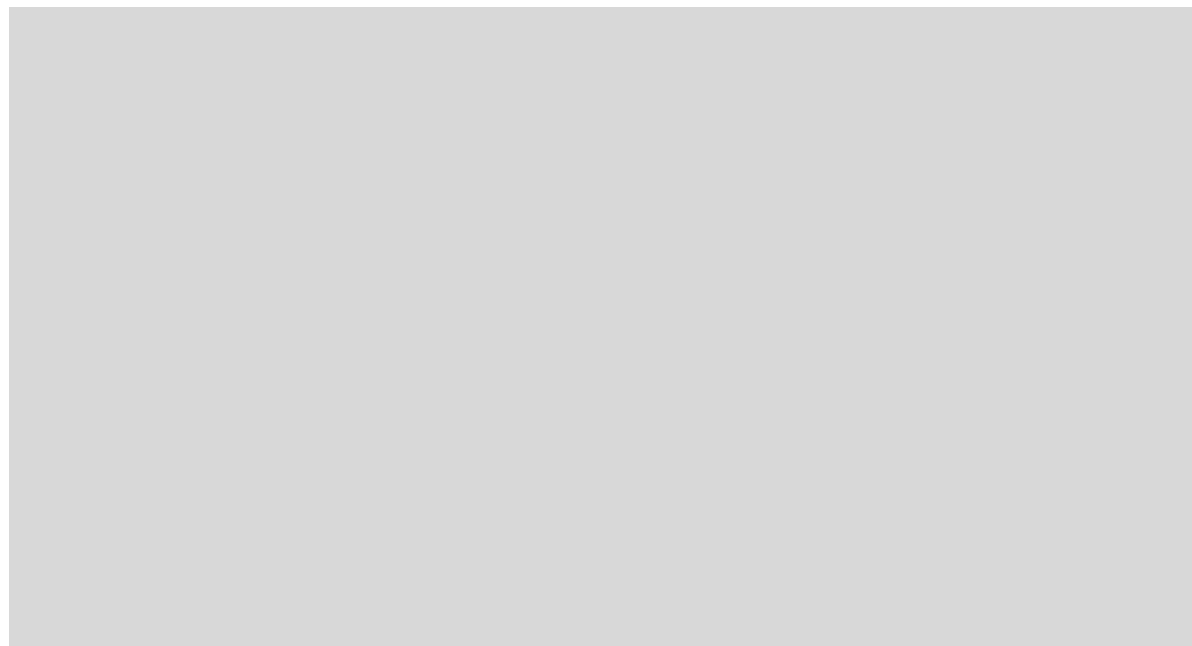


Equality Annual Review

January 2015



Date: January 2015
Version: 1



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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 Corporate Strategy. The Communications and 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 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. 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.

We reached our objective of 23% clients being aged 50+ exploring the potential for self-employment in 2013. Figures for 2014 show an increased number of clients aged 50+ accessing the service. The Business Factory staff targeted private networks and redundancies and worked with an increased number of older clients, many of whom have struggled to find other 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 – equating to 23% of learners. This proportion was maintained into 2014.

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 2014 Staff Survey, 69% of employees agree that they feel they are treated with fairness and respect. This is on par with the survey results of 2012 (71%). However, we want to progress further by the time of the 2016 Staff Survey.

We will be updating our equality objectives early in 2015 and will publish these on our website.

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 2013 mid-year population estimate)
- 17.7% are aged under 16. (Source: ONS 2013 mid-year population estimate)
- 19% are aged 65 years and over. (Source: ONS 2013 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 1.2% are gay or lesbian and 0.5% are bisexual (ONS Integrated Household Survey 2013).
- 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 83.

3. Our Employees

3.1 Introduction

The Human Resource and Organisation Development Service (HR & OD) 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 3,031 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 next three years, the service will align its priorities to the 'Creating a Brighter Future Programme', which aims to redesign council services to deliver major culture change and new ways of working.

Over the past year, the HR & OD Service has:

- Continued its 'Mindful Employer' status – designating us an employer of choice for people with personal mental health challenges.
- Established links to Public Health and its Health and Wellbeing Programmes as part of the gold award for the 'Better Health at Work Awards', promoting a sustainable culture of health and wellbeing.
- Work continues on making improvements to work opportunities for people who have a disability.
- Retained the '2 ticks' disability symbol.
- Continued to negotiate and 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 linked to employee engagement, to improve the delivery of services. Examples include a refresh of the Staff Panel to make it more representative of the service areas and our workforce; and the introduction of regular manager and staff briefings in order to ensure we engage with all members of our workforce, taking account of varying work patterns and individual needs.
- Continued to support employees through equality and diversity training programmes. During 2014, there were 493 e-learning completions recorded for equality-themed training,

including Equality Impact Assessment, autism awareness, mental health awareness and learning disability awareness. Equality and diversity themes are also embedded within a large proportion of face-to-face workshops.

- Continued to produce regular reports to analyse workforce data and monitor trends.
- Introduced some key HR indicators into the Corporate Scorecard, which is monitored by the council's senior leadership team on a monthly basis.
- Developed an apprenticeship programme and re-launched its approach to work experience providing alternative career pathways into the council. The council has employed 33 trainees and apprentices since September 2014, with support to continue with recruitment in 2015/16.
- Continued 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.
- Ensured that HR Advisers continue to work with service managers to ensure formal and informal action relating to disciplinary and resolutions are recorded within the council's Business Management System to improve reporting.
- Developed organisational values in line with our commitment to equality. These have been developed through consultation with our workforce.
- Carried out our bi-annual staff survey to identify trends and/or changes in perceptions of our workforce, to inform further engagement work where necessary.
- Delivered another round of equal pay settlements.
- Commissioned an internal report on the collection and management of workforce data.
- Changed internal processes to capture additional equality data on the length of service, gender and age characteristics of employees leaving the organisation. This data is now included in the Leavers Report and has been analysed for this review.

3.2 What we know about our employees

North Tyneside Council employs 3,031 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.
- 95% are white, 1.62% are from black and minority ethnic (BME) communities - the main group being Asian or Asian British (1%). 3% have not declared this information. This

contrasts to the borough population of 95 % white, 4% (BME) with the main group Asian or Asian British (2%).

- 2% of leavers are from the BME communities (1% 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 5% employees from black and minority ethnic communities were appointed to jobs within the authority.
- 3% of employees consider themselves as having a disability, this contrasts to the borough average of 21%.
- 38% are aged 45-54 and 1% are aged 65+.
- 3% are aged 16-24, compared to a borough average of 7%.
- 63% are Christian, 2% combined are Buddhist, Muslim, Sikh, Hindu, Jewish and other religions. 25% have no religion.
- 16% 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, 26% single, 4% divorced, 1% living together, 0.5% widowed, 0.3% domestic partner, 0.16% legally separated and 0.13% in a civil partnership. 16% have not declared this information.

An estimated 1% of the borough's population are transgender. Although the 2014 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, 2014

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.

Employee positions at Hay grade 12-28 show a higher representation of female employees (53% compared to 47% male). This is compared to the gender workforce profile (69% and 31% respectively). In terms of the gender comparison with the borough population, it remains similar (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 peaks 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 2014, Grade distribution – Ethnicity 2014, Workforce Equality Monitoring 2014.

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 staff reinstated at a later date. However the data does include actions taken by individuals who have since transferred to partner organisations.

Within 2014, the total number of resolutions has reduced for the second year running from 12 to 5; the number of disciplinary actions has also decreased from 48 in to 42.

Of these disciplinary cases, 40% were against men and 60% were against women. This has not significantly changed since 2013.

