

# Equality Annual Review

## January 2014



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Throughout this review we have included links to relevant reports, surveys, or other data sources. These are underlined. If you would like to know more about anything in this review and a link is available, simply click on the underlined text and you will be taken to the original information.

If you have any questions about this review, or would like to request it in another format, please contact us on 0191 643 2828.

## 1. Introduction

Welcome to North Tyneside Council's Equality Annual Review. It has been prepared based on guidance from the Equality and Human Rights Commission and contains the relevant equality information that we are required to publish annually.

Over the coming pages we outline how we are meeting the aims of the public sector equality duty and what has been done to progress our equality work over the past year.

Some council services are delivered by our partners – Kier North Tyneside, Cofely GDF Suez and Capita - and we have worked with them to ensure their equality processes are in line with our own. They have representatives on our Corporate Equality Group and have supported this review by providing data in relation to their operations.

A draft of this review was also circulated to several external contacts that represent those with a particular protected characteristic, for them to share their views with us on the review and identify any gaps or areas for further improvement. We thank them for their contributions and insights, which have been incorporated into this final version.

Annual reviews from previous years are also available on the North Tyneside Council website [here](#).

### 1.1 Equality at the corporate core

Our equality work is managed from the centre of the organisation, within Strategic Services. The Engagement Team co-ordinates the development of much of this work, with support from:

- Our Senior Leadership Team, comprising the Chief Executive, Deputy Chief Executive and Heads of Service. They oversee the practical implementation of equality work and receive regular briefings and progress reports.
- The Corporate Equality Group, which has representatives from service groups across the council and its business partners, to identify practical solutions to help the council fulfil its equality duties.
- A Cabinet champion for equality and diversity.
- An elected Young Mayor, heading their own cabinet.
- Equalities training, coaching and one to one programmes for staff, managers and Councillors commissioned by the council's Human Resources Service.
- A regional network of equality officers supported by NEREO (North East Regional Employers' Organisation).

## **1.2 Equality policy**

Our new Equality Policy came into effect in April 2013, having been developed in consultation with council management and staff, trade unions and elected members. Externally, we consulted residents and groups representing residents who have particular protected characteristics.

As one of the borough's leading service providers and employers, we are committed to working with local communities; developing the borough to be an inclusive place in which to live, work, visit and invest.

Our policy states that to achieve this, North Tyneside Council will:

- Proactively embed equality and diversity considerations in everything North Tyneside Council does and challenge others to do the same.
- Make sure people from all backgrounds feel listened to and can be involved in making decisions about North Tyneside Council services.
- Take into account the differing needs of our service users and make sure their expectations are not only met, but exceeded.
- Work to build understanding amongst residents, staff, partners and elected members of the needs of different communities across North Tyneside.
- Celebrate the diversity of North Tyneside Council employees; and develop a supportive workplace where staff are confident to be themselves.
- Strive to make our workforce more representative of the borough's population and the residents it serves, ensuring equal access to jobs, training and career progression.

This policy covers those who live, work and visit North Tyneside; council staff, elected members, partners and organisations delivering services on behalf of the council.

## **1.3 Protected Characteristics**

Everyone is protected by equality legislation. The Equality Act gives specific protection in relation to nine characteristics:

- Race
- Gender
- Disability
- Age
- Religion or belief
- Gender reassignment (including transsexual and transgender)
- Sexual orientation
- Maternity and pregnancy
- Marriage and civil partnership

To make sure we properly consider the potential impact of Council decisions on protected groups, we use our Equality Impact Assessment process and this was updated last year. In addition, all Cabinet and Council committee reports require equality and diversity considerations to be clearly stated.

#### **1.4 Equality objectives**

In accordance with the public sector equality duty, we developed new specific equality objectives in March 2013 which are published on our website.

**Objective a: Services which have a potential impact on residents will be able to report on all protected characteristics by 2015.**

Our equality monitoring form has been updated to include all nine protected characteristics. This has been publicised widely using internal communication methods, along with the benefits of equality monitoring in terms of improving customer service.

**Objective b: Increase the number of clients aged 50+ accessing the business start-up service (to explore the potential for self-employment), with 23% of clients coming from this age group by December 2015.**

The start-up service has shown significant increases in clients aged 50+ in the last 12 months and is now achieving the profiled performance levels. The Business Factory staff have targeted private networks and redundancies and worked with an increased number of older clients, many of whom have struggled to find alternative employment options in the current job market.

**Objective c: To increase the number of learners on Skills Development programmes with Learning Difficulties and/or health issues to 22% of clients by December 2014.**

We had 1,513 starts in learning in the academic year 2012-13 with a declared disability, out of a total number of 6,706 starts. This equates to 23% of learners, therefore the target has been exceeded by around 60 learners.

**Increase the proportion of North Tyneside Council staff agreeing in the Staff Survey that “I am treated with fairness and respect” to 75% by January 2015.**

If our staff feel valued in their work, this will have a beneficial effect on customer service standards and promoting equality. In the 2012 Staff Survey, 71% agreed with this statement, which is a great starting point, but we want to progress further, by the time of the 2014 Staff Survey.

## 2. Our Residents

Based on the most recent population data, North Tyneside's population is estimated at 201,446 people. Key statistics about our residents include:

- 48% are male, 52% female. (Source: Office of National Statistics- ONS 2012 mid-year population estimate)
- 17.7% are aged under 16. (Source: ONS 2012 mid-year population estimate)
- 18% are aged 65 years and over. (Source: ONS 2012 mid-year population estimate)
- 4.9% are from black and minority ethnic (BME) communities – the main groups being 'Other White' (1.2%), Indian (0.5%) and Chinese (0.4%). (2011 Census)
- 21% have a disability or condition which limits their day-to-day activities. (2011 Census)
- 11% provide unpaid care. (2011 Census)
- An estimated 1% are trans ([Gender Identity Research and Education Society 2011](#)).
- An estimated 1% are gay or lesbian and 0.5% are bisexual (ONS Integrated Household Survey 2011-12).
- 64% are Christian, 1.7% combined are from other faiths (Muslim, Sikh, Buddhist, Jewish, Hindu or 'other') and 28% have no religion. (2011 Census)
- 47% are married, 0.2% are in a civil partnership, 32% are single, 10% are divorced, 3% separated and 8% widowed. (2011 Census)

**A more detailed population profile can be found in the appendix, on page 78.**

## 3. Our Employees

### 3.1 Introduction

The Retained Strategic Human Resource Team provides leadership, advice and transactions for workforce operations within the council, in conjunction with the HR Teams employed by our Business Partner (Cofely). The service ensures the council has an effective workforce, equipped to support and deliver services to the communities of North Tyneside. Human Resources provides services to 3,275 council employees (excluding contracted schools services) and supports all the council's corporate priorities, offering leadership on matters affecting people and their employment relationship to improving outcomes for the council's customers.

The council's Workforce Strategy links into the council's corporate priorities and aims to positively promote equality of opportunity through workforce operations/procedures.

Over the past year, the Human Resources Service has:

- Maintained 'mindful employer' status – designating us an employer of choice for people with personal mental health challenges.
- Recently achieved the gold award for the 'Better Health at Work Awards' promoting a sustainable culture of health and wellbeing. This includes making improvements to work opportunities for people who have a disability.
- Retained the '2 ticks' disability symbol.
- Continued to implement a more equitable set of terms and conditions of employment under Collective Agreements with the workforce.
- Undertaken Equality Impact Assessments for a range of workforce policies and procedures.
- Implemented actions to improve the delivery of services, e.g. a refresh of the Staff Panel to make it more representative of the service areas and continued work around a culture audit and implementation plans to support these, particularly around staff engagement.
- Continued to support employees through equality and diversity training programmes. During 2013 1104 training completions were recorded for equality themed training.
- Continued to produce regular reports to analyse workforce data and monitor trends.
- Developed an approach to apprenticeships and alternative career pathways into the council.
- Implemented a local agreements procedure on working practice, to monitor and analyse the differing working practices across service areas to ensure that these are not detrimental to other staff groups within the council.

- Advisers continue to work with service managers to ensure formal and informal action relating to disciplinary; resolutions are recorded within the council's Business Management System to improve reporting.
- Commenced a review of the council's Recruitment Policy and procedures to reflect new statutory requirements and to take account of changes to recruitment practice and procedure.

### **3.2 What we know about our employees**

North Tyneside Council employs 3,275 staff (excluding contracted schools services). Posts transferred into partner organisations are not included within the workforce profile of the council.

Key statistics about our employees include:

- 31% are male and 69% female, this contrasts to the borough population of 48% and 52% respectively.
- 94.5% are white, 1.5% are from black and minority ethnic (BME) communities -the main group being Asian or Asian British (0.8%). 2.3% have not declared this information. This contrasts to the borough population of 96.6% white, 3.7% (BME) with the main group Asian or Asian British (2.4%).
- 3% of leavers are from the BME communities (1.5% being from Asian or Asian British). This could be due to the restructuring of the organisation and people leaving through a combination of natural wastage or redundancy. However during the same period 2.1% employees from black and minority ethnic communities were appointed to jobs within the authority.
- 2.6% of employees consider themselves as having a disability, this contrasts to the borough average of 20.6%.
- 36.5% are aged 45-54
- 2.6% are aged 16-24, compared to a borough average of 7.4%.
- 63.5% are Christian, 1.6% combined are Buddhist, Muslim, Sikh, Hindu, Jewish and other religions. 25% have no religion.
- 15.5% of employees identify themselves as heterosexual, 0.1% bisexual, 0.3% gay or lesbian. 83% of employees have not declared their sexual orientation
- 52% are married, 27% single, 4% divorced, 1% living together, 0.4% widowed, 0.2% domestic partner, 0.09% legally separated and 0.09% in a civil partnership. 15% have not declared this information.

The latest profile of the borough population (compiled November 2013) identifies an estimated 1% are transgender. Although the 2012 Staff Survey was designed to collect demographic information in relation to transgender responses of 10 or less could not be reported, so the precise number of transgender employees cannot be identified.

Sources: Workforce Equality Monitoring, 2013

### **3.3 Pay equality issues**

The Council considers there to be no gender issues in relation to pay, as a job evaluation pay scheme is fully implemented (including the senior pay structure). Job evaluation ensures that pay is awarded based on knowledge, skills and requirements of each role.

The Council has adopted a nationally agreed job evaluation scheme that ensures all jobs are assessed against robust criteria in relation to grade and which has been subject to an equality impact assessment. In 2007 and 2008 the Council agreed new pay and grading structures underpinned by this job evaluation scheme.

The Council also has an agreed recruitment process in place supported by guidance and an assessment framework. This is currently under review and will include consultation with stakeholders and equality impact assessment.

Employee positions at Hay grade 12-28 show a higher representation of female employees (52% compared to 48% male). This is compared to the gender workforce profile (69% and 31% respectively). In terms of the gender comparison with the borough population it is the same (52% female and 48% male).

Employees in positions APT&C grades 1-11 (follow the data links below for further explanation), of female 69% and male 31%, reflects the gender workforce profile (female 69%, male 31%).

Grade distribution for employees within APT&C grades 1-11 peak between grades 6 & 7 for all ethnicities. Although employees from BME communities peak at similar points, Asian or Asian British employees peak at Grade 2.

Sources: Equality Monitoring by Grade 2013, Grade distribution – Ethnicity 2013, Workforce Equality Monitoring 2013.

### **3.4 Disciplinary and Resolutions (Grievance)**

This information covers the number of employees who have begun formal disciplinary / resolution procedures through Human Resources. It does not include any issues that have been resolved within the informal resolution stages of the council's disciplinary or resolution procedures.

It does include data where an employee has resigned before any action was taken, though action may have been taken had the disciplinary procedure been followed. Dismissal does not discount those staff who were reinstated at a later date. However the data does include actions taken by individuals who have since transferred to partner organisations.

Within 2013 the total number of resolutions has reduced from 28 to 12, while the number of disciplinary actions has increased from 48 in 2012 to 70, comparative to the level it was in 2011.

Of these 70 disciplinary cases, 44% were against men and 56% were against women. This is in comparison with the gender profile of the council (31% male, 69% female representation).

No resolutions were recorded for employees from BME communities and 4% of disciplinarys were recorded for employees from BME communities.

Sources: Discipline and Resolution Equality Monitoring 2013

### **3.5 Employee Engagement**

Human Resources and the Communications Team have continued to seek feedback on the council's culture and gauge employee satisfaction on a range of issues through a number of engagement activities, For example, Staff Panel and targeted feedback sessions with staff from North Tyneside Homes and Children and Young People Services.

### **3.6 Engagement with Trade Unions**

We have continued to work with the recognised Trade Unions on projects, policy and procedure reviews. They have participated in Equality Impact Assessments, consultations for terms and conditions changes, and we have been active in the Union Learning Group.

### **3.7 Recruitment and retention rates for staff with protected characteristics**

Of all job applications received, 60% are from women; and 76% of new starters within the Council are female. This indicates that female representation within the workforce continues to remain stable. Applications received by individuals from BME communities have increased from 4% to 6.8%.

Individuals aged between 16-44 account for 72% of all job applications; compared to 67% of all new starters within the same age range. Those aged 16-24 represent 15% of all new employees, which continues to support the council's aim to build a workforce that better reflects the working age population of the borough.

Sources: Recruitment Equality Monitoring 2013, New starter Equality Monitoring 2013, Workforce Equality Monitoring 2013, 2012-Mid year population estimates

### **3.8 Learning and Development**

Attendance at learning and development events and online learning completions from January to December 2013 identifies that 1.9% of attendee/completions are from BME groups, which is similar to the overall representation of the council workforce at 1.5%.

3.2% of delegates considered themselves to have a disability, which is similar to the make up of the overall workforce. These is figures increase within Chief Executive's

Office and Finance & Commercial Services suggesting good access to learning and development opportunities.

Sources: Learning & Development Equality Monitoring 2013, Learning & Development Equality Monitoring 2012, Workforce Equality Monitoring 2013

### **3.9 Applications for Flexible Working**

This data includes successful applications for flexible working from current employees where a change in contractual hours or change to work pattern has been agreed.

Of the flexible working requests received, 89% were from female employees compared to 11% from male employees. Employees who are married or living with a partner accounted for 53% of these. Also, 2.5% of these requests came from BME communities - which is higher than workforce representation (1.5%).

Sources: Flexible Working Equality Monitoring 2013, Workforce Equality Monitoring 2013

### **3.10 Leavers**

The council has had a significant decrease in leavers during 2013 (415) compared to 2012 (1,299) due to the number of employees who have transferred to partner organisations for business and technical services.

Equality monitoring data of those leavers is not significantly different to the overall make up of the workforce, with 63% female and 37% male leaving the council. 3% of leavers were from BME communities and 4% had a disability.

Sources: Leavers Equality Monitoring 2012, Leavers Equality Monitoring 2013, Workforce Equality Monitoring 2013

### **3.11 Length of Service**

Length of service monitoring data shows that 20% of employees have been employed by the council for between one and four years. Female employees with less than one year's service account for 76% and 24% are male. This trend only changes when employees reach 35+ years service where male and female representation is 30% female and 70% male. This indicates that women are staying at work longer, but between 35 and 45+ years female representation starts reduces; this is reflective of changes in the workforce profile during this time.

Employees with a disability are representative in all length of service categories, with 33% having between one and nine years of service and 44% between 10 – 19 years of service.

Sources: Length of Service Equality Monitoring 2013.

### **3.12 How have we used this information and evidence?**

The council will continue to be proactive in identifying career and training opportunities to encourage 16-24 year olds into employment or work-based training, building a workforce that continues to be representative of the working age population of the borough. The council has recently reviewed its approach to directly employing apprentices and will set a recruitment target in the coming months for 2014/15. Over 200 work placements have taken place within council during the last 12 months providing work experience to a range of individuals. The council will monitor the number of work placements and track each individual's move into employment following the end of their apprenticeship to provide a more accurate view of how successful these measures have been.

There are no significant pay gaps in the council.

There is a requirement for additional reporting down to a service level as the current reporting mechanisms reflect the amalgamation of previous directorates. Disaggregation of the data will enable better identification of any trends or barriers in relation to protected characteristics.

Data outlined within this review was produced in January 2014; future actions to use this data are detailed in the next section.

### **3.13 Policies and programmes put in place during 2013 to address equality**

A number of EIAs have been carried out in consultation with Trade Unions to understand the potential impact of changes to terms and conditions of service, pay and grading changes to the top end of the North Tyneside Senior Pay Scales, and the restructuring of services to meet major efficiency targets due to the current economic climate and reduction in central government funding. EIAs have identified that many pay proposals focus on the harmonisation of terms and conditions and their associated payments, reducing gender pay inequality and associated risks, while others do not disadvantage specific staff groups.

