

North Tyneside Health & Wellbeing Board Report Date: 26 September 2024

Title: Equally Well
Progress Update: Fair
Employment and Good
Work for All

Report Authors: Mark Barrett, Senior Manager, Employment and Skills,
North Tyneside Council

Julie Dodds, Head of Inclusive Economic Growth, North
Tyneside Council

Responsible Lead: John Sparkes, Director of *(Tel: 0191 643 1441)*
Regeneration and Economic
Development

**Relevant Partnership
Boards:** Thriving Sub-Committee
Employability Partnership

1. Purpose: Progress Update: Creating fair employment and good work for all

This item relates to the 'creating fair employment and good work for all' theme of the Joint Health and Wellbeing Strategy, "Equally Well: A healthier, fairer future for North Tyneside 2021- 2025".

As outlined in 'Equally Well' good work improves health and wellbeing across people's lives, not only from an economic standpoint, but also in terms of quality of life.

There is a two-way relationship between work and health: good work is both a result and driver of good health, impacting on the lives of residents and their communities. There are specific barriers that some of our most economically inactive residents face in engaging with the labour market, and these residents require targeted support to move closer to, and

access work e.g., residents with physical and mental health conditions, caring responsibilities, or transport costs. The evidence is clear that poor health is linked to unemployment and poor-quality work. Closing employment gaps across North Tyneside can unlock prosperity and improve health and wellbeing.

North Tyneside Council's Employment and Skills Service consists of Connexions, Adult Learning, and Employability Projects. In conjunction with our NHS colleagues and the Voluntary, Community and Social Enterprise sector (VCSE), there is a range of provision available across North Tyneside that enables residents to gain the skills to take ownership of their future to secure good jobs with living wages. Our Working Well Hubs provide a focus for providers to work collaboratively and in a coordinated way to deliver employment, health and skills support to our residents and businesses.

North Tyneside's approach to 'creating fair employment and good work for all' is closely linked to the regeneration of the Borough, expanding the support available and encouraging developers and local employers to offer training and job opportunities.

Our Inclusive Economic Strategy, 'An Inclusive economy in North Tyneside' aims to create conditions for businesses to flourish, to nurture investment and support long-term opportunities for growth, creating jobs that reflect a transforming economy. The Strategy ensures that economic opportunity, generated by the Boroughs assets, is accessible to all.

Our Local partnerships are closely linked in with the work of the newly formed North East Combined Authority, in particular the aims of the Education, Inclusion and Skills portfolio and the emerging governance structures to deliver this. This will bring together experts from across the skills, economic development, housing, and education sectors to help strengthen education, skills and employment interventions, improve local education and employment outcomes, reduce child poverty and ensure devolution has a positive impact for all residents.

This briefing paper will be supplemented by a presentation at the Board meeting, which will give further detail on the evaluation of the Working Well North Tyneside Hubs.

2. Recommendation(s):

The Board is recommended to: -

- a) Be assured that the respective partnerships are making progress in delivering the actions for creating fair employment and good work for all.
- b) Provide any comments on any areas requiring further action.
- b) Request the respective partnerships submit further progress reports to the Board in relation to its implementation plan for next year, the delivery of those actions and their outcomes.

3. Progress update: Fair employment and good work for all

The following section outlines key activity from respective partners highlighting progress against the implementation plan for 2024/25

- ***Continue to monitor data and insight analysis to understand the employment and skills needs of different residents and communities and identify and address any gaps in support.***
 - The North Tyneside Employability Partnership involves key partners in the delivery of employment and skills support using data and intelligence to inform the targeting of support for residents and businesses.
 - Funding has been provided by the North East Combined Authority to employ an Employability Partnership Coordinator and Employer Engagement Officer. The aim is to embed Employability Partnerships that will work with partners to collect intelligence and ensure the coordination of employment and skills support through collaboration and the sharing of information.
 - This intelligence has been used to inform the commissioning of devolved employment and skills funding including UK Shared Prosperity Funds (UKSPF), Adult Skills Fund (ASF) and Skills Bootcamps by the North East Combined Authority. An extensive evidence base has informed the commissioning of funding.

- ***Deliver personalised, holistic employment support - Individual Placement and Support (IPS) for people in drug and alcohol treatment.***
 - North Tyneside Council will receive funding in 2024-25 and 2025-26 to employ a senior employment specialist and two employment specialist roles to deliver IPS for drug and alcohol services.
 - The Specialists will work with partners engaging in the Working Well Hubs and the North Tyneside Recovery Partnership (NTRP) to provide employment support to residents engaged in treatment services
 - IPS is, to a large extent, a work only intervention - the aim is to support people in paid, mainstream jobs.
 - The posts will be employed through the NT Employment and Skills Service with the aim to build on the opportunities through the Working Well Hubs (in North Shields and Wallsend) as well as links already established with a range of businesses and employers across North Tyneside.

