

OUR
PEOPLE WILL...

OUR
PLACES WILL...

OUR
ECONOMY WILL...

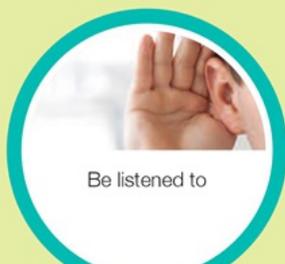
Our North Tyneside Performance Update January 2020



Be ready for work and life



Be cared for, protected and supported



Be listened to



Be great places to live



Benefit from the completion of the North Tyneside Living project



Have an effective transport and physical infrastructure



Be a thriving place of choice for visitors



Be business friendly, ensuring the right skills and conditions are in place to support investment

2021



Continue to support investment in our business parks, units and town centres



Grow by supporting new businesses and building on our strengths

2018



Offer a good choice of quality housing



Provide a clean, green, healthy, attractive, safe and sustainable environment



Continue to regenerate Wallsend and Whitley Bay and deliver new schemes in Killingworth and Forest Hall



Be healthy and well



Encourage residents to be more independent, volunteer and do more for themselves and local communities



Be ready for school

OUR JOURNEY TO 2021

Contents

Key

Unless otherwise stated please use the following key throughout this document

North Tyneside

England

North East

Our People

- Page 3: Be listened to so that their experience helps the Council work better for residents
- Page 4: Be ready for school – giving our children and their families the best start in life
- Page 5 - 6: Be ready for work and life – with the right skills and abilities to achieve their full potential, economic independence and meet business needs.
- Page 7: Be healthy and well – with the information, skills and opportunities to maintain and improve their health, well-being and independence, especially if they are carers
- Page 8 - 9: Be cared for, protected and supported if they become vulnerable including if they become homeless
- Page 10: Be encouraged and enabled to, when ever possible, be more independent, to volunteer and to do more for themselves and their local communities.

Our Places

- Page 12: Be great places to live by focusing on what is important to local people, such as by tackling the derelict properties that are blighting some of our neighbourhoods
- Page 13: Offer a good choice of quality housing appropriate to need, including affordable homes that will be available to buy or rent
- Page 14: Benefit from the completion of the North Tyneside Living project and by North Tyneside Council's housing stock being decent, well managed and its potential use maximised
- Page 15 - 16: Provide a clean, green, healthy, attractive, safe and sustainable environment. This will involve creating a cycle friendly borough, investing in energy efficiency schemes and by encouraging more recycling
- Page 17: Have an effective transport and physical infrastructure - including our roads, pavements, street lighting, drainage and public transport.
- Page 18: Continue to be regenerated in Wallsend and Whitley Bay, through effective public, private and community partnerships, while ambitious plans will be developed for North Shields, Forest Hall and Killingworth
- Page 19: Be a thriving place of choice for visitors through the promotion of our award winning parks, beaches, festivals and seasonal activities

Our Economy

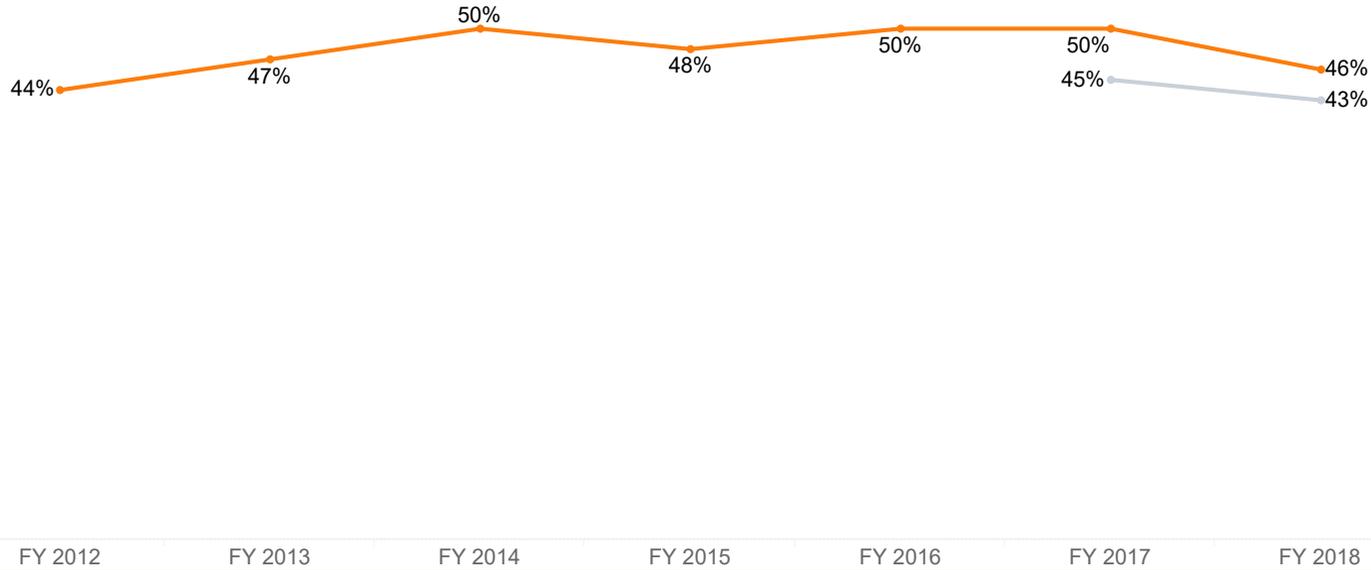
- Page 21: Grow by supporting new businesses and building on our strengths, including our existing world class companies, and small and growing enterprises.
- Page 22: Be business friendly, ensuring the right skills and conditions are in place to support investment, and create and sustain new high quality jobs and apprenticeships for working age people
- Page 23: Continue to support investment in our business parks, units and Town Centres

Our People

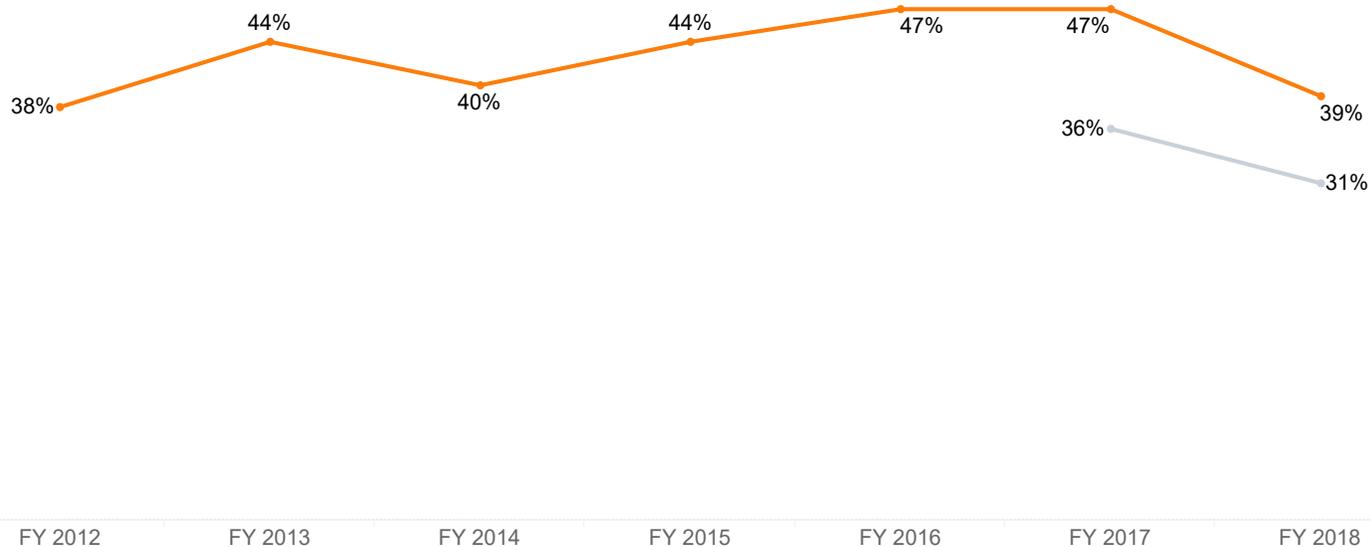
Our People will

Be listened to so that their experience helps the Council work better for residents

% residents feel the council acts on the concerns of its local residents a great/fair amount (Higher is better)



% of residents who believe that the council provides value for money (Higher is better)



Update on performance

A key priority for the Our North Tyneside plan is that people are "listened to so that their experience helps the Council work better for residents".

Through Ipsos MORI's wider polling work, it has been evident for the last few years that the general public is tiring of austerity and the impact it is having on public services. The knock-on perceptions of public services can be seen in the data that has been collected by the LGA, which shows some of the lowest satisfaction scores ever recorded this year.

While North Tyneside initially bucked the national trend at the start of the plan, in the past year the local position has started to reflect the national picture. However North Tyneside still performs well overall compared to comparator councils, as indicated in the chart.

Despite the national context there are a number of issues where there are opportunities to improve. This insight has informed the new Customer Service Programme, which Cabinet agreed on 28 May 2019. The programme seeks to review and improve the customer service experience delivered by the Authority and its partners.

A key driver for resident satisfaction has been their perception of whether we provide good value for money. By the end of 2019/20 the council's grant funding will have reduced by approximately 51% from 2013/14. However the Authority has a strong track record in delivering the required savings, including delivering 94% of the plans in 2017/18.

Building upon that track record, the approach for 2019-2023 is to

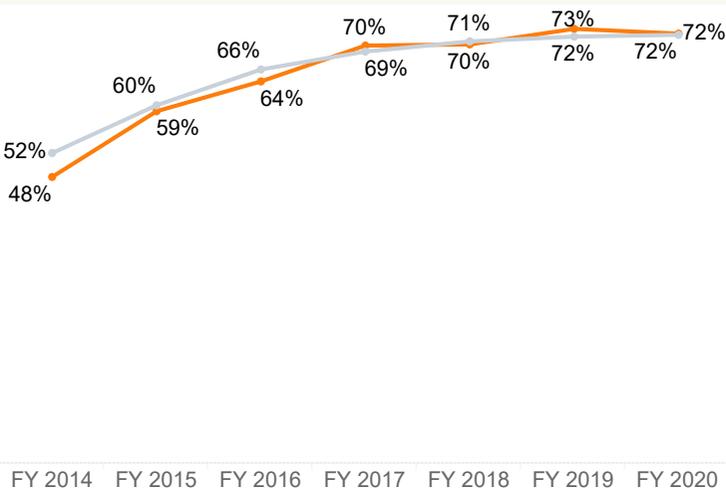
- * achieve savings early where possible
- * mitigate against future financial risks; and
- * work in a very different way to ensure that resources can be more effectively targeted at the people who need them most

Our People will

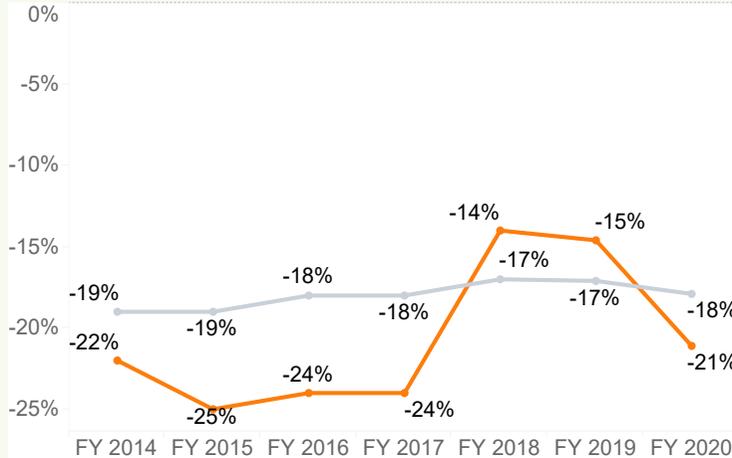
Key
■ North East
■ North Tyneside

Be ready for school – giving our children and their families the best start in life

% pupils reaching a Good Level of Development at Foundation Stage (Higher is better)



The gap between disadvantaged (FSM) pupils and their peers reaching the expected level (GLD) at foundation stage. (Higher is better)



Update on performance

The research is clear that the benefits of a good start in life for a young person are likely to support them in later years.

Overall, North Tyneside has a good record with ensuring that the majority have the best start in life. Locally, the improvement in pupils reaching a Good Level of Development has been greater than that seen nationally.

However it is understood that while performance may be strong compared to the national position, there are gaps across the borough. We know that these gaps grow through a young persons life.

Therefore work continues to improve performance for all young people.

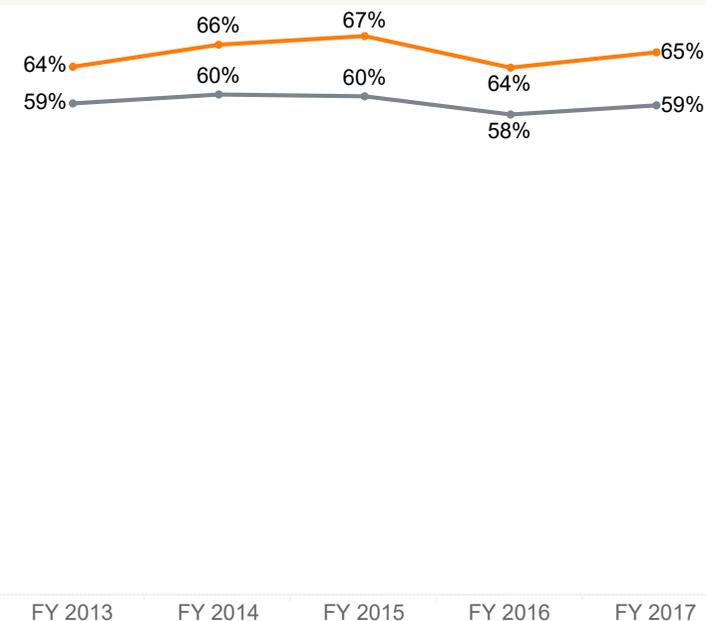
As an example, the school nursing and health visiting teams are now well embedded within locality teams and work with families and schools. They ensure good quality contact in the period around birth and provide extra support for those families that require it.

