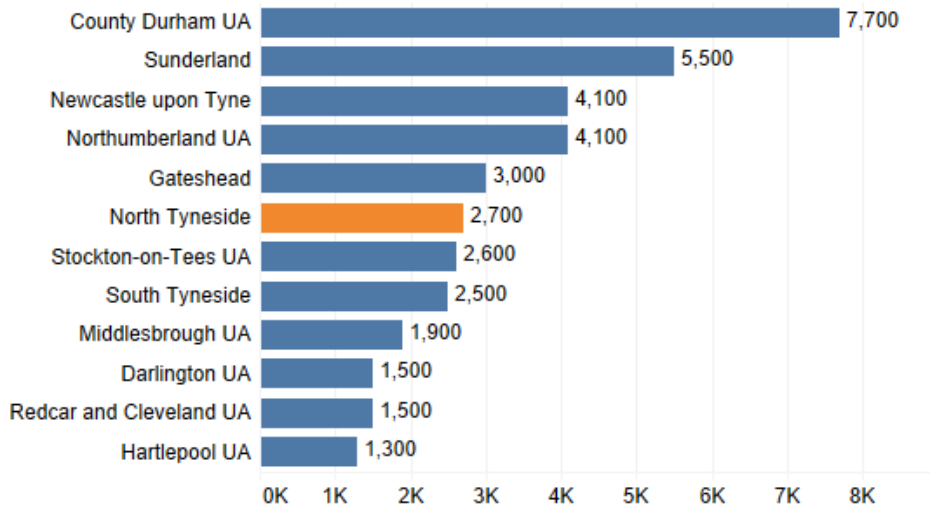
WE LISTEN | WE CARE | WE ARE AMBITIOUS | WE ARE GOOD VALUE FOR MONEY



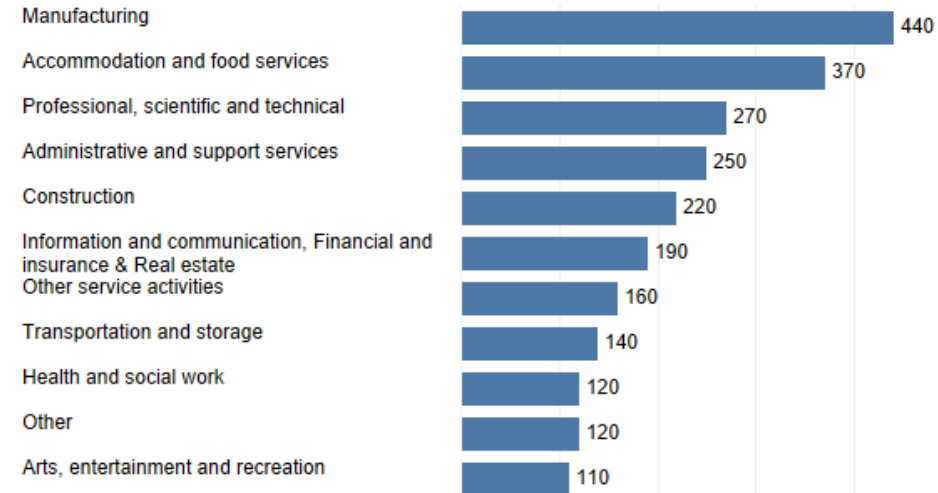
# Employments on furlough have decreased to 2.7k. Largely in accommodation and food services and manufacturing. Furlough peaked in July 2020 at 28k employments