- ***Understand and address reasons for economic inactivity due to physical health and mental health conditions and developing a plan to address these barriers to employment e.g., through the rollout of services in Working Well Hubs.***
 - The levels of economic inactivity have increased since the Covid-19 pandemic, with significant increases in residents who are economically inactive reporting a long-term health condition (11,400 in March 2024).
 - UKSPF is being utilised to provide employment support for economically inactive residents. A range of partners are delivering funded projects in local communities and are coming together to offer support from our Working Well Hubs.
 - Since opening the Working Well North Tyneside hub in North Shields in November 2022 over 10,000 people have visited receiving 1-2-1 support to address barriers to employment and attending various events and activities with over 25 partners engaged.

- Our second Working Well Hub opened in Wallsend Customer First Centre in September 2023 with over 3600 visitors attending.
 - We have also now extended the services to the North West of the Borough with weekly events and drop-in support sessions taking place at the John Willie Sams Centre in Dudley, Forest Hall Library and the White Swan Centre in Killingworth. A weekly drop-in session is also taking place at Whitley Bay Big Local.
 - An evaluation of the Working Well pilot is being undertaken by Centrifuge Consultancy with interviews with key stakeholders and data analysis informing an interim evaluation report.
- ***Addressing recruitment and retention challenges in key sectors e.g., early years and the health and social care sector through the Care Academy.***
 - The Care Academy is a partnership between all care providers in North Tyneside including the local authority, the NHS, social care providers, the voluntary sector and local schools and colleges.
 - The website (www.northtynesidecareacademy.org.uk) is a celebration of the adult social care sector in North Tyneside and showcases what the borough has to offer, we can attract more people to, and keep people working in care in the borough.
 - 'Get Into Social Care' is a short introductory course delivered by North Tyneside Council's Employment and Skills Service. On the five-day course learners receive expert training, find out more about the roles available and access support for finding and applying for jobs. The course runs once a month in North Shields.
 - A number of providers including Tyne Met College also run a range of courses aimed at supporting young people to move into a career in the early years and the health and social care sector.
- ***Monitor progress and understand issues around supporting over 50s back to work through the Dedicated Work Coaches in DWP, including the upskilling of people to work in the digital environment.***
 - Jobseekers over the age of 50 are provided with more one-to-one support at Jobcentres to help them get into, and progress in work, boosting their earnings ahead of retirement.

- The increased support is boosted by 50PLUS Champions covering every district across England, Wales and Scotland who work with local employers to raise awareness of the benefits of employing older workers.
 - Mid-life MOTs are also available from some Jobcentres but can also be accessed online. These promote the benefits of work, signpost to find information about their state pension and any employer based pensions and also signposts to find information and help about health issues.
 - Works4U is a new UKSPF project delivered by the Back2Work Group and NT Employment and Skills Service aimed at supporting over 50's to return to the labour market. Advisers are providing support to residents from the Working Well Hubs.
- ***Delivery and monitoring of employability projects targeting support at disadvantaged groups e.g., the UKSPF Projects targeting the long term unemployed.***
 - The North East Combined Authority commissioning of UKSPF funding has provided a range of employability projects available to support residents from disadvantaged groups to improve their skills and gain sustainable employment.
 - The eligibility for the Government's Restart Programme, delivered by Reed in Partnership in North Tyneside, has been extended to support more residents and at an earlier stage of their period of unemployment.
 - Additional support is also being provided by Reed in Partnership and the Local Authority for people resettling in the Borough from Ukraine, Afghanistan, Syria and Hong Kong.
 - This support includes the employment of a Resettlement Employment and Skills Coordinator and an increase in the provision of English for Speakers of other Languages (ESOL) courses.
 - ***Targeted effort to ensure that opportunities including apprenticeships, work experience and supported internships are available and accessed by our young people including children in***

our care (CIOC), care experienced, young carers and those with SEND.

- The Local Authority working with key partners including employers and deliverers of Apprenticeship training are working together to promote the benefits of Apprenticeships and increase the availability of opportunities.
- A key event is the annual National Apprenticeship Week (NAW), which took place between the 5th to 11th February 2024.
- The week culminated with the North Tyneside Get Up and Go Apprenticeship Fair on Saturday 10th February 2024, which brought together local employers and training providers to promote Apprenticeship opportunities to the 750 young people and parents who attended.
- National Apprenticeship Week 2025 will take place between 10th and 16th February 2025 with Get Up and Go taking place on Saturday 15th February 2025.
- Northumbria Healthcare NHS Foundation Trust has a national recognised Apprenticeship programme that helps Apprentices gain the necessary knowledge, skills and behaviours vital to undertake roles in a range of areas including Health care, Social care, Business administration, Customer service, Estates and Facilities.
- The programme, which has been running for over 10 years, has led the way, with more than 95% of apprentices' gaining employment with the trust or wider NHS.
- As part of our Corporate Parenting role the Authority is working with partners to provide more work placement opportunities for CIOC/CEYP. This includes a DfE funded pilot called 'Explore your Potential' providing Supported Internship opportunities for CEYP during 2024-25. Young people are supported in their placements by mentors and trained job coaches.
- A SEND Employment Forum also brings together local employers and providers with the aim of increasing the number and quality of work placement opportunities available to young people.