Sources: Discipline and Resolution Equality Monitoring 2014

3.5 Employee Engagement

Human Resources and the Communications and Engagement 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 the Staff Panel, employee suggestion scheme, big team briefs and managers' briefings.

3.6 Engagement with Trade Unions

A protocol is in place to manage consultation 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 the Union Learning Group continues to be active.

3.7 Recruitment and retention rates for staff with protected characteristics

Of all job applications received, 60% are from women; and 72% of new starters within the council are female. This indicates that female representation within the workforce continues to remain stable. 4% of all applications received were from BME communities.

Individuals aged between 16-44 account for 72% of all job applications and 77% of all new starters are from within the same age range. Those aged 16-24 represent 23% 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. This represents an increase of 8% on last year's figures.

Sources: Recruitment Equality Monitoring 2014, New Starter Equality Monitoring 2014, Workforce Equality Monitoring 2014, 2012-Mid year population estimates

3.8 Learning and Development

Attendance at learning and development events and online learning completions from January to December 2014 identifies that 1% of attendee/completions are from BME groups, which is similar to the overall representation of the council workforce at 2%.

2% of delegates considered themselves to have a disability, which is similar to the make up of the overall workforce.

Sources: Learning & Development Equality Monitoring 2014, Learning & Development Equality Monitoring 2014, Workforce Equality Monitoring 2014

Apprenticeship Programme 2014

The council launched its apprenticeship programme in March 2014, aiming to provide additional learning and career opportunities for vulnerable and young people. 28 new apprentices have been recruited since September 2014 35.7% female and 64.3% male.

During the apprentice recruitment process 4% of candidates considered themselves as disabled, however, 7% of successful candidates considered themselves as disabled. This could be a reflection of the targeted approach to recruitment.

As apprenticeship programmes are mostly appealing to individuals leaving education the number of applicants and successful candidates are aged 16-24 with the average age of an apprentice being 19.

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 63% of these. Also, 1% of these requests came from BME communities.

Sources: Flexible Working Equality Monitoring 2014, Workforce Equality Monitoring 2014

3.10 Leavers

The council has had a slight increase in leavers during 2014 (471) compared to 2013 (415).

Equality monitoring data of those leavers is not significantly different to the overall make up of the workforce, with 68% female and 32% male leaving the council. 2% of leavers were from BME communities and 1% had a disability.

Sources: Leavers Equality Monitoring 2014, Leavers Equality Monitoring 2014, Workforce Equality Monitoring 2014

3.11 Length of Service

Length of service monitoring data shows that 16% 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 72% and 28% are male. This trend only changes when employees reach 35+ years service where male and female representation is 34% female and 66% 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 47% having between one and nine years of service and 29% between 10 – 19 years of service.

Sources: Length of Service Equality Monitoring 2014.

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 set a recruitment target of employing 50 apprentices each year. It continues to offer work placements providing work experience to a range of individuals. The council has recently reviewed this scheme and is ensuring more placements are made available to specific targeted groups i.e. individuals with learning disabilities, in coordination with schools.

The council will monitor the number of work placements and specifically will track apprentices 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 continues to be 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 2015; future actions to use this data are detailed in the next section.

3.13 Policies and programmes put in place during 2014 to address equality

Equality Impact Assessments (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 HR &OD Service has responsibility for over 70 employee policies, procedures and guidance documents. During 2015, policy reviews have been prioritised for recruitment and selection, appraisal, employee recognition, agile 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.

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; and in 2014 introduced trained Mental Health First Aiders across the council.

In addition, a role of Health Champion has been created in a number of service areas, to both support the Better Health at Work Award and the implementation of the council's Health and Wellbeing Strategy for 2015. The objectives of this strategy are to:

- Contribute to the objectives of the council by improving the health of the council's employees (which will extend to their families and friends).
- Ensure that our employees have the skills and abilities required to undertake their duties efficiently and effectively, and feel healthy and well enough supported to be able to deliver the key public services.
- Support improvement in productivity and performance across the council by achieving better attendance rates, lower levels of sickness and increased employee retention.
- Support the council's corporate policies.

3.14 Actions for 2015

- Continue to use equality data for future policy/procedure reviews during 2015, to help to consider potential changes and positive actions.
- Continue to 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 March 2016.
- From the recent Staff Survey, analyse and undertake engagement work with key groups of staff to identify and understand trends and/or changes in perception with less satisfied staff

groups identified in 2014 survey results. This will lead to engagement activity with the less satisfied groups, which will help to improve employee satisfaction, by January 2017.

- Identify ways in which we can improve the updating of workforce data through the promotion of self service in the Business Management System and by conducting a further exercise on updating personal details for those employees who do not have access to a computer, by March 2016.
- Review how workforce data is being reported at a service level during 2015 to reflect changing workforce profiles due to service redesign.
- Continue to publicise apprenticeship opportunities to underrepresented groups, by September 2015.
- To monitor the number of work placements into the council to produce an annual profile of those on placement.
- Continue to monitor applications and successful candidates for apprenticeship programmes to produce an annual profile for this group of employees.
- Carry out a review of equality and diversity training to ensure that it is fit for purpose, by March 2016.

4. Environment and Leisure

4.1 Introduction

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

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

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

[Visit North Tyneside](#)
[Culture and Tourism](#)
[Libraries and Online Learning](#)
[Community Centres](#)
[Sport and Leisure](#)
[Building Control](#)
[Planning](#)

[Environment](#)
[Rubbish and Recycling](#)
[Parks and Play Facilities](#)
[Allotments](#)
[Parking, Roads and Transport](#)
[Emergency Planning](#)
[Licensing](#)
[Strategic Property](#)

Our key policies include:

[North Tyneside Local Plan](#)
[Heritage Strategy 2014-2021](#)
[Tourism Strategy 2014-2021](#)
[Statement of Licensing Policy](#)
[Allotments Strategy 2009-2015](#)

[Arts Strategy 2014-2021](#)
[Parks Strategy 2011-2021](#)
[Library Strategy 2011-2016](#)
[Statement of Licensing Policy](#)
[\(Gambling\)](#)
[Waste Management Strategy 2013-2030](#)

[Highways Asset Management Plan 2012-2017](#)
[Newcastle & North Tyneside Biodiversity Action Plan](#)
[Hackney Carriage and Private Hire Licensing Policy](#)

4.2 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 user survey and from Easecard application forms ('Ease' stands for 'Easy Access Service Entitlement'. The cards offer discounts on activities and facilities).