We also ensure high quality provision is available to deliver the 2 year old offer for economically disadvantaged families, the 3 and 4 year old universal offer and the 30 hours of free childcare for working parents. 99.6% of childcare providers in the borough are judged by Ofsted to be Good or higher.

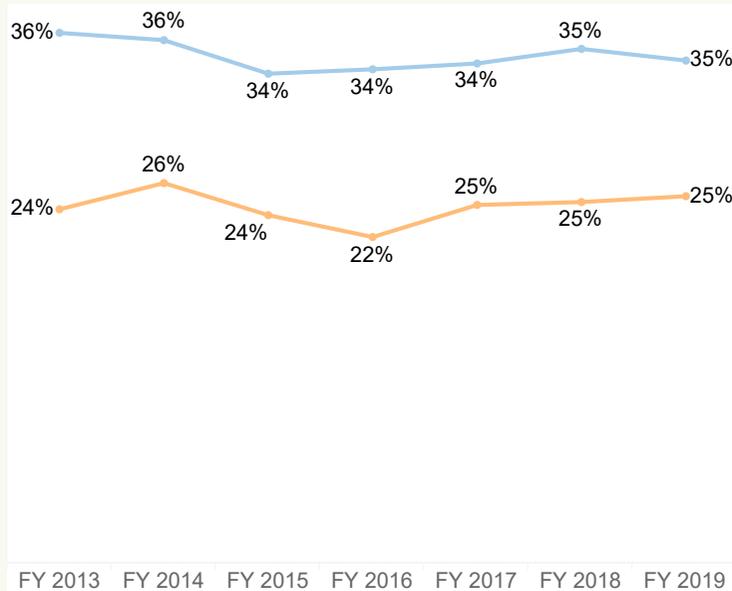
Being overweight or obese is a concern among children and young people. The rate of obese children doubles from age of 4-5 (1 in 10) and age 10-11 (1 in 5), with a higher propensity for obesity to occur in areas of deprivation. Obese children are likely to stay obese into adulthood and more likely to develop non-communicable diseases such as type 2 diabetes and cardiovascular diseases at an earlier age.

Ensuring that all children are 'Ready for School' is also a key focus for the North of Tyne Education Challenge.

2.02i - Breastfeeding initiation (Higher is better)



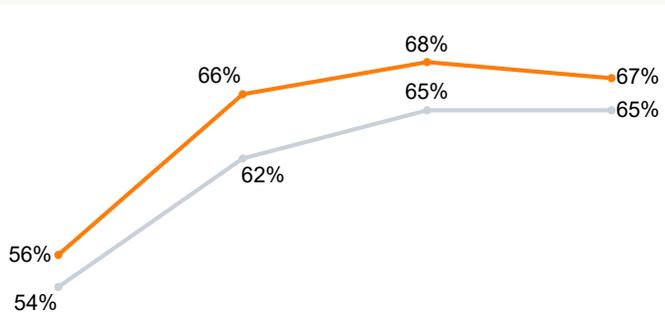
Childhood obesity (Lower is better)
 (Reception / Year 6)



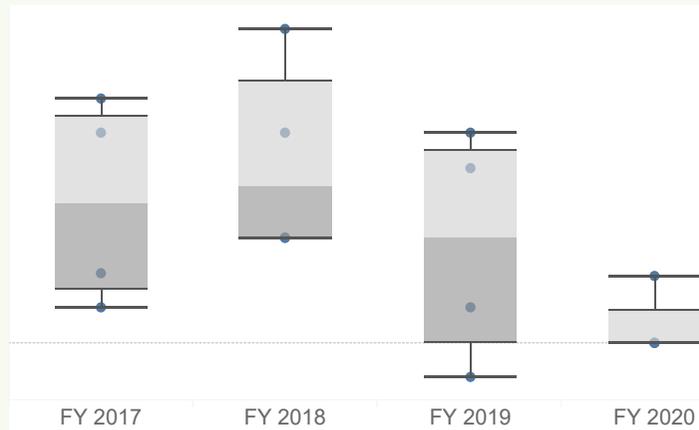
Our People will

Be ready for work and life – with the right skills and abilities to achieve their full potential, economic independence and meet business needs.

% of pupils reaching the Expected level in Reading, Writing and Maths at KS2 (Higher is better)



KS1 to KS2 Value Added (Reading) (Higher is better)



Update on performance

North Tyneside has an education system to be proud of. A top performer regionally and nationally. This reflects the hard work done by our head teachers and their teams, governing bodies, elected members, authority staff and our fantastic children and young people.

North Tyneside also has a track record of high attainment; at Key Stage 1, local pupils (aged 5- 7 years) performed significantly better than the national figure across reading, writing, maths and the combined measure.

North Tyneside continues to focus on closing the attainment gap between the most vulnerable people and their peers. At Key Stage 2, disadvantaged pupils performance is slightly higher than disadvantaged pupils nationally.

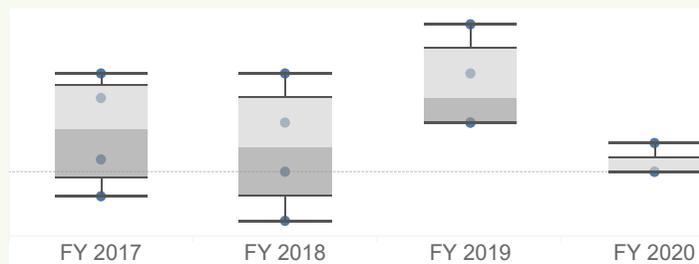
At Key Stage 2, when pupils are aged between 7 - 11 years, 67% of pupils met the expected level in reading, writing and maths. This was 2% higher than the national position.

We continue to monitor progress against the recommendations of the Council's Education Review; paying particular attention to the need to manage the impact of surplus places at secondary level, the financial challenge for the Dedicated Schools Grant and the approach of the North of Tyne Education Challenge.

KS1 to KS2 Value Added (Reading) (Higher is better)



KS1 to KS2 Value Added (Reading) (Higher is better)



Our People will

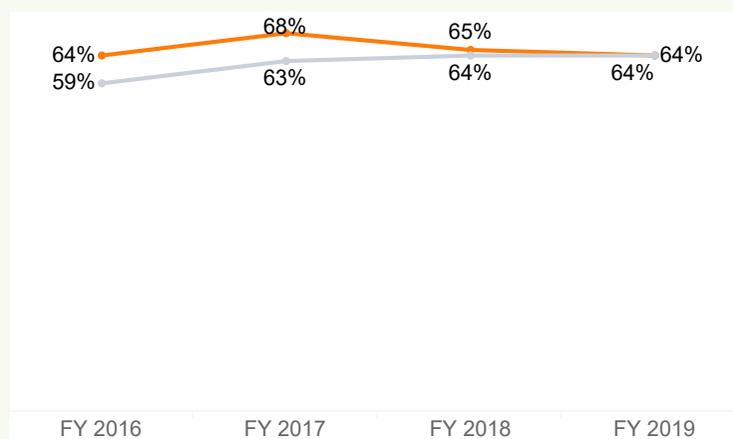
Key
 ■ England
 ■ North East
 ■ North Tyneside

Be ready for work and life – with the right skills and abilities to achieve their full potential, economic independence and meet business needs.

Progress 8 gap between disadvantaged pupils and their peers (Lower is better)



% Pupils achieving Basics (A* to C/9 to 4) in English and Maths at) KS4 (Higher is better)



Update on performance

North Tyneside has been working with schools, businesses and other agencies to ensure that all young people are as ready for work and life as possible when they leave school at 16 or 18. The Authority also wants to support adults to be ready for employment through their working life and more detail is provided on page 22.

The evidence show that being out of education, employment or training (NEET) at 16 or 17 years old is linked to later unemployment as well as poor mental health. Addressing the mental health needs of local people is well understood locally, for example the Kooth.com digital platform has been introduced to provide access to online counselling across local high schools, colleges and through voluntary sector organisations.

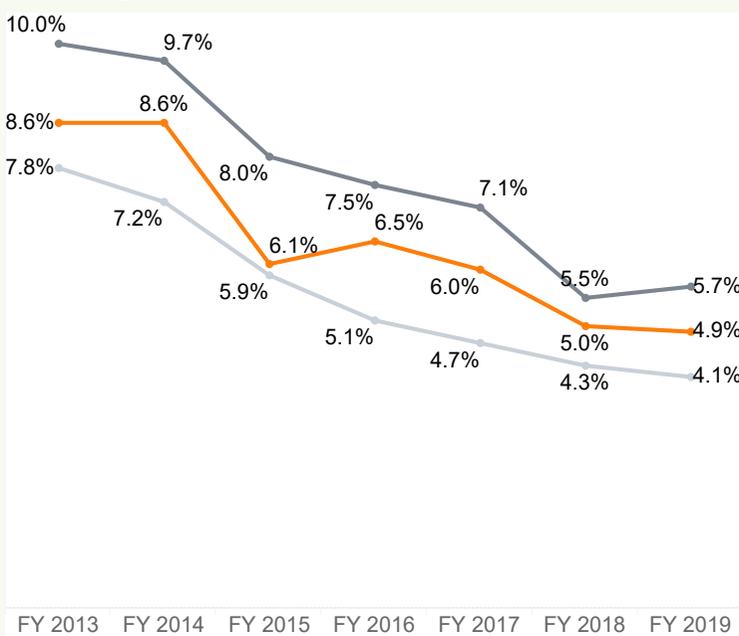
Higher rates of NEET can be indicative of a local mismatch between education and economy, which is covered in more detail on page 22.

Indications for 2019 show that pupil outcomes, at the age of 16, have been maintained (Key Stage 4). The average points for A level and academic qualifications are higher than the national position. In addition, average points for Tech level and Applied General qualifications are significantly higher than national.

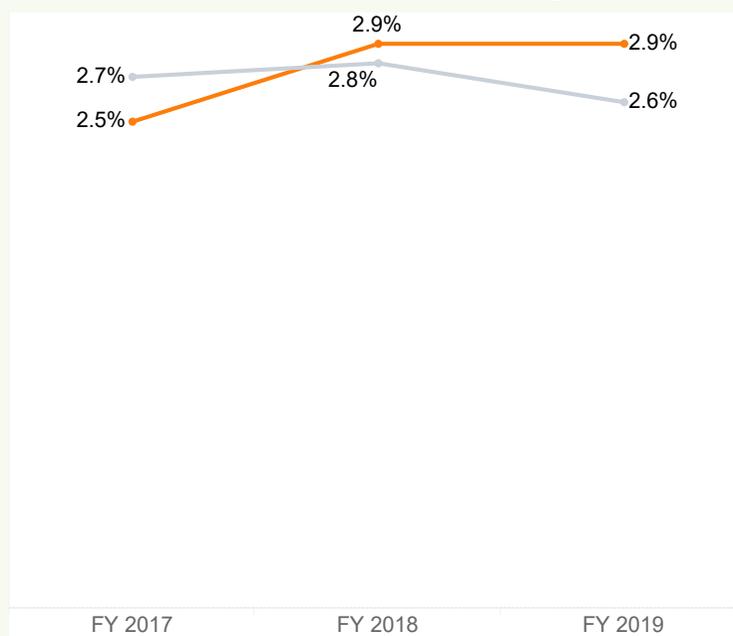
The implementation of the Authority's Employment and Skills Strategy has resulted in an increased focus on ensuring priority groups (especially those students who are looked or have special educational needs and disabilities) are ready for training or employment and that outcomes continue to improve.

This local work is now being further developed with the North of Tyne Combined Authority, through a North of Tyne School Improvement Strategy and the Education Challenge.

Unemployment rate (Lower is better)



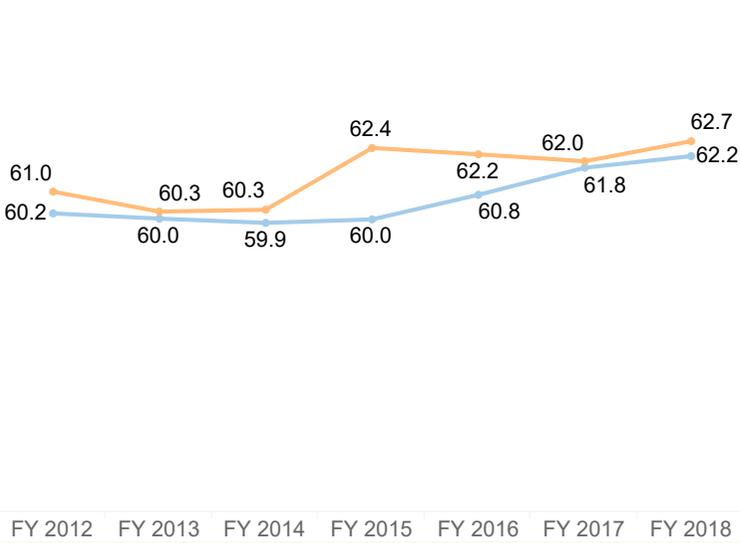
% Not in Education, Employment or Training (Lower is better)



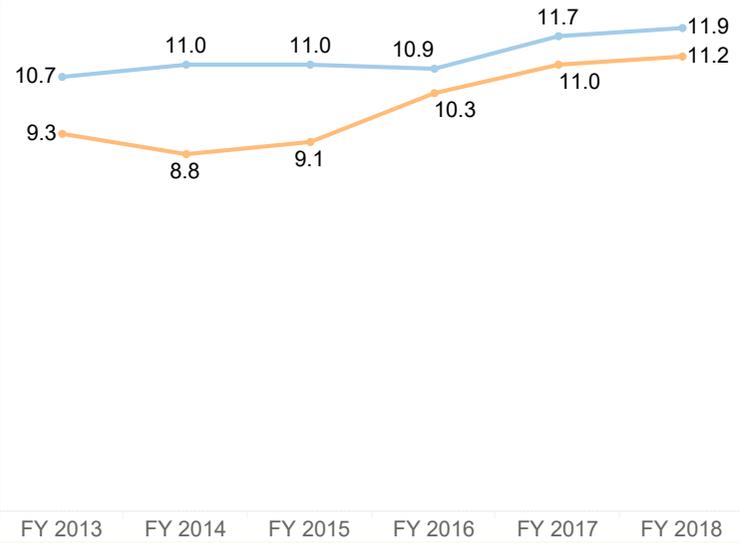
Our People will

Be healthy and well – with the information, skills and opportunities to maintain and improve their health, well-being and independence, especially if they are carers

Healthy life expectancy (Higher is better)
 (Male / Female)



Inequality in life expectancy (Lower is better)
 (Male / Female)



Update on performance

The plan has a clear focus on ensuring that residents have a healthy start to life, which continues through their life. A key part of this is the continued focus on addressing the causes of poor health.