Employments Furloughed September 2021	Take up rate September 2021
2,700	3%

Employments furloughed by local authority

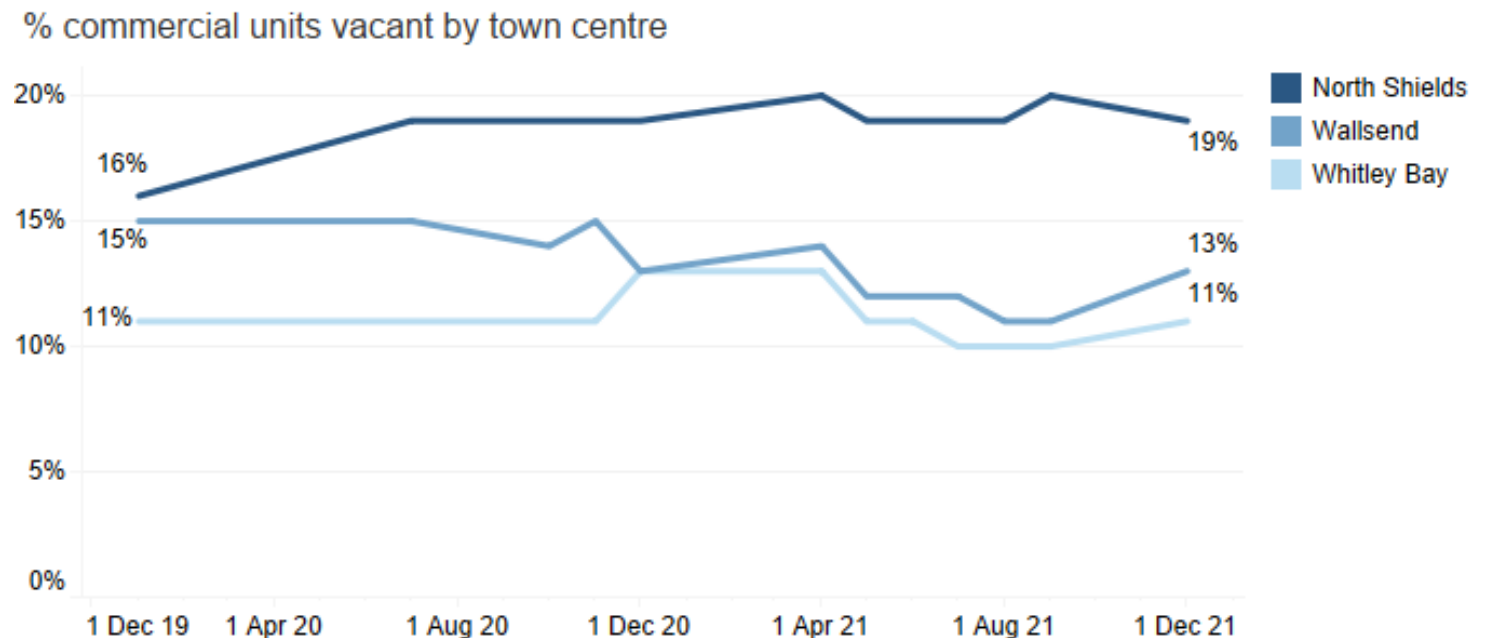


Employments furloughed by Sector in North Tyneside



Town Centre Vacancy Rate has risen in North Shields, but has decreased in Whitley Bay and Wallsend. Shops and showrooms represent nearly half of all empty units.

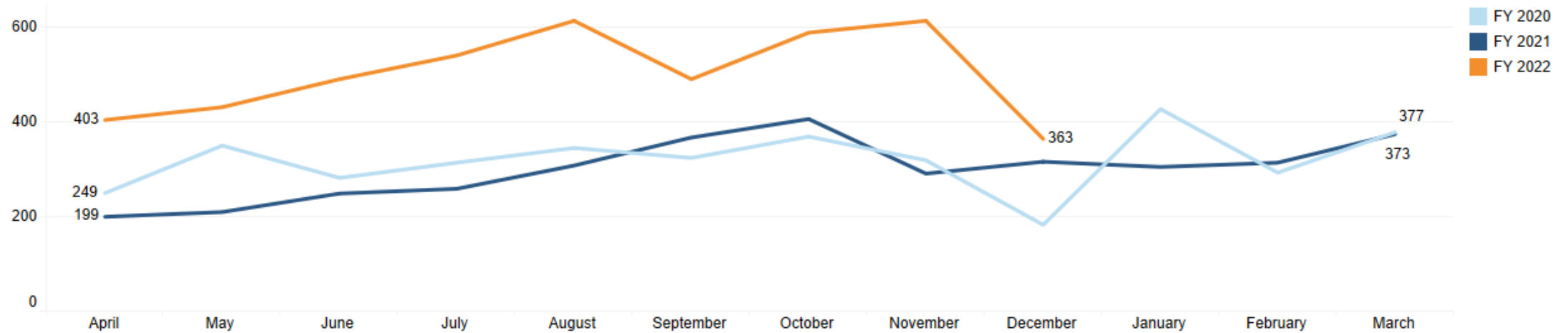
North Shields vacancy rate December 2021	Wallsend vacancy rate December 2021	Whitley Bay vacancy rate December 2021
19% (71 units)	13% (35 units)	11% (51 units)



# Job advertisements have almost doubled compared to last year

Job advertisements April 2021- December 2021	Variance compared to last year
4,524	74%

Job advertisements - three year comparison



The NHS, Akari Care Ltd and North Tyneside Council have advertised the highest number of job vacancies this year.



