

Community Hubs in North Tyneside

October/ November 2022

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North Tyneside Council

Why we are here

- Cabinet ambition to develop Community Hubs to support a thriving North Tyneside and ensure everyone is 'equally well'
- Community Hubs are not a new thing
- We have buildings and teams and a commitment to make them work smarter for local people and communities
- People are accessing our services in different ways and we need to adapt
- Getting the best value from the resources we have

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What is a community hub?

- **ANYTHING** we want it to be!
- **But typically...**
 - A physical location
 - Focused on supporting health and wellbeing needs
 - Connected to other services
 - A trusted focal point for local people and community



Why now

- Buildings / services need to meet local need
- Cost of living
- Universal credit has changed how benefits are paid
- The pandemic has changed customer behaviour
- Equally Well strategy, setting out health and wellbeing need in the Borough
- We have a strong community offer that will benefit from better connectivity and visibility
- Digital inclusion

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What we've done so far

- Looked at the needs of local residents and mapped out the current service offer
- Tapped into engagement and feedback about what our customers are telling us
- Understood existing usage data and trends
- Linked in with existing policies and strategies
- Agreed design principles

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What community hubs could be ...

Six main physical access points across the Borough:

- Connecting people with community assets and services (advice, info and signposting)
- Providing services
- Coordinating and connecting with other 'spoke' hubs

To support the ambitions of the Our North Tyneside Plan by:

- increasing individual economic prosperity
- improving digital skills and access
- increasing reading and literacy
- increasing social networks / community activity
- increasing participation within the local community
- promoting community cohesion, and
- being visible and consistent.

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Proposed hubs

- **6 Community Hubs**

- North Shields Customer First Centre
- Whitley Bay Customer First Centre
- Wallsend Customer First Centre
- Killingworth Customer First Centre (White Swan Centre)
- John Willie Sams Centre
- Oxford Centre



The model



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Design principles

Inclusive

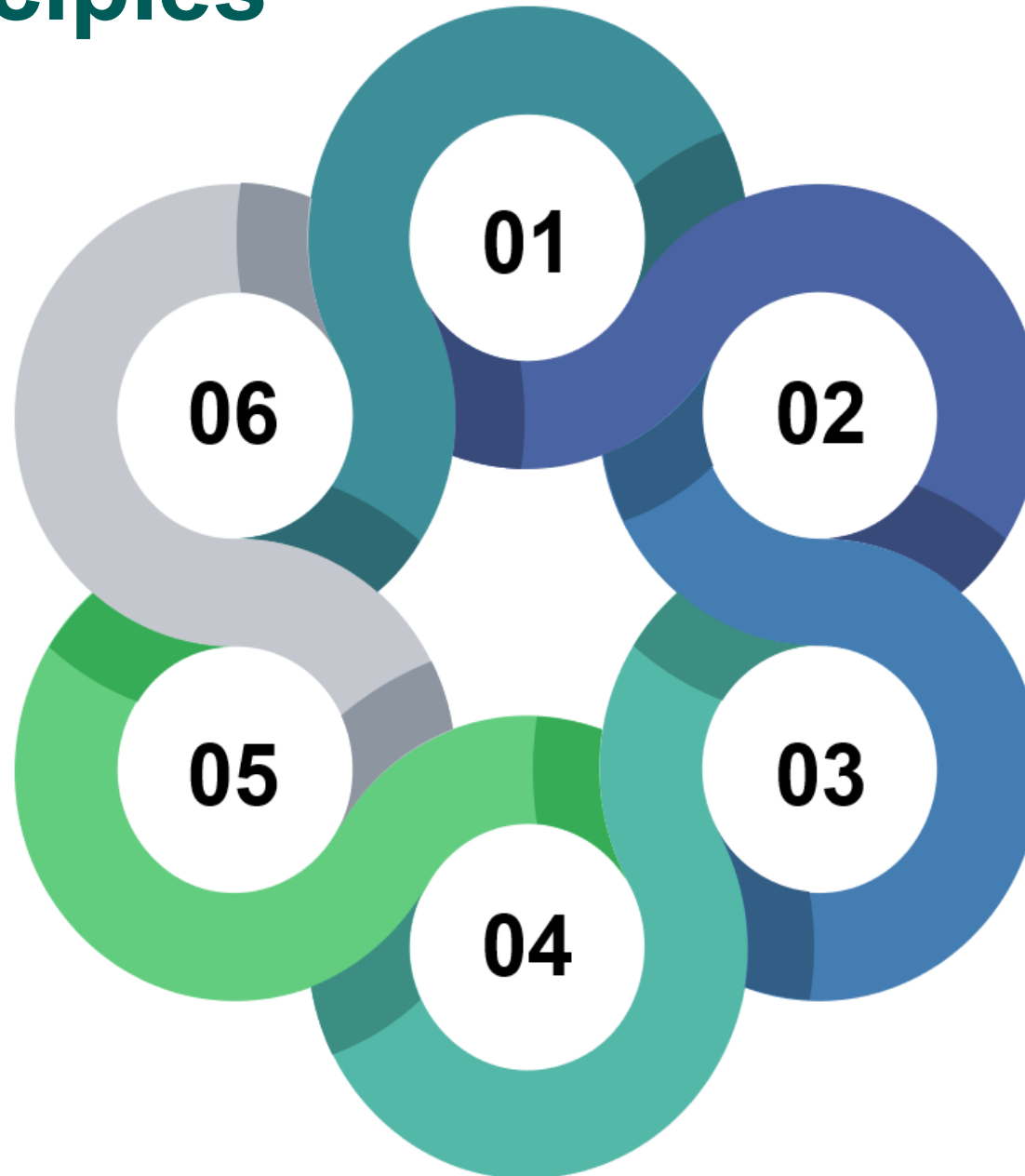
An inclusive, safe space, open to all and a move away from tenants to hub partners

Adding Social Value

A space that compliments and does not compete with the local offer or economy

Value for Money

Maximising new funding opportunities and evidencing impact and benefits



01

Trusted, Recognisable Offer

A consistent offer across all 6 hubs but tailored to reflect local need

02

Strategically Aligned

To the ONT Plan and aims and ambition of the council

03

04

Collectively Owned & Produced

Making the most of partnership working and continually evaluated with residents, communities and partners

05

06

Some of the key changes to consider

- A dedicated team focused on that hub and its community
 - Looking at where and how people work
 - Integrated welcome and help point
 - Increase access to key services at all 6 sites
 - Making every contact count
 - Visible and connected
 - Consider a specialism for each Hub
 - Enhanced digital offer
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What next



Oct / Nov 22

- Elected Members (Oct / Nov)
- Trade Union colleagues
- Teams - Library and CFC customer service teams
- Partners State of the Area Event (cost of living)

Nov 22 / Mar 23

- Develop the Strategy
- Cabinet considers Strategy

Beyond that

- Work with teams and partners to create and implement structures
- Changes will take time and should be fluid at each hub

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