Average life expectancy in the borough is 80 years. However healthy life expectancy remains static at 62 years for both men and women.

While both figures are above their respective regional average, both are below the national average. There is also a significant inequality gap within the borough.

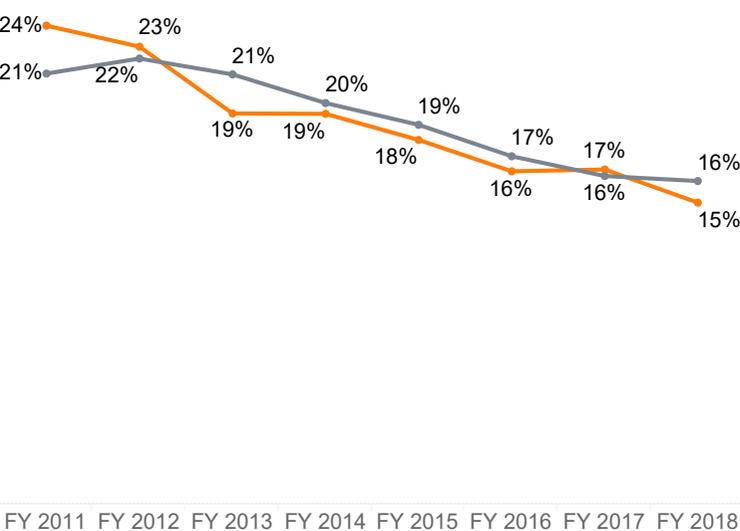
Deaths due to cancer, cardiovascular (heart disease) and respiratory disease are declining, though the still remain the leading causes of premature death in the borough.

Much of this premature mortality is preventable. However social factors, exposure to risk factors (such as smoking, harmful levels of alcohol consumption, poor diet and low levels of physical activity), as well as late presentation, diagnosis and treatment are all key contributors to the diseases that lead to early deaths.

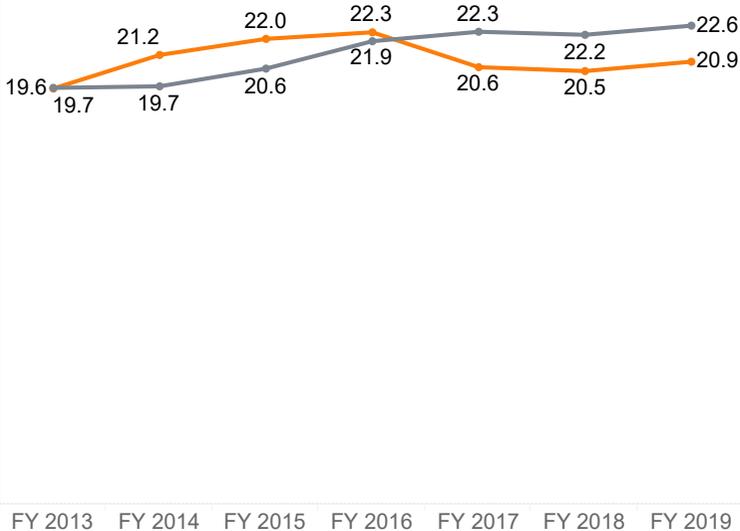
More than 1 in 10 of the adult population has a caring responsibility with an estimated 1 in 7 of North Tyneside's over 65 population caring for someone.

Work continues to tackle these issues, including through the delivery of the North Tyneside Health and Wellbeing Strategy.

C18 - Smoking Prevalence in adults (18+) - current smokers (APS) (Lower is better)



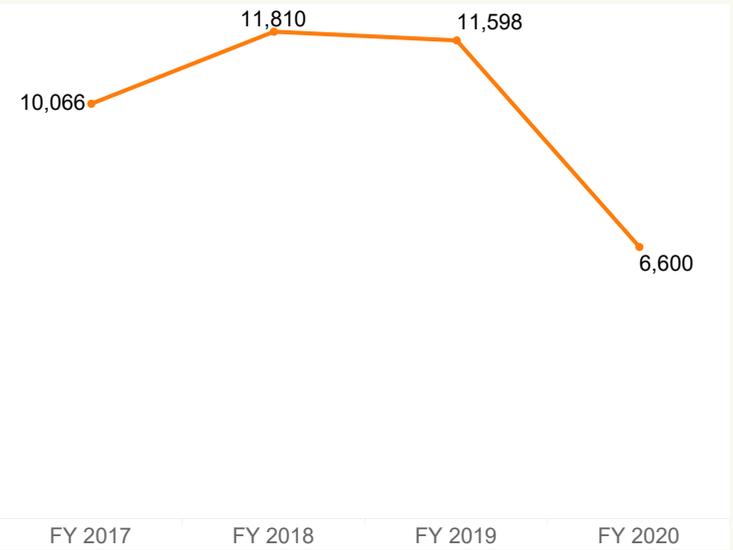
E06b - Under 75 mortality rate from liver disease considered preventable (Lower is better)



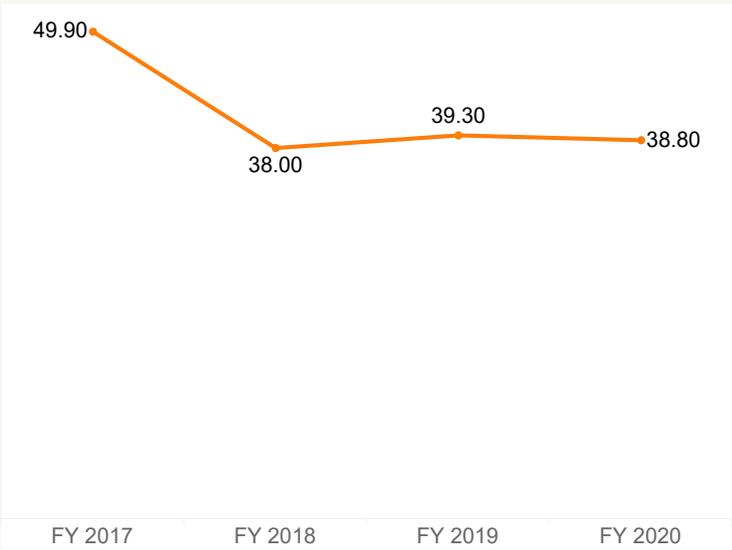
Our People will

Be cared for, protected and supported if they become vulnerable including if they become homeless

Number of contacts to safeguarding services - children



Children subject to a child protection plan during the year



Update on performance

Ensuring that all residents are cared for, safeguarded and healthy is a key priority.

Our looked after children rate is second lowest in the north east region. Where children are looked after by the local authority, more are cared for closer to home than is the case nationally. However, reflecting the national increase, there has been an increase in the recent past.

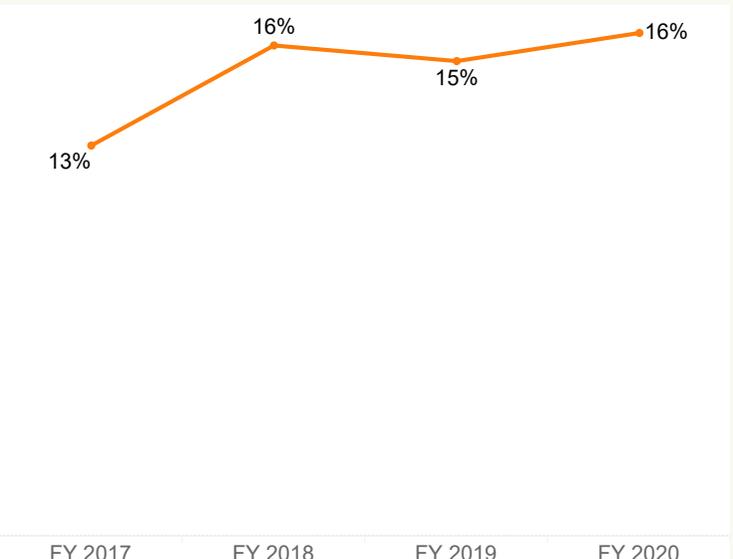
Children's Services were judged to be Good with Outstanding features by Ofsted in 2017. We have a strong track record and our Multi-Agency Safeguarding Hub (MASH) has been endorsed by Ofsted. It has been recognised nationally as an example of best practice, with other authorities seeking to learn from our approach

Our Multi-Agency Locality Teams continue to deliver effective early help services. We are now leading the development of new partnership arrangements through the new Multi-Agency Safeguarding Arrangements.

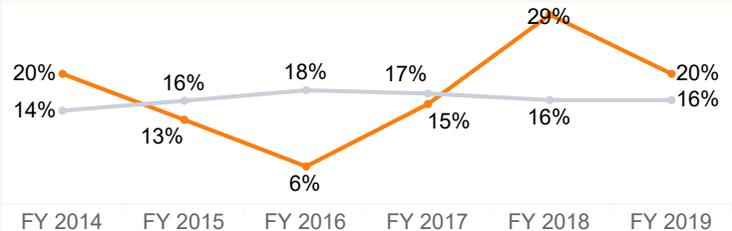
North Tyneside, like many local authorities both regionally and nationally, is experiencing an increase in the numbers of children with Special Educational Needs and/or Disability (SEND). Work is ongoing to provide this support. For example, capital funding is being used to create additional educational places to meet the immediate needs of children.

We launched Adopt North East - the Regional Adoption Agency – in December 2018, which involved transferring staff from four other local authorities into North Tyneside Council.

Looked After Children Stability - 3 or more Placements % (Lower is better)



% LAC Pupils (SSDA903 cohort) attaining Basics (A*-C / 9-4 E&M) at KS4 (Higher is better)



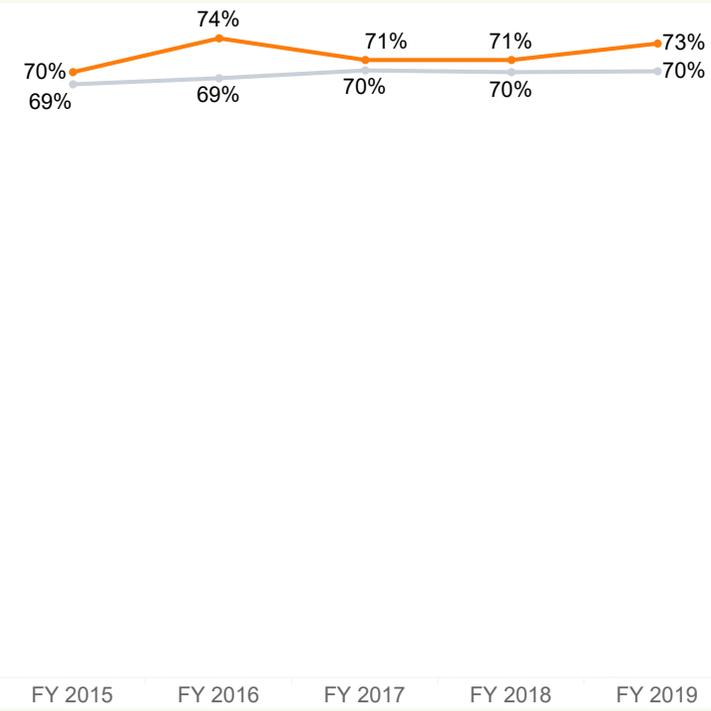
% LAC Pupils (SSDA903 cohort) reaching the Expected Level in Reading, Writing and Maths at KS2 (Higher is better)



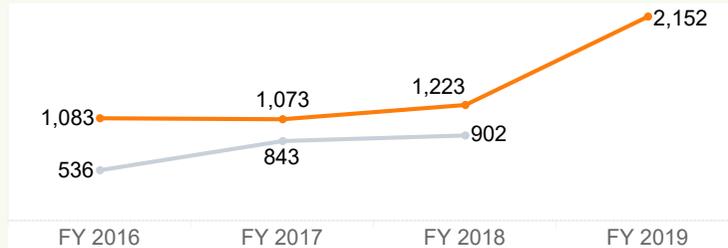
Our People will

Be cared for, protected and supported if they become vulnerable including if they become homeless

The proportion of people who use Adult Social Care services who feel safe (Higher is better)



ASC Safeguarding Concerns per 100,000 population & No. of ASC Safeguarding Contacts per year



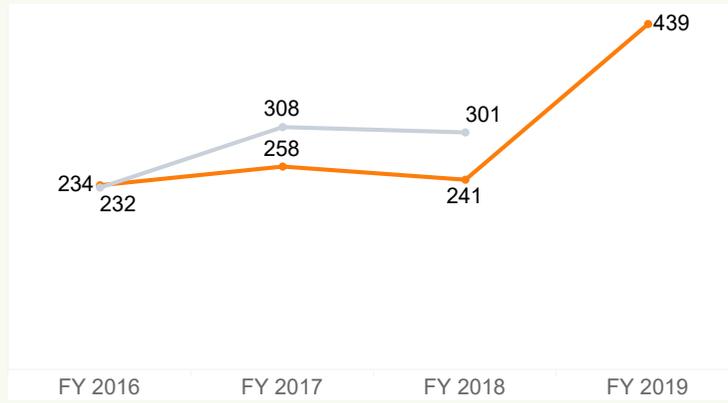
Update on performance

There was an increase in reported concerns around adult safeguarding compared to previous years. In part, this reflects a change in recording where safeguarding concerns are reported without any pre-screening. Internal, monthly data shows that this increase has now reduced.