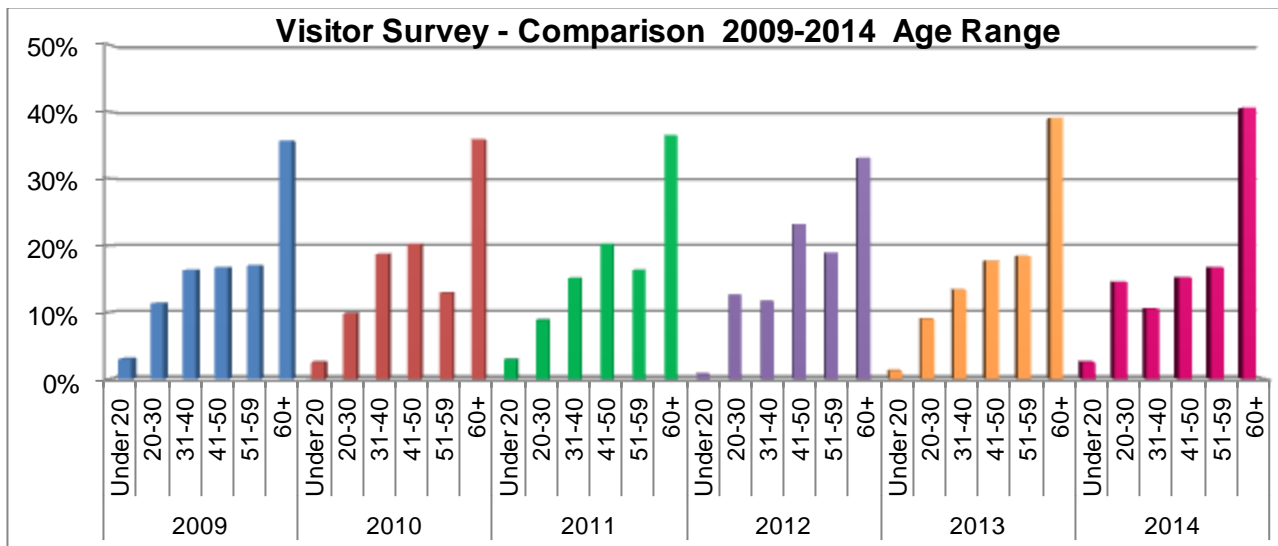
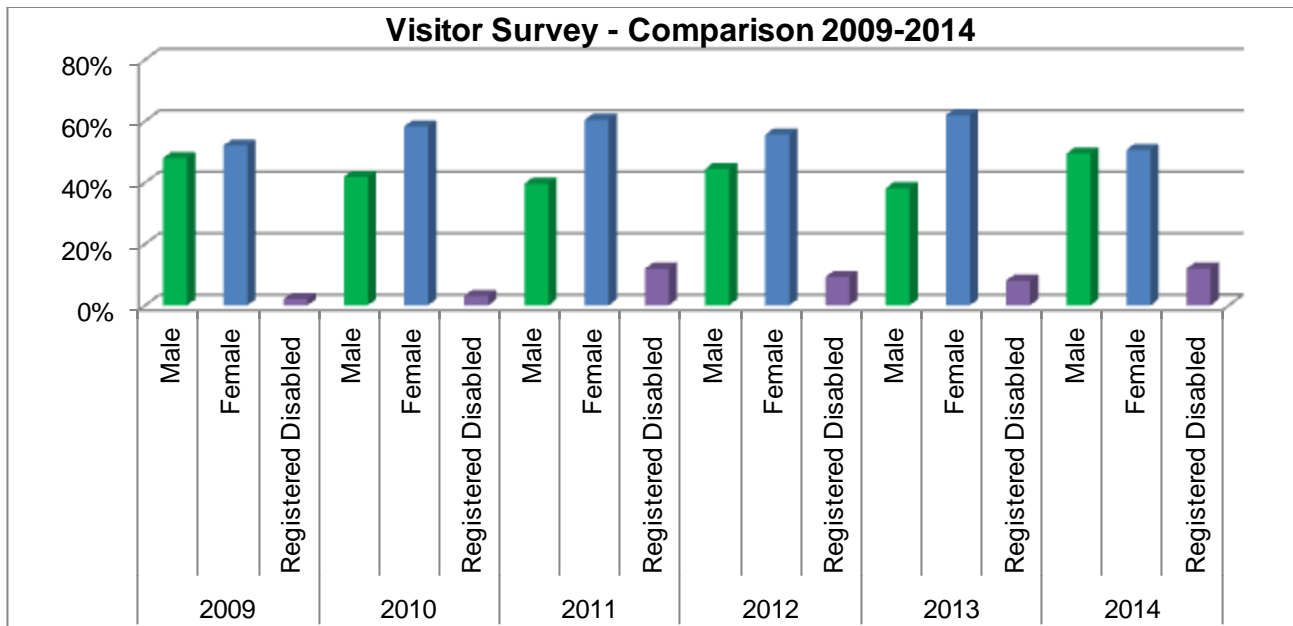
There are 37,506 active Easecard members and we collect gender, age and ethnicity data by each of our memberships categories. We can also use this data to identify users with a disability. The equality information held in the Easecard system shows that:-

- There are more female (53%) than male (47%) cardholders, which is comparable with last year's review. This gender split is generally reflective of the population in North Tyneside.
- Easecard holders aged 0-16 years old have increased by 3% to 55%. This compares to 19% of the population. This demonstrates the success of the junior programmes and the junior Easecard discount package.
- 45% are adults or pensioners compared to 81% of the population.
- 4% say they are from a BME group, which is comparable to the results in last year's review and is largely reflective of the population.

b. Cultural Services – tourism

Tyne and Wear Archives and Museums manage **Stephenson Railway Museum** and **Segedunum Roman Fort** on behalf of the council and carry out annual visitor surveys. However, the sample sizes of these surveys are not reflective of the visitor base in 2013/14. Segedunum had 51,212 visits in 2013/14 and 66 respondents; the findings show that the site attracts children of primary school age. Stephenson had 35,427 visits in 2013/14 and 94 respondents to the survey; this site attracts pre-school and primary age children.

On behalf of the Tourism Development Team, NWA Social & Market Research carry out an **Annual Visitor Survey**. The survey collects data on gender, age, disability, religion and belief, ethnicity and sexual orientation. Trend data is available on gender, disability, religion and beliefs and age for the last six years.

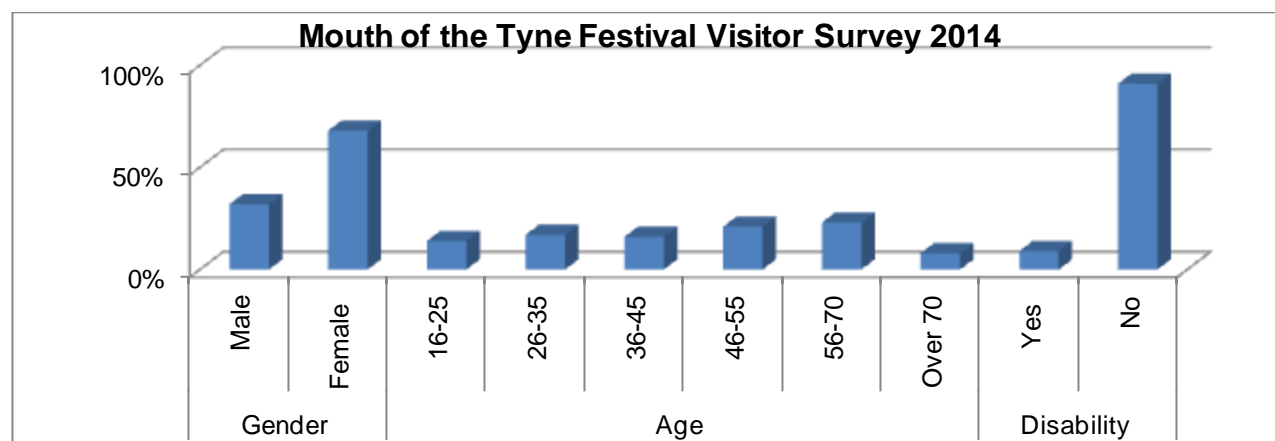


401 interviews were conducted over a six week period for the **Visitor Survey 2014**, 75.1% at Tynemouth Priory and Castle and 24.9% at Spanish City, Whitley Bay. The results show that:

- The gender split of respondents to the 2014 survey was almost equal; females 51% and males 49%. This is consistent with previous surveys. The proportion of visitors surveyed who were registered disabled was at it's highest in 2014 at 12%.
- The age range of visitors surveyed over six years from 2009-2014 is comparable. The majority of visitors surveyed are over 60 years old and the smallest proportion of visitors was under 20 years old.
- 66% identify as a Christian Denomination and 33% identified as having no religion or beliefs, which is consistent with the previous five years' surveys.