The Human Resources Unit has responsibility for over 70 employee policies, procedures and guidance documents. During 2014 policy reviews have been prioritised for, recruitment and selection, flexible working, other leave, home working, pregnancy and maternity and retirement to ensure that we continue to meet our legal obligations and consider equality concerns raised. Consultation with Trade Unions, manager groups and employee forums will ensure that staff issues are considered appropriately.

A Health Care Cash Plan was introduced in 2013 as part of the council's Employee Benefits Scheme giving quicker access to a range of health and wellbeing initiatives.

The council has reviewed a number of health and safety policies and procedures as part of the submission for the Better Health at Work Gold Award.

### **3.14 Actions for 2014**

- Use equality data for future policy/procedure reviews during 2014 to help to consider potential changes and positive actions.
- Use equality data to set targets for workforce representation, specifically for BME communities and those with disabilities, to be more representative of the borough population and link this to a positive action strategy and plan for recruitment and retention by August 2014.
- Analyse the mean average incomes of male and female employees by January 2015.
- Report on the gender mix of employees by job grade by January 2015.
- By January 2015 review the number of women who return from maternity leave and whether they return to full-time and part-time employment.
- Undertake a review 2014 staff survey results to identify trends and/or changes in perception with less satisfied staff groups identified in 2012 (part time, disabled - specifically individuals with mobility issues, but not using a wheelchair, carers, pregnant women and those who have been on maternity leave within the past year). Undertake engagement activities with less satisfied groups to seek feedback and agree actions to improve employee satisfaction by March 2015.
- Engage with the staff panel to develop a communication plan which encourages employees to update equality data on BMS in 2014.
- Identify how to collect workforce data relating to service areas, by October 2014.
- Launch the council's apprenticeship scheme in March 2014. Support managers through workforce planning to identify future apprenticeship opportunities and career pathways for apprentices. Publicise apprenticeship opportunities to underrepresented groups by March 2015.
- Analyse, by January 2015, the length of service, gender and age characteristics of employees leaving the organisation.

## 4. Business & Economic Development

### 4.1 Introduction

Some services which were being delivered as Regeneration, Development and Regulatory Services underwent a restructure in 2013 and are now being delivered by different teams and partners as follows:

- Housing Strategy by North Tyneside Homes (see page 26)
- Planning, Engineering, Property and Consumer Protection services by our partners Capita for Environment & Leisure (see page 31).

Business and Economic Development is responsible for delivery of a range of key economic development activities including inward investment, business support and physical regeneration.

Through the Head of Service, the team plays an important role in ongoing work to put in place a Combined Authority, which will bring together aspects of economic development, regeneration and transport activities across the seven North East local authorities.

- **Regeneration** is responsible for the planning, design and delivery of a wide range of mainly physical regeneration schemes that improve the quality of life for residents of North Tyneside. This could be directly, via a third party developer, or with other public and private sector partners. These schemes vary from minor projects affecting only a small number of people to large regeneration strategies benefiting whole communities.
- **Business & Enterprise** is responsible for the business start-up programme, local business support, town centre management, inward investment, marketing the borough to potential investors and the Business Forum.
- **Business Management** is responsible for performance planning, collating data and information for decision making, and ensuring procedures are applied consistently.

Further information is available online, by clicking on the links below:

- [Regeneration](#)
- [Business & Enterprise](#)
- [Key Figures for Economy & Employment](#)

### 4.2 What we know about our service users

The table below shows the annual breakdown of clients accessing the Business Factory's business start-up services. This is not directly comparable with the borough average as it relates to Business Factory service users and we know that some potential customers may use specialist services. For example we work closely with The Pinetree Trust which is a regional organisation that supports individuals with a long term illness or disability.

<b>Business Start-up Service</b>	<b>2010</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>
Number of clients	956	1,305	586	735
Male	60%	56%	51%	47%
Female	40%	44%	49%	53%
Aged 16-25	15%	17%	25%	20%
Aged 50+	20%	23%	18%	23%
Employed	21%	31%	32%	44%
Unemployed	63%	54%	49%	39%
Health Issues / Disability	4%	5%	8%	7%
Lone Parent	6%	4%	6%	5%
White British	92%	93%	90%	89%

Local data is unavailable for the percentage of female entrepreneurs setting up a business. The national average is 29% (Greater Return on Women's Enterprise [GROWE](#) 2009) compared to 40-53% accessing the Business Factory start-up services.

In 2013, the percentage of clients who identified themselves as White British was 89%, compared to 93% in 2011 - indicating that a higher percentage of people from ethnic minority groups are now accessing the service.

The number of young people accessing the start-up service has dropped to normal levels in 2013, from the peak in 2012, which was due to a specific programme delivered to sixth form students. A further programme is scheduled for 2014.

### **4.3 Satisfaction**

The following quote is taken from an evaluation of the Business Factory service:

“The nature of support offered to beneficiaries has been received very well and in the main expectations have been exceeded. The project has demonstrated an ability to deliver support, guidance and advice to a diverse range of individuals from a range of backgrounds and levels of experience.” (Woodholmes Evaluation Report Jan 2012).

### **4.4 Consultation**

Regeneration engagement events vary depending upon the expected scale of consultation and participation and are usually in the form of informal drop in sessions; frequently run over a number of days or weeks to maximise the opportunity for community inclusion.

Events also take place in the evening and/or weekends to further increase the opportunity for people to attend. The type of events is similarly varied and can range from staffed presentations to information displays or a combination of both.

To maximise the availability of information on regeneration projects, extensive use is made of the council's website and our engagement events are widely publicised in advance in local community centres, libraries, shops, the local press, letters to businesses / residents and posters or press releases. A variety of venues are also used and feedback is sought on the future suitability of any new venue.

Following a community-wide consultation event at the coast, a series of focused consultation exercises (some undertaken jointly with the Engagement Team) took place during the summer of 2013. In one instance this was to seek the views of beach users, in particular families, on the facilities available. In another, in connection with a Heritage Lottery bid, there was a good response to the face-to-face consultation from older residents. Information was also placed in all the larger libraries across the borough and on the council's website, with the option to submit an online response.

Young people are also specifically targeted in terms of consultation, for example engagement with Year 10 pupils by running a competition that includes a 'Dragons Den' style presentation, from which a winning proposal is chosen.

#### **4.5 Improvements during 2013**

In order to maximise the response rate to consultation on a number of regeneration projects, the team used 'Poll Daddy', a service which enables people to give their views online. This was in addition to giving people the opportunity to complete pre-paid postcards.

The Business and Enterprise Team has supported a range of entrepreneurs to start their own business via the Business Factory as illustrated in the table above. A key target for the service was to increase the number of residents aged 50 and over accessing business start-up support and this group has increased from 18% of all clients to 23% within the year.

The Business and Enterprise Team has also agreed to commission an evaluation of the Business Forum and assess the make-up of the membership and management groups to ensure it is as inclusive and accessible as possible.

The social media presence has increased during the year with our new sites including [Twitter Invest North Tyne](#) and [LinkedIn Invest in North-Tyneside](#)

#### **4.6 Actions for 2014**

The Regeneration Team:

- Will carry out further public consultation with residents on shaping the future development of Whitley Bay's Spanish City and will work with young people through the new Young Mayor, Young Cabinet and Youth Council to help shape the scheme to ensure it appeals to young people, by the end of August 2014.

- Will continue to work with the Engagement Team and participate in the council's Communications and Engagement Network to investigate how best to engage with minority groups.
- Will maximise use of the council's website to make information available on regeneration projects; and also use social media to facilitate engagement and consultation exercises, by the end of August 2014.

The Business & Enterprise Team:

- Will research information available to address gaps in data for female entrepreneurs and business ownership by people from BME groups. The final Business Factory evaluation will be conducted during 2014, with results available in early 2015.
- Will deliver a further schools enterprise programme to encourage entrepreneurship to younger residents, by the end of 2014.
- The Business Factory will continue during 2014 to target clients aged 50 and over to consider self-employment as a viable career option.
- Will continue to review service area Equality Impact Assessments and client data, to monitor the accessibility of services, by the end of June 2014.

## 5. North Tyneside Homes

### 5.1 Introduction

North Tyneside Homes (NTH) manages the council's operational housing services. This includes around 15,400 tenanted homes and 730 homes occupied by leaseholders across the borough.

In 2012/13, we collected over £59 million in rent and services charges and our partner Kier North Tyneside carried out almost 53,000 repairs on our behalf. Many of our homes are lived in by people on lower and fixed incomes and elderly or vulnerable people, and are located in the more deprived neighbourhoods of the borough.

We have recently welcomed back the Housing Strategy Team into North Tyneside Homes. The Housing Strategy Team is responsible for undertaking and analysing research and intelligence to inform strategic planning, and the delivery and enabling of projects that aim to provide good quality homes across all tenures. As they have only recently rejoined North Tyneside Homes information about Housing Strategy is included in a separate section (see pages 26).

The service has a key role to play in improving people's lives and the neighbourhoods they live in, and in closing the gap between those who have and those who have not. We work closely with services across the council and external partners in the private, public and voluntary sectors to support tenants.

Over recent years, we have developed a systematic and strategic approach to equality and diversity. This includes:

- Conducting Equality Impact Assessments (EIAs) as an integral part of our budget setting process. We also use them to develop and review our strategies, policies, procedures and plans.
- Having an established policy framework which takes into account the diverse needs of our tenants and other stakeholders when delivering our services including:
  - Putting You First – our strategy for providing excellent customer services
  - Tenant and Leaseholder Involvement Strategy
  - Valuing Diversity – Our Equality and Diversity Plan
  - Vulnerable Customers Policy
  - Understanding our Customers procedure
  - Safeguarding process
- Our commitment to equality and diversity is reflected in our service provision, which has been shaped to meet the needs of customers using the diversity information we collect. Examples of this include:
  - Our 'Hands to Help' Handyperson Scheme for people aged over 60 or with a disability, which was introduced as part of our Repairs Local Offer.
  - Our Support Local Offer, which sets out how we meet our customers' diverse needs.

- Assisting customers who need help with the lettings process. Our Homefinder Support Team supports tenants, for example with assisted bidding, and with the letting process and carries out medical assessments. During 2013 our in house Occupational Therapists carried out 443 assessments for people on the waiting list, having repairs carried or moving for the PFI project.
- Communication with customers tailored to their preferences.

## 5.2 What we know about our service users

In April 2012, we completed our target of collecting complete customer profiles for 95% of our tenants. This target was based on the previously recognised six equality and diversity strands (gender, age, disability, sexual orientation, religion and ethnic origin) and did not include the three new protected characteristics (gender reassignment, pregnancy/maternity and marriage/civil partnership) introduced by the Equality Act 2010.

We now hold this information for 97% of our customers, which is top quartile performance when compared with other social housing providers. Plans, for introducing measures to extend equality monitoring to all nine protected characteristic as set out by the Equality Act 2010 are currently being finalised.

Key differences between the diversity profile of our tenants and the diversity profile for the borough as a whole are:

<b>Our tenants</b>	<b>North Tyneside residents</b>
31% aged over 60	18% aged over 60
5% aged under 24	7% aged 18-24
35% describe themselves as having a disability	21% identified themselves as having a long term health problem or disability in the 2011 Census
97% describe themselves as White British	95% describe themselves as White British
Just under 1% have told us that they are lesbian, gay or bisexual	Estimated 1.5%

In 2012/13, 846 council homes were let to new tenants. Of these new tenancies:

- 57% were wholly reliant on benefits as their main source of income
- 5.2% included a pregnant woman on the tenancy
- 28% of all new tenancies were let to lone parents
- 70% were let to people under the age of 50.

Source: LACORE

### **5.3. Satisfaction**

North Tyneside Homes regularly monitors customer feedback to inform service improvement.

- We monitor customer satisfaction with our services through our Vision Management System (VMS), discuss results with involved customers and use it to make improvements. It is also benchmarked against other service providers.
- We ask respondents to complete equality profile questions (gender, age, ethnicity, disability, religion or belief) to allow us to identify any differences in satisfaction scores between groups of customers. However the relatively small numbers of VMS surveys for most service areas means that the results of further analysis are seldom significant.

North Tyneside Homes recognises that it is important to deal with complaints well, as this is central to providing a good customer service. During 2012-13, the number of complaints received by North Tyneside Homes and Kier North Tyneside (who deliver repairs and maintenance and improvement work to council tenants on behalf of the council), decreased by 17% from 362 complaints to 301 complaints. Where learning points are identified during complaints resolution, these are fed back to service managers so that improvements can be made. Analysis of complaints data showed that:

- The proportion of complaints by gender and ethnic origin is in line with the overall tenant profile
- Complaints from disabled customers were proportionately lower than for the tenant base as a whole

### **5.4 Consultation**

Tenant involvement is essential to tenants and North Tyneside Homes because it helps us to understand the services tenants need and how they want them delivered; and it enables tenants to help shape services and set the standards they expect.

We provide a variety of ways for tenants to get involved and improve our services. These include an annual tenant event, four area events, Service Development Groups, surveys, mystery shopping, focus groups, estate walkabouts and Area Housing Forums.

During 2013, we met around 2,000 tenants at our events and meetings.

This year we have expanded our involvement to include ward based events, family fun days, road shows and themed events around mutual exchange. Two of our tenants were runners up in national awards in recognition of their outstanding contributions

Over the last three years, we have also introduced tenant scrutiny into our involvement structures. Tenant scrutiny is a key strand of the regulatory framework that governs social housing providers.

Tenant Scrutiny is about tenants holding us to account for the services they receive and how their rent is spent. Most of our regularly involved tenants are trained in equality and diversity and tenants agreed it should be part of a core training package which all regularly involved tenants are required to do. This ensures that tenant scrutiny encompasses equality and diversity and customer service issues.

Young people have been historically under-represented in our involvement. Whilst about 35% of our tenants are aged less than 45, only 19.5% of our involved tenants are under 45. This year we have attended family fun days, children’s centres and door knocked to involve younger tenants and tenants with children. This has allowed us to get feedback about our services from a section of tenants who find it difficult to commit to regular involvement.

November saw the first ‘Have Your Say’ event. During the ‘Walkabout Wednesday’, over 120 staff from North Tyneside Homes and its partners visited 1,500 homes in the Longbenton/Benton area; speaking to over a third of tenants and finding out their views on the area. This enabled us to meet many tenants who have not accessed involvement activities before including older and physically disabled tenants. Part of the event was also working with young people from schools in the area to find out their views.

### 5.5 Equality Impact Assessments (EIAs) carried out in 2013

The following Equality Impact Assessments (EIAs) were carried out during 2013:

- Homefinder
- Housing Advice Service
- Housing Needs Service
- New Council Homes
- Welfare Reform
- Rent Increase

### 5.6 Improvements during 2013

Actions and issues identified in 2013 Annual Review	Progress
Explore how we can collect customer information related to the protected characteristics of transgender, pregnancy and maternity and marriage or civil partnership, by April 2014.	<b>On target</b> - Options for collecting the additional protected characteristics will be considered by NTH Senior Management Team early in 2014.
Complete a Customer Impact Assessment on the Repairs Service, which will include the analysis of repairs satisfaction data by protected characteristics, by April 2014.	<b>Complete</b> - Findings were used to inform the Tenant Led Communications Review
Review our approach to carrying out Customer Impact Assessments, by April 2014.	<b>Complete</b> - It has been agreed that targeted Customer Impact Assessments will be carried out as part of specific

	pieces of work, rather than continuing to be rolled out systematically across all services areas
Regularly analyse and monitor Tyne and Wear Homes lettings data for North Tyneside to ensure the scheme is accessible to all groups (ongoing).	<b>On target</b> - Information about tenants on the Housing Register is collected via the Tyne and Wear Housing Register. A key Service Improvement Plan 2013/14 objective is to review how this information to be used and reported. This will be completed in March 2014, for use in 2014/15.