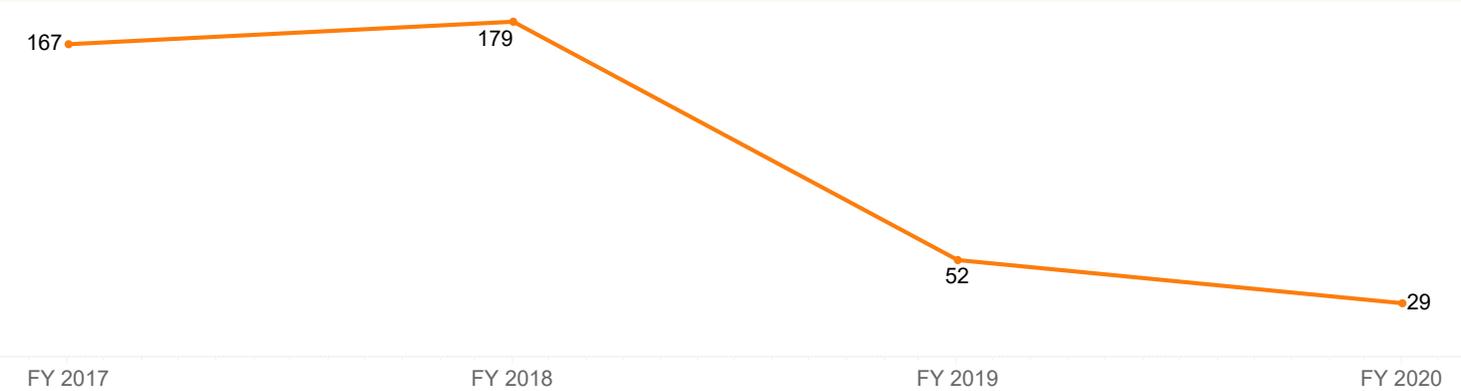
The priorities for the Safeguarding Adults Board are

- * Transitional Safeguarding arrangements - ensure robust and consistent responses are in place to manage safeguarding for vulnerable young people
- * Early identification and Prevention of Domestic Abuse. To support the work of the Strategic forum
- * Focus on forms of Criminal exploitation - including County Lines, Sexual Exploitation, Cuckooing, Hate Crime and Criminal Gangs.
- * Making Safeguarding Personal – further embedding and scrutiny of current arrangements.

ASC Safeguarding Enquiries per 100,000 population



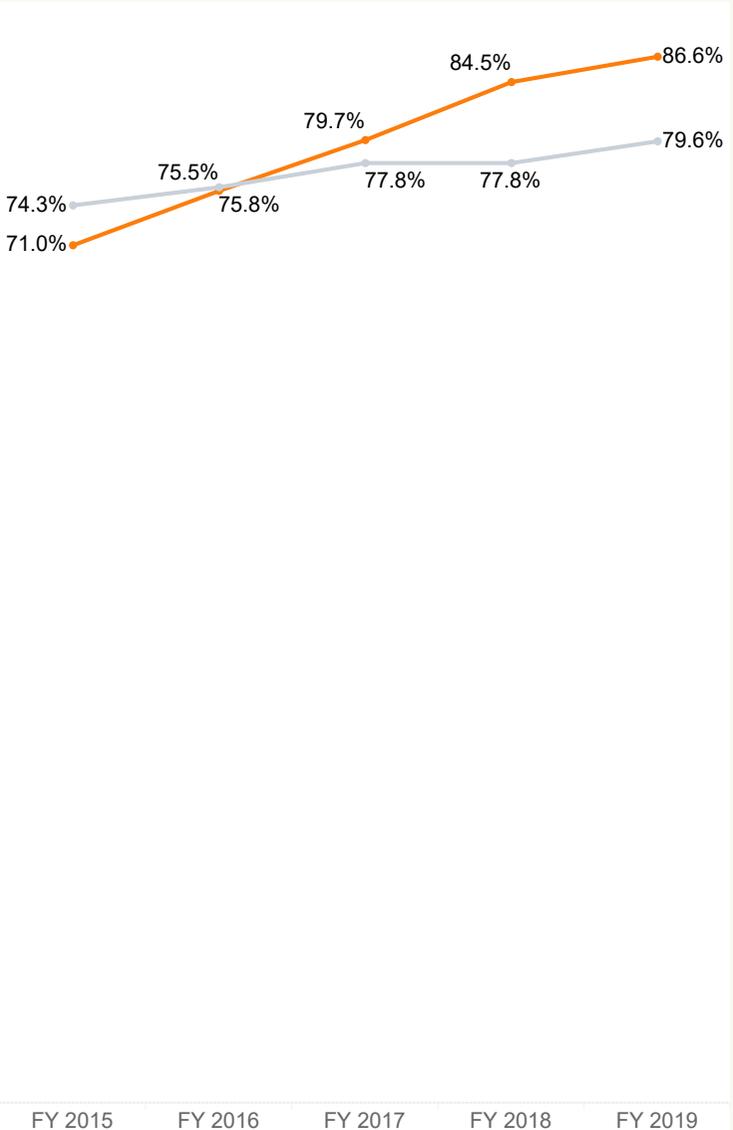
Number of homeless presentations accepted as priority homeless



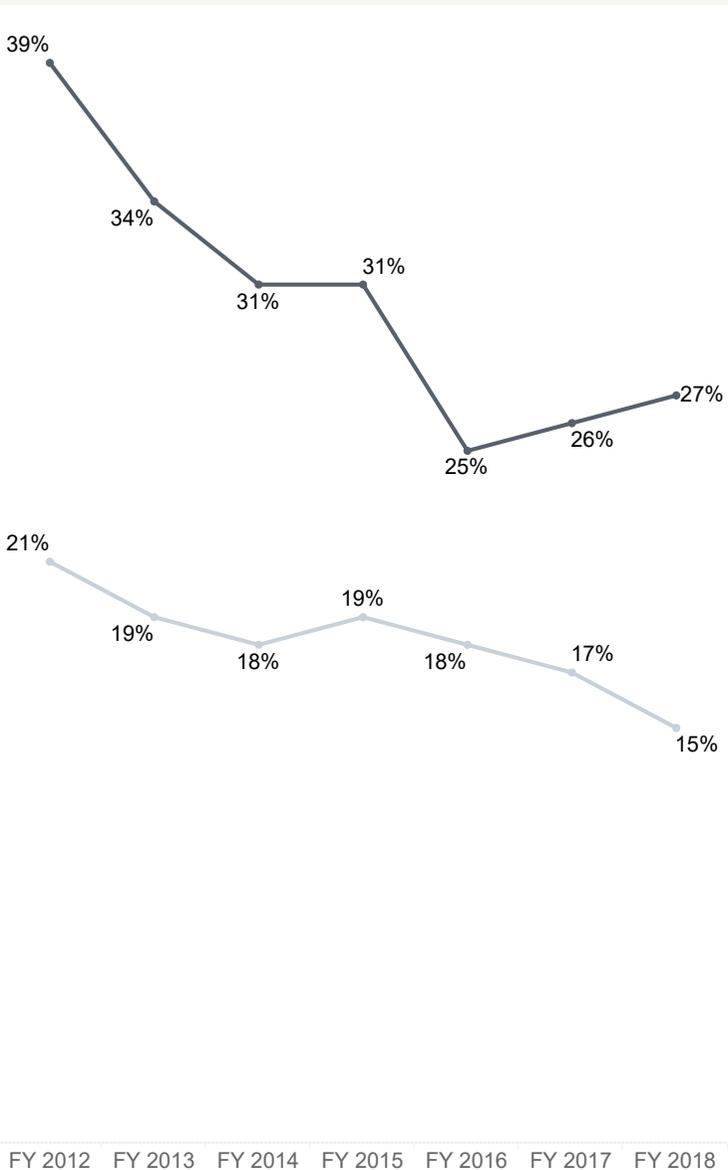
Our People will

Be encouraged and enabled to, when ever possible, be more independent, to volunteer and to do more for themselves and their local communities.

Proportion of people who received a short-term service during the year where the sequel was either no ongoing support or support of a lower level (Higher is better)



Residents who volunteer (Higher is better)
 Informal / Formal



Update on performance

A key approach to the plan is to enable residents to be able to do more for themselves and their community.

While nationally the proportion of people volunteering fell in the past year, North Tynesides rate has remained stable.

The council continues to work closely with VODA who host the Volunteer Centre. This year they have been involved in over 20 different event promoting volunteering opportunities. Work has started on a plan with HR on how we make the council more volunteer friendly.

We have positively supported groups and organisations that increase volunteering for residents including 4 North Tyneside based organisations receiving the Queen’s award for volunteering.

Work is ongoing with partners in the North Tyneside Strategic Partnership to identify opportunities for increasing collaboration between members in order to raise the profile of volunteering opportunities.

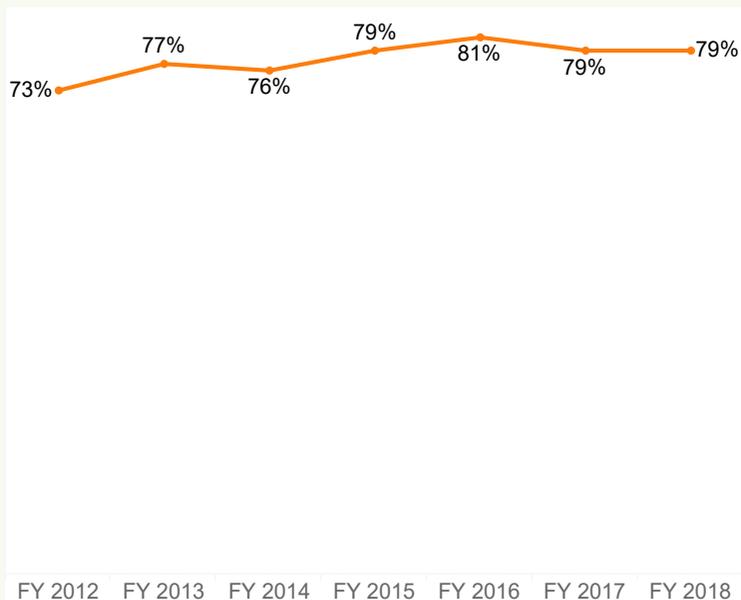
North Tyneside was ranked third best in the country for the provision of advice and information following the launch of the new My Care North Tyneside and SIGN Directory websites.

Our Places

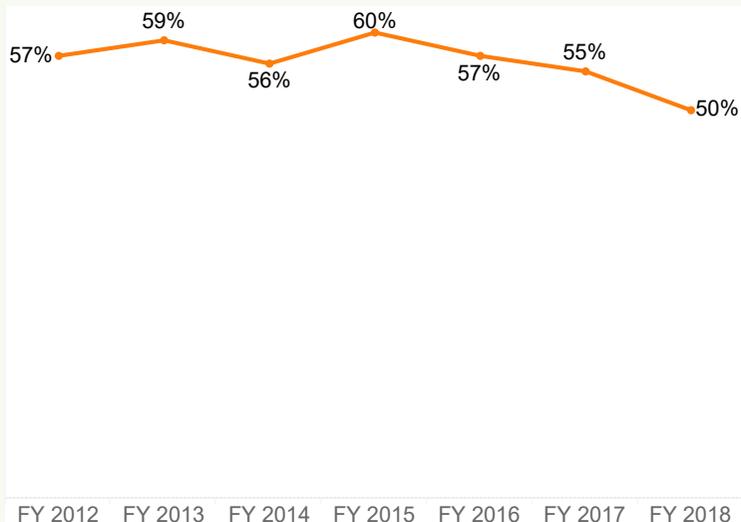
Our Places will

Be great places to live by focusing on what is important to local people, such as by tackling the derelict properties that are blighting some of our neighbourhoods

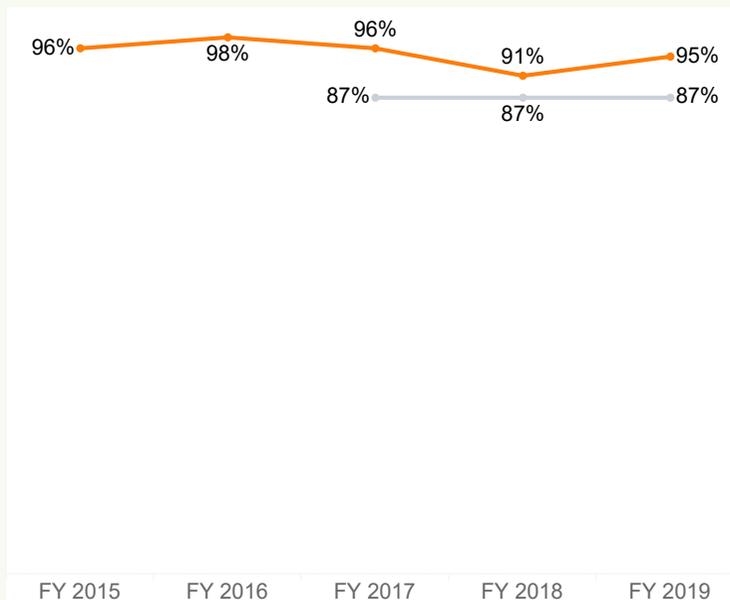
% of residents satisfied with their local area as a place to live (Higher is better)



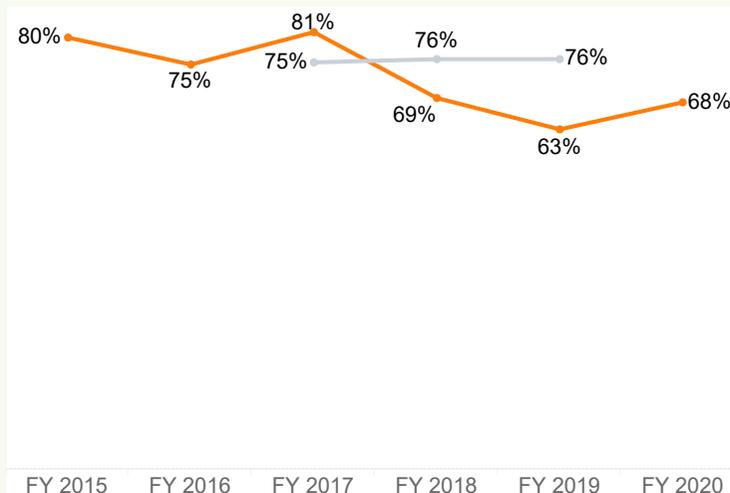
% of residents satisfied with street cleaning (Higher is better)



% of Primary Schools rated Good or Outstanding by OFSTED (Higher is better)



% of Secondary Schools rated Good or Outstanding by OFSTED (Higher is better)



Update on performance

The Our North Tyneside plan is focused on ensuring that the borough is a great place to live.