- The highest proportion were White English (90%), Any Other White Background (4%), Any Other Asian Background (0.7%), Arab (0.5%), Asian or Asian British Indian (0.5%), White Other British (0.5%), Chinese (0.2%) and White Irish (0.2%).
- 99% were heterosexual, 1% gay women and 0.5% gay men.

The **Mouth of the Tyne Festival Visitor Survey 2014** took place during the weekend of the festival, Saturday 12th and Sunday 13th July at venues in Tynemouth. The survey collects information on age, gender, disability status, religion and sexual orientation of visitors.



There were 263 respondents and the results show that:

- Two-thirds of visitors were female (68%). However this may be a misrepresentation of the gender split of visitors as only one person in each party was interviewed.
- There was a wide spread of age groups attending the festival with 31% under the age of 36 years, 37% aged 36-55 years and 31% aged 56 years and over. Just 29% of visitors had children in their party.
- Fewer than 1 in 10 respondents (9%) had someone in their group with a registered disability. 63% of respondents described their faith as Christian, with 35% saying that they had no religion. 97% of all respondents described their sexual orientation as 'heterosexual'.

c. Cultural Services – Libraries

Talis, the library management system, holds data on customer's age, gender and disability from **Library Service Membership Application Forms**. There were 47,309 active library users during 2014 (as of October 2014). An active library user is defined as a library visitor who has either borrowed an item, used the computer network or both within the last 12 months.

Most library users are female (56%), which is slightly higher than the resident population.

The age range breakdown is largely comparable to the resident population with two exceptions, the proportion of active library users 6-12 years (14%) is almost twice as high as

the proportion of 6-12 years living in North Tyneside. 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. There are also fewer library users aged 41-55 years (17%) than in North Tyneside as a whole.

These results reflect the customer profiling carried out during 2014 using market segmentation tool, **Mosaic Public Sector**, which found that the majority of library users lived in households with school age children irrelevant of affluence. The customer profiling also highlighted particular groups of residents who had an increased likelihood of owning home computers, smart phones, e-readers, smart TVs negating the need to go to the library to borrow books, DVDs, CDs and using the library's computer network.

The library's record system records if a user is blind, severely disabled, deaf, hard of hearing which represents 1 % of active library users, however this doesn't cover all long term health problems or disabilities that limit a person's day to day activities and isn't comparable data.

During 2014, a **Library Service User Survey** was conducted in all 14 libraries to gather intelligence on why people were using the library, as Talis can only record whether a user has borrowed an item or the used the computer, it can not record someone who attends an event/activity for example. (There are issues raised into whether the survey accurately reflects the profile of library users – more information is in section 4.8). The Library Survey was conducted with 2,901 library users and found that:

- The majority of respondents were female (59%).
- 1% stated that this was not their gender assigned at birth.
- Most respondents were aged 65-74 years (17%), contradicting the active library user data. There was also a high proportion of library users aged 35-44 (16%) and 25-34 (14%). The proportion of young people under 15 years surveyed accounted for only 3% of the total number of people surveyed.
- 3% were pregnant and 10% had taken maternity leave in the last 12 months.
- 94% respondents were heterosexual, 4% bisexual and 2% gay or lesbian.
- 5% identified themselves as BME.
- 16% have a disability or limiting illness, which is lower than the borough's wider population and 13% have caring responsibilities.
- The majority of library users surveyed are married (46%), the second highest are single (25%) and third co-habit (9%).
- 60% identified as a Christian Denomination, 32% identified as having no religion or beliefs.

d. Local Environmental Services

197 **Parks Visitor Survey** questionnaires were completed between October 2013 and September 2014 (however there are consistency issues as to whether this reflects park visitors – see section 4.8). The results tell us that:

- The majority of visitors (71%) are female, an increase of 3% compared to last year.
- Most visitors are aged between 30-39 years (28%), 60-74 years (23%) and 40-49 years (16%), which is comparable to results last year. Visitors were also asked the age of people accompanying them and 42% were aged 0-11 years, 14% were 30-39 years and 14% 60-74 years.
- 96% of visitors were White British, 1% White Irish or 1% any other White Background.
- 5% have a disability or limiting illness, an increase from 1% last year, but much lower than the national figure. 4% of parks visitors have a caring responsibility.

e. Technical Services Client Team

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. There were 113 responses to the customer satisfaction survey and the results show that:

- There are more female (54%) applicants than male, 3 applicants were pregnant and 1 had been on maternity leave in the last 12 months.
- The majority of applicants are aged 75 or over (49%), which is to be expected given the nature of the service.
- 96% of applicants are White British and 4% BME.
- 96% were heterosexual. The remaining 4% of applicants preferred not to say.
- 81% identified themselves as being of a Christian Denomination, 1% identified as Buddhist, 1% identified as Muslim, 16% of people surveyed had no religion or beliefs and 1% preferred not to say.
- 16% had a caring role and 99% considered themselves to have a disability, which is consistent with the nature of the service. 55% had mobility issues (31% were wheelchair users and 24% had mobility issues, but didn't use a wheelchair to mobilise). 12% of applicants had a visual impairment and 11% had a hearing impairment.
- The majority of applicants surveyed (44%) were married, 30% widowed, 12% were single and 11% divorced. 2% cohabit and 2% were separated but still married.

4.3 Satisfaction

98% of respondents to the **Visitor Survey 2014** were very/fairly satisfied with their visits, an increase of half a percentage point on the previous year. The responses provided were largely very positive. Many visitors stated that the borough was a beautiful area to visit, friendly with a good atmosphere and well kept; however lack of parking was a frequent issue and there was one remark requesting better access to the beach for elderly people and pushchairs.

Improved access is one of the main priorities of the Coastal Regeneration currently underway along North Tyneside's coastline.

The **Mouth of the Tyne Festival** was highly rated, 94% rated it excellent (41%) or good (53%). 5% rated the Festival as average and only 1% as poor. The most highly rated aspect was the event content, with 99% rating the concerts at Tynemouth Priory as excellent or good.

Responses to the **Parks Visitor Survey** were very positive, 100% rated the parks as either excellent, good or okay. The majority of surveys were conducted at Wallsend Park, which has recently undergone a major programme of restoration and improvements to the park.

98% of residents supported to apply for a **Disabled Facilities Grant** were either satisfied or very satisfied with aspects of the service they received. The aspects residents were unhappy with were largely due to service from contractors rather than the council.

4.4 Consultation

The first phase of public engagement for **Active North Tyneside** was conducted during October to December. Staff from the Engagement and the Sport and Leisure teams spoke to residents about their levels of physical activity. Questionnaires were completed face to face and on line. All feedback will be used to support the development of physical activity opportunities across the borough and in targeted priority areas and the results will be available at the beginning of 2015.

Equality data will be collected using equality monitoring forms. The second phase of public engagement will take place with the Community and Voluntary Sector in priority areas and also with vulnerable groups.

The **Children's Reader Development Strategy** is in draft and is being completed using the template of the ASCEL (Association of Senior Children and Education Librarians) framework called The Children and Young People's Promise. The vision of the promise is that:

- Every child and every young person visiting a public library (physically or digitally) is inspired by an exciting environment which makes reading for pleasure irresistible.
- They will find a range of books and information resources to support growing confidence in literacy and formal and informal learning.
- There are opportunities for participation and engagement with a range of fun reading and book-based activities.
- They are actively involved in decisions about service developments.
- The public library is accessible and welcoming to all children and young people.

A comprehensive consultation was carried out from 1 September to 31 October 2014 into the review of the **Road Safety Strategy**. This included all residents in the borough via the website and residents' magazine. There was also an extensive school and youth engagement exercise to ensure that the opinion of young residents were included. In total, 35 responses were received and requests were made for more cycle lanes as well as highlighting the speed of cyclists and the potential dangers to elderly and disabled persons.