We have used our understanding of our customers' needs to make a number of improvements to the services we offer, including:

- New council homes have been built in North Tyneside for the first time in 25 years. Twelve properties have been built at the former site of Wallsend Boys Club. All of the properties meet the Lifetime Homes Standard and the clustered properties also make it easier for carers/support workers to deliver services to clients.
- We have re-introduced a full time sheltered housing service to each of our sheltered housing schemes, in line with residents' wishes.
- We have received the Association for Retained Council Housing (ARCH) award for Innovation & Sustainability, for our Emergency Care Practitioner and Admission Avoidance Resource Team project that aims to reduce emergency hospital admissions for tenants and to reduce the length of stay for those tenants who require time in hospital. We sought to achieve this by understanding the issues and implementing a range of preventative strategies, enablement and rehabilitation improvements.
- We have progressed our Quality Homes for Older People project (also known as the sheltered housing PFI) to build 10 new sheltered schemes and extensively refurbish 16 existing schemes to provide 924 modern homes. This project will provide homes fit for purpose while eradicating bedsits in the sheltered stock and introducing a larger pool of 2 bedroom accommodation.

The improved accommodation and technical infrastructure is purposefully designed to support tenants to remain in their own home should their needs change and reduce the incidence of hospitalisation and/or moves to residential care. To achieve this, the procurement included a detailed Output Specification that took into account the needs and preferences of older people, as well as incorporating current good practice guidance when designing this type of accommodation. Continuous consultation with tenants and their families provided feedback on what was important to them for the new homes and this was also taken into account in the procurement process. In addition, a Knowledge Transfer Partnership was formed with Northumberland University to capture the latest research on appropriate design which included the joint development of a Design Tool that was used for the project.

Solutions 4 North Tyneside have been appointed as our partner to deliver the new and refurbished homes.

- We have continued to embed the Young Parents Scheme, which supports young parents to manage and sustain their tenancy. This includes 'Passport to Housing' training for young customers to help them develop key skills. 86 out of 88 young parents have been successful in maintaining their tenancies after moving into a new home.
- Following feedback from customers, we reviewed and improved the service we provide to friends and relatives of deceased customers. Service improvements include better advice to customers and a more consistent service.
- Supported a tenant-led review of communications in the repairs process. A number of recommendations have been made that will improve access to the service for all tenants.
- With our partners Kier North Tyneside, Adult Learning Alliance and Justice Prince, we launched our Working Roots scheme to give young people the opportunity to gain job skills to help them into employment.
- Taken steps to increase the number of young employees in our team by adding four apprentices to our ongoing apprentice scheme. During 2013 we had a total of eight apprentices working for NTH.
- Developed an E-learning package to increase understanding and awareness of the Equality Act 2010, which has now been completed by North Tyneside Homes staff.
- Participated in an event held by the Newcastle LGBT Federation, to raise awareness of how to access social rented housing and the services we provide within lesbian, gay, bisexual and transgender communities.
- Supported 151 tenants including older, disabled and vulnerable tenants, who have been referred for support around fuel poverty. This has resulted in gains to customers totalling more than £3,500.
- Our Financial Inclusion Team provided support to tenants including:
  - Helping 235 new tenants under 35 to sustain their tenancy.
  - Helping with Discretionary Housing Benefit Payment applications.
  - Promoting saving and affordable loans through Credit Unions.
  - Recovering or claiming over £1.6million of benefits to which they were entitled.
  - Making 40 referrals to the Working Homes Outreach Team.
- Encouraged staff to identify service improvements through the 'Think Change' initiative. This has resulted in proposals to improve services for older people, offer student placements and communicate better with younger tenants.

## 5.7 Information Gaps

While we have made significant progress to collect data relating to pregnancy/maternity and gender reassignment for new customers, there remain some gaps in our customer profile.

To address this we will develop a consistent and proportionate approach to how we collect information across all the protected characteristics including the newer ones of gender reassignment, pregnancy/maternity and marriage civil partnership.

We will commit to producing an annual equalities and diversity report for the NTH Management Team. This will include:

- Customer profile information
- Results of lettings analysed by protected characteristics
- Customer feedback analysis via protected characteristics
- Equality Impact Assessment programme

## 5.8 Issues

The biggest issue impacting North Tyneside Homes and its tenants are changes to Welfare Reform.

We continue to monitor the position and profile of tenants affected in order to target support to where it is needed. As at October 2013, 2,186 working age tenants were classed as having one or more spare bedrooms and subject to a reduction in their housing benefit entitlement ('bedroom tax').

Personal Independence payments (PIP), the replacement for Disability Living Allowance (DLA), are now being rolled out to existing claimants in North Tyneside as well as to new claimants. Initial calculations suggested that around 500 tenants who were initially in receipt of lower rate DLA would not qualify for PIP. We also identified that just over a fifth of these tenants would also be under-occupying their homes.

We have put in place a number of measures to help mitigate the impact of Welfare Reform on NTH tenants. Before the new under-occupying rules were introduced, the NTH Team visited 2,800 tenants who were identified as potentially under-occupying their homes, to identify support required. Our robust rent collection policies are designed to ensure early intervention to stop rent arrears increasing unnecessarily, and to enable us to work with tenants to avoid them getting into payment difficulty.

Additional resources have been reviewed and prioritised to ensure more front line officers are available to deal with the potential increased caseload, financial inclusion work, early intervention and welfare benefit advice.

We have supported tenants who are under-occupying their properties and want to move to a smaller property. This includes amending the Lettings Policy, identifying a dedicated member of staff within the Home-finder Team to support tenants who want to downsize,

promoting mutual exchange and working with the Revenue and Benefits Service on Discretionary Housing Payments.

NTH's strategy to respond to Welfare Reform, support customers and maintain income streams is being overseen by a project group which reports to the NTH Senior Management Team, the council's Corporate Welfare Reform project group and the Elected Mayor's Welfare Reform Task Group. We will continue to review the effectiveness of all the service improvements we have introduced and adapt them as required.

We will also continue to learn from the Universal Credit pilot sites so that we can support tenants through the transition when it is introduced. We are also working with the Department for Work and Pensions (DWP) and Third Sector organisations to develop a Local Support Services Framework to support vulnerable clients who may need extra support to claim Universal Credit.

Another significant priority for North Tyneside Homes is developing and implementing plans to increase the supply of affordable homes in the borough. North Tyneside Council has ambitious plans to provide 3,000 extra affordable homes in the borough over the next ten years.

The plan includes building new council homes, allocating council land for building of affordable housing, converting existing commercial and retail buildings, and linking with partners on a range of new build schemes. Developing tools to help understanding customer need and preferences around types, size and numbers of new homes is an important part of this work. We are working closely with Adult Social Care and Children, Young People and Learning Services (CYPL) to identify demand from customers with specific housing needs.

## **5.9 Actions for 2014**

- Agree and implement measures to collect customer information related to the protected characteristics of transgender, pregnancy and maternity and marriage or civil partnership (by December 2014).
- Continue to monitor the impact Welfare Reform is having on tenants including those with protected characteristics (ongoing).
- Ensure that plans to develop Affordable Homes in North Tyneside meet the diverse needs of residents (ongoing).
- Implement an annual Equality and Diversity update for the NTH Management Team to include:
  - Customer profile
  - Results of Lettings Analysis by protected characteristics
  - Customer feedback analysis via protected characteristics
  - Equality Impact Assessment Programme (by October 2014).

## 6. Housing Strategy

### 6.1 Introduction

The Housing Strategy team, which has recently moved into North Tyneside Homes, is responsible for undertaking and analysing research and intelligence to inform strategic planning; and the delivery and enabling of projects that aim to provide good quality homes across all tenures.

Key areas of work include:

- Developing strategies and plans.
- Increasing the supply of affordable homes.
- Identifying and addressing the causes of homelessness.
- Supporting the private housing sector to improve housing conditions.
- Tackling private sector empty homes.
- Delivering the Deposit Guarantee and Bond Bank Schemes.

### 6.2 What we know about our service users

Everyone needs a decent home to live in, so all residents are impacted by the quantity, quality and type of housing in the borough.

#### Age

Age matters because at different stages of life our residents have very different needs for housing. Younger people, such as those wanting to set up home for the first time, generally need smaller homes that are affordable for their level of earnings. Younger people are also more likely to be living in the private rented sector<sup>1</sup>.

Older people generally want to remain in their homes for as long as possible, but if this is no longer practicable then level access accommodation with suitable facilities and support may be required.

For the period 1 April 2012 to 31 March 2013, there were 168 people who were homeless and in priority need in North Tyneside. Of these:

- 22% were aged 16-24 (higher than the borough average of 9.9%)
- 75% were aged 25-59 (higher than the borough average of 26.9%)
- 3% were 60 or over (lower than the borough average of 24.1%).

For the period April 2012 to 31 July 2013, there were 147 applicants for the deposit guarantee scheme, of these:

- 33% were aged 16-24
- 63% were aged 25-59
- 1% were aged 60+

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<sup>1</sup> Rhodes, 2006

This highlights the demand for services from younger people, considering the 16-24 age band spans only nine years.

## **Disability**

Disability matters because disabled people often face barriers of discrimination and stigma. Inappropriate design of physical facilities can impact significantly on quality of life for this group. For people with a physical disability, there is generally a need to provide level access accommodation in accessible locations designed or adapted to meet their needs.

For those with all types of disability and mental health conditions, it's also about being able to access good housing close to family and/or support networks.

The 2011 Census found that of North Tyneside's population:

- 10.1% stated that day-to-day activities were limited a lot
- 10.5% stated that day-to-day activities were limited a little
- 79.4% stated that day-to-day activities were not limited.

Of those accepted as homeless in 2012-13, 12% had a disability (4% had a mental health condition and 8% had a physical disability). This is lower than the 20.6% of the population who said they had a long-term health problem or disability that limits their day-to-day activities.

Of the 147 applicants for the Deposit Guarantee Scheme (DGS) service, 36% considered themselves as having a disability (13% for a mental health condition) – higher than the 20.6% of the population who said they had a long-term health problem or disability that limits a person's day-to-day activities.

## **Race**

Race matters because people from Black and Minority Ethnic (BME) communities can often experience difficulty accessing services, for example through language barriers or through prejudice.

On occasions, BME residents may also have cultural needs for particular types of housing, or preferences for particular tenures and areas. For example, the private rented sector tends to have a higher proportion of ethnic households and migrants than other tenures<sup>2</sup>.

The 2011 Census found that of North Tyneside's population, 95.1% were White British and the proportion of residents associating with a BME group is highest in the Cullercoats and Tynemouth area (4.4%).

Of those accepted as homeless in 2012-13:

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<sup>2</sup> Rhodes, 2006

- 89% were white British
- 7% were from a minority ethnic background (higher than the borough average)
- 5% did not state their ethnicity.

An analysis of applicants accessing the Deposit Guarantee Scheme found:

- 93% were white British
- 7% were from a minority ethnic background, again higher than the borough average.

## **Gender**

Gender matters because women and men may have different needs for housing services. Women are more likely to be victims of domestic abuse, resulting in the need to access emergency housing and support services<sup>3 4</sup>.

Women often earn less than male counterparts, impacting on their ability to afford good quality housing. In 2012, comparing all work, women earned 18.6% less per hour than men<sup>5</sup>.

Of all homeless priority cases in 2012-13, the main group was female lone-parent households (46% of all acceptances).

Of the 147 Deposit Guarantee Scheme (DGS) applicants 77% were female, much higher than the borough level at 51.7%.

## **Religion and belief**

Religion matters because on occasions residents may have religious needs that impact on the way services are delivered or for particular types and design of housing. Some minority religious groups have larger families or extended families, which means that larger homes are required.

## **Maternity and Pregnancy**

Women who are pregnant need to secure homes suitable for family accommodation, for example houses with external space for children to play rather than blocks of flats with communal entrances and no specific play space.

Of those accepted as homeless in 2012-13, 9% were pregnant (with no other dependent children). We do not record pregnancy for applicants referred to DGS through Gateway.

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<sup>3</sup> Who Does What to Whom? Gender and Domestic Violence Perpetrators

<sup>4</sup> (Hester et al. 2006)

<sup>5</sup> Equal Pay - Where Next - The Fawcett Report 2010

### 6.3 Improvements during 2013

Working in partnership with the Homes and Communities Agency (HCA), Registered Providers and developers:

- The delivery of 126 affordable homes in 2012-13 to meet a range of needs, for example:
  - Two-bedroom bungalows to provide homes for older people and people with a physical disability.
  - Intermediate affordable homes that provide a step to home ownership for younger people wanting to get on the property ladder.
- Securing affordable housing schemes that are currently underway, for example:
  - Nine shared ownership houses delivered at Wideopen for young couples/families.
  - The provision of a 51-apartment extra care scheme for older people with care and support needs, due March 2014.
- The award of almost £600,000 HCA grant to local support provider DePaul UK, to increase capacity and improve living standards at their Compass Supported Housing Scheme for vulnerable young people who are homeless.
- £48,000 funding secured from Department for Communities and Local Government (DCLG) Regional Homelessness Fund to commission a scheme to work with chronically excluded adults with multiple needs, including mental health conditions.
- An award of £180,000 from Public Health to fund two posts for up to three years to commission the Safe and Healthy Homes Initiative, which will help address hazards in the home for our most vulnerable residents.

### 6.4 Issues

- The national data returns to DCLG on homelessness do not require recording of information on religion, sexual orientation, gender reassignment and marriage and civic partnership.
- The latest DCLG 2011-based interim household projections suggest that the number of households in North Tyneside is expected to increase by around 8,414 over the period 2011 to 2021 (an annual increase of around 841). We need to ensure there are enough homes to meet the needs of our diverse population.
- Over the period 2011 to 2021, the number of North Tyneside residents of pensionable age and over is expected to increase from 35,587 to 42,975 (21%). The number of people aged 80 and over is expected to increase by 17% (from 10,176 in 2011 to 11,918 by 2021). Older people are more likely to suffer ill health, disability or impaired mobility, making them more vulnerable and in need of support. This will have implications for social care budgets, ensuring that people are supported to maintain independent living for as long as possible.

- 487 affordable homes per annum are needed to meet the needs of those people who cannot afford to buy or rent a home on the open market, including younger people forming new households, older people and those with a disability.
- Preventing ill-health caused by housing conditions and addressing fuel poverty, especially in the private rented sector as this sector has the highest percentage of poorer quality homes (35% non-decent).

## **6.5 Actions for 2014**

- Enable and deliver a range of homes to meet the diverse needs of the borough
- Finalise the 2013 Strategic Housing Market Assessment, which will provide a greater understanding of the local housing market.
- Drive forward the commissioning of a scheme to work with chronically excluded adults with multiple needs, including those with a mental health condition.
- Drive forward the commissioning of the Safe and Healthy Homes Initiative, which will help address hazards in the home for our most vulnerable residents.

## 7. Environment and Leisure

### 7.1 Introduction

Environment and Leisure provides a wide range of frontline services and high quality facilities to residents and visitors to North Tyneside. Environment and Leisure is committed to making North Tyneside a cleaner, safer and more attractive place to live, work and visit.

<p><b>Cultural Services</b></p> <ul style="list-style-type: none"> <li>• Arts</li> <li>• Tourism</li> <li>• Libraries</li> <li>• Community Centres</li> <li>• Events</li> <li>• Museums</li> <li>• Heritage</li> </ul>	<p><b>Sport and Leisure</b></p> <ul style="list-style-type: none"> <li>• Leisure Centres</li> <li>• Outdoor Activities</li> <li>• Sports Development</li> <li>• Community Health Network</li> <li>• Contours</li> </ul>
<p><b>Local Environmental Services</b></p> <ul style="list-style-type: none"> <li>• Grounds Maintenance</li> <li>• Street Cleansing</li> <li>• Fleet</li> <li>• Pest Control</li> <li>• Enviro Enforcement</li> <li>• Bereavement</li> <li>• Parks and Playsites</li> <li>• Waste and Recycling Collection</li> <li>• Bio-diversity</li> </ul>	<p><b>Technical &amp; Regulatory Services</b></p> <ul style="list-style-type: none"> <li>• Technical Client</li> <li>• Resilience Management</li> <li>• Security Services</li> <li>• Business Continuity Planning</li> <li>• Environmental Sustainability</li> <li>• Contract Management             <ul style="list-style-type: none"> <li>○ Waste Disposal</li> <li>○ Recycling</li> <li>○ Technical Package</li> </ul> </li> </ul>

For further information on our services please visit our web pages:

[Planning Services](#)                      [Statement of Community Involvement](#)  
[Property Services](#)                      [Engineering Services](#)  
[Public Protection](#)                      [Leisure, Parks and Libraries](#)  
[Community Centres](#)                      [Culture and Tourism](#)  
[VisitNorthTyneside](#)                      [Environment, Waste and Recycling](#)  
[North Tyneside Strategic Partnership](#)

Our key policies include:

- [North Tyneside Local Plan - Draft for Consultation \(November 2013\)](#)
- [Highways Asset Management Plan 2012 to 2017](#)
- [North Tyneside Allotment Strategy 2009 - 2015](#)
- [Arts Development Strategy](#)
- [Heritage Strategy](#)
- [Parks Strategy 2011-2021](#)
- [Sport North Tyneside Strategy document](#)

- [Visit North Tyneside a Tourism Strategy for 2007 to 2012](#)
- [Changing our thinking - Waste Management Strategy 2013-2030](#)
- [Newcastle & North Tyneside Biodiversity Action Plan](#)
- [Library Strategy 2011-2016](#)

## 7.2 What we know about our service users

### a. Sport and Leisure

The **Indoor Sport and Leisure Service** gathers equalities data from monitoring as part of the annual user survey; and from Easecard application forms ('Ease' stands for 'Easy Access Service Entitlement'. The cards offer discounts on activities and facilities).