Overall 4 in 5 residents believe that North Tyneside is a good place to live. The Sunday Times has once again named Tynemouth as one of the best places to live in Britain. Local people have identified the following factors, specific to council services, as the most important in making somewhere a good place to live; health services, clean streets and education provision.

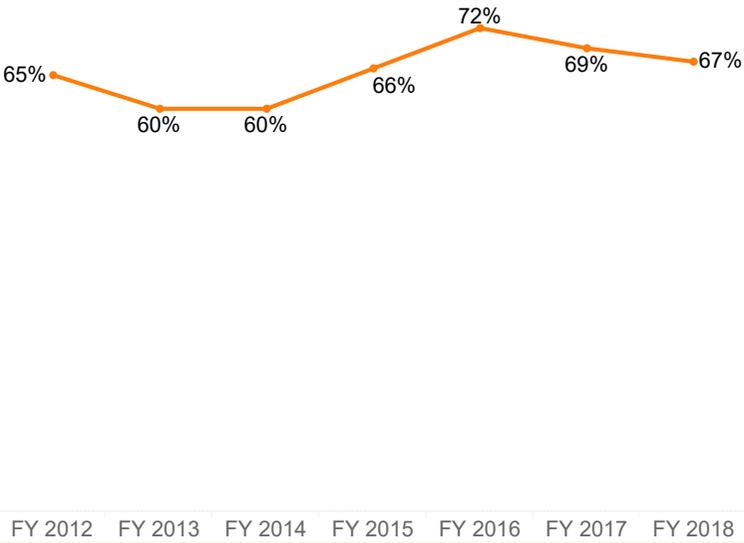
As a place North Tyneside is now one of the less deprived, relative to the rest of England. In 2004 the borough was ranked the 80th most deprived area in England (1 = most deprived). In 2019 it was ranked 128th.

Tackling derelict properties was raised by residents and included as a priority in the plan. As an example of activity, a Private Sector Empty Homes Programme was established in 2018 to target and tackle long-term empty properties. 6 long term problematic empty properties have been returned to use as affordable housing with a further 10 properties due to be returned to use as affordable housing this year through the council Empty Homes Leasing Scheme.

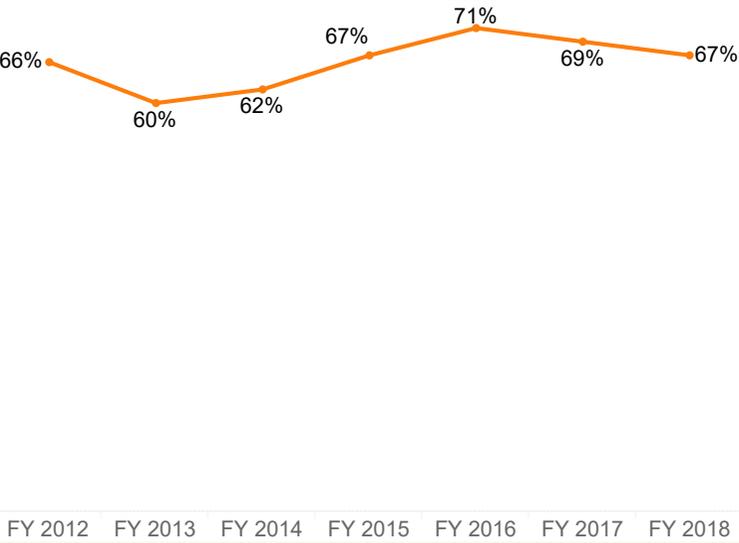
Our Places will

Offer a good choice of quality housing appropriate to need, including affordable homes that will be available to buy or rent

% of residents satisfied with the choice of housing (Higher is better)



% of residents satisfied with the quality of housing (Higher is better)



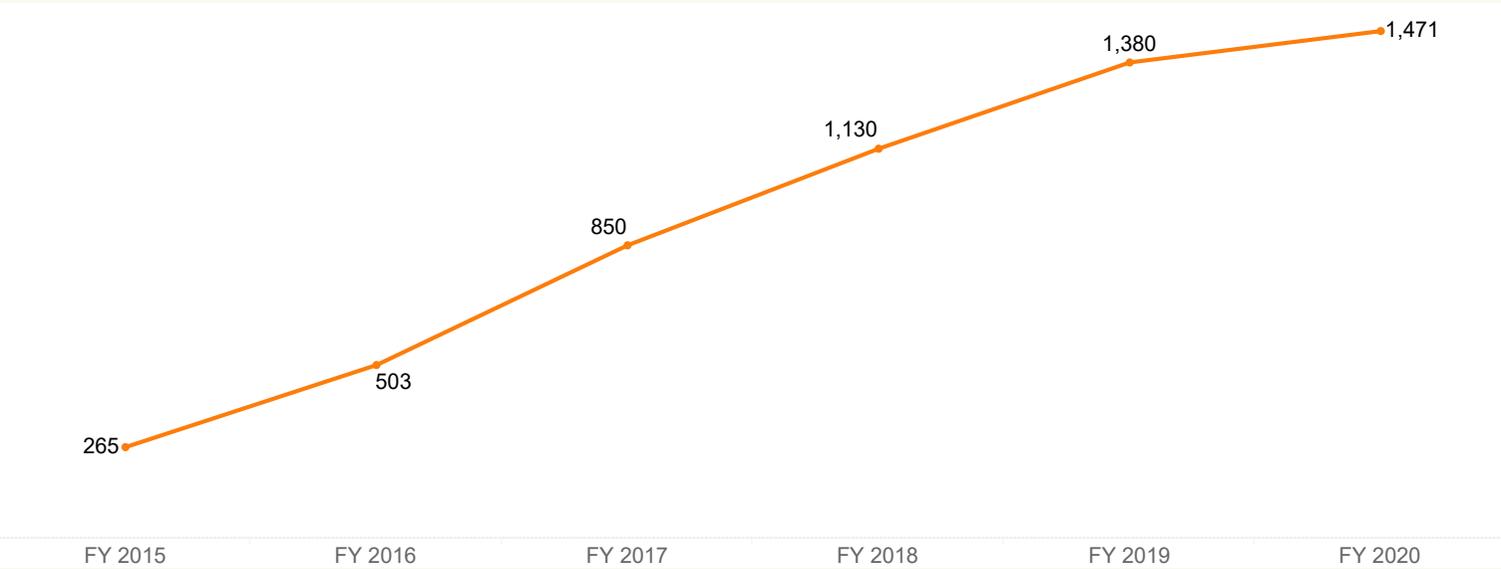
Update on performance

The Local Plan shows how land will be used for housing, employment and retail across the borough over a 15-year period. The Local Plan recommends the number of homes to be built in the borough each year.

These new homes will be built mainly by private developers; 25% will be affordable new homes and will include a mix of new council housing and homes managed by registered providers. Working through the Local Plan, the Authority will work with developers to encourage them to build homes that are not only affordable but meet the needs of everyone, including self-build and specialist housing.

At its meeting on 14 October 2013, Cabinet agreed an ambitious programme to increase the pace and scale of the affordable homes delivery within North Tyneside through the delivery of 3,000 affordable homes over a period of 10 years from 2013/14.

Number of affordable homes delivered (gross) (Higher is better)



To date 1,471 new affordable homes have now been delivered within 5 years through the Affordable Homes Programme, exceeding the total number delivered in the previous 10 years by 75% (789 homes).

Average prices in North Tyneside are marginally higher than the Tyne and Wear average, comparable in price in Newcastle and Northumberland, but lower than the national average. The average house price in North Tyneside has risen from £137,000 in September 2010 to £166,000 in September 2019.

Benefit from the completion of the North Tyneside Living project and by North Tyneside Council’s housing stock being decent, well managed and its potential use maximised

% North Tyneside Living properties Occupied (Higher is better)



Update on performance

The £300 million North Tyneside Living programme has transformed the council's retirement accommodation to modern, attractive, fit for purpose homes for the over-60s.

The programme has successfully delivered 26 North Tyneside Living schemes; a mix of newly built and refurbished existing schemes to create 924 new homes to support independent living. 99% are now occupied.

The Authority's Specialist Housing Group was formed to ensure the delivery of housing across the Borough, as identified in the Specialist Housing Market Position Statement. This Group updates an opportunities log to monitor potential specialist provision. There are 15 potential schemes currently on the opportunities log including Extra Care Schemes for the elderly, supported housing for young people and new build for people with complex needs such as learning difficulties and autism. Within the Affordable Homes Programme, it is expected that there will be a further 269 specialist homes built by 2024.

In 2019/20 there are 16 specialist housing units projected to be brought forward with the Specialist Housing Group continuing to work with a range of external providers to explore bringing forward schemes which may see this number increase in year.

The Housing Property and Construction Service was successfully transferred from Kier North Tyneside to North Tyneside Council on 1st April 2019.

The major capital improvement programme to investing £28.364 million in works to keep our homes to the Decent Homes Standard is on track. At the end of quarter 2 2019/20, 6 projects have been completed, delivering the following works:-

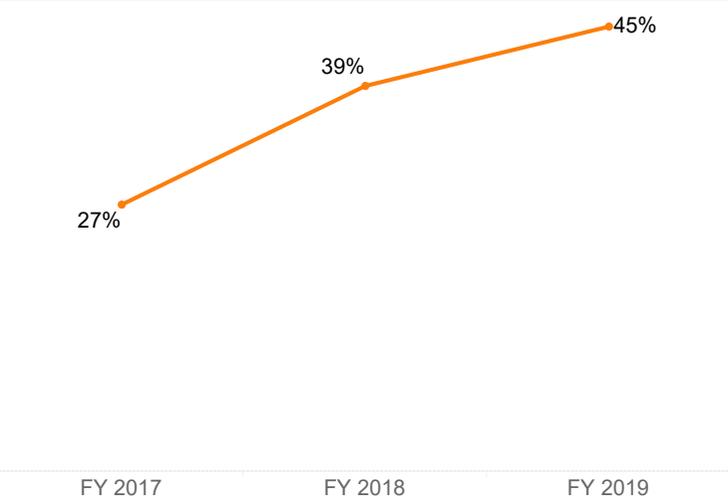
- 85 properties benefitting from window and door replacement work
- 143 properties benefitting from external walling refurbishment works
- 120 properties benefitting from kitchen and bathroom replacements (2 projects)
- 361 properties benefitting from external redecoration
- 57 properties benefitting from roofing replacements

As we continue to work with our direct delivery teams and new supply chain we continue to review and monitor the cost for delivering our projects. At this stage we envisage a considerable saving in delivering the Capital Improvement works that help maintain our properties to the Decent Homes Standard.