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 including young people through 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.

A **Waste Awareness Baseline Survey** was conducted on behalf of North Tyneside Council by Waste Watch (part of Keep Britain Tidy) during December 2013. 200 households took part in a day time door step survey in the areas of lowest participation in each of the four geographical areas of the borough: North Shields, Wallsend, Forest Hall and Shiremoor. The survey sought to assess the extent of participation in, and awareness of, recycling services and programmes. It included questions to determine user motivation, as well as levels of understanding and accountability.

Equality data was collected on gender and age (participants had to be 18 years and over), 57% of participants were female, 62% were aged 55 or over, 12% were 25-34 years, 10% were 35-44 years and 6% were 18-24 years. The findings have provided a benchmark that will be used to evaluate the outcomes from the Wash, Squash and Recycle and the Love Food, Hate Waste campaigns on an annual basis.

4.5 Equality Impact Assessments (EIAs) carried out in 2014

- Mouth of the Tyne Festival 2014
- North Tyneside Visitor Guide 2015
- 2015-16 Budget Proposals:
 - Arts Development Officer
 - Environmental Maintenance Standards
 - Amalgamation of North Tyneside Homes and Environment & Leisure
 - Tynemouth Pool Programme Review
 - Raised Bereavement Fees 2015-16
 - Fees and Charges Sport & Leisure

Two EIAs are currently in the process of being agreed:

- Road Safety Strategy 2014-2018
- Application for Parking Permits

4.6 Improvements during 2014

Actions identified in 2014 Annual Review	Progress
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.	Complete - A new Environment and Leisure Equality Working Group was established ensuring that all service areas within the new grouping were 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.	In progress - Each service area use the corporate equality monitoring forms, however Talis and Cascade do not have the facility to record the data collected on all the nine protected characteristics. Equality monitoring forms are used when surveys are conducted so service areas can collate equality data on all the protected characteristics of their customers.
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.	Complete – Equality data held centrally so trends can be identified and provided in annual Equality Review.
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.	On Track - The Equality Impact Assessments on the archived intranet system were transferred onto the new EIA form and a register was compiled. A review of Equality Impact Assessments will take place in 2015.

Highway maintenance has carried out large scale postcard surveys to customers and will analyse these results and prepare actions for 2014.	Complete – feedback from the 2013 postcard surveys contributed to the Highways Asset Management Plan.
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.	Complete – 2,700 surveys conducted between in July. The equality data results are in section 4.2.
New library joining forms are to be implemented and consistent equality data is to be collected using the corporate equality monitoring forms.	In Progress – Talis (Libraries system) and Cascade (Sport and Leisure system) are unable to record all equality data; however the equality questions will be revised the next time the new joiner forms are updated.
North Tyneside Strategic Partnership's (NTSP) Green Theme Group is delivering a six-month 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.	Complete - Through workshops and mentoring, students learned how to read gas and electricity meters, calculate their energy use and how this impacts on the environment and their household budget. The students implemented a range of energy saving measures at home resulting in an annual saving of £200 and 48 tonnes of carbon. The success of the pilot has resulted in the development of an Energy Hotshots Toolkit, which will be replicated and rolled out to students nationally.

Further improvements to during 2014 have been:

- The Inclusive Sport North Tyneside Disability Programme is in the second year. The programme aims to increase the number of disabled residents, particularly 14 years and over to take part in sport and physical activity. Activities on offer are Archery, Athletics, Multi-Sport, Rebound Therapy, Trampoline, Swimming sessions, Sailing Trips and cycling. The Disability Family Swimming Sessions at Waves have been particularly successful, attracting on average 20 participants each week so Hadrian Leisure Centre held a free disability taster day in October where customers enjoyed the use of the facilities, including access to the Changes Places and obtained information on the Ease Extra Card offering a discount on activities to customers registered disabled.
- Environment and Leisure have appointed 11 apprentices; 6 in the Parks Service (2 at Wallsend Parks, the remaining 4 rotate to all parks), 4 in Indoor Sport and Leisure Service and 1 at Wallsend Library

- The Sport North Tyneside Team won the Tyne and Wear Sportivate project of the year 2013-2014. The project was delivered at Moorbridge Pupil Referral Unit, a referral unit for permanently excluded (or at risk of this) students with a medical or psychological assessment indicating a disorder, and those students with Special Educational Needs. A 6 week block of Archery was delivered with a group of hard to reach young people who were completely disengaged in sport, school and social inclusion. The teacher at the school said: "Prior to the project with Sport North Tyneside, one of the pupils previously spent a lot of time indoors and was completely disengaged with any type of traditionally delivered sports".
- The Libraries Service successfully delivered the annual Summer Reading Challenge, which is the country's largest reading for pleasure initiative held in partnership between UK libraries and The Reading Agency. 1,855 children took part in the challenge to read six library books during the summer holidays, take part in events/activities which ends with an awards ceremony in the final week. Research conducted by the United Kingdom Literacy Association (UKLA) shows participation in the Summer Reading Challenge helps prevent the summer dip in literacy skills, which is particularly damaging for disadvantaged children, and provides the impetus to learn when they return to school in September. It also motivates children to read more independently and more often, and inspires boys to read outside the classroom.
- The Library Service worked with VODA (Voluntary Organisations Development Agency) to engage six young people in volunteering. They supported younger children to choose books and helped out at events and library activities.
- The Library Outreach Officer has been working with New Beginnings, which is operated by North Tyneside Homes and provides short-term accommodation for up to two years, to young parents who wish to live independently, but still need some support. Rhyme sessions have been delivered to parents and children in an informal way to promoting the benefits of rhymes on children's development.
- Books in different languages are available in our libraries and dual language picture books can be provided through the Bookstart Scheme.

A large proportion of the services delivered by our Local Environmental Services universal services so the user base is the borough's population, but we do adapt services to meet needs appropriately:

- An assisted bin collection (this means they do not have to bring the bin to, or return it from, the kerbside) is provided to approximately 7,000 residents with mobility problems in the borough.
- The Waste and Recycling Collection Services have been trained in Safeguarding and have reported a number of concerns to Adults and Children's Social Care.
- We provide recycling bins with an identifying crescent cut from the front of the bin lid to residents who cannot identify their bins through colour or sight 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 peoples' 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 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.

4.7 Issues

While 197 Parks Visitor Survey questionnaires were completed, 176 were completed at Wallsend Parks so the results are not reflective of the other parks. A further issue is that only 9 responded to the equality questions relating to sexual orientation, religion and belief and marriage and partnership status.

Talis (Library Management System) and Cascade (Sport and Leisure) do not have the facility to record data on all protected characteristics, so instead equality monitoring forms have been used when conducting customer surveys, but results have raised issues as to whether the full range of customers are being interviewed.

The equality data collected during the Library User Survey did not represent the range of library users, this may be due to surveys being conducted during the day when children were at school, or that fewer surveys were conducted with children and young people.

The sample sizes of Stephenson Railway Museum and Segedunum Roman Fort Visitor Surveys were not reflective of the visitor base in 2013/14. Segedunum had 51,212 visits in 2013/14 and 66 respondents to the survey. Stephenson had 35,427 visits in 2013/14 and 94 respondents. An action for 2015, as part of the review of all surveys conducted by Environment and Leisure, will be to ensure that sample sizes ensure the collection of robust data.