There are 40,720 active Easecard members and we collect gender, age and ethnicity data by each of our membership categories. We can also use this data to identify users with a disability. During 2013 we said we would collect and analyse data against the population profile in North Tyneside. In summary:

- There are more female (53%) than male (47%) cardholders, but this is generally reflective of the population in North Tyneside.
- 52% of our Easecard holders are aged between 0-16 years compared to 19% of the population (Census 2011). This demonstrates the success of the junior programme and the junior Easecard discount package.
- 48% of our Easecard holders are adults or pensioners compared to 81% of the population (Census 2011), indicating an untapped market.
- 4.2% of Easecard holders say they are from a BME group, in comparison to the latest population statistics (Census 2011) which indicates 4.9% of the population is from BME communities. Data regarding Bangladeshi users is generally reflective of the population at 0.3%. There has been specific consultation and work to facilitate access for the Bangladeshi community to Waves (Leisure Pool), although it is unclear whether this has had a direct impact.

### b. Cultural Services

The Tyne and Wear Archives and Museums Service carried out visitor surveys at Stephenson Railway Museum and Segedunum Roman Fort during 2012-2013. 89 visitors took part in the survey at Segedunum and 47 took part in the one at Stephenson Railway Museum. Tyne and Wear Archives and Museums Service manage the facilities on behalf of the council.

The results of the **Segedunum Roman Fort Visitor Survey 2012/13** show that:-

- There are more male visitors (55.7%) than female visitors (44.3%).

- The majority of visitors are children aged 5-10 (37.6%). The second highest proportion of visitors is aged between 35-44 years old (12%). These figures reflect the nature of the site as a family attraction.
- 10.1% of visitors consider themselves to have a long term illness, health problems or disability which limits their daily activities or work they can carry out.
- 87.6% of visitors are White British. The BME community represents 3.4% of visitors.

Almost a third of visitors to Segedunum Roman Fort live in North Tyneside (31%).

The results of the **Stephenson Railway Museum Visitor Survey 2012/13** show that the visitor profile largely reflects the make up of the North Tyneside population.

On behalf of the Tourism Development Team, NWA Social & Market Research carry out our **Annual Visitor Survey**. The survey collects data on gender, age, disability, religion and belief, ethnicity and sexual orientation from 402 respondents. The results of the 2013 survey show that:-

- The borough attracts more female visitors (61.9%) than males (38.1%).
- The majority of visitors are over the age of 40; the highest proportion of visitors are over 60 years old (39.1%), second highest 51-59 years old (18.4%) and third 41-50 years old (17.7%).
- 8% of visitors surveyed stated that they had a registered disability.
- 71.6% of visitors are of a Christian denomination and 91.8% are White English.
- 96.3% visitors described themselves as being heterosexual.

The majority of respondents lived in Newcastle/Gateshead (32.8%), South Tyneside/Sunderland (12.4%), Northumberland (11.4%) and County Durham (8.5%). 29.9% of respondents were from other areas of the UK and 20 respondents were from overseas.

Following the **10k Road Race** on 31<sup>st</sup> March 2013, participants were invited to complete an online survey. Out of the 2,000 race participants, 369 completed the survey. It collected data on gender, age, disability, religion/belief, ethnicity and sexual orientation. Results as follows:-

- More males (56%), took part than females (44%).
- The highest proportion of participants were aged between 36-45 (33%), 26-35 year olds represented 25%, 22% were aged between 46-55, 14% between 56-70 years old, 15-25 year olds (4%) and 71+ (1%).
- 1% of participants had a disability, however the race route is not wheelchair accessible (relates to EIA 1787).

- 48% stated that they were Christian, 47% said they had no religion or beliefs, 3% preferred not to say and 2% stated other.
- 97% identified themselves as White, 1% of mixed background and 1% preferred not to say.
- 94% identified themselves as heterosexual, 1% as a gay man, 1% as a gay woman and 5% preferred not to say.

**Library Service Membership Application Forms** collect data on customers' age, gender and disability. As equality monitoring data needs to be collected separately the joining form is being redesigned for new use in 2014 which will enable data to be collated away from customer information.

In 2013 there were 90,170 library members who held a valid library ticket. Data is available for the service as a whole and by individual libraries. It shows that a higher proportion of 6-12 year olds (13%) are library members compared to the proportion of children of this age living in the borough. This is due in part to the large amount of work that is carried out through the Bookstart scheme, mobile library outreach to primary schools and Annual Summer Reading Challenge.

### **c. Local Environmental Services**

A large proportion of the services delivered by our Local Environmental Services are universal services delivered to all residents of North Tyneside such as Street Cleansing, Waste and Recycling Collections, Bereavement Services and Winter Maintenance; therefore our customer base reflects the make up of the North Tyneside population. However, we do adapt our services to meet needs appropriately:-

- We provide an assisted bin collection (this means they do not have to bring the bin to, or return it from, the kerbside) to residents with mobility problems. We provide this service to approximately 7,000 households in the borough. Residents contact Customers Services who log requests and inform Waste and Recycling Collection Services.
- To help customers who cannot identify their bins through colour or sight we provide recycling bins with an identifying crescent cut from the front of the bin lid to help to differentiate between the containers and enable participation in our recycling service.
- Following a grass cut we ensure pathways around older people's accommodation are swept to avoid potential slipping hazards.
- In severe weather we prioritise snow clearance from roads and paths close to older people's accommodation.
- We take into account the needs of different religious groups with our bereavement services and provide a multi-cultural service to meet those needs.

- We will continue to be part of The National Key Scheme (NKS) which offers disabled people independent access to locked public toilets around the country through the 'Radar' key initiative.

**The Parks and Playsites Service** collect equalities data from three different sources; the Parks Visitor Survey, the Allotment Tenant User Survey and corporate equality monitoring forms completed when completing new user forms for Kids Clubs and Shiremoor Adventure Playground. This was the first year that the Parks Visitor Survey has taken place and corporate equality monitoring forms formed part of the survey. 123 visitors took part in the Parks survey between October 2012 and October 2013.

<b>Park</b>	<b>Number of visitors who participated in the Parks Visitor Survey</b>
Wallsend Parks	27
Springfield Park	27
Killingworth Lakeside	20
Churchill Playing Fields	17
Souter	15
Northumberland Park	12
Rising Sun Country Park	4
Tynemouth Park	1
<b>Total</b>	<b>123</b>

The data collected from this survey tells us that:-

- 68% of visitors to the Parks are female and 32% are male. This isn't reflective of the gender split of the borough's population.
- The majority of visitors are aged between 30-39 years old (28%), the second highest are aged between 60-74 years old (19%) and the third are aged 40-49 years old (16%). The visitors surveyed were also asked the age of people accompanying them and 44% were aged between 0-11 years old. 11% were aged between 12-16 years old and 11% were aged 30-39 years old. The majority of visitors surveyed were likely to be parents or grandparents accompanying their children or grandchildren to the park.
- 93% of visitors identified themselves as White British, 1% as White Irish, 3% were of another white background and 3% were of mixed ethnic background. This is generally reflective of the population of the borough.
- 1% considered themselves to have a disability or limiting illness and 97% stated they didn't.
- 9% of park visitors have caring responsibility.

117 equality monitoring forms were completed as part of the **Allotment Tenant User Survey**. Data from the forms shows that:-

- The majority (67%) of allotment tenant holders are male. 31% are female. 2% preferred not to say.
- The majority of allotment tenant holders (85%) are aged 45 years old and older. The highest proportion of allotment tenant holders (26%) are aged between 65-74, the second highest percentage (20%) are 55-59 years old and the next (15%) are 45-54 years old.
- 92% of allotment holders identified themselves as White British, 3% as White Irish and 1% as White and Black African, Chinese and any other white background.
- The majority (86%) of allotment holders identified as heterosexual, 1% as bisexual and 1% as gay or lesbian.
- The highest percentage (72%) of allotments holders were from a Christian denomination, 27% stated they had no religion or beliefs, 1% were Buddhist, 1% were Spiritual and 1% Humanist.
- 14% of allotment tenant holders said they had a disability or limiting illness.
- 11% had caring responsibilities.
- The majority (65%) were married.

In 2013 the **Playsites** Team collected equality data using a modified corporate equality monitoring form more appropriate for use with children and young people, which excluded questions around sexuality, gender reassignment and marital status. However, there have been issues around resources to collate and analyse the data collected.

#### **d. Technical Services Client Team**

In order to monitor the quality of the planning service provided by Capita in partnership with North Tyneside Council, a survey of people whose planning application was determined between April and September 2013 was undertaken.

The survey was conducted using a postal questionnaire, which was mailed to 582 applicants or their agents who had applied for planning consent between the 1<sup>st</sup> April and the 30<sup>th</sup> of September 2013. In total, 233 respondents returned questionnaires, providing a response rate of 40%.

The majority of respondents (75.6%) were satisfied with the planning service when processing applications

The majority of applicants responding to the survey were: male (72%); of white British origin (94%); aged between 35 and 54 (58%); married (74%) and stated they were Christian (66%). Gay, lesbian or bisexual applicants accounted for only 1% of respondents. Few respondents considered themselves to have a disability/limiting illness (9%) or were responsible for caring for someone (7%).

One finding of the survey suggests there is a relationship between gender and satisfaction levels with the planning service. Although females accounted for only 28% of all respondents they represented 48% of respondents who were dissatisfied with the planning service.

The Environmental Health Housing Team carries out equality monitoring of residents applying for Disabled Facilities Grants (DFG) to adapt their homes; and co-ordinates financial assistance to bring homes up to decent standards. The responses from the customer satisfaction survey carried out this year show that:-

- More women (63%) have applied for a Disabled Facilities Grant than men (37%). Of the women who had applied for a grant; 3 individuals were pregnant and 3 individuals had been on maternity leave in the last 12 months.
- The majority of applicants are aged 75 or over (62%), which is to be expected given the nature of the service.
- 93% of applicants are White British. 3% of applicants were BME.
- 85% were heterosexual, 1% gay or lesbian and 1% bisexual. The remaining 12% of applicants preferred not to say.
- The majority of applicants identified themselves as being of a Christian Denomination (and 5% identified as Church of England, 1% Methodist and 1% Salvationist). 13% of people surveyed had no religion or beliefs.
- 14% of applicants surveyed had a caring role and 96% considered themselves to have a disability, which is consistent with the nature of the service. 63% had mobility issues (38% were wheelchair users and 25% had mobility issues but didn't use a wheelchair to mobilise).
- The majority of applicants surveyed (45%) were married, 35% widowed, 11% had never married or registered a same sex civil partnership.

### 7.3 Satisfaction

Several methods measure customer satisfaction within the Environment and Leisure service. One of these is the **Disabled Facilities Grants Survey**, carried out last year. This annual customer satisfaction survey with the Environmental Health Service on the assistance received to apply for a Disabled Facilities Grant showed a high level of satisfaction with the service.

### 7.4 Consultation

Consultation on the [North Tyneside Local Plan](#) undertaken from November 2013 to January 2014 targeted responses from a wide range of residents, businesses and other stakeholders. Information about the consultation, including a map of proposals and response form, were sent to every home in North Tyneside. All information about the

consultation was available on the Council's speech enabled website and via an online consultation portal. Paper copies of the consultation were also available at libraries and council offices. A range of events providing residents an opportunity to hear and ask questions about the plan were held through the day, during evenings and at weekends.

Work on the North Tyneside Local Plan takes into account previous engagement undertaken on the Core Strategy and Area Action Plans. The [Core Strategy](#) and [Area Action Plan](#) consultation was designed to target hard to reach groups. For example by involving the Children, Young People and Learning Service; and the Youth Council. Paper copies of the documents could be viewed at Council offices and town centre locations, to improve accessibility to those without IT. An interpreting service was also offered.

Following the [Hackney Carriage Demand Survey](#), which was carried out in March 2012, officers continue to meet with North Tyneside Disability Forum to ensure that licensed drivers and vehicle proprietors are aware of the needs of service users. One example of this work is a joint initiative, undertaken in January 2014, to prevent overcharging of wheelchair users by licensed proprietors.

The Environmental Health Food Team has sourced a translated version of the Safer Food Better Business (SFBB) manual for use by the Bangladeshi food business community. This is an essential aid to catering and retail business proprietors to help train their staff on the safe methods of preparing food and to comply with food safety law, which requires all food businesses to have a documented food safety management system.

Carrying on from the previous successful work regarding free electric blanket testing, presentations were given by members of the Trading Standards Team on electrical safety as part of a joint initiative with the Electrical Safety Council. Groups of householders at various events, community group meetings, sheltered accommodation and retirement properties were given expert advice on the safety of electrical appliances and common faults that may lead to a fire risk. Experts also carried out checks to ensure that householder's electrical appliances were safe.

The Parks Team have consulted with residents and park users as part of the Stage 1 Heritage Lottery Fund application. Regular consultation events and meetings during 2012/13 have taken place with residents and park users as part of the restoration works being carried out at Northumberland Park, Killingworth Lakeside and Wallsend Parks. Accessibility audits have been completed to support the regeneration and restoration of our main parks to ensure that our facilities are fit for purpose and accessible to all.

Whitley Bay Customer First Centre opened in April 2013, North Shields Customer First Centre in June 2013 and Wallsend Customer First Centre is nearing completion and is expected to be open to the public in February 2014. Accessibility audits were carried out during the planning process for all three facilities.

## 7.5 Equality Impact Assessments (EIAs) carried out in 2013

All seven of the EIAs relating to the former 'Cultural Services' section have been reviewed during 2013. EIAs have also been completed for:

- Draft Local Plan, updating previous EIA on Core Strategy and Area Action Plan documents for the Local Development Framework.
- Proposed restructuring of Environment and Leisure Services, focusing on the effects on employees.
- A review of Environmental Standards.
- Planned refurbishment of facilities at Tynemouth Crematorium.
- Summer events and activities at Tynemouth Station.
- Mouth of the Tyne Festival 2013.
- The tourism content on the council website, now on a bespoke online platform.
- Rolling review of libraries following opening of new facilities.
- North Tyneside 10k Road Race.
- Impact of removal of £18,000 from the Disability Sport budget.
- Impact of the removal of the £70,000 Widening Horizons for All budget.
- Revenue funding changes to Marden Bridge Sports Centre.
- Restructure of the management teams within indoor sport and leisure.
- Review of the Cultural Services Playsite Maintenance Team.
- Alternative management arrangements for Shiremoor Adventure Playground.
- Four Lane Ends and A188 junction improvements.
- Pilot Organisational Development Programme for Security Services and the development of a Procedural Manual for the Operation of Overt CCTV.