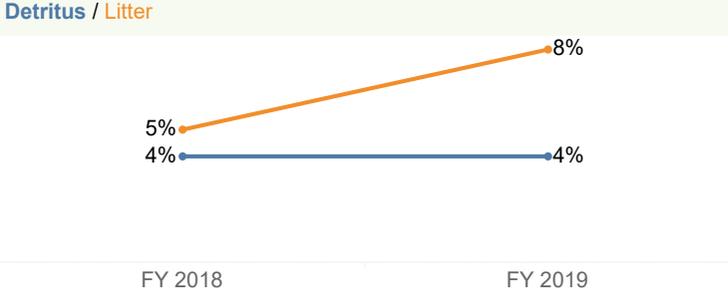
Our Places will

Provide a clean, green, healthy, attractive, safe and sustainable environment. This will involve creating a cycle friendly borough, investing in energy efficiency schemes and by encouraging more recycling

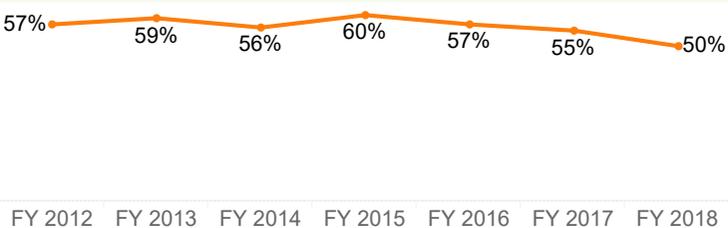
Reduction in carbon emissions in Council operations against base line year 2010/11 - actual (Higher is better)



% of areas that do not meet the Keep Britain Tidy standard for detritus and litter (Lower is better)



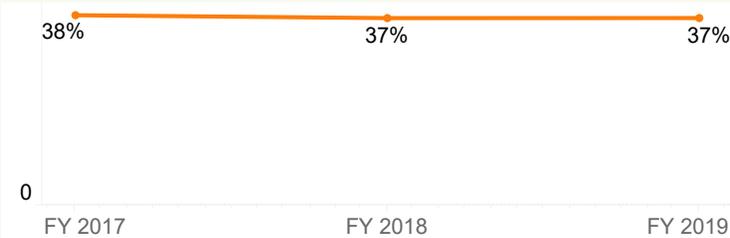
% of residents satisfied with street cleaning (Higher is better)



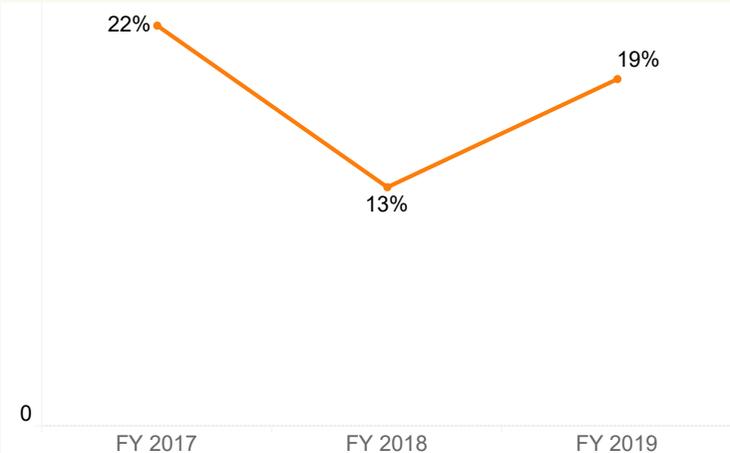
Total waste produced per household (Kg) - actual (Lower is better)



Household waste sent for reuse, recycling & composting - actual (Higher is better)



Percentage of municipal waste sent to landfill - actual (Lower is better)



Update on performance

The North Tyneside Low Carbon Plan 2016-2027, adopted by Cabinet on 14 March 2016, set an ambitious target to reduce the carbon footprint of the Authority and the Borough of North Tyneside by 50% by 2027.

Carbon emissions in council operations showing a 45% reduction against baseline year, 2010/11 and is on track to achieve the end of year target of 46%. We therefore expect to meet the 50% target. Nationally, this places us in the top quartile performance and second in the region.

As a growing borough we need to plan to reduce the amount of waste generated by households, and to ensure we maximise any waste generated as a resource. During 2018/19, alternate weekly waste collection were introduced. This change has led to an increase in the borough's recycling rate by increasing householders' awareness of the waste they throw away and different ways to deal with it. The household recycling performance is now at the highest ever recorded at 42%.

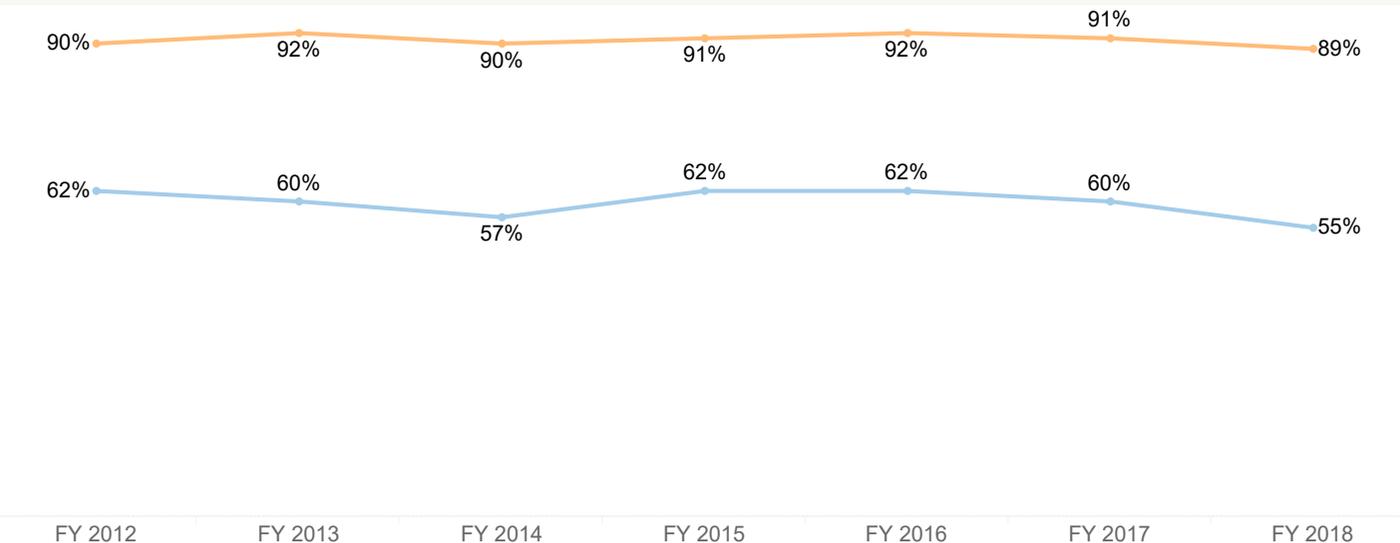
This builds upon the previous changes at the Household Waste and Recycling Centre, when restrictions on large vehicles and a resident permit scheme were introduced. The led to the amount of waste going through the site reducing for the first time in six years.

Our Places will

Provide a clean, green, healthy, attractive, safe and sustainable environment. This will involve creating a cycle friendly borough, investing in energy efficiency schemes and by encouraging more recycling

% of residents who feel safe (Higher is better)

During the day / after dark



Update on performance

North Tyneside is one of the safest areas of the country to live, work and visit with comparatively low levels of crime. The recent Safer Communities Survey showed that perceptions of crime being a problem in North Tyneside remain extremely low at 3%.

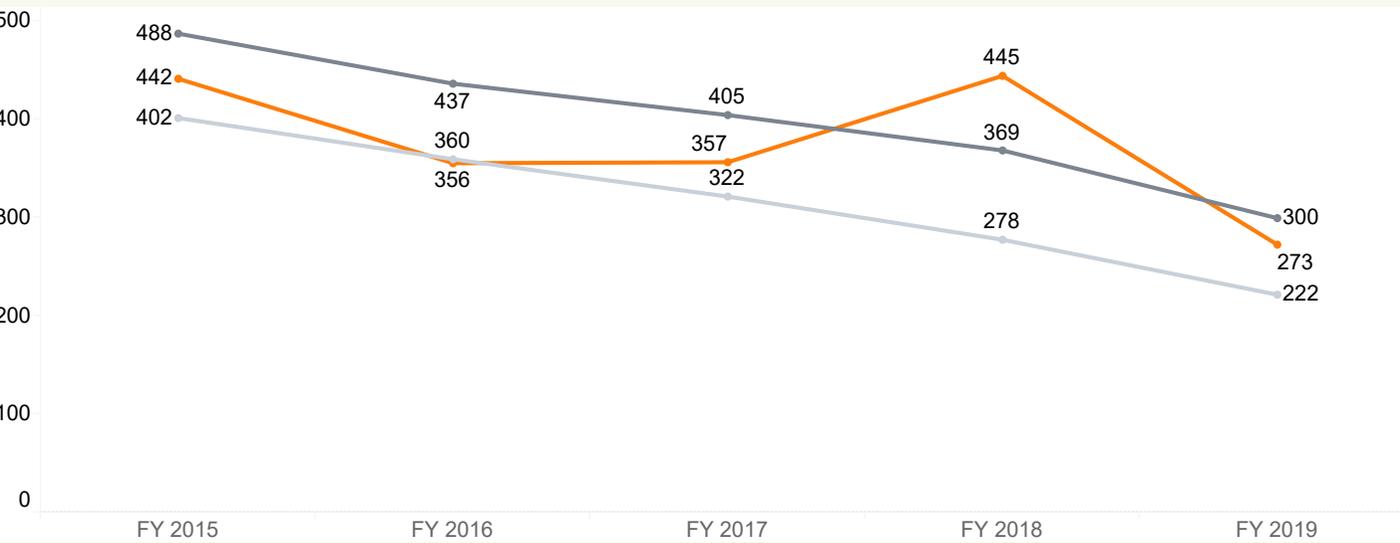
The overall crime rate had risen steady since 2016, which in part is due to a change in reporting processes by Northumbria Police; the local rise follows the trend across the Northumbria Force.

On 26 November 2018, Cabinet agreed a new Community Safety Strategy which was subsequently agreed with Partners and full Council. The partnership, which is chaired by Cllr Burdis, has identified four key priorities for North Tyneside:

- Safeguarding
- Public Protection
- Alcohol and Drugs; and
- Crime and Disorder.

A new North Tyneside Cycling Strategy has been agreed to cover the period 2018-32. Cycling infrastructure is being developed within major schemes, including Local Growth Fund (LGF) schemes e.g. A1056 Weetslade corridor, North Bank of the Tyne LGF scheme, Coast Road cycle route, Cobalt cycle scheme (LGF) and at A189 Killingworth Road. There has been recorded cycle growth is 14% from 2017 to 2018

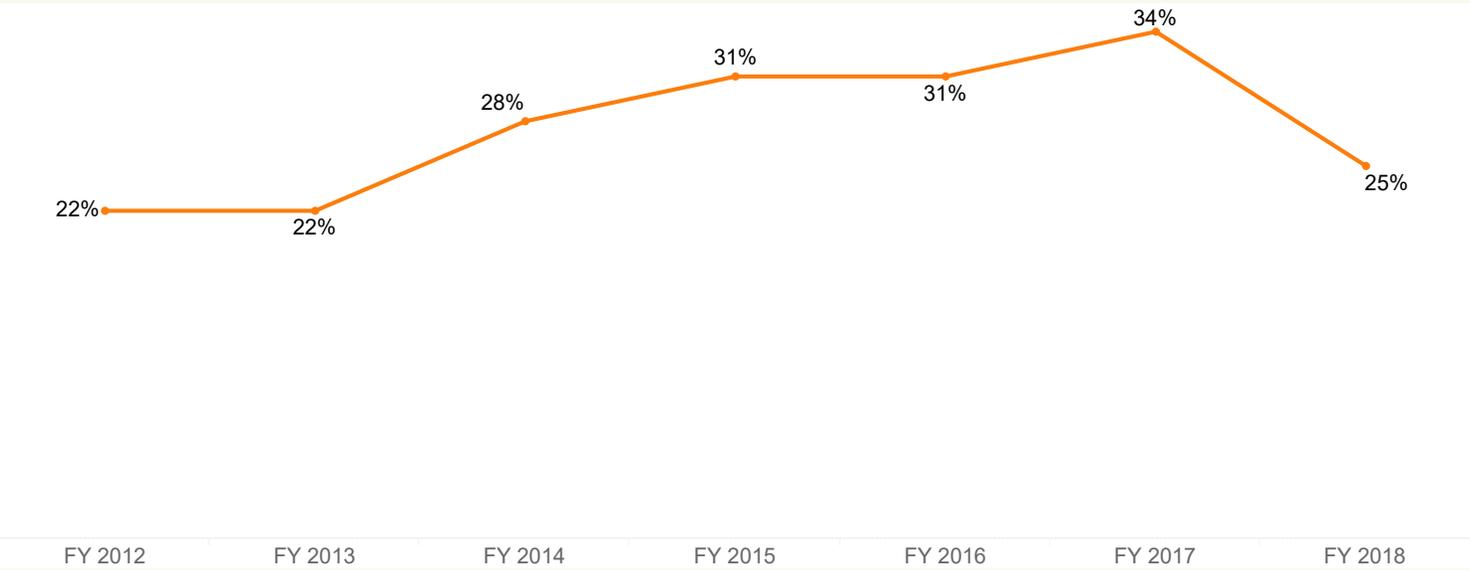
Number of young people who are first time entrants into Youth justice system - PNC Rate Per 100,000 of the 10 - 17 population (Higher is better)



Our Places will

Have an effective transport and physical infrastructure - including our roads, pavements, street lighting, drainage and public transport.