4.8 Actions for 2015

- Review Equality Impact Assessments across the service area, by March 2015.
- Analyse and report on equality data carried out as part the Physical Activity Survey. Carry out the second phase of engagement in relation to Active North Tyneside, by October 2015.
- Report on equality data collected via Sport and Leisure APSE surveys, by March 2015.
- Ensure Parks Visitor Surveys are conducted evenly in each park, by March 2015.
- Review the results of the eReader pilot carried out with Active Age Reading Group in Whitley Bay, which aims to encourage older people to try the experience of reading on an electronic device, by July 2015.

- Across the service area, review the feasibility of recording equality data on all nine protected characteristics collected using equality monitoring forms, by July 2015.
- Across the service area, review of methodology of surveys carried out to more accurately reflect user profiles, by July 2015.
- Deliver the third year of Inclusive North Tyneside – Disability Sports Programme – during the year.
- Deliver positive outcomes for apprentices during the year.

5. North Tyneside Homes

5.1 Introduction

North Tyneside Homes (NTH) manages the council's operational housing services. This includes 15,082 council homes for rent and 760 homes owned by leaseholders across the borough.

In 2013/14, we collected over £63 million in rent and services charges and our partner Kier North Tyneside carried out almost 50,000 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.

The Housing Strategy Team is also based in North Tyneside Homes. Information about Housing Strategy is in chapter 6.

North Tyneside Homes also hosts the Community Safety Team. The team coordinates and supports the Safer North Tyneside Partnership, the key aims of which are set out in the [Community Safety Strategy 2014-2019](#).

Priorities of the Strategy include:

- Safeguarding our most vulnerable residents
- Tackling violent crime, sexual violence and domestic abuse; particularly that which is alcohol related
- Tackling hate crime

Over recent years, North Tyneside Homes has 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:
 - Tenant and Leaseholder Involvement Strategy
 - Vulnerable Customers Policy
 - 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:
 - Communication with customers tailored to their preferences
 - Our 'Hands to Help' Handyperson Scheme for people aged over 60 or with a disability
 - Working with customers to develop a set of 'Customer Promises' which have now replaced the 'Local Offers'

- 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 2014, our in house Occupational Therapists carried out 408 assessments for people on the waiting list, having repairs carried as a result of moving for the PFI project.

5.2 What we know about our service users

5.2.1 Customer Profile

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.

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

Our tenants	North Tyneside residents
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
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 2013/14, 1,083 council homes were let to new tenants. Of these new tenancies:

- 57% were wholly reliant on benefits as their main source of income
- 4% included a pregnant woman on the tenancy
- 29% of all new tenancies were let to lone parents
- 70% were let to people under the age of 50
- 8% were to people with a long term illness/disability

Source: LACORE

5.2.2 Additional protected characteristics

In April 2013, one of the council's equality objectives was that "Services which have a potential impact on residents will be able to report on all protected characteristics by 2015" including the additional protected characteristics of gender reassignment, pregnancy/maternity and marriage/civil partnership) introduced by the Equality Act 2010.

In January 2014, North Tyneside Homes reviewed its approach to collecting diversity information on the additional protected characteristics. The Senior Management Team (SMT) agreed a proportionate approach that recognised that adding the additional protected characteristics to our customer profiling would involve significant costs, with few benefits to customers or opportunities for service improvement. The approach agreed by SMT, therefore, focused on expanding the questions in the tenants' 'STAR' survey, carried out every two years, to include all nine protected characteristics.

The first expanded STAR survey was carried out in November 2014. More information about its findings is included at section 5.3. In addition, SMT acknowledged that:

- **Pregnancy and maternity:** Information is collected by the Homefinder application form and is used in identifying the size of home an applicant can apply for. As this information quickly goes out of date, it is not transferred to the customer database.
- **Transgender:** This information has been collected on the Homefinder application form since May 2012 and then transferred to the customer database when applicants have successfully gained a tenancy.
- **Married/civil partnership:** This question is not specifically asked on the Homefinder application form. However, in some cases this can be ascertained through the "relationship to applicant" question on the Homefinder form. As a sub-regional scheme, North Tyneside cannot make changes to the application form unless all the other partners also want to make the changes.

The first expanded STAR survey was carried out in November 2014. It was sent to 7,000 tenants and had a response rate of over 12%.

Results across these characteristics are compared with those from across North Tyneside borough in the table below:

STAR survey	North Tyneside residents
26% married, 23% widowed, 0% civil partnership	47% married, 8% widowed, 0.2% civil partnerships
0.1% transgender	Estimated 1% transgender
3% pregnant and 2% on maternity leave in past 12 months	N/A

5.2.3 Community Safety

North Tyneside Council uses the [ARCH](#) (Agencies against Race Crime and Harassment) system for customers to report homophobic or racist incidents. During 2014 there were 24 reported incidents. These comprised 22 racial reports and 2 racial/religious. The majority involved verbal abuse, threatening behaviour and offensive language.

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 number of VMS surveys for most service areas means that the results of further analysis are not significant. The additional three protected characteristics have therefore not been added

North Tyneside Homes recognises that it is important to deal with complaints well, as this is central to providing a good customer service. In 2013/14, 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), increased by 28% from 301 complaints to 385 complaints. Where learning points are identified during complaints resolution, these are fed back to service managers so that improvements can be made.

As part of our monitoring of complaints, we have recently incorporated an additional field within our database to record where there is a real or a perceived equality, diversity or human rights/human rights issue. This information can then be used to check whether we have fully understood the equality impact of a decision/policy/procedure and alert us to where changes need to be made.

In September 2014, the Housing Ombudsman found that the council acted with fault causing injustice, with regard to failing to offer a housing applicant a review hearing or adequately consider the impact of the applicant's mental health needs on a request for bungalow accommodation. We welcome this learning and have used it to improve our services, including updating internal guidance to support the allocations procedure in relation to mental health.

Full analysis of the Star Survey will include breakdown by protected characteristics, however early results suggest that overall 84% of respondents were very or fairly satisfied with North Tyneside Homes. For those who answered they were fairly or very dissatisfied with North Tyneside Homes, they were more likely to be female, have no religion and be aged over 75.

5.4 Involvement

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. It also 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 2014, we met more than 2,000 tenants at our events and meetings and talked to nearly 1,800 tenants on their doorsteps over three 'Have Your Say Days'. Over 120 staff from North Tyneside Homes and its partners called on every council home in the Chirton Grange, Howdon and Camperdown areas. This enabled us to meet many tenants who have not accessed involvement activities before, including many older and physically disabled tenants.

Over the last four years, we have incorporated 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 around 20% of our involved tenants are under 45. This year, we have attended family fun days 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 and talk to them about involvement and training opportunities.

This year, the Involvement Team introduced online surveys as a way to involve customers via an alternative access channel to ensure that we are an inclusive service. They have also promoted involvement through a new Service Development Group Taster course, which has been developed to give interested tenants more information about the work of the Service Development Groups. This helps tenants to understand how they can give us their views and in return how they can result in changes to services. It also gives them confidence to be involved.

Safer North Tyneside continues to receive information from the Northumbria Safer Communities Survey, which is a telephone survey conducted by Northumbria Police on an ongoing basis. The results are produced quarterly.