## 7.6 Improvements during 2013

<b>Actions identified in 2013 Annual Review</b>	<b>Progress</b>
<p>Gather more consistent equality monitoring data covering all protected characteristics across our service areas. This will be reviewed during 2013-14 in order to achieve consistency across service areas.</p>	<p>In progress.</p> <p>Sport and Leisure gather data via Easecard Application Forms and also via an annual user satisfaction survey using the corporate equality monitoring forms.</p> <p>Parks and Allotments – Parks carry out monthly park user surveys and use the corporate equality monitoring form to collect data. The Allotment Service carried out its biennial tenant satisfaction survey in August/September 2013 and corporate equality monitoring forms were sent out along with the surveys.</p> <p>Libraries collect equality data through library joining forms and also through Libraries, Community Centres and Tourist Information comments forms.</p>

	<p>Arts, Tourism and Heritage – equality questions have been included in the Visitor Survey, 10k Road Race Survey, TWAMs benchmarking survey, however the questions in the survey didn't cover all the protected characteristics.</p> <p>Agreement within the working group to use the corporate equality monitoring form to gather consistent data across each service area. A young persons/children's equality monitoring form was adapted as it was felt that some of the questions on the corporate template weren't appropriate for use with younger people. This form will be put on the intranet so that every council service has access to it.</p>
<p>Identify activities and interventions to proactively target the untapped adult and pensioner population. These have been included in marketing plans (completed December 2012) and will be reviewed on a quarterly basis.</p>	<p>In place, target activities specifically identified for adults and pensioners include swimming, swimming lessons and marketing sports pitches.</p>
<p>Use Sport England profiles and Active People Survey Data, as well as local research on the success of marketing campaigns, to help us to develop successful, targeted marketing plans that will increase participation.</p>	<p>Complete, each site has cross referenced their target populations with the customer profiles from the Sport England market segmentation tool. This information is being used to develop promotional methods which are best suited to tempt these users to use our facilities.</p>
<p>Undertake further comparison of service take up by BME residents with 2011 Census data, by autumn 2013.</p>	<p>Complete. Most recent data indicates the proportion of BME EASEcard holders is generally reflective of the population according to the 2011 Census. 4.2% of customers are from BME communities compared to 4.9% in the population. No further action required at this time.</p>
<p>Work with the Sports Development and Inclusion Team and public health colleagues to identify actions that help us respond to any barriers to access and Easocard take up experienced by residents, particularly those who are members of our BME community by autumn 2013.</p>	<p>Ongoing. Surveys have been issued to BME communities in the Whitley Bay area. Awaiting feedback. One barrier identified so far has been opening times of facilities.</p>
<p>Work with frontline staff to ensure information on BME customers is,</p>	<p>Complete</p>

<p>where possible, captured as part of all records. This includes raising the awareness of reception teams on the importance of collecting accurate data and increasing administration managers' accountability to ensure all records are included. In this way we plan to identify a reduction in the number of missing records by July 2013.</p>	
<p>During 2013 we will promote Easecards and library membership to users with a disability via existing partnerships, with for example Tynemouth Blind Welfare Society and Action for Blind People.</p>	<p>Ongoing. Indoor Sport and Leisure have been working with Sport North Tyneside disability sports officer to include EASEcard information on new inclusive sports programme brochure. Business development team also to promote EASEcard at programme of disabled clubs and events.</p>
<p>By autumn 2013 Sport and Leisure will have cross referenced data on sexual orientation, religion or belief, marriage and civil partnership status, and caring responsibilities with Census 2011 data.</p>	<p>Complete</p>
<p>In the Arts, work will be undertaken with SMG (our operating partner for the Playhouse Theatre in Whitley Bay) to collate demographic data for Playhouse users during 2013 and extend their datasets in relation to the protected characteristics.</p>	<p>Data collection work is underway in relation to customer satisfaction, but more progress required to provide detailed information relating to protected characteristics.</p>
<p>Consideration of the needs of people with protected characteristics will be incorporated in the new arts development strategy for 2013 onwards. 'Hard to hear' groups will be targeted in strategy consultation between March and June 2013.</p>	<p>The renewal of the Arts Development Strategy has been delayed until 2014.</p>
<p>Ongoing assessment of events and other activities across the year will be used to provide a fuller picture of the current park user demographic and action arising from this will inform future advertising and events. This will be followed up after the October 2013 evaluation.</p>	<p>The park user demographic is being collected as part of the park visitor survey which will be carried out throughout the year and results will be evaluated annually in October.</p>

<p>The 2013 Mouth of the Tyne Annual Visitor Survey will collect data on more protected characteristics.</p>	<p>Surveys were attempted using electronic tablets, however due to technical issues with the tablets the survey was abandoned. This will be reviewed for 2014.</p>
<p>Our 2013-14 Service Plan will include actions to ensure that equality monitoring is being carried out consistently across the service inline with the findings of our EIAs. This will be part of our Annual Review of EIAs and considered at regular management team meetings throughout 2013.</p>	<p>Complete</p> <p>Equality and Diversity Working Group for Cultural Services set up and meets monthly to review the action plan. Equality monitoring issues are discussed at meetings. EIAs have been reviewed biannually and issues raised if relevant.</p>
<p>We will identify relevant benchmarks for surveys undertaken for the Arts, Tourism and Heritage Service and report them in North Tyneside's 2014 Equality and Diversity Annual Review.</p>	<p>Further work to be undertaken with key partners to progress this area of work.</p>
<p>The Libraries Service introduced a Premier Libraries Card in October 2012. This involved asking customers to complete a new application form and provides an opportunity to collect equality data. Staff encourages customers to fill in all sections of the form and offer assistance if required.</p>	<p>Complete</p>
<p>The Parks and Allotment Service is analysing data from the new visitor survey for warden managed parks. This included equality questions and the data will be used to inform future service improvement. A similar approach will be taken by the allotments service.</p>	<p>The Parks Team have carried out visitor surveys including the corporate equality monitoring form each month using SNAP software on electronic tablets. Data collected between October 2012 and October 2013 is being analysed.</p> <p>The Allotments Team carried out a biennial tenant holder satisfaction survey by post and corporate equality monitoring forms were included. The results have been analysed and an evaluation report has been produced.</p>

<p>The ability to share data across databases used by the Council is being discussed corporately at a senior level. We are contributing to these discussions and making recommendations on behalf of our services.</p>	<p>The issue of sharing data across databases is a corporate issue and at present there has been no progress against this action.</p>
<p>All Equality Impact Assessment (EIA) actions are identified as part of the service's annual service plan, which is monitored and reviewed on a quarterly basis at service level and also by the Directorate Management Team.</p>	<p>In Progress</p> <p>EIAs reviewed biannually and issues raised where necessary discussed at monthly Cultural Services Equality and Diversity Working Group Meetings and also quarterly at Community Services DMT meetings by Steve Bishop.</p>
<p>We are still unclear as to the satisfaction levels with the Planning Service amongst minority groups, eg young people and those from BME groups. This will be a targeted exercise in the 2013 Planning Satisfaction Survey and we will review the methods and equality questions that will be asked in summer 2013. We will carry out ongoing work with young people as part of this survey, with a new focus on targeting schools, youth forums, etc; and examining different media forms to encourage wider participation.</p>	<p>Satisfaction Survey completed.</p>
<p>Due to changes in legislation, it is necessary to review and update the <a href="#">Statement of Community Involvement</a> by summer 2013.</p>	<p>Responding to changes in legislation, public engagement on a review of the <a href="#">Statement of Community Involvement</a> (SCI), that sets out the Council's approach to engagement on development plan production and planning applications, took place over July and August 2013. The revised SCI was approved by Cabinet in September and became the Adopted SCI in September 2013. The revised SCI together with a Report of Consultation is now available.</p>
<p>Our Road Safety Review, planned as part of our annual accident reporting cycle, will analyse the data by age group to devise measures to address issues within the vulnerable road user groups, by April 2013.</p>	<p>The Road Safety Review is nearing completion and will go to Cabinet in the last quarter of 2013/4. It analyses the data by age group to devise measures to address issues within the vulnerable road user groups.</p>

- The introduction of a corporate equality monitoring form for children and young people, which has been rolled out across Environment and Leisure and is now available council wide via the intranet.
- Sport North Tyneside has developed a comprehensive programme of disability sports sessions across leisure and community venues including trampolining, multi sports and swimming. The team were awarded £203,509 over 3 years to develop this along side programmes in athletics, archery, boccia and sailing for the 14+ disabled population in North Tyneside. There have been over 8000 visits to Sport North Tyneside activities in 2013 and over 50 coaches have been trained in inclusive sports coaching.
- For the first year the Parks Service has gathered equality data on their service users using the corporate equality monitoring forms as part of satisfaction surveys.
- Sport North Tyneside has developed a programme to target 16 – 25 year old women. The 'Us Girls' project was developed in partnership with public health, education and youth services and was launched in December 2013. The project is a weekly activity programme focussing not just on physical activity but healthy eating and health and well being.

### **7.7 Information gaps**

- There have been resource issues around collating, processing and analysing the equality data collected, particularly in relation to Playsites. This has been put forward as an action to follow up next year to look at identifying a central resource to take responsibility for data on behalf of services across Environment and Leisure.
- We currently do not collect information on equality characteristics of people using the assisted bin collection service. As the new Customer Relationship Management (CRM) system develops, this may allow equality characteristic data to be gathered.

### **7.8 Issues**

- Application forms for the new Library Premier Easocard included equality questions on the form, however for data protection reasons equality data should be kept separate from personal data in order to keep equality data anonymous. The format of application forms are to be revised and a separate corporate equality form to be completed and kept separate from personal data.
- We need to ensure those who undertake surveys on behalf of the service include the relevant equality monitoring questions on all protected characteristics using the corporate equality monitoring forms (Adults or Young People/Children's) on the council's intranet.
- The Parks and Allotments Team have had training issues around exporting data from SNAP into a spreadsheet for analysis. The initial intention had been to analyse data quarterly, however the decision has been made to analyse data annually each October.

## 7.9 Actions for 2014

- A new Environment and Leisure Equality Working Group will be established in Spring 2014 ensuring that all service areas within the new Environment and Leisure grouping are represented.
- Each service area within Environment and Leisure is to ensure that for consistency purposes they use the corporate equality monitoring forms on the council's intranet to collect equality data.
- Our Business Support Service will collate the data from all equality monitoring forms across Environment and Leisure. This would ensure consistency in data analysis and would mean there was only one contact point to obtain up to date equality information. Analysis could be completed on a service by service basis or as a whole. Furthermore, if the service holds comparative data about the population it could identify particular strengths in targeting, but also particular 'hot spots' where there may be a gap in provision. The data could also be used to identify trends over time.
- The identified central resource should also hold a central record of Equality Impact Assessments carried out within Environment and Leisure following the council's Equality Impact Assessment System being taken 'off line' post October 2013.
- Highway maintenance has carried out large scale postcard surveys to customers and will analyse these results and prepare actions for 2014.
- Libraries, community centres and tourist information are developing a number of customer engagement surveys for 2014 which incorporate the corporate equality monitoring forms to collect equality data.
- New library joining forms are to be implemented and consistent equality data is to be collected using the corporate equality monitoring forms.
- In December 2013 a face to face survey covering four geographical areas of the borough was conducted to establish residents' attitudes to waste minimisation and current recycling behaviour prior to the North Tyneside Waste Awareness Campaign. The data collated will provide a benchmark that will be used to evaluate the outcomes from the campaign on an annual basis.
- North Tyneside Strategic Partnership's (NTSP) Green Theme Group is delivering a six-month project which began in November and is targeting fifty 16-23 year old students. This is a community pilot in home energy management and carbon reduction training, with national charity National Energy Action (NEA), addressing young people's concern about rising household energy costs.

## 8. Adult Social Care

### 8.1 Introduction

Adult Social Care is responsible for meeting the eligible social care needs of adults and their carers aged over 18 in North Tyneside. The service includes:

- Information and signposting to help people to access the right support from any organisation in North Tyneside, or across the UK.
- Providing trained staff to work with people to determine their social care needs.
- Directly providing or purchasing a wide range of social care services to meet needs.
- Enabling people who prefer to make their own support arrangements to do so by offering Direct Payments and Personal Budgets.
- Providing a safeguarding service to prevent where possible, or respond to allegations of, abuse and/or neglect of those at risk

In April 2013, Adult Social Care took on the implementation of Local Welfare Provision. This is the local service developed to replace the abolished Social Fund (Crisis Loans and Community Care Grants) that had originally been administered by the Department for Work and Pensions. The service also absorbed the work determining the most appropriate types of supported accommodation for those people in need of additional support to maintain a tenancy and began work to look at developing an approach to supporting those individuals who are chronically excluded.

Services may be provided directly by North Tyneside Council, through health service organisations, or by independent and voluntary agencies.

There has been a huge amount of change in the policy that governs Adult Social Care over the last 18–24 months and further change is imminent. The Care Bill proposes many changes - considering how health and social care services better integrate to improve outcomes for customers, having a national eligibility criteria which might be more generous than that currently provided by councils, improving services for people who have a caring role, improving the quality of services nationally following the investigation into poor standards at Mid-Staffordshire Hospital and considering how social care is funded in the future, with a range of proposals around deferred payments and payment caps being currently debated. The Bill also proposes a statutory framework for adult safeguarding similar to in Children's Services.

Implementing any changes will require a fundamental review of how services are provided, and will also require a shift in the relationship between services, communities and individuals; with an increased emphasis on community resilience and individuals taking responsibility for their own health and wellbeing.

All of these changes will require scrutiny of the impact of delivery on a wide range of citizens, including those with protected characteristics.

The changes to the welfare benefits system are impacting on residents within North Tyneside. In the first eight months of operation, over 1,500 people have contacted the Local Welfare Provision service seeking financial support.

The service provides advice, information and signposting to all those who make contact and provide immediate practical assistance to people who demonstrate a level of vulnerability. The support provided includes helping people to have sanctions against benefit payment overturned.

Our most recent information suggests that 5% of customers approach us because they are in financial difficulty due to benefits being sanctioned. Discussion with other services in the council suggests that other aspects of the reform of the welfare benefits system is impacting on people. For example, we are seeing customers of Adult Social Care who are in rent arrears because of the under-occupancy rules that have been introduced.

## **8.2 What we know about our service users**

Adult Social Care monitors those people approaching for and subsequently receiving services in North Tyneside. We can therefore identify whether our [customer profile](#) matches the demographic profile of the borough. Gender, age, race, religious belief and issues around disability are routinely gathered when people initially contact the service. Our customer profile is monitored on a quarterly basis, as is information gleaned from any compliments or complaints.

We know that the greatest number of service users are over 65 years of age and in this age group we have more female customers than male. Analysis of this data over time has allowed us to see that the age profile of our customer base is increasing, as is the number of people with dementia. This matches the national picture.

Of this cohort of people, 0.8% of the population are from a black and minority ethnic (BME) background. Similarly, 0.8% of our customer base is from a BME background. This supports the notion that people from BME backgrounds are able to access social care services without barriers. This indicator reflects that more people from ethnic minority backgrounds are accessing services than in previous years.

In addition, we can see that individuals with a learning disability are living longer and are experiencing the frailties and illnesses that accompany the ageing process. This data allows us to understand where resources need to be targeted.

## **8.3 Equality Impact Assessments (EIAs) carried out in 2013**

- Redesign housing related support
- Changes to Adaptations and Loan Equipment Service
- Maximum Spend Framework
- Adult Social Care Operating Model
- Reablement integration
- Pre paid cards
- Learning Disability User Forum Contract

- Staffing structure
- Joining up reablement Learning Disabilities/Mental Health
- Adult Social Care staffing restructure

#### 8.4 Improvements during 2013

Actions identified in 2013 Annual Review	Progress
During 2013 we will work with the Engagement Team to engage with ethnic minority communities, to try to identify what adult safeguarding means for them. This will help inform future strategies in relation to safeguarding priorities and how we communicate.	We understand that our largest minority groups are Asian and white non-British. A member of the safeguarding team links into a meeting for professionals working with BME groups and has also visited a drop in session for BME groups.
Over 2013 we plan to develop a range of metrics that will allow us to monitor the outcomes achieved by providing support to people.	Performance in relation to user reporting and indicators in relation to the Adult Social Care Outcomes framework place the service as highest performing in comparison with the rest of the North East region.
We will re-base our targets around detailed population data once available from the Census 2011.	This work has commenced. Current monitoring suggests that people with protected characteristics are not facing barriers in relation to accessing services.
We will improve how we monitor gender reassignment and sexual orientation characteristics, to ensure the needs of these groups are fully supported when accessing our services.	We have agreed that it is not appropriate to measure these characteristics at the point of the customer making contact. Professionals will ask these questions through the assessment process if it is appropriate.

We continue to encourage people to be more involved in their assessment and assessments now allocate points to an individual depending on their level of need. These points then translate to a pot of money that the individual can work with to plan how their needs are met. This enables services to be tailored to each person's individual requirements and allows an individual to build a service around them – rather than fit into what is already there.

This approach promotes the option of people selecting ways of meeting their needs that fits with all of their belief systems and needs in relation to all protected characteristics.

We have worked hard to develop a common price point for calculating the pot of money allocated to a person to meet their needs, with a mechanism in place to cope with the situation where the allocation may be insufficient to meet need. This ensures that

resources are allocated according to individual need and not based on differing client groups.

We have developed a support planning cafe that enables people to drop in to a non-social work based environment to discuss and agree different ways of meeting their needs using their personal budgets. This has resulted in us being able to demonstrate that the support that is provided to people can actually transform their lives.