- *Economic strategy to work with businesses involved in major developments to deliver corporate social responsibility commitments to increase the number of jobs opportunities, including apprenticeships, available to residents.*
 - In line with the objectives of the Inclusive Economic Strategy the Local Authority continues to work with large scale employers and developers to connect opportunities to residents with particular attention to those in deprived wards.
 - This includes proactively working with circa 70 significant employers as part of the Local Authorities Strategic Account Management (SAM) programme, key business park operators/owners such as Quorum and Cobalt and those responsible and interested in bringing forward development on employment land such as Indigo Park in Weetslade and Swans Energy Park on the River Tyne.
 - Through working with local businesses, it has become clear that the growing renewable energy industry and the offshore sector as a whole has significant vacancies and training opportunities for local people both immediately and in future years. There is work in train to explore a plan for skills provision that links local people with key assets, services, businesses, and resources via the Combined Authority. This is linked to the key recommendations from the Local Skills Improvement Plan (LSIP.).
 - In addition, the Tyne is included within the North East Investment Zone proposal agreed by Government and the North East Combined Authority. This represents opportunity for significant funding linked to clean energy skills, innovation and infrastructure to enable growth on the River Tyne. Newcastle College is currently working with Shepherd Offshore to develop a project that will see the Energy Academy double in size both physically, and in the spaces it has available for students.
 - Building on the established Inclusive Economic Strategy the Local Authority has agreed to develop an Economic Strategy which will embed the principles of delivering inclusive economic growth as set out in the current strategy into an overall vision for the economic development of the Borough. It will also set out how the Local Authority alongside partners and stakeholders can achieve

objectives around employment growth and opportunities, skills development, business support, innovation and sector development and the development and enablement of employment land linked to the Local Plan. It is important that this is linked to the new Government's emerging policies and the North East Combined Authorities Industrial Strategy currently in the final stages of development.

- ***Ensure North Tyneside organisations and business benefit from involvement with the Better Health at Work and Good Work Pledge.***
 - The Better Health at Work Award was established to take health and wellbeing into the workplace and is delivered by Northern TUC. In North Tyneside over 39 organisations and businesses are involved in this award.
 - The new North East Combined Authority is committed to ensuring that residents have access to good quality jobs and work is underway to set out the arrangements for ensuring that inward investment and ongoing work with employers promotes and secures these opportunities.
 - The North East Combined Authority is funding North Tyneside Council, Newcastle City Council and Northumberland County Council to deliver an In Work Support pilot. The pilot includes research which will consult with employers between August 2024 and March 2025 to understand their needs in relation to recruitment, retention and progression of employees alongside the delivery of specialist support to provide solutions to the issues identified.

4. Performance indicators

Appendix I

5. Community engagement

The North Tyneside Employability Partnership continuously engages with residents, partners, and business across North Tyneside and through the

work of the North East Combined Authority to understand the employment and training needs of residents.

North Tyneside Council in partnership with the North East Combined Authority, Newcastle City Council and Northumberland County Council has accessed funding to provide Employment Partnership delivery between July 2022 and March 2025. The investment is funding a Local Employment Partnership Coordinator and an Employer Liaison/Engagement Lead in each local area. Work is underway to explore extending this model to the wider North East area.

6. Appendices:

Appendix 1 – Performance indicators

7. Contact officers:

Mark Barrett, Senior Manager, Employment and Skills, North Tyneside Council 07970 227094

Julie Dodds, Head of Inclusive Economic Growth, North Tyneside Council 07583 042186

8. Background information:

The following background documents have been used in the compilation of this report and are available from the author: -

[Inclusive Economy Strategy overview](#)
[North East Combined Authority](#)

COMPLIANCE WITH PRINCIPLES OF DECISION MAKING

9 Finance and other resources

Any financial implications arising from the delivery of the implementation plan to delivery Equally Well, North Tyneside's Health and Well Being Strategy will be met from existing budgets.

10 Legal

The Board has a duty under Section 195 of the Health & Social Care Act 2012 to encourage partners to work closely together and in an integrated manner for the purpose of advancing the health and wellbeing of the people in the area.

11 Human rights

There are no human rights implications directly arising from this report.

12 Equalities and diversity

There are no equalities and diversity implications directly arising from this report.

13 Risk management

There is a risk that despite the considerable effort for joint action by the Health and Wellbeing Board, partners may not improve the inequalities in health seen in North Tyneside in the life time of this strategy.

The health inequalities that existed prior to the COVID-19 pandemic have subsequently been amplified and more recently it is also widely acknowledged that the current rise in the cost of living is likely to have a disproportionate impact on some of our communities in North Tyneside.

A corporate risk has been identified for this scenario with a mitigation report was presented at the Audit Committee in November 2022, and this risk will continue to be monitored with regular reporting.

14 Crime and disorder

There are no crime and disorder implications directly arising from this report.

SIGN OFF

Chair/Deputy Chair of the Board	<input checked="" type="checkbox"/>
Director of Public Health	<input checked="" type="checkbox"/>
Director of Children's Services	<input checked="" type="checkbox"/>
Director of Adult Services	<input checked="" type="checkbox"/>