# Job advertisements by industry for latest month (top ten industries at Standard Industrial Classification one-digit level)

Industry	Number of vacancies	% of vacancies
Human health and social work	134	49.6%
Education	32	11.9%
Financial and insurance	27	10.0%
Wholesale and retail trade; repair of motor vehicles	21	7.8%
Manufacturing	14	5.2%
Information and communication	9	3.3%
Public administration and defence, social security	6	2.2%
Professional, scientific and technical	6	2.2%
Accommodation and food service	6	2.2%
Administrative and support service	5	1.9%

Of the 363 vacancies for December, 93 did not include an industry classification at this level

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# Job advertisements by industry for latest month (top ten industries at Standard Industrial Classification two-digit level)

Industry	Number of vacancies	% of vacancies
Human health	89	34.6%
Residential care	32	12.5%
Education	32	12.5%
Financial services, except insurance and pensions	27	10.5%
Retail trade, except motor vehicles	17	6.6%
Social work activities without accommodation	13	5.1%
Computer programming, consultancy and related	8	3.1%
Public administration and defence; social security	6	2.3%
Food and beverage service	6	2.3%
Wholesale and retail trade; repair of motor vehicles	4	1.6%

Of the 363 vacancies for December, 106 did not include an industry classification at this level

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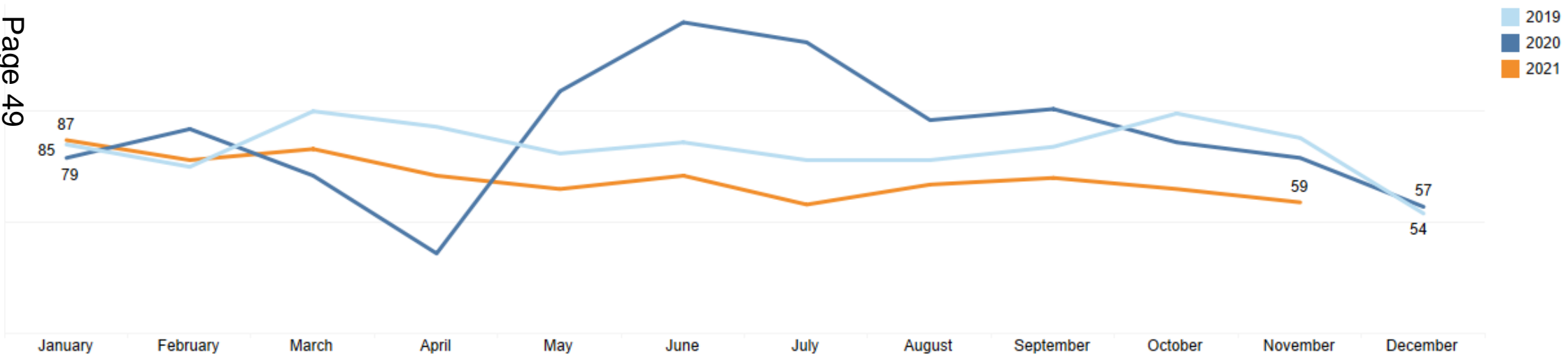


# The number of new businesses is lower than previous years

New Business Start Ups Jan-Nov 2021	Variance compared to last year
774	-24%

Business Start ups by month

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North Tyneside Council

# Out of Work Benefit Claimants

Proportion of age 16-64 population

Source – Department for Work and Pensions

	May 2018	May 2019	May 2020	May 2021
<b>North Tyneside</b>	10.1%	11.5%	15.3%	15.0%
<b>North East</b>	12.5%	13.5%	18.0%	17.8%
<b>North West</b>	11.4%	12.2%	17.1%	17.0%
<b>Yorkshire and The Humber</b>	10.0%	10.6%	15.3%	15.3%
<b>East Midlands</b>	8.4%	9.0%	13.3%	13.1%
<b>West Midlands</b>	9.7%	10.5%	15.4%	15.6%
<b>East</b>	7.0%	7.5%	12.1%	11.9%