Our first point of contact, known as 'Gateway', was strengthened again in April 2013 with the addition of Local Welfare Provision and supported housing. This has enabled a more robust approach to assessment and risk assessment and starts to enhance the skills available to meet the needs of all clients, particularly those people with complex needs who may disengage from support or be chronically excluded from services.

'My Care' - the adult services website which provides people with the information that they need to become more self sufficient and which links to a new service directory has continued to develop across the year. The information can be accessed at: [www.northynteside.gov.uk/mycare](http://www.northynteside.gov.uk/mycare)

We understand that for some of our customers, website-based contact is not the most appropriate way of accessing our help – but we have aimed to address this with our strengthened Gateway team.

We have worked with neighbouring authorities via the North East Association of Directors of Adult Social Services to develop a DVD for the Deaf and hard of hearing community, explaining what adult safeguarding is and how the process works to help protect those at risk.

SIGN North Tyneside is a free and impartial network of independent community and voluntary organisations that will support the website roll out by providing access to the information on the website.

Our second Local Account was published in summer 2013. This provides a description of what we have provided, and how, and gives examples of the impact this has had on citizens of North Tyneside. This will include how we have ensured that people with protected characteristics have been able to access services to improve their quality of life. The Local Account can be accessed using this link: [http://www.northynteside.gov.uk/browse.shtml?p\\_subjectCategory=1488](http://www.northynteside.gov.uk/browse.shtml?p_subjectCategory=1488)

There is an expectation that the service refreshes this document annually.

## **8.5 Issues**

- Information around gender reassignment and sexual orientation is not captured routinely when an individual initially contacts the service. It may be more appropriate not to capture this at the point of initial contact, but rather through the more involved assessment process. However, this approach risks missing the gathering of some data.

- We need to work with our commissioners to ensure that there is a range of services available for people to purchase with their personal budgets. Evidence suggests that the market is not able to currently support people with very complex needs with learning disabilities.
- The work published around abuse of learning disabled adults in Winterbourne View has influenced our work and we understand the number of learning-disabled adults who are currently accommodated in hospital settings. We are working to ensure that there are appropriate discharge plans for these people, to be implemented in a timely way once people are medically fit. This includes commissioning appropriate accommodation as well as support services.
- We know that there is a cohort of people with diverse needs who do not meet the criteria for standard services yet who are vulnerable, may disengage from support and continue to be at risk. This cohort might include individuals subjected to cumulative discrimination, for example people from minority communities who are struggling with stigmatising conditions such as drug and alcohol dependency or mental illness.

## **8.6 Actions for 2014**

- We will strengthen our approach to chronically excluded individuals by piloting a pathway for support and developing a vulnerable adults panel to take a multi-disciplinary approach to planning support.
- We will further develop the access points into support and service by bringing together a single entry point for children, young people and adults.
- We will consider how social care and health services better integrate to the benefit of individual customers including when services can be accessed by the public.
- We will work with partners to enable the better sharing of information to enhance support provided, while still maintaining our duties to handle information in a safe and careful way, taking in to account the review of information sharing conducted by Dame Fiona Caldicott.
- We will work with the market to strengthen services and accommodation offers for people with learning disabilities to facilitate their discharge from longer stay hospital.

## 9. Public Health

### 9.1 Introduction

Under the Health and Social Care Act 2012, key public health functions were returned to local government on 1 April 2013. The local authority now has public health responsibilities for health improvement and public health commissioning.

The Public Health team has an overall responsibility for improving and protecting the health of the local population; and addressing health inequalities to reduce the difference in life expectancy between the most deprived and least deprived areas of the borough. The team also commissions a range of public health and health improvement services.

They aim to achieve this by working at the centre of borough-wide planning for improved health, reduced health inequalities and the better integration of health and social care. This is achieved through evidence-based commissioning, cost effective delivery and responsive service development. To make this real, equality needs to be consistently promoted throughout all commissioned services.

What services do the Public Health commission?

- Mandatory Public Health services, sexual health, cardiovascular disease health checks, National Child Measurement Programme (NCMP).
- Discretionary Public Health services, in response to local need, stop smoking, physical activity, nutrition, drugs and alcohol, weight management, healthy schools, tobacco control, oral health promotion.
- Responsibility for establishing health and wellbeing.

Key Policies:

- [North Tyneside JSNA 2013](#)
- [Health and Wellbeing Strategy 2013 - 23](#)

### 9.2 What we know about our service users

Residents of North Tyneside are typically quite positive about their standard of health. The council's wellbeing index score is 24.6, which is one of the better scores among Tyne and Wear councils which range from 7-35 (source 2012 Residents Survey). This is an important finding, since attitudes to the local area vary based on the quality of people's health.

Seven in ten residents are positive about their health (69%) with just seven percent saying their health is bad. These findings are in line with the council's consortium average.

Quality of health also plays a role in resident perceptions. Those in poor health are less likely to use a number of council facilities and are more likely to be dissatisfied with their local area (24% compared to 16% overall). They are also more likely to have been affected by the current economic climate.

(Source: Residents' Survey 2012)

### **9.3 Satisfaction**

Customer feedback is integral to understanding services users' needs and effectively commissioning services that meet those needs. All contracts now specify that ongoing user feedback should be obtained by commissioning leads/Public Health Officers in preparation for monitoring.

The Public Health department recognises that it is important to deal with complaints in an efficient timely manner, acting in accordance with North Tyneside Council policies. No complaints were logged during 2013.

### **9.4 Consultation**

North Tyneside has a long history of engaging with patients and the public in relation to health and social care. This engagement has largely been carried out between the council and the Primary Care Trust. More recently, plans are being developed to join up engagement processes and understanding so that there is shared intelligence around service user and public views.

An Engagement and Communication Board has been established, with membership across the health and social care economy. The purpose moving forward – for all agencies involved – is to maintain shared understanding of patient and public views and to take these views into account in the commissioning process.

A Health and Wellbeing Forum was established to elicit the views of specific groups of service users. It has also been acknowledged that the role for the emerging Local Health Watch may also change this framework and the local Health Watch Transition Group should lead on driving this forward.

Continuing engagement of local residents and ongoing consultation with service user groups helps to ensure that we have up to date and relevant information with regard to our existing priorities and also unmet needs and local assets. This work will support and feed into our Joint Strategic Needs Assessment (JSNA) and the continuing development of our Health and Wellbeing Strategy.

The establishment of a local Health Watch in 2013 was an important milestone in the development of patient and public involvement in health and social care. A key priority here will be making information about health and social care more accessible (especially relevant for older people and vulnerable groups).

We will work with our local Health Watch to develop stronger public and patient involvement in the JSNA process. We will also continue to look at ways to strengthen the involvement of voluntary and community sector organisations in the JSNA.

We are engaging with service users and local people in relation to a wide range of issues on an ongoing basis. We value this input and use these views to shape or reshape services and new developments.

The following groups have been involved in the consultation for the development of the Health and Wellbeing Strategy:

- Age UK
- Balliol Youth and Community Centre Longbenton
- Burradon and Camperdown Community Forum
- Carers Centre
- Cedarwood Project, Meadowell
- Community and voluntary sector organisations, via a 'Working With' Event
- East Howdon Community Centre
- LINK members
- Homeless people, via Health Needs Survey 2012
- Meadows
- North Tyneside Disability Forum
- North Tyneside Homes' tenants
- North Tyneside Network of Young Disabled People
- Phoenix Detached Youth Project, Chirton
- Shiremoor Credit Union
- YMCA

We have also collated the results of a number of residents and service users surveys including:

- Residents' Survey 2012
- Age UK Older People's Survey 2012
- LINK Health and Wellbeing Survey 2012
- Young People's Health and Wellbeing Schools Survey 2012
- YMCA Health Champions Survey 2012
- Homeless Health Needs Audit Survey 2012
- Sheltered Homes Health Needs Research 2012
- Learning Disability Health Self Assessment 2012
- Community Health Care Forum Adult Social Care Survey 2012
- Carers Strategy Consultation 2012
- Clinical Commissioning Group engagement 2012

Responsibility for Public Health transferred to the local authority during 2013 and all commissioned services have been reviewed to meet local authority requirements.

The drug and alcohol service was the first service to be procured according to local authority requirements. The service had been commissioned through a combination of historical contracts. The tendering process gave commissioners an opportunity to assess need in the borough, examine any gaps in provision and develop a recovery and reintegration service model as directed by the government's Drug Strategy 2010.

Service users, carers and stakeholders were consulted on the service redesign in a number of ways – paper-based questionnaires, focus groups and interactive workshops took place in various locations in the borough, ensuring they were easily accessible to all

groups. Feedback was compiled and a consultation report was produced. Information was fed back to service users and the content of the report was used by commissioners to inform the design of the new service model.

An Equality Impact Assessment (EIA) was completed and this gave commissioners a better understanding of the needs of the client group. The consultation gave service users the opportunity to use their expertise to shape their services.

Completion of the EIA gave an understanding of potential gaps in knowledge and gave an understanding of why it is important to collect equalities data.

The new drug and alcohol service will be in place by April 2014 and a transition plan has been developed for service users. This will ensure the transition into the new service is as smooth as possible.

Service users will continue to be informed and kept up to date with the changes via news boards. They will have an opportunity have any questions answered at service transition focus groups.

## **9.5 Improvements during 2013**

- The review of all Public Health contracts gave commissioners an opportunity to look at any gaps in provision and take a fresh look at the needs of residents.
- The Public Health team have undergone a procurement exercise for a new integrated drug and alcohol treatment and support service, which gave residents the opportunity to shape their services.
- Residents/service users have been given the opportunity to shape local service provision.
- The drug and alcohol commissioning lead has created a learning log, which gives a great deal of insight into procuring Public Health services.
- The Public Health team purchased the licence for PharmOutcomes, which gives an insight into pharmacy services and customers. Equality data collection will be added later in the year.
- 2013 saw the introduction of a Public Health Campaign Calendar, campaigns were targeted appropriate to need – i.e. the national COPD -Constructive Obstructive Pulmonary Disease ‘love your lungs’ campaign was targeted at age 50+. Specialised nurses went into community venues to offer lung function tests. This was widely advertised and 682 residents accessed the testing, 2,148 informational packs were given out and 107 residents were referred to their GP.

## **9.6 Information gaps**

Public Health will need to do a baseline assessment regarding equalities data as this information has not yet been collated.

## **9.7 Issues**

Public Health was transferred into the local authority during 2013 and some information has not yet been collated. An equality audit will take place within the Public Health team to highlight any gaps and give a better understanding of equalities.

The Equality Impact Assessment work also links to health equity audit which has been in use for some time in the NHS to systematically review inequalities in the causes of ill health, and access to effective services and their outcomes, for a defined population. They ensure that further action is agreed and incorporated into policy, plans and practice.

Finally, actions taken are reviewed to assess whether inequalities have been reduced. It is the intention to carry out a health equity audit during 2014 in relation to the delivery of the NHS Health Checks Programme.

## **9.8 Actions for 2014**

- Explore the use of data segmentation tools to give a better understanding of our service users.
- Conduct an audit of commissioned services to gain an understanding of how effectively equalities data is collected.
- Develop an equalities data set.
- Ensure Public Health services are monitored for equality and diversity as specified in all contracts, and review timescales for this.
- Ensure that all services being procured, or are currently commissioned, have completed an EIA.

## 10. Children, Young People and Learning (CYPL)

### 10.1 Introduction

Children, Young People and Learning supports children, young people and adults to access learning opportunities, realise their potential and develop the skills to succeed in life.

It works to ensure the fair and equitable access to children's services across the borough. Children, Young People and Learning services also deliver the council's responsibilities for safeguarding and caring for the most vulnerable children and young people in the borough.

The service delivers the council's responsibilities around:

- Schools
- Safeguarding children
- Early Years and School Improvement
- Parent and family support
- Fostering and Adoption services
- Looked After Children (LAC) including those in foster placements, residential care and those receiving support from the Leaving Care team
- Disability and additional needs
- Adult Learning
- Children's Centres
- Alternative Education Programme
- Connexions

Children, Young People and Learning services also lead the council's work with partner agencies to improve outcomes for children and young people. Effective partnership arrangements are well established and include:

- Children, Young People and Learning Partnership Board
- Local Safeguarding Children Board
- Area Children's Strategy Groups
- Children and Young People's Provision Group.

The service has delivered significant improvements to the lives of vulnerable children and young people. For example:

- Children in the council's care are amongst the top performing nationally for the percentage achieving five GCSEs at grades A\*-C including English and Maths.
- Every care leaver enters suitable accommodation.
- The proportion of 16-18 year olds not engaged in employment, education or training (NEET) is at its lowest ever level and is better than the national average.
- We are amongst the top performing authorities for the proportion of care leavers who are engaged in education, employment or training.
- Ofsted inspection results show that North Tyneside's services for children and young people are amongst the best in the country.

Equality and diversity are embedded within Ofsted's children's services inspection framework. North Tyneside consistently achieves good outcomes and equality and diversity issues have not been raised as an area for improvement in any setting.

Children's services face a future of increased demand, reduced funding and population change. This will require a transformation in the way services are delivered.

The refocusing of Children, Young People and Learning's services to meet these challenges is at an advanced stage. Services will concentrate on delivering statutory duties, supporting the most vulnerable, and providing early intervention and preventive support. We are also increasingly integrating services with our partners and working more closely with children, families and local communities.

Our aim is to address the underlying causes of vulnerability and disadvantage, in order to reduce the number of children, young people and families reaching crisis point.

## **10.2 What we know about our service users**

The January 2013 school census gives ethnicity information for 98% of the school population. This shows the school population broadly in line with the borough profile:

- 93% are White British
- The remaining 7% is made up of 31% Asian, 27% Mixed and 22% White-other, with smaller proportions coming from Black, Chinese or other ethnic groups
- 49% are female, 51% male

The census also collects information on special educational needs and first language. The census does not record information on pregnancy and maternity, gender reassessment and sexual orientation, as this is not appropriate for the age group.

Demographic information collected by the social care information system includes gender and ethnicity. The age and gender profile of groups such as looked after children, children in need, and children subject to a child protection plan are regularly reviewed and this information assists in the planning of services.

The current looked after population comprises:

- 59% males, 41% females
- 93% White British
- 54% are aged 10 or above

Our nationally recognised participation and engagement service offers children and young people a variety of opportunities to shape decision-making in the borough including a Young Mayor, Youth Council and Young Disabled Person's Network. This ensures the council listens to, and acts upon, the views of children and young people when taking decisions that affect their lives and communities.

Consultation and engagement with children and young people over the past year has identified five priority themes:

1. The Police and Safety
  - Children and young people's relationship with the Police.
  - The majority of young people don't feel safe after dark.
2. Health and Wellbeing
  - Health and happiness are strongly linked.
  - Locality is seen as factor in determining children's health, risk taking and aspirations.
  - Risk taking behaviours start early amongst a minority of children and young people.
3. Mental Health
  - Children and young people want to be better informed about mental health issues.
4. Communication
  - Children and young people want to receive information electronically.
5. Aspiration
  - Young people are concerned about the impact of the economic crisis upon their future.
  - Young people want better advice and guidance on careers.

Allen Oghene, North Tyneside's Young Mayor, was elected in 2013. His manifesto includes a pledge to help those experiencing bullying, improve club and school facilities for teenagers, and to campaign towards more affordable public transport for young people aged 11-19.

### **10.3 Satisfaction**

Children social care services recorded 37 complaints in 2012/13. There were a total of 20 corporate complaints relating to children's services during the same period.

### **10.4 Equality Impact Assessments (EIAs) carried out in 2013**

- Save a Baby's Life courses
- Baby massage services
- Introduction of resource fees on programmes for adults with learning difficulties and disabilities
- CYPL Budget
- CYPL Restructure

## 10.5 Improvements during 2013

Actions and issues identified in 2013 Annual Review	Progress
Data relating to service user feedback in Youth Offending and Preventative Services is currently being collated following the introduction of new feedback methods and a new feedback questionnaire.	<b>On Track</b> , The Children, Young People and Learning Quality Manager and the Participation and Engagement Manager are undertaking a review of the feedback methodology following a mid year review.
Produce the Young Person's Survey in alternative formats for young people with disabilities.	<b>On hold</b> , This survey was not undertaken in 2013, there are plans for the survey to be undertaken in 2014. This will follow advice regarding the formats available to promote engagement from children with disabilities from the disability and additional needs service.
The development of a Disability and Additional Needs Service Strategy report to a new Disability and Additional Needs Board, which is a multi-agency board developing services for children and young people with disabilities and their families.	<b>Complete</b> , The Disability and Additional Needs Service has provided information regarding the services to children and young people with disabilities and their families in the form of a directory of services. Detailed information for customers regarding all services for children and young people with disabilities is available at the following <a href="#">link</a>
Ensure schools have appropriate advice and support to publish their own equality data, by April 2013.	<b>Complete</b> , Human Resources and School Improvement Services ensured that schools were supplied with the advice required to publish their own data.