5.5 Equality Impact Assessments (EIAs) carried out in 2014

The following Equality Impact Assessments (EIAs) were carried out during 2014:

- Rechargeable Repairs
- Housing Needs
- Revisions to Homefinder Policy
- New Council Home Build
- Housing Advice (Updated)

5.6 Improvements during 2014

Actions identified in 2014 Annual Review	Progress
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.	Complete. STAR Survey 2014 sent out to 700 tenants included questions on all 9 protected characteristics. SMT agreed proportionate response Jan 2014.
Continue to monitor the impact Welfare Reform is having on tenants including those with protected characteristics (ongoing).	Ongoing
Ensure that plans to develop Affordable Homes in North Tyneside meet the diverse needs of residents (ongoing).	Ongoing
Implement an annual Equality and Diversity update for the NTH Management Team to include: <ul style="list-style-type: none">○ Customer profile○ Results of Lettings Analysis by protected characteristics○ Customer feedback analysis via protected characteristics○ Equality Impact Assessment Programme	Complete. First annual report presented to SMT January 2015

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

- The Quality Homes for Older People Housing (PFI) project received final sign-off in March 2014. Between 2014 and 2017, 10 new sheltered schemes will be built and 16 existing schemes refurbished. The homes are designed so they can meet people's changing housing needs as they get older e.g. they are designed to cater for wheelchairs and have bathrooms designed to be accessible for people who are less mobile.

- The Sheltered Housing Service has been rebranded North Tyneside Living with the strapline 'Your home, your life, your way'. Each apartment has its own front door and tenants can decide whether to live independently or access some of the benefits of living as part of a community. Sheltered Housing Officers are designated to schemes from Monday to Friday, 8am until 4pm, and tenants have the option of Care Call cover 24/7.
- A Tenant Relocation Strategy, written in partnership with Northumbria University and a tenant liaison team made up of 7 staff (from both the council and our partner – Solutions for North Tyneside), is in place to ensure full and individual tailored support is provided to tenants to help them manage the upheaval of moving and living through refurbishment and rebuilding works.
- An Overarching Tenant Activities Committee has been set up to improve the lives, health and wellbeing of older people in North Tyneside. The committee includes members from Sheltered Housing schemes, group dwellings, general housing and is supported by Age UK. The initiative has led to people travelling to other schemes and interacting more; and activities are already having a positive result on tenants' health and wellbeing.
- North Tyneside Council is the first local authority where all sheltered housing staff have received dementia awareness training and are now "Dementia Friends."
- The Sheltered Housing Service is now fully integrated within health pathways. This started with a pilot project in which Sheltered Housing Officers were able to directly refer into Emergency Care Practitioners and Admissions Avoidance Resource Team. Emergency Care Practitioners provide treatment of minor injuries and illnesses in a person's own home and aim to respond within two hours of receiving a referral. The Admissions Avoidance Resource Team aim to respond to a call within the same day and deal with a wide range of conditions and ailments, including mobility problems and increasing frailty.
- The Sheltered Housing Service is piloting technology for maintaining/improving independence through Telehealth and Care Messenger.
- In consultation with customers, the Repairs Handbook has been updated and made available to customers. It is now more visually appealing and easy to understand, for all our customers, with many images to aid tenants in diagnosing their repairs effectively.
- Tenants reviewed decoration vouchers due to feedback around a lack of choice. This resulted in brand new paint packs being launched, which are delivered directly to peoples' homes.
- Our 'New Beginnings' Scheme, which helps young parents to become more confident and successful future tenants, has celebrated its third birthday. The Scheme includes 'Passport to Housing' training to help young parents develop key skills. 118 customers have completed the Passport To Housing' (April 2011, to November 2014) and 115 of those customers have continued to maintain their tenancy after moving on from the Young Parents' Scheme.

- New 'Warmer Homes, Better Health' training is delivered to tenants helping everyone to recognise the signs of fuel poverty, how to address it and help with the best energy deals. Tenants are now equipped with the knowledge and skills to recognise and address fuel poverty concerns.
- A number of consultation exercises took place regarding design standards for new future housing in the borough. We saw older people, younger people from Barnardos and the De Paul Trust, young families from 'New Beginnings' and people with a disability getting involved. The feedback is helping us to create some design standards for all our future housing developments.
- Following on from the twelve new bungalows that were completed in December 2013 at Swan Close, Wallsend (the first new build properties in North Tyneside for 25 years), nine two-bedroom bungalows were completed in Battle Hill, at the end of June.
- One of our involved tenants was shortlisted for a national 'Tenant Champion' award for running keep fit classes, which helps improve the health and well being of older tenants in North Tyneside.
- With our partners Kier North Tyneside, the Adult Learning Alliance and Justice Prince, we entered the second year of our 'Working Roots' scheme, to give young people the opportunity to gain job skills to help them into employment. Fifteen new apprentices joined the scheme this year.
- North Tyneside Homes continues to maintain its commitment to employing and training apprentices. During 2014, we had a total of eight apprentices working for NTH.
- We have supported 353 tenants including older, disabled and vulnerable tenants, who have been referred for support around fuel poverty. This has resulted in gains to customers totaling more than £41,000.
- We have continued to encourage staff to identify service improvements through the 'Think Change' initiative. This has resulted in Social Work students undertaking work placements at North Tyneside Homes and agreement to encourage tenants to keep an eye on older and disabled neighbours through the 'Housing Matters' newsletter.
- Our Financial Inclusion Team provided support to tenants including:
 - Helping 802 new tenants to sustain their tenancy
 - Helping with Discretionary Housing Benefit Payment applications
 - Promoting saving and affordable loans through Credit Unions
 - Recovering or claiming over £1.9million of benefits to which they were entitled.
 - Been successful in being awarded over £5,270 in charity applications to help our most vulnerable customers purchase carpets, white goods, school uniforms etc.
 - Making 14 referrals to the Working Homes Outreach Team.

5.7 Information Gaps

During 2015/16 we will explore whether further work can be undertaken to understand better the profile of customers who use our Housing Advice Team.

5.8 Issues

5.8.1 Welfare Reform

The biggest issue impacting North Tyneside Homes and its tenants continues to be the effects of the Government's Welfare Reforms. To date, the largest impact has been as a result of the introduction of the under-occupancy regulations. However, the transition from Disability Living Allowance (DLA) to Personal Independence Payments (PIP) is impacting on many vulnerable tenants, particularly as a result of delays in processing of applications.

The Government has recently announced that the national roll-out of Universal Credit is to be brought forward. It is now anticipated that single people in North Tyneside will start to apply for Universal Credit from the end of summer 2015, with families and more vulnerable applicants being migrated over to Universal Credit over the next few years. As at December 2014, there were 5375 North Tyneside Council tenants of working age and in receipt of Housing Benefit, unless their circumstances change, these tenants will be migrated to Universal Credit over the next few years.

As at December 2014, 2,100 working age tenants were classed as having one or more spare bedrooms and subject to a reduction in their housing benefit entitlement ('bedroom tax'). Following the substantial work undertaken to mitigate the impact of the new under-occupying rules, before they were introduced in April 2013, we continue to work with individual tenants to understand their situation and mitigate the impact where possible in line with the tenant's wishes.

Support provided includes help with budgeting and money management, applying for other welfare benefits; signposting to debt advice expertise, help getting back to work, assisting tenants to apply for Discretionary Housing Payments and working with tenants who wish to downsize to a more affordable home through transfers and mutual exchanges.

Depending upon the individual circumstances of the household and the needs of the tenant, we offer a bespoke support package aimed at helping tenants to be able to maintain their responsibilities under the terms of their tenancy agreement.

We continue to monitor the position and profile of tenants affected in order to target support to where it is needed.

5.8.2 Sustainable Tenancies

Creating sustainable tenancies is a significant priority for North Tyneside Homes. In 2014, we undertook a substantial piece of work, involving staff from across the organisation, to look at how we work with our tenants and with applicants for housing to create sustainable tenancies. As a result, we are creating a new Sustainable Tenancies Team.

We understand that the key to creating sustainable tenancies is to enable people to live and flourish in their homes. One of the main influencing factors is ensuring that the people who live in our homes have the understanding and confidence to make informed choices about their money management and budgeting, savings and access to banking products and credit.