% of residents satisfied with road maintenance (Higher is better)



Update on performance

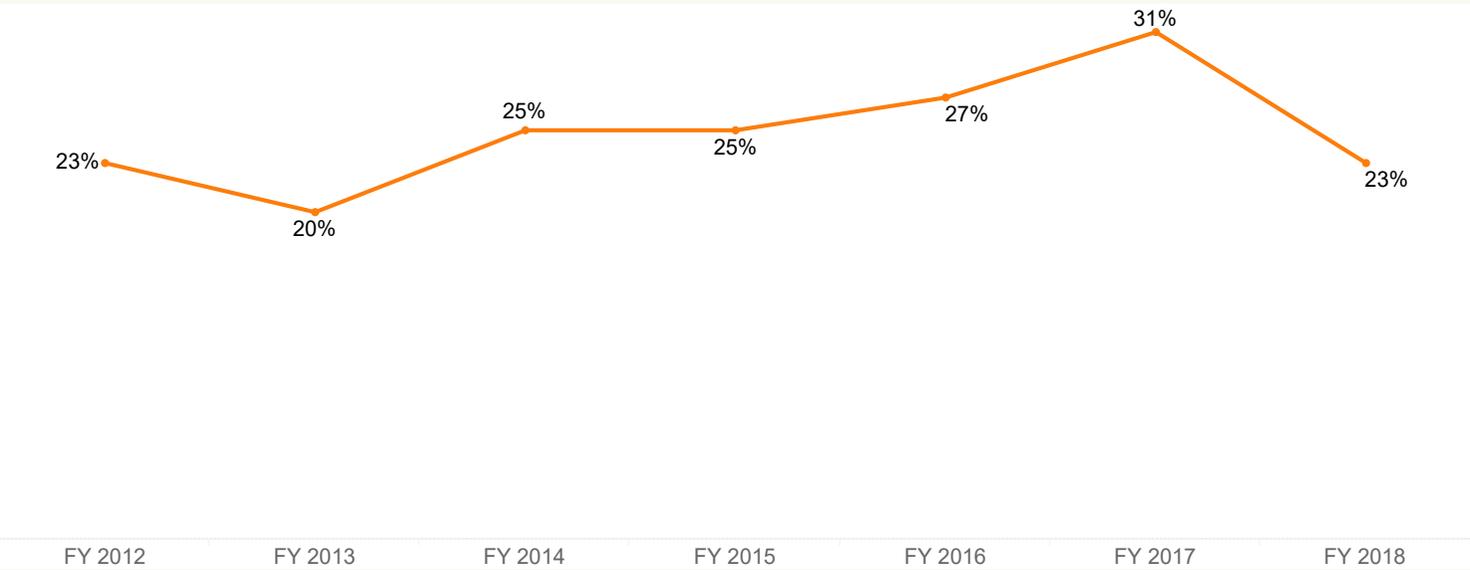
North Tyneside is growing as a place to live, work and visit. A range of transport and sustainable infrastructure projects are being delivered to support this expansion and provide the facilities our future population will need.

The major projects already completed or underway include

- A189 Salters Lane
- A19 Silverlink Roundabout
- A1058 Coast Road Cycle Route
- Northumberland Park Metro to Cobalt Cycle path
- A191 Holystone Bypass
- North Bank of the Tyne Highway Improvement Scheme

North Tyneside has also been successful in a regional bid to secure a number of additional Electric Vehicle Charging points across the area.

% of residents satisfied with pavement maintenance (Higher is better)



Our Places will

Continue to be regenerated in Wallsend and Whitley Bay, through effective public, private and community partnerships, while ambitious plans will be developed for North Shields, Forest Hall and Killingworth

Update on performance

The regeneration of the coastline between St. Mary's Lighthouse and Cullercoats Bay has attracted more than £36 million of new council and private sector investment. Major renovation of the iconic Spanish City Dome was completed during summer 2018 and it welcomed nearly 16,000 visitors during its opening weekend.

In March 2019, the £6 million works to Forest Hall shopping area was completed. Working with the community and businesses, this scheme has transformed the appearance of this well used local centre and has acted as a catalyst for further private sector investment into commercial properties.

A major £6 million flood alleviation project to recontour parts of Killingworth Lake and the site and introduce new planting has been completed.

A vision and 15 year Masterplan for Segedunum is being drawn up and will identify potential opportunities to grow the visitor offer.

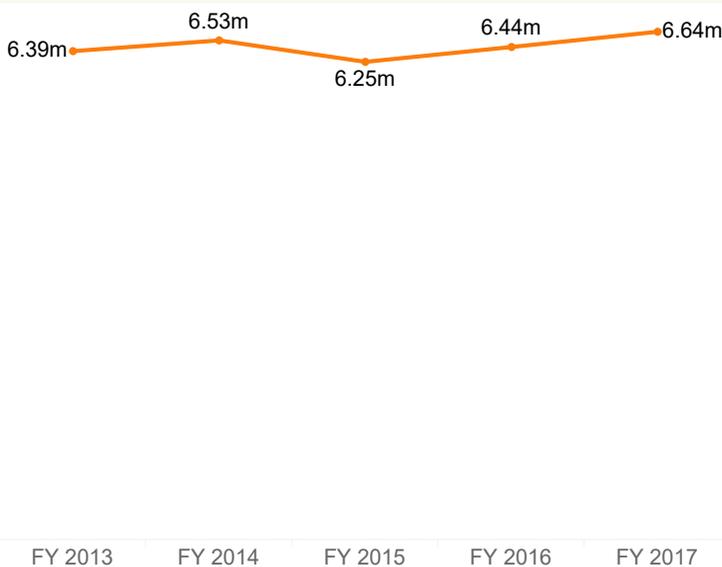
The North Shields Town Centre and Fish Quay Master Plan is in development.

On 26 November 2018, Cabinet agreed An Ambition for North Tyneside which is the new regeneration strategy for the borough.

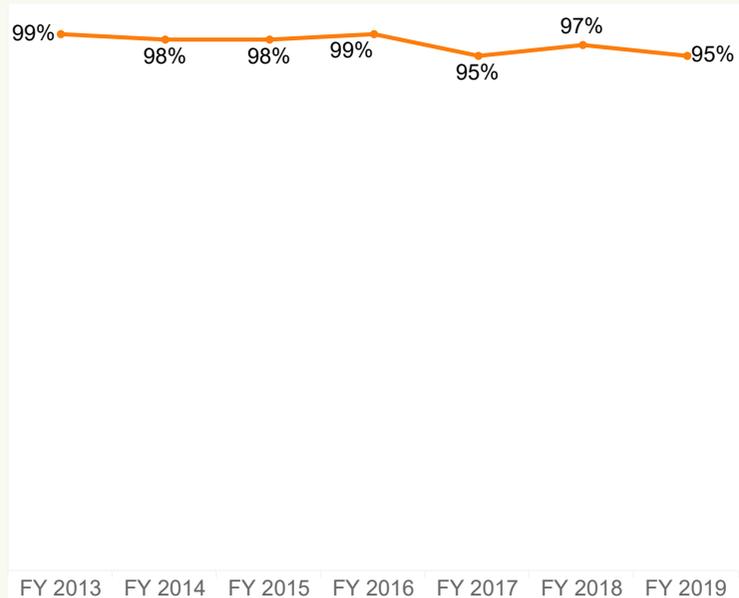
Our Places will

Be a thriving place of choice for visitors through the promotion of our award winning parks, beaches, festivals and seasonal activities

Number of day visits and overnight stays to North Tyneside (STEAM) (Higher is better)



Satisfaction of visitors to North Tyneside (Higher is better)



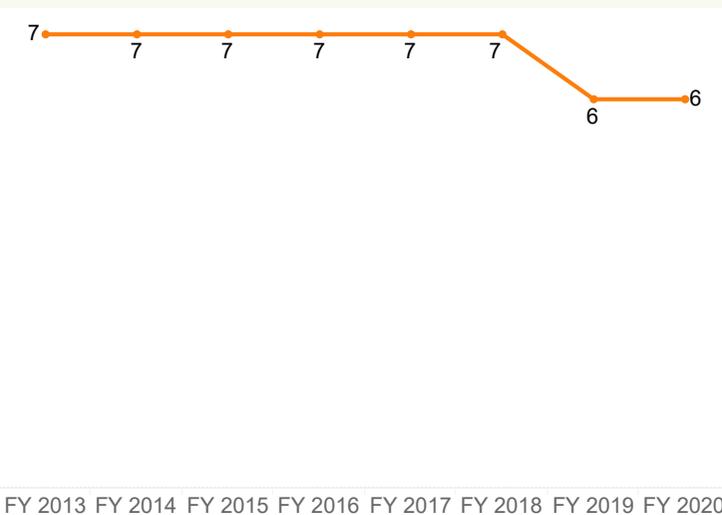
Update on performance

The Our North Tyneside plan is also focused on ensuring the borough is a great place for visitors.

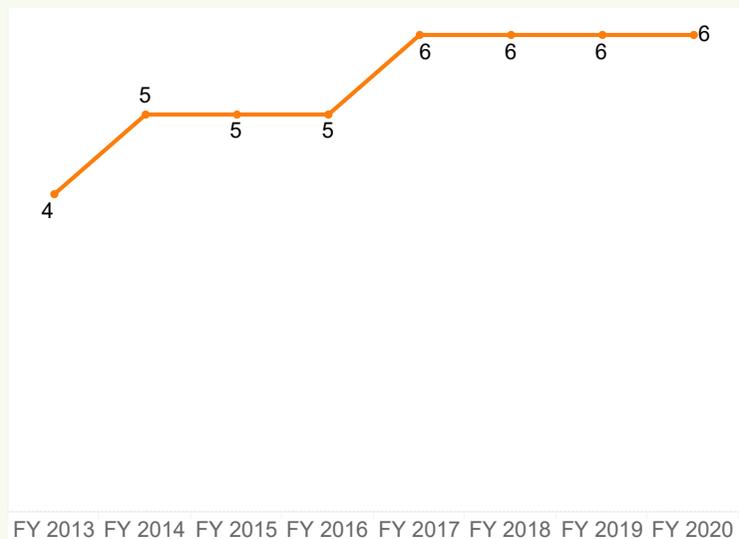
The borough attracts around 5.8 million visitors, who contribute around £289 million to the local economy. Tourism supports almost 3,700 jobs and this trend is expected to continue to improve following the opening of Spanish City in 2018 following the £19.821m refurbishment. This was part of the broader regeneration of the coastline between St Mary's Lighthouse and Cullercoats Bay that attracted more than £36 million of new council and private sector investment.

Our events and festivals programme continues to attract visitors year-round. Over 180,000 visitors attended events in the past year. The key events in North Tyneside includes the Mouth of the Tyne Festival, which has seen performances from Elbow, Paul Weller, Paloma Faith and this year local lad Sam Fender sold out within an hour. In addition there is an annual programme of popular events including Christmas events and markets, fireworks display and Tynemouth Station and Spanish City Plaza Summer Events.

Number of Blue Flag and Seaside Awards achieved (Higher is better)



Number of Green Flag Awards achieved (Higher is better)



Environmental standards across North Tyneside have been maintained with the borough's park and beaches achieving a number of awards.

Three beaches in North Tyneside are among a group of only 52 beaches in the country to win both a Blue Flag and Seaside Award. Half of the Blue Flag awards given to North East beaches were presented in respect of North Tyneside beaches.

Six of the warden managed parks in North Tyneside have retained their Green Flag Awards this year including Northumberland Park, Wallsend Park, the Rising Sun Country Park, Benton Quarry, Killingworth Lakeside and Marden Quarry. In addition, the Friends of Brierdene (a resident led volunteer group who manage their local green space in Whitley Bay) also retained their prized Green Flag Community Award.

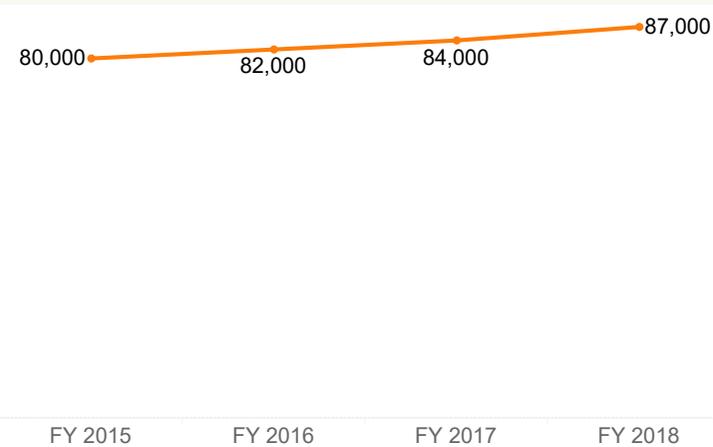
Our Economy

Our Economy will

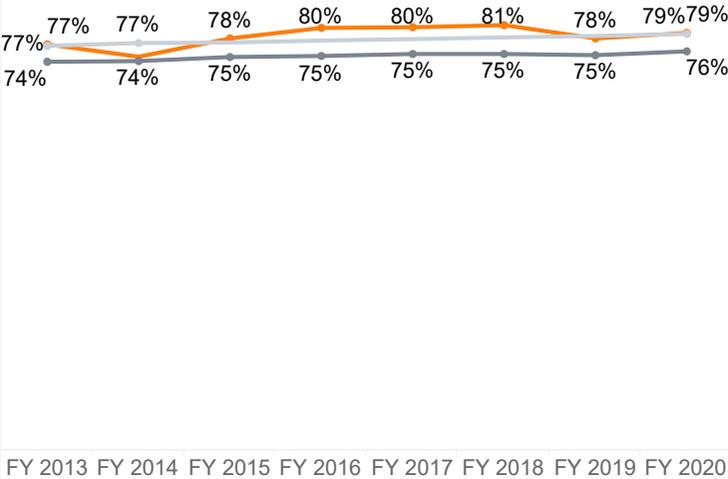
Key
 England
 North East
 North Tyneside

Grow by supporting new businesses and building on our strengths, including our existing world class companies, and small and growing enterprises.

Jobs in North Tyneside (as measured by ONS Business Register and Employment Survey - total employment measure) (Higher is better)



Economic activity rate for residents aged 16-64 (Higher is better)



Update on performance

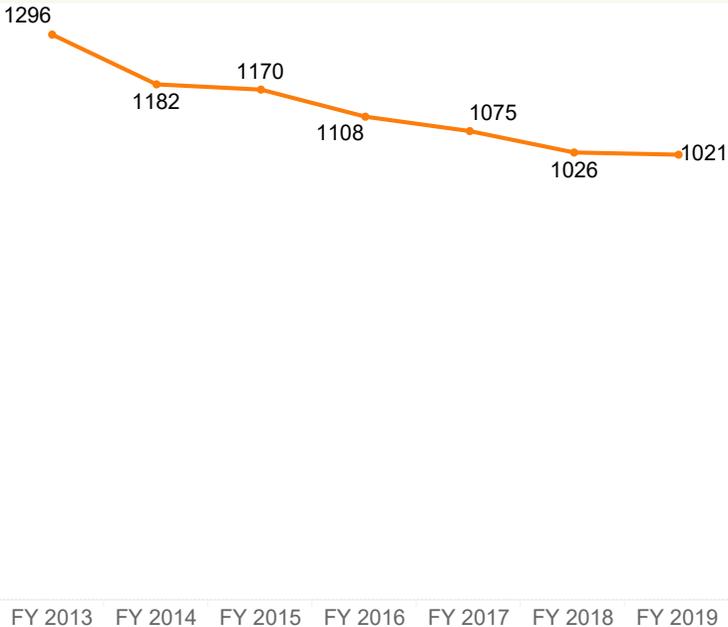
A key strand of the plan is to ensure that North Tyneside is a great place to work.