- The Local Safeguarding Children Board developed a conference in 2013 specifically focussed on the needs of disabled young people. Over 120 people from partner organisations attended this training. The LSCB also has training about how to respond to allegations of abuse from young people with a disability and about keeping them safe from abuse, the session has excellent feedback and over 70 people have accessed this training in 2013. In the past year 2,100 school-based staff were briefed about keeping children with a disability safe from abuse.
- The LSCB and partners have developed training for young people and relationship abuse, this training is being extended across the schools in North Tyneside.
- The LSCB worked with partners to brief 600 people in how to respond to sexual exploitation.
- School improvement support has been reviewed and is now particularly refocused on reducing the attainment gap between vulnerable learners and their peers.

- The new Early Help Assessment incorporates equalities information (gender, ethnicity, religion and disabilities).
- The LSCB has well established training courses for all professionals on forced marriage, female genital mutilation, honour crimes, spirit possession, asylum seeking, sexual exploitation and domestic violence. Over 275 people accessed this training in 2013.
- The launch of the Supporting Families programme is helping to integrate services around the needs of households with multiple and complex needs.
- A specialist Crisis Intervention Team is helping families facing imminent breakdown. Parents and carers are supported to navigate the immediate crisis, strengthen their capacity to provide appropriate care and manage challenging behaviours.
- The establishment a new 'Single Front Door' service ensures families receive the right support at the earliest opportunity.
- Children's Centre provision has been redesigned to strengthen early intervention services for vulnerable families. Parents are able to access assistance in supporting their children's social, emotional and physical wellbeing. Targeted support will also help vulnerable parents and carers to ensure their child is ready to succeed at school.
- A series of events have brought stakeholders and families together to shape the new Disability and Additional Needs Service, including two planning events and a conference led by North Tyneside Parent Carer Forum.
- The remit of the Virtual Head Teacher has been extended to incorporate priority groups.
- An Emotional Wellbeing Programme has been rolled out across schools.

## **10.6 Issues**

Demand for specialist support services has increased significantly in recent years with the North East region having the highest numbers of Looked after Children and Children subject to a Child Protection Plan across the country. North Tyneside has also experienced higher levels of demand for specialist services. Welfare reform and low economic growth are expected to intensify and prolong demand for high level services. The long term pressures on budgets mean that high levels of demand will place significant pressure on services. It is important that we work with partners to address the underlying causes of disadvantage and vulnerability, through early intervention and preventative support.

The integration of services for children and young people with disabilities and additional needs is a priority. A new service will be established to address the duties set out in forthcoming legislation, the revised funding system and families' dissatisfaction with the existing system.

The gap in attainment between vulnerable learners and their peers remains significant, although there are some excellent examples of where schools have tackled this challenge successfully. The introduction of the Pupil Premium has provided schools with additional resources to address the gap in attainment between more disadvantaged pupils and their peers. We will support schools to accelerate the reduction in the achievement gap between vulnerable learners and their peers.

### **10.7 Actions for 2014**

- The review of the Joint Front Door Service will consider how the service is ensuring equality of access to services, by December 2014.
- Develop a Local Offer of Services for children and young people with special educational needs, by September 2015.
- Implement Special Educational Needs and Disabilities (SEND) reforms, by September 2015.
- The 2014/15 service review, which will focus on improving outcomes for vulnerable children and young people and removing barriers to achievement, will consider how to close the achievement and related gaps between vulnerable groups and their peers, by December 2014.

## 11. Finance and Commercial Services

### 11.1 Introduction

Finance and Commercial Services encompasses a number of service areas, including two key front line delivery services in the Revenue and Benefits Service and Customer Services.

Services are also provided by Finance Services and the Commercial Services Team. Key aspects of service delivery include:

- Customer Contact Telephone Centre.
- Four Customer Services Centres at locations across all main areas of the borough, providing advice, information and payment facilities.
- Council Tax services to all 95,000 households in North Tyneside.
- Business Rates service to the 5,400 businesses in North Tyneside.
- Extensive financial inclusion work to offer residents and businesses support and assistance.

In November 2012, North Tyneside Council entered into partnership with Balfour Beatty Living Places to deliver a number of its services. Throughout 2013, all the services working in partnership with Balfour Beatty have been sharing expertise in a number of areas; this has included the experience of a private sector organisation in delivering on equality and diversity, issues. (Balfour Beatty has since become part of Cofely GDF Suez.)

We also have our **Customer Access Strategy**, which was developed to ensure customers are able to access services as easily as possible, and in a way that meets their needs.

Accessible computers within our Customer Service Centres and libraries provide free-to-use software to enable access to the internet and scanned documents for those who are blind or visually impaired.

Home visits are available in special circumstances by request and we also provide an in-car service, where a Customer Service Advisor will leave the office to deal with a customer unable to leave their car.

Two new Customer First Centres opened in 2013, in Whitley Bay and North Shields. Both offer state-of-the-art facilities for residents with a disability.

### 11.2 What we know about our service users

Within the Revenue and Benefits Service, we have information on the adult household occupants of every one of our 95,000 domestic properties. This information is primarily used for Council Tax purposes, but can be shared with other service areas within data protection guidelines. As we touch on every household, the database is an effective communication aid with up to date accurate information.

The Benefits Service holds greater detail on every household occupant, including children, for the 23,000 residents who claim Housing or Council Tax Benefit. We know age, gender, disability, race, marriage or civil partnership arrangements and maternity status.

This information is used effectively to work with partners to ensure all our claimants get all the Welfare Benefits they are entitled to.

Within Customer Services we carry out equality and diversity surveys and record information on the Customer Relationship Management system (CRM). This system needs further development to ensure data is captured across all council services.

### 11.3 Satisfaction

Satisfaction surveys are conducted on a continual basis across our Customer Service sites and are a key performance indicator, with the results shared at the highest level within the council.

Our target levels are to ensure customer satisfaction levels of ‘good’ or ‘excellent’ do not fall below 90%. Satisfaction levels as at November 2013 were 96%.

### 11.4 Equality Impact Assessments (EIAs) carried out in 2013

- Discretionary Housing Payments
- In preparation for Welfare Reform Changes in 2013, the service was a contributor to an EIA in October 2012

### 11.5 Improvements during 2013

<b>Actions and issues identified in 2013 Annual Review</b>	<b>Progress</b>
Deliver customer care training, ‘Through the Customer’s Eyes’, to all front line staff within Customer Services	Complete
Implement equality monitoring and coaching for all staff across our services.	Complete
Identify how we might better utilise our Customer Relationship Management system (CRM) to gather profiling data with our partner.	All contacts through the Telephone Contact Centre and Customer First Centres are now recorded, to improve customer profiling and delivery of services.

<p>Consider recording equality information into any automated telephony systems that are planned to be introduced in 2013.</p> <p>Seek clarity on how information captured will be used in and determine with Senior Leadership Team whether this information is considered a priority.</p>	<p>Automated telephony was introduced in July 2013. Having given detailed consideration around using this to capture and store equality monitoring data, it was deemed that this could not be practically maintained. Therefore, service areas will continue with their own profiling processes.</p>
<p>Achieve a Customer Service Excellence Award, understanding the element of equality and diversity which may contribute to the award.</p>	<p>Work towards achieving the Customer Service Excellence Award has commenced and it is hoped this will be achieved in 2014.</p>

The Welfare Reform changes that were introduced through changes in legislation began in April 2012, with most changes coming in to force in April 2013.

Our **Financial Inclusion Strategy** is a key policy, developed in conjunction with many partners and stakeholders, including the Citizens Advice Bureau, Age UK, Credit Unions, North Tyneside Disability Forum and Working Homes Outreach Teams.

It brings together avenues of support and assistance to help residents with information on entitlement to all welfare benefits, provides debt management assistance and works with all partner groups to help residents in whichever way possible. Specific emphasis has been placed on our vulnerable residents, for example those with a disability.

Also, we introduced our Council Tax Support Scheme in April 2013, which protects the support provided to residents with disabilities and families with children.

## 11.6 Actions for 2014

- Carry out equality monitoring on satisfaction surveys, to understand whether satisfaction levels are the same across customers with different protected characteristics.
- The Local Support Services Framework (LSSF) will be assessed through consultation exercises being carried out from January 2014, to see if they are meeting residents' needs. Any over capacity or gaps in provision in each area of North Tyneside will be addressed.
- A further new Customer First Centre in Wallsend is due to open early in 2014, meaning that we offer excellent facilities for customers in all four geographical areas of the borough.
- In early 2014 the council will be delivering improvements in technology around SMS messaging, following a request from our hard of hearing residents' group.

## 12. Strategic Services

### 12.1 Introduction

Strategic Services brings together several core functions which provide central support and guidance to services across the Council:

- Communications
- Community Safety
- Engagement
- Equalities
- Office of the Elected Mayor
- Partnerships
- Performance
- Policy
- Research
- Voluntary sector liaison and external funding

Some of the work within Strategic Services is internally focussed, whereas others have direct relationships with residents and local organisations.

The [Our North Tyneside Plan](#) identifies the priorities for the borough over the next four years. It will be delivered through a partnership between the Council, local people, communities, businesses, and local voluntary and public sector organisations.

Our Community Safety team coordinates and supports the Safer North Tyneside Partnership, the key aims of which are set out in the [Safer North Tyneside Strategy 2011-2014](#).

Our [Engagement Strategy](#) aims to ensure local people and organisations can influence decisions that affect their lives, helping the Council and its partners understand the needs and issues of local communities.

### 12.2 What we know about our service users

The **Engagement Team** has responsibility for supporting community engagement across the Council and working with partners to co-ordinate engagement in the borough. It also leads the Council's corporate equalities work and supports service areas to meet the requirements of the 2010 Equality Act and public sector equality duty.

The team undertakes direct community engagement with local community groups; and with residents via the 'Community Conversations' programme and Elected Mayor's Listening Events.

Everyone who attends these public meetings is asked to complete an equality monitoring form so that we can understand the profile of residents attending; and identify sections of the community which are under-represented.

However some people may have filled them in more than once if they attended more than one event – but as the form contains no identifiable data there is no way of separating these. Also, not everyone answered every question.

<b>Characteristic</b>	<b>Community Conversations and Mayor's Listening Events (Round 1 – Autumn 2013)</b>	<b>Borough average</b>
Gender	45.6% female 53.6% male	52% female 48% male
Gender reassignment	0.7%	1% (est)
Age	1.4% 16-24 50.7% 65+	7.4% 16-24 18% 65+
Ethnic group	94.2% White British 2.2% White Irish 2.9% Other White	95% White British 0.3% White Irish 1.2% Other White
Sexual orientation	68.1% heterosexual 3.6% LGB 11.6% prefer not to say	98.5% heterosexual (est) 1.4% LGB (est)
Disability	15.2% have disability 15.2% carers	21% disability 11% carers
Religion or belief	63.7% Christian 13.8% no religion 6.5% prefer not to say	64% Christian 28% no religion
Marital status	10.9% single 55.7% married 8.7% co-habiting 7.9% divorced 6.5% widowed 0% civil partnership 2.9% prefer not to say	32% single 47% married  10.1% divorced 8.0% widowed 0.2% civil partnership

The first round of twenty community conversations ran between October and December 2013 (three were combined with Mayor's Listening Events). They were attended by 329 residents, 42% of whom (138 people) completed equality monitoring forms. Analysis of this data suggests that the meetings were largely attended by people aged 65 and over and action should be taken to improve participation from younger people and people from BME communities.

The Residents' Panel currently has 213 active members, although this number will increase in March 2014 with the recruitment of new members drawn from the 2013 Residents' Survey.

In summer 2013 all Residents' Panel members were asked to complete a profiling questionnaire. This included questions about members' equality characteristics, including gender, age, disability, gender reassignment, ethnic group, religion or belief and marital status. Fifty-seven members completed the questionnaire. Taking this data, together existing information (on gender, age, ethnic group and disability) held on 121 people who became panel members prior to 2012, it is possible to provide the following profile:

<b>Characteristic</b>	<b>Residents' Panel (Jan 2014)</b>	<b>Borough average</b>
Gender	44% female 62.5% male	52% female 48% male
Gender reassignment	0	1% (est)
Age	1.2% 16-24 44% 65+	7.4% 16-24 18% 65+
Ethnic group	95% White British 1.2% White Irish 0.6% Bangladeshi 1.2% Mixed	95% White British 0.3% White Irish 0.3% Bangladeshi 0.9% Mixed
Sexual orientation	91.2% heterosexual 7% LGB	98.5% heterosexual 1.4% LGB (est)
Disability	23.2% have disability 21% carers	21% disability 11% carers
Religion or belief	64.9% Christian 28.1% no religion	64% Christian 28% no religion
Marital status	14% single 43.8% married 3.5% civil partnership	32% single 47% married 0.2% civil partnership

The data suggests that men and people aged 65 years and over are over-represented on the panel.

In October, the Engagement Team managed the annual State of the Area Event, which focussed on tackling the big challenges we face in North Tyneside. Over 120 people attended, including key decision makers, representatives from the community and voluntary sector, local business leaders and members of North Tyneside's diverse communities.

Equality monitoring was undertaken, but given the involvement of people as organisational representatives, including many from outside the borough, the findings are not reported here in detail. However, the monitoring does show that the event did attract a broad range of participants.

## **Community Safety**

North Tyneside Council uses the [ARCH](#) (Agencies against Race Crime and Harassment) system for customers to report homophobic or racist incidents. During 2013 there were 10 reported incidents. These comprised six racial reports, three homophobic and one transphobic. The majority involved verbal abuse, threatening behaviour and offensive language.

## Communication

We aim to use a range of methods to share information to ensure that it is accessible to all. For example our website is speech enabled and equipped with an instant translation service into over 50 languages; our publications and written material are made available in different formats on request; we use Twitter to provide the latest updates direct to residents; and can provide interpreters at events and meetings.

The Engagement Team plays an active role in a regional network of equality officers from other public sector organisations in the north east. This makes it easier to share ideas and good practice across the sector. The network is attended by the regional lead from the Equality and Human Rights Commission and is supported by NEREO (the North East Regional Employers' Organisation).

### 12.3 Satisfaction

Our annual [2012 Residents' Survey Report](#) describes residents' views on a variety of subjects relating to the council. For 2012, a postal survey of 1,018 adults in North Tyneside was carried out during the summer by an independent research agency.

Key findings include:

- Of those completing the monitoring questions - 99% were White (compared to 95% in the borough population); 63% Christian (compared to 78%); 29% had a limiting illness or disability (compared to 21%) and 1% were lesbian, gay or bisexual (compared to an estimated 1.5%).
- Attitudes towards the council are more positive amongst women and those aged 65 and over.
- 70% feel they belong to their local area - with those aged over 65 more likely to agree
- 63% agree people from different backgrounds get on well locally; women are more likely to agree with this.
- 90% feel safe outside during the day. This falls to 62% at night with women, older people and those with a disability feeling less safe.
- When asked about sources of information about the council:
  - 73% used the council residents' magazine (older people especially).
  - 39% used the website (23% of those with a disability and 65% from a BME community).

The results of the 2013 Residents' Survey will be available in February and published on the council's website [here](#).

### 12.4 Consultation

At the time of writing, the Engagement Team is working with other service areas on consultation for the 2014-18 council budget; this is based on the Our North Tyneside Plan. The consultation will continue until February 2014 and equality monitoring data is being collected to help identify any gaps in the consultation.

In the summer, we took a stall at the regional 2013 Pride Festival for lesbian, gay, bisexual and transgender residents – the fourth consecutive year we have done so. Organisers estimated that 25,000 people attended the festival and we were able to identify LGB and T residents keen to engage with us.

Our Engagement Team also co-ordinates the Staff Panel, which aims to help the council improve communication between staff and the organisation; and to use feedback from staff in its decision making. The panel meets several times a year and is open to any member of staff to attend.

As of January 2014, 48 volunteers from across the organisation are panel members (the council's total number of employees is 3,405 –excluding schools). Profiling shows that the panel broadly reflects the make up of the staff population. However the panel does have a higher proportion of male participants.

