

Inclusive Economy Strategy

Economic Prosperity Sub-Committee

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



North Tyneside Council

What is it?

- An approach to building a more inclusive North Tyneside, particularly using the local economy as a route to making that happen.
- A framework that will influence a large number of departments across the Council in the way that they develop and offer services.
- A route to develop the positive track record of economic growth in the Borough and to ensure opportunities ahead provide access to all.
- Building upon the good work already achieved and the commitments already made in promoting inclusivity and tackling deprivation, incl Employment and Skills initiatives and the development of a £1m Poverty Intervention Fund.
- This strategy aims to make North Tyneside a great place to live, work and visit for everyone.



Why do we need one?

- It has been developed in response to a peer review in 2018 and a clear recommendation to develop and implement an inclusive economy strategy for the Borough.
- Clear shift in focus in international policy to the quality of economic growth and not just rate. This means an economy that works for and includes everyone, where the benefits of the economy are spread, so that all communities flourish and grow equally.
- Alignment to renewed North of Tyne CA Inclusive Economy statement, which aims to create a more social and inclusive economy by addressing inequality and poverty and driving better coordination of education, skills, employment and health activities
- Support the delivery of the Council Plan.
- To combat disadvantage caused by deprivation as the single biggest excluding factor in North Tyneside. Around 1 in 10 residents live in an area that is ranked as the most deprived in England.



The Approach

- This framework for change is underpinned by the social foundation suggested by Kate Raworth, who looked at the concept of **7 rights**.
- Every resident has the right to a good **education**, which closes the attainment gap between students from deprived and affluent areas and makes sure that young people have the skills, experience and qualifications to take up quality training and jobs.
- How?
 - Revised education strategy - Ambition for education document.
 - Making sure every young person is ready for school.
 - Improving outcomes.
 - Reviewing post 16 education.
 - Back local schools.



The Approach

- Every resident has the right to **employment** in a safe working environment, with opportunities for progression, paid a fair wage and feeling valued.
- How?
 - A universal offer to children and young people in line with the National Careers' Framework.
 - A targeted offer to children and young people which focuses on those at risk of missing out.
 - A universal offer and a targeted offer to adults who require support to access the labour market and good jobs.
 - Investing in in Adult education and supporting apprenticeships.
 - Supporting businesses and our large business parks with inclusive recruiting models and pathways.
 - Ensure 1,591 ha of employment land identified in the Local Plan and potential for 707 jobs provide inclusive opportunities.



The Approach

- Every resident has the right to the feeling and experience of **Safety** in their communities.
- How?
 - Tackling Anti-Social Behaviour and wider crime in North Tyneside.
 - Continue to work in partnership with key services represented on the Safer North Tyneside Partnership, and implementation of Cabinets combined policy for Environmental Crime and Anti-Social Behaviour.
 - Through the Hate Crime Tension & Monitoring Group Action Plan which sets out priorities to improve communication and awareness, education and training, reporting and enforcement.
 - Masterplans



The Approach

- Every resident has the right to **social equity**, including commitment to fairness, justice and equality from employers, education and training providers.
- How?
 - Proactive consideration in the way the Council designs and manages services. E.g. through EIAs.
 - Making the most of the Ambition for North Tyneside regeneration strategy and associated masterplans.
 - Through the Councils Procurement Strategy, with particular attention to local supply.
 - Through the Business Engagement Strategy, currently in development, to open up consultation and information sharing.



The Approach

- Every resident has the right to good quality and affordable **Housing**, providing a place to grow and learn throughout the life course.
- How?
 - Continue to support residents in homes that cannot be kept warm at a reasonable cost; via the Safe and Healthy Homes Service and the Local Energy Assistance Programme.
 - To deliver more affordable homes.
 - Explore market intervention in places where poor quality housing is having a wider impact on communities e.g. the purchase of 11 properties in Charlotte Street.



The Approach

- Every resident has the right to social and digital **Connections** which maximise opportunities to fully participate in their communities.
- How?
 - Through the Digital Strategy and the aim to increase connectivity in the Borough. As well as the promotion of digital inclusion.
 - Support a digital North Tyneside including planned infrastructure works within physical regeneration, projects like the provision of Local Full Fibre Networks with NTCA partners and the growth of 5G.
 - Link connectivity to skills and education to ensure residents have the skills to use digital technologies.
 - Tackle affordability issues.
 - Continue to work with the VCSE sector.



The Approach

- Every resident has the right to a **sustainable environment**, where the Borough's growing economy does not come to the detriment of the climate.
- How?
 - Through the work of the Climate Emergency Board.
 - Investigating the feasibility of renewable energy technologies on public buildings and adjacent land, including solar car ports on car parks.
 - The Authority will publish an action plan of the steps we will take and the national investment we will seek to make North Tyneside carbon net-zero by 2030.
 - Supporting transport routes and methods that contribute to reducing carbon emissions, like safer walking and cycling.
 - Securing funding to help households install low-carbon heating.



What Now?

- The Inclusive Economy strategy has been considered and agreed at the 24th May Cabinet meeting, presented by Cllr Johnson.
- Ongoing work with teams to look at how we can make sure this strategy is implemented and embedded in Council services and projects.
- Continue to develop the structures and framework so we can monitor, report and assess where we are making an impact.
- It's clear that the Inclusive Economy Strategy is not the job of any one person, team or even organisation. This will include work across the Council and with our stakeholders, partners and beneficiaries.