The number of registered businesses in North Tyneside has continued to grow and has increased by 7,000 jobs since 2015. There are now 87,000 jobs.

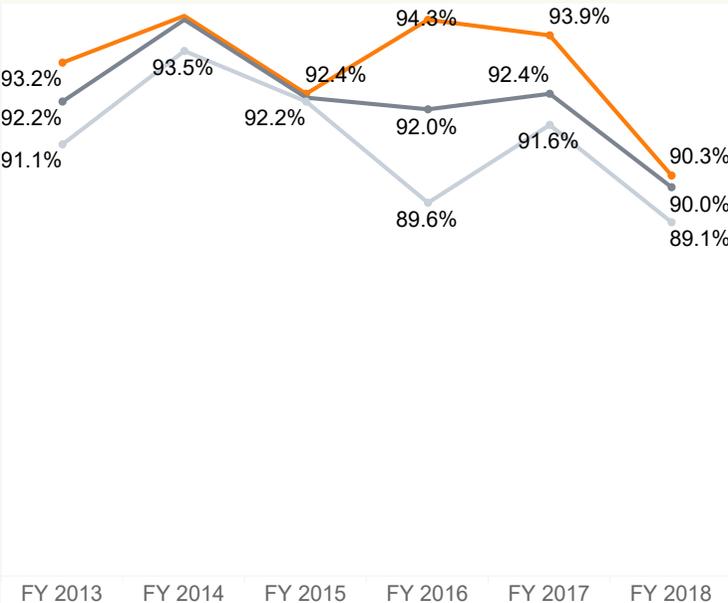
The main industries that these enterprises operate in

- * Professional, scientific and technical
- * Construction
- * Accommodation and food services
- * Retail
- * Business administration and support services
- * Information and communication
- * Arts, entertainment, recreation and other services
- * Manufacturing

Number of small business start ups (Higher is better)



Businesses surviving one year after being started (Higher is better)



The increase in businesses in the borough directly benefits residents, as almost 8 in 10 residents are economically active. In addition, 55% of people who work in the borough also live here, while 15% live in Newcastle and 15% live in Northumberland.

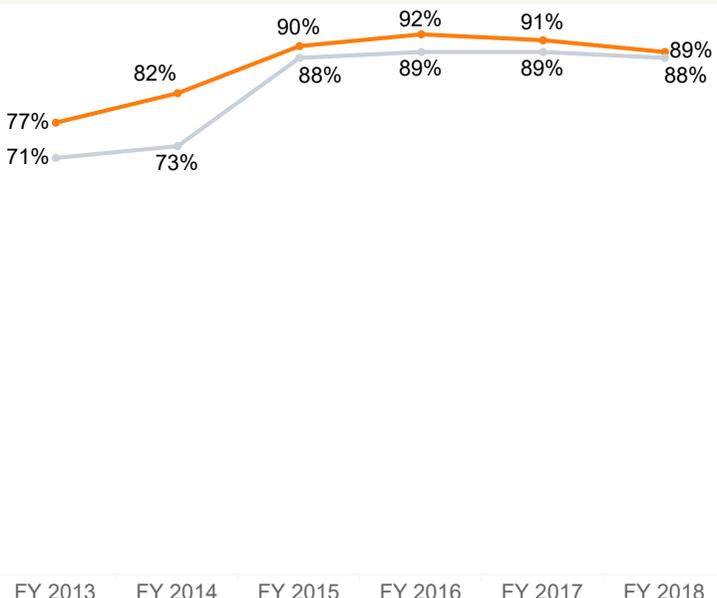
There has been a national decline in the number of business start ups, since 2013. Locally, the award winning Business Factory supports around 200 new business start-ups per annum and more intensive assistance is given to high potential start-ups through the Aspire programme, which is also supported by our large companies.

For those businesses that have started, they are more likely to be operational a year later in North Tyneside compared to other areas.

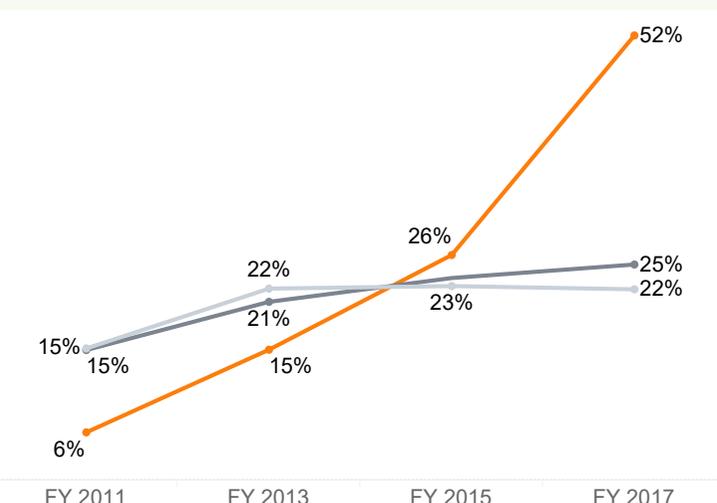
Our Economy will

Be business friendly, ensuring the right skills and conditions are in place to support investment, and create and sustain new high quality jobs and apprenticeships for working age people

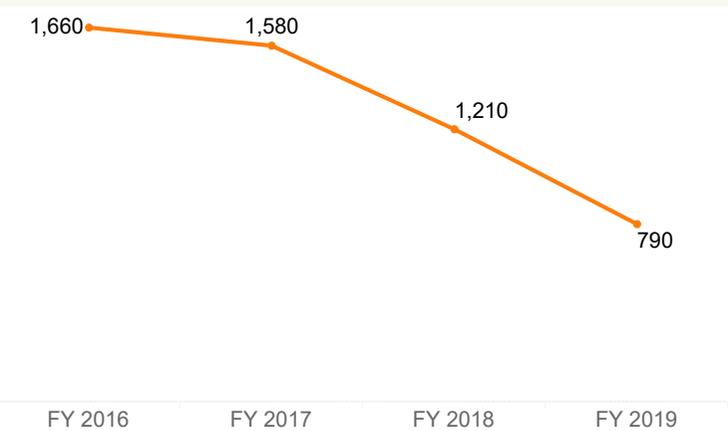
Positive destination, post KS5 (A level) (Higher is better)



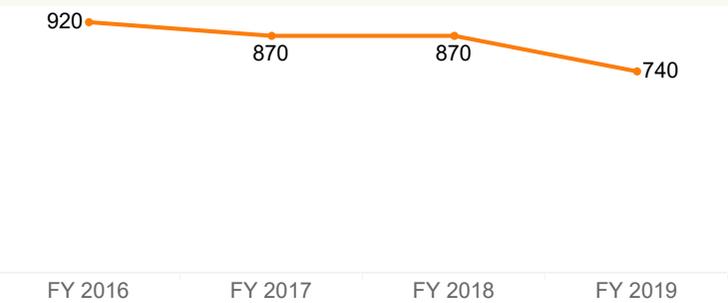
Skills gap - measured by skills shortage vacancies as a proportion of all job vacancies (Lower is better)



Number of level 1 (intermediate) apprenticeships starts (Higher is better)



Number of level 2 (advanced) apprenticeships starts (Higher is better)



Number of level 3 (higher) apprenticeships starts (Higher is better)



Update on performance

Over the past decade there has been a reduction in the percentage of residents with no qualifications; down from 14% in 2008 to 7.2% in 2018. At the same time, 33.6% of residents are now qualified to Level 4 or higher which is the highest ever level for North Tyneside.

91% of young people progress onto a positive destination after Key Stage 5. This has been increasing year on year over the past few years and continues to be higher than the national rate.

In terms of skills gaps, the availability of reliable data continues to be difficult at a Local Authority level and the main indicator continues to be the UK Employer Skills Survey, which was last published in July 2018. It shows that three quarters of the hard to fill vacancies were for associate professional and technical occupations. This includes sectors such as 'science', 'engineering and technology', 'health and social care' and 'businesses and public sector'.

The number of apprenticeships is decreasing is linked to national policy changes. However North Tyneside remains in the top quintile performance band. In a national study, North Tyneside was ranked 70th out of 150 for Apprenticeship starts as a proportion of 16-24s in the local area.

As an organisation, 84 apprentices have been recruited since 2015. In North Tyneside as a borough, there 2,270 apprenticeship starts last year. As an organisation, 84 apprentices have been recruited since 2015.

Our Economy will

Continue to support investment in our business parks, units and Town Centres

Business Park (Higher is better)

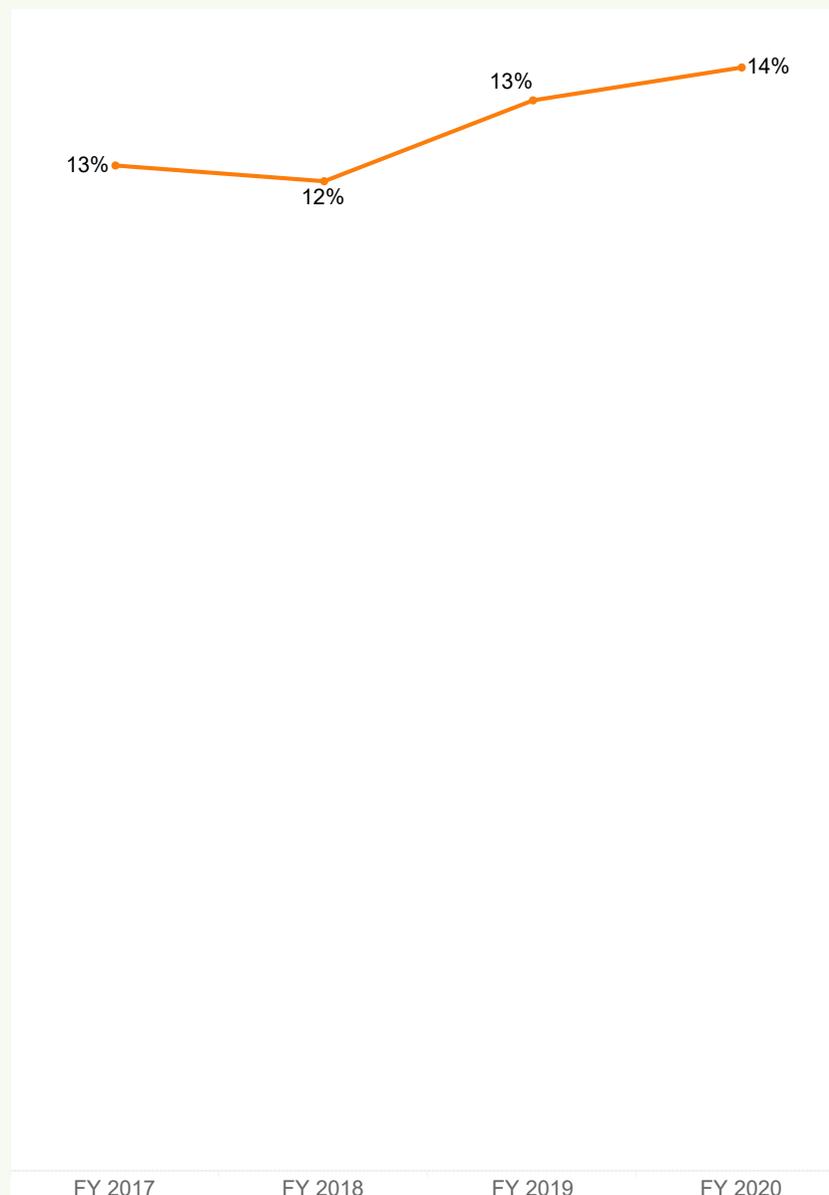
Cobalt

80% occupied
14,000 staff

Quorum

70% occupied
6,000 staff

Town Centre vacancy rate (Lower is better)



Update on performance

Over the past year the borough has attracted inward investment jobs growth, or had existing firms expand. This has included Vbites, Connect Health, Sage, Sterling Pharma & Crown Packaging. The Quorum and Cobalt Business parks, Benton Square Industrial Estate and New York Industrial Park have been key factors in this success.

North Tyneside is home to two Enterprise Zones - the Swans Offshore Energy Development (at the former Swans shipyard) and the larger 30 hectare site at Royal Quays Enterprise Park, Port of Tyne.

North Tyneside is the top performing local authority in the region for attracting foreign direct investment last year. 41% of the jobs that were created from foreign direct investment in the north east (7 Local Authorities) were created in North Tyneside. 619 jobs were created in North Tyneside.

The Ambition for North Tyneside plan outlined ways to improve transport links and connectivity from town centres to other parts, redevelop unused buildings, create more and better jobs and develop sustainable communities, meet housing needs, continue to attract visitors and investment and close the gap in life chances by tackling working poverty.

Following the award of £200k funding from the North of Tyne Combined Authority, work is underway to develop a masterplan for North Shields Town Centre and Fish Quay. Like many town centres, North Shields has suffered from the decline in town centre retailing which is a consequence of structural changes at a national level in the retailing and leisure industries. The purpose of the masterplan is to set out a vision for the town centre which reflects the Authority's policy objective to broaden and diversify the visitor offer.