<b>Characteristic</b>	<b>Staff Panel (Jan 2014)</b>	<b>Staff average (Jan 2014)</b>
Gender	56.3% female 43.7% male	68.7% female 31.3% male
Gender reassignment	No data	No data
Age	0% 16-24 years 14.6% 25-34 years 29.2% 35-44 years 43.8% 45-54 years 12.5% 55-64 years 0% 65 years and over	2.6% 16-24 years 16.3% 25-34 years 25.1% 35-44 years 36.5% 45-54 years 18.5% 55-64 years 0.9% 65 years and over
Ethnic group	89.6% White British 4.2% Asian 2.1% Unknown	94.5% White British 0.8% Asian 1.8% Unknown 2.3% undeclared
Sexual orientation	27.1% heterosexual 72.9% undeclared	15.5% heterosexual 83.1% undeclared
Disability	6.3% have a disability 4.2% undeclared	2.6% have a disability 4.4% undeclared
Religion or belief	62.5% Christian 8.3% prefer not to say 25% no religion 2.1% undeclared	63.5% Christian 7.2% prefer not to say 24.6% no religion 3.1% undeclared
Marital status	18.8% single 62.5% married 4.2% living together 0% civil partnership 8.3% undeclared	27.2% single 51.5% married 1.2% living together Small number - civil partnership 15.4% undeclared

**Community Safety** carried out a consultation programme to establish if residents of North Tyneside agreed with the proposed priorities identified for the Community Safety Strategy 2014 – 19. By working with partners the consultation covered a broad spectrum of the community, including young people via CYPL, offenders with the assistance of Northumbria Probation Trust, the Residents Panel and a Housing Focus Group. Victim Support enabled the consultation of members of the community from different faith groups, ethnic minority groups and the LGBT community via the groups that they support.

Safer North Tyneside continue to support the Northumbria Safer Communities Survey, which is a telephone survey conducted by Northumbria Police on an ongoing basis. The results are produced quarterly. Safer North Tyneside receives a report, on an annual basis, that analyses the results of the survey by protected characteristics.

### 12.5 Equality Impact Assessments (EIAs) carried out in 2013

The following Equality Impact Assessments (EIAs) were carried out in Strategic Services during 2013:

- Consultation and engagement for developing the 2014-18 Safer North Tyneside Strategy.
- Consultation and engagement for the 2014-18 Our North Tyneside Council Plan.
- Engagement on budget 2014-18 proposals.
- Undertaking the 2013 Residents' Survey.

### 12.6 Improvements during 2013

<b>Actions and issues identified in 2013 Annual Review</b>	<b>Progress</b>
1. Publish North Tyneside's new equality objectives by March 2013 and work with the Corporate Equality Group to develop action plans for implementing these.	The group helped develop new specific equality objectives in early 2013, in response to issues identified in last year's Annual Review report (see page 5).
2. Develop and implement an action plan in 2013 to introduce a comprehensive and consistent approach to the collection, analysis and use of equality information.	See actions 5, 6 and 14.
3. Publish a revised Equality Policy by April 2013.	We developed the council's new Equality Policy early in 2013 (see page 3).
4. Publish a revised Interpreting and Translation Policy, following completion of the review of how these	New service providers were appointed at the end of 2013 and the revised policy will be developed in early 2014.

services are procured, by December 2013.	
5. Review the Corporate Equality Monitoring form by June 2013.  Better equality monitoring information would help identify the service needs of the trans community.	Our corporate equality monitoring form was updated, based on the nine protected characteristics, including gender reassignment. We promoted this to service areas and our partners via management and team meetings, along with established internal communication methods.
6. Actively promote the completion of equality monitoring forms on arrival at Area Forums throughout 2013.	Area Forums have since been replaced by Community Conversations. All attendees are asked to complete an equality monitoring form.
7. Identify and implement actions during 2013 to increase the involvement of residents aged under 34 in Area Forums.	Area Forums have since been replaced by Community Conversations. We know that residents aged under 34 are not as involved in these as other age groups, but the Engagement Team will work with councillors to review the content and promotion of these events to increase participation.
8. Identify ways during 2013 to increase the participation of BME residents in the next Residents' Survey.	The sample for the Residents' Survey is drawn at random to reflect the population of the borough. As in previous years, the make up of this group is very small, reflecting the population. In order to increase the number of those people from this category we would need to use an additional booster sample, which would have come at an additional cost, beyond our budget for the survey.
9. Include questions on more of the protected characteristics in the next Residents' Survey.	An EIA and statistical analysis was undertaken to help determine which questions were asked about participants' protected characteristics.
10. Identify ways to increase the participation of women, people aged 65 and over, and people with disabilities at the State of the Area event.	According to equality monitoring data, this year's event did have higher numbers of women and older people participating. The proportion with a disability remained the same as 2012, slightly lower than the borough average.
11. Complete an equalities profile of the Residents' Panel by June 2013.  Ensure that the make up of the Residents' Panel is representative of the borough population.	A profiling questionnaire was distributed in August 2013 and a 26.7% response rate. The questionnaire will be distributed to non-respondents again in Spring 2014.  The make up of the panel will be reviewed in Spring 2014 following recruitment of new members via the 2013 Residents' Survey.

<p>12. Develop a programme of events and activities with colleagues from across the Council and partners to mark key dates in the equalities calendar by May 2013.</p>	<p>A programme was not completed; however key dates have been marked. For example LGBT History Month, working in partnership with Northern Pride and our library service; Holocaust Memorial Day with a commemorative service at our headquarters; and International Women's Day which was marked by events organised by our Children and Young People's Participation team.</p>
<p>13. Review the Council's Equality and Diversity Week by September 2013.</p>	<p>After discussion with the Corporate Equality Group, it was felt better to have key dates marked throughout the year rather than focusing on a single week.</p>
<p>14. Work with Information Governance and Customer Services to identify the opportunities to collect equality data via the local authority's Customer Relationship Management system (CRM).</p>	<p>Discussions were held with ICT and Customer Services about this. However it was felt that the current systems could not support this. Therefore individual services will continue to be responsible for their own equality data.</p>
<p>15. Consider attendance at regional Pride festival, by April 2013.</p> <p>Develop more open communication with LGB and T groups and demonstrate our willingness to engage with them.</p>	<p>We attended the Pride festival in July 2013, for the fourth consecutive year.</p> <p>We were able to identify LGB and T residents keen to engage with us.</p>
<p>16. Better co-ordination of engagement with protected groups.</p>	<p>This action will be carried forward as part of the development of the engagement tracker (see action 17 below)</p>
<p>17. During 2013, use the engagement tracking system to improve access to engagement findings, lessons learned and provide evidence of how engagement has influenced decision making on service delivery and improvement.</p>	<p>The creation of an engagement tracker is still subject to on-going negotiation.</p>
<p>18. Implement the findings of an internal audit review of the Council's EIA process, by May 2013.</p> <p>Update the Corporate EIA form by summer 2013.</p>	<p>Complete. The review by our audit team led to an update of the Equality Impact Assessment process, simplifying the questions and making the sign-off process more robust.</p>
<p>19. Review membership of the Corporate Equality Group, by March 2013</p>	<p>Members of the Senior Leadership Team were asked to review the representatives on the group, no changes were felt necessary.</p>

20. Ensure our new business partners are aware of their responsibilities under the Equality Act's public sector duty	Our Corporate Equality Group includes representatives from Capita and Balfour Beatty (since purchased by Cofely GDF Suez). We have met them separately to ensure their EIA and equality processes follow the council's standards.
21. Develop, in partnership with Human Resources, a new on-line equalities course by April 2013.	This action has been deferred, as Human Resources extended the contract of the current provider.
22. Complete an equalities profile of the Staff Panel by June 2013. Ensure that the Staff Panel is representative of the borough's working age population.	Due to on-going changes to panel membership throughout 2013, profiling was deferred until January 2014 and is reported above (see page 69)

In addition, the Elected Mayor's Office appointed an apprentice in November 2013.

## 12.7 Issues

The Engagement Team need to encourage more participants in the Residents' Panel and Community Conversations to complete equality monitoring.

## 12.8 Actions for 2014

- Work with the Corporate Equality Group to review the council's equality objectives, by April 2014.
- Update our Interpreting and Translation Policy, following the introduction of new suppliers of these services, in February 2014.
- Develop, in partnership with Human Resources, a new on-line equalities course by April 2014.
- Undertake second round of Residents' Panel profiling in spring 2014, once new members drawn from the 2013 Residents' Survey have been inducted.
- Identify ways in summer 2014 to ensure the Residents' Panel more closely mirrors the borough population.
- Continue negotiations to create an on-line engagement tracking system.
- Encourage more participants at Community Conversations and Mayor's Listening Events to complete equality monitoring forms, to ensure better data across 2014.
- The Engagement Team will work with councillors throughout 2014 to review the content and promotion of these events to increase participation by under 65s.

## 13. Law and Governance

### 13.1 Introduction

Law and Governance brings together several core functions which provide central support and guidance to services across the council:

- **Legal Services:** Providing ongoing legal advice, support and representation to the Council, as well as some externally funded work carried out on behalf of the Police & Crime Commissioner.
- **Customer and Member Liaison:** awaiting information.
- **Governance Services, including School Governor Support:** Ensuring access for all to the council's decision making processes, and ensuring decision making complies with the council's policies and statutory requirements.
- **Registration Services:** A statutory service accessed by all residents of the borough.
- **Statutory Services & Business Support:** Responsibility for providing effective access for all residents to vote in any election taking place, whether local or national.

### 13.2 What we know about our service users

Some of the work within Law and Governance is internally focussed, whereas others has direct relationships with residents and local organisations.

A polling review is currently underway with the priority being given to ensuing physical accessibility of polling stations for all voters. A review notice has been published and the North Tyneside Coalition of Disabled People contacted. In addition, a press release has appeared in local newspapers.

Feedback is being sought from electors taking part in elections regarding the accessibility and suitability of polling stations.

Following feedback received in 2013 regarding poor lighting and access to a minority of polling stations, premises were asked to leave lights on the light pathways and extra signage was used.

### 13.3 Equality Impact Assessments (EIAs) carried out in 2013

- Proposed restructure of Law and Governance.
- The Polling Place Review EIA is scheduled to be completed by 24 January 2014.

### **13.4 Improvements during 2013**

In response to the 2012 Staff Survey, it was proposed that an action plan be agreed to ensure consistent practices and expectations throughout Law and Governance.

This has been developed and the action plan implemented to include a team charter, training, disposal and archiving of material, and an office risk assessment.

### **13.5 Actions for 2014**

- Completion of the Polling Station Review, by January 2014
- Review of Law and Governance feedback collection methods to be completed, by May 2014
- Implementation of Individual Elector Registration requirements. This gives the individual the right and responsibility to register themselves instead of giving the responsibility to a 'head of Household'. As such, it encourages people to take individual responsibility for their own vote. The change has also allowed more convenient methods of registration, for example by internet.

## 14. Corporate Complaints Analysis

On receipt of a complaint by the council's Customer and Member Liaison team, the complainant is asked to complete an equality monitoring form.

Results for 2013 are now available and presented here, however not all complainants choose to return the monitoring form; and not all of those who returned the form answered every question.

The table shows data from 2013 for Adult Social Care; Housing (North Tyneside Homes) and Kier North Tyneside (covering construction and maintenance).

A total of 712 complaints were received during 2013 and, from these, 119 equality monitoring forms were returned. This represents a response rate of 17%.

Of the 119 returned forms, 10 were returned from complaints recorded in the old complaints database, which does not breakdown the replies by department. Therefore these 10 replies have been added to the 'other' column for this year only.

	Adult Social Care	Housing	Housing – Kier	Other	As a percentage of those who answered	Borough population
<b>Gender</b>						
Female	9	18	21	25	61%	52%
Male		8	17	21	39%	48%
<b>Age</b>						
18-24		*	*	*	6%	25%
25-44	*	5	6	15	26%	27%
45-64	5	11	19	19	52%	28%
65 or over	*	5	10	*	16%	19%
<b>Ethnic origin</b>						
White British	9	25	36	37	95%	95%
Asian		*			1%	1.9%
Black				*	3%	0.4%
Chinese		*		*	1%	0.4%
<b>Sexual orientation</b>						
Gay or lesbian		*	*	*	4%	1% (est)
Heterosexual	8	20	28	29	88%	98.5% (est)
Prefer not to say	*	*	*	*	8%	n/a
<b>Religion or belief</b>						
Christian	8	10	20	30	64%	64%

Prefer not to say		*	*		<b>5%</b>	<b>n/a</b>
None		10	12	8	<b>28%</b>	<b>28%</b>
Other	*	*		*	<b>3%</b>	<b>0.2%</b>
<b>Disability</b>						
Yes	*	9	15	9	<b>33%</b>	<b>21%</b>
No	5	18	23	26	<b>67%</b>	<b>79%</b>
<b>Carer</b>						
Yes	*	11	11	19	<b>39%</b>	<b>11%</b>
No	5	15	22	25	<b>59%</b>	<b>89%</b>
Prefer not to say		*	*		<b>2%</b>	<b>n/a</b>

\* For data protection purposes this number has been replaced with an asterisk as it is lower than five.

## Appendix

### Profile of Borough Population (compiled November 2013)

Equality Group	Number in borough	% in borough	Source
<b>Gender</b>			
Female	104,201	51.7	2012 - Mid year population estimates (based on 2011 Census– total borough population 201,446)
Male	97,245	48.3	
<b>Age</b>			
Under 16	35,651	17.7	2012 - Mid year population estimates (based on 2011 Census– total borough population 201,446)
16-24	14,905	7.4	
25-34	25,954	12.9	
35-44	27,566	13.7	
45-54	30,259	15.0	
55-64	25,525	12.7	
65-74	19,393	9.6	
75 and over	17,511	8.7	
<b>Trans</b>			
Gender variant people	n/a	1.0 (est)	Based on data reported by the Gender Identity Research and Education Society (2011) - The Number of Gender Variant People in the UK - Update 2011 <a href="http://www.gires.org.uk/Prevalence2011.pdf">http://www.gires.org.uk/Prevalence2011.pdf</a>
<b>Ethnic origin</b>			
<b>White</b>	<b>194,025</b>	<b>96.6</b>	2011 Census Ethnic Group (Total borough population taken from 2011 Census = 200,801)
White British	190,936	95.1	
White Irish	596	0.3	
Any other white background	2,464	1.2	
<b>Black or Black British</b>	<b>734</b>	<b>0.4</b>	
Caribbean	91	0.15	
African	576	0.5	
Any other Black background	67	0.04	

<b>Asian or Asian British</b>	<b>3,815</b>	<b>1.9</b>	
Indian	1,095	0.5	
Pakistani	319	0.2	
Bangladeshi	686	0.3	
Any other Asian background	846	0.4	
<b>Mixed</b>	<b>1,815</b>	<b>0.9</b>	
White and Black Caribbean	448	0.2	
White and Black African	385	0.2	
White and Asian	602	0.3	
Any other Mixed background	380	0.2	
<b>Chinese</b>	<b>869</b>	<b>0.5</b>	
<b>Other</b>	<b>412</b>	<b>0.6</b>	
<b>Sexual Orientation</b>			Based on national estimates from the April 2011-March 2012 Office of National Statistics Integrated Household Survey. (Total borough population aged 16 and over at 2011 Census was 165,088)
Bisexual	n/a	0.4 (est)	
Gay or lesbian	n/a	1.1 (est)	
Heterosexual	n/a	93.9 (est)	
<b>Religion/Belief</b>			2011 Census Religion of usual resident population (Total borough population taken from 2011 Census = 200,801)
Buddhist	436	0.2	
Christian Denomination	128,185	63.8	
Jewish	92	0	
Muslim	1,493	0.7	
Sikh	354	0.2	
Hindu	513	0.3	
None	56,408	28.1	
Other	528	0.2	
None stated	12,792	6.4	
<b>Person with a disability</b>			2011 (Total borough population taken from 2011 Census = 200,801)
Long term health problem or disability that limits a person's day to day activities.	41,405	20.6	

<b>Marriage and civil partnership status</b>			
Single - never married or registered a same-sex civil partnership	53,347	32.3	2011 Census Marital and Civil Partnership Status (Total borough population aged 16 and over at 2011 Census was 165,088)
Married (first marriage and re-married)	76,835	46.5	
Separated, but still legally married or still legally in a same sex civil partnership	4,690	2.8	
Divorced or formerly in a same sex civil partnership which is now legally dissolved	18,565	10.1	
Widowed or the surviving partner from a same sex civil partnership	15,212	8.0	
In a registered civil partnership	316	0.2	