# Out of Work Benefit Claimants

Proportion of age 16-64 population

Source – Department for Work and Pensions

	May 2018	May 2019	May 2020	May 2021
<b>London</b>	7.7%	8.3%	13.9%	14.6%
<b>South East</b>	6.3%	6.8%	11.2%	10.9%
<b>South West</b>	7.7%	8.3%	12.6%	12.1%
<b>Great Britain</b>	8.9%	9.6%	14.3%	14.2%



# Earnings by residence

## Median gross weekly pay for full-time workers

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

	2018	2019	2020	2021
<b>North Tyneside</b>	£542.60	£574.90	£563.20	£575.10
<b>North East</b>	£511.10	£531.40	£525.20	£546.80
<b>North West</b>	£529.80	£555.80	£558.10	£578.00
<b>Yorkshire and The Humber</b>	£520.40	£540.80	£539.70	£568.50
<b>East Midlands</b>	£529.90	£547.50	£562.50	£573.40
<b>West Midlands</b>	£535.50	£550.80	£551.70	£581.80
<b>East</b>	£589.40	£610.20	£607.60	£628.60



# Earnings by residence

## Median gross weekly pay for full-time workers

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

	2018	2019	2020	2021
<b>London</b>	£670.80	£699.30	£714.30	£728.40
<b>South East</b>	£614.90	£636.30	£629.00	£660.10
<b>South West</b>	£537.60	£560.90	£558.90	£577.30
<b>Great Britain</b>	£570.50	£587.50	£587.40	£613.10



# Proportion of residents aged 16-64 with NVQ2+ qualification

Source – Office for National Statistics Annual Population Survey

	2017	2018	2019	2020
<b>North Tyneside</b>	78.1%	76.8%	74.6%	80.3%
<b>North East</b>	72.6%	73.0%	73.5%	75.5%
<b>North West</b>	74.0%	74.1%	74.5%	76.6%
<b>Yorkshire and The Humber</b>	71.1%	71.8%	72.5%	75.5%
<b>East Midlands</b>	70.9%	72.0%	74.4%	76.6%
<b>West Midlands</b>	69.3%	70.4%	71.7%	74.8%
<b>East</b>	73.2%	72.8%	74.2%	77.0%



# Proportion of residents aged 16-64 with NVQ2+ qualification

Source – Office for National Statistics Annual Population Survey

	2017	2018	2019	2020
<b>London</b>	77.1%	78.0%	78.5%	81.5%
<b>South East</b>	78.7%	78.9%	79.1%	80.5%
<b>South West</b>	79.0%	78.6%	78.2%	79.6%
<b>Great Britain</b>	74.7%	74.9%	75.6%	78.1%



# Proportion of residents aged 16-64 with NVQ4+ qualification

Source – Office for National Statistics Annual Population Survey

	2017	2018	2019	2020
<b>North Tyneside</b>	36.9%	33.6%	34.0%	41.9%
<b>North East</b>	31.7%	31.1%	31.9%	34.4%
<b>North West</b>	34.4%	35.5%	36.1%	38.6%
<b>Yorkshire and The Humber</b>	33.0%	33.3%	34.2%	37.0%
<b>East Midlands</b>	32.0%	33.2%	34.1%	37.2%
<b>West Midlands</b>	31.8%	33.1%	34.1%	37.1%
<b>East</b>	34.6%	35.2%	36.8%	39.3%





# Proportion of residents aged 16-64 with NVQ4+ qualification

Source – Office for National Statistics Annual Population Survey

	2017	2018	2019	2020
<b>London</b>	51.6%	53.1%	54.2%	58.7%
<b>South East</b>	41.3%	42.2%	43.4%	45.1%
<b>South West</b>	39.1%	38.7%	39.2%	40.4%
<b>Great Britain</b>	38.5%	39.3%	40.3%	43.1%



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