Tenants also need to be able to look after themselves, their household and their home, including being able to apply and maintain welfare benefit claims online if required.

The Sustainable Tenancies team will identify prospective tenants' needs with regard to financial capability, life skills, employability skills and digital inclusion, as well as their physical and mental health needs that are currently taken account of during the assessment of their Homefinder application. If we find that tenants do not currently have the necessary skills and knowledge to be able to sustain their tenancy, we will work with them to ensure that they access the necessary training and/or support provision to enable them to do so.

Through the early identification of the needs of customers we will be able to refer tenants and applicants to a range of help, support and assistance to give them the best chance of sustaining a tenancy.

5.8.3 Affordable Homes

Developing and implementing plans to increase the supply of affordable homes in the borough continues to be a priority. At December 2014, there were more than 5,200 applicants on the North Tyneside Council Housing Register. 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. This has included undertaking a demand analysis and developing a Strategic Market Assessment which will sets out the type of specialist accommodation needed in the borough to inform the commissioning of specialist housing for older people, disabled people and young people leaving care.

In 2013/14, 102 new affordable homes were delivered in the borough. Fourteen of these were council homes. Another 14 council homes were completed in the first three quarters of 2014/15.

5.9 Actions for 2015

- 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 proposals for a Sustainable Tenancies Team, to help create sustainable tenancies and enable people including those with protected characteristics to live and flourish in their homes.

6. Housing Strategy

6.1 Introduction

The Housing Strategy Team is responsible for undertaking and analysing research and intelligence to inform strategic planning. Strategic priorities support the delivery and enabling of projects that aim to provide good quality homes across all tenures. Key areas of work include:

- Developing a robust evidence base to inform strategies and plans
- Working with partners to increase 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 to prevent homelessness

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.

6.2.1 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 sector¹. Older people generally want to remain in their homes for as long as possible² but if this is no longer practicable then level access accommodation with suitable facilities and support may be required.

For the period 1 April 2013 to 31 March 2014, there were 177 people who were homeless and in priority need in North Tyneside. Of these:

- 24% were aged 16-24 (higher than the borough average of 10%)
- 73% were aged 25-59 (higher than the borough average of 27%)
- 3% were 60 or over (lower than the borough average of 24%).

For the period 1 April 2013 - 31 March 2014, there were 98 applicants for the deposit guarantee scheme, of these:

- 28% were aged 16-24 (higher than the borough average of 10%)
- 71% were aged 25-59 (higher than the borough average of 48%)
- 1% were aged 60+ (lower than the borough average of 24%).

¹ Rhodes, 2006

² Draft North Tyneside Strategic Housing Market Assessment 2014

6.2.2 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 is 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% stated that day-to-day activities were limited a lot
- 11% were limited a little
- 79% were not limited

Our Housing Needs Survey 2013 asked residents if they had a health problem or disability:

- 11% have a physical/mobility impairment
- 15% have long standing illness/health condition
- 3% have mental health problem
- 4% have visual impairments
- 8% have a hearing impairment

The survey also asked: "Has your current home been adapted or purpose-built for a person with a long-term illness, health problem or disability?" 7% said 'yes' and 93% 'no'.

Of those accepted as homeless in 2013-14, 15% had a disability (7% had a mental health condition and 8% had a physical disability). This is lower than the 21% identified by the Census.

6.2.3 Race

Race matters because people from Black and Minority Ethnic 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 tenures³.

According to the 2011 Census, the proportion of residents associating with a BME group is highest in the Cullercoats/Tynemouth area (4%).

Of those accepted as homeless in 2013-14:

- 93% were white
- 6% were from a minority ethnic background (higher than the borough average)
- 0.6% did not state their ethnicity.

³ Rhodes, 2006

6.2.4 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^{4 5}. Women often earn less than male counterparts, impacting on their ability to afford good quality housing. In 2012, comparing all work, women earned 19% less per hour than men⁶.

Of all homeless priority cases in 2013-14, the main group was female lone-parent households (41% of all acceptances).

Of the 98 Deposit Guarantee Scheme (DGS) applicants, 59% were female.

6.2.5 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.

The Deposit Guarantee Scheme (DGS) allows the council to make use of the considerable private rented stock in the borough, it has also helped the council deal with the potentially difficult issue of finding appropriate accommodation for those who have failed in their asylum applications but for complex reasons can not be returned to their country of origin. It has also developed close working relationships with the police in response to the threat of 'honour' crimes within some minority communities.

6.3 Improvements during 2014

Actions identified in 2014 Annual Review	Progress
Enable and deliver a range of homes to meet the diverse needs of the borough.	A key priority of the North Tyneside Plan is to provide more affordable homes in the borough. The council has pledged to enable the delivery of 3,000 homes over 10 years. As part of this delivery, the Housing Strategy Team is working in partnership with Register Providers and the Homes and Community Agency (HCA) to deliver 300 affordable homes in North Tyneside under the 2015-18 affordable homes programme, totalling over £7 million worth of grant. Some of these homes will be built specifically for older people, people with learning and physical disabilities and younger people in need of smaller homes. This will also create construction training and employment opportunities within the borough.

⁴ Who Does What to Whom? Gender and Domestic Violence Perpetrators

⁵ (Hester et al. 2006)

⁶ Equal Pay - Where Next - The Fawcett Report 2010

	<p>In partnership, so far we have delivered 102 affordable homes in 2013-14 to meet a range of needs, e.g.</p> <ul style="list-style-type: none"> • Two-bedroom bungalows at Swan Close in Wallsend to provide homes for older people and people with a physical disability • Intermediate affordable homes, for example at Great Lime Road in Forest Hall, that provide a step to home ownership for younger people wanting to get on the property ladder • Converted former community rooms in Kelso Gardens and Longbenton into two-bedroom bungalows • A 51-apartment extra care scheme in Wideopen for older people with care and support needs • 9 x two-bedroom bungalows at Barr Close, Wallsend to provide homes for older people and people with a learning disability • 12 x two-bedroom bungalows at Amble Close, North Shields delivered through Riverside Housing Group to provide homes for older people • 15 x one-bedroom flats with on site support for young homeless people in North Shields, delivered through YMCA North Tyneside
Finalise the 2013 Strategic Housing Market Assessment, which will provide a greater understanding of the local housing market.	Complete
Drive forward the commissioning of a scheme to work with chronically excluded adults with multiple needs, including those with a mental health condition.	The Making Every Adult Matter (MEAM) pilot started in North Tyneside in April 2014, with a co-ordinator based in Adult Social Care and a multi-agency operational panel. At the time of writing, 25 people have been discussed at the panel and the co-ordinator has also completed brief interventions with 30 more. The service is currently being evaluated. Adult Social Care has a commitment to continue to use the MEAM approach, in partnership with local services, to ensure there is access to services and positive outcomes.
Drive forward the commissioning of the Safe and Healthy Homes Initiative, which will help address hazards in the home for our most vulnerable residents.	The Safe and Healthy Homes Team are now in post and have received 74 referrals, evenly split between male and female. The referrals vary in age, but 28 are aged over 60 years. The highest number of referrals have been in the Wallsend Locality.

Other improvements during 2014 include:

- We have developed a Market Position Statement for Specialist Housing. This will inform the commissioning of homes for older people, people with disabilities and young people leaving care.
- Funding from the regional homelessness group was received to enable Changing Lives to deliver an Outreach and Engagement service. This is working to support those with multiple needs, who may also be sleeping rough, to access support and housing that may otherwise fall through existing service criteria.
- Working with Sunderland, South Tyneside and Changing Lives, funding has been secured through the Help for Single Homelessness Fund. Workers will be appointed to work between the three authorities to support single homeless people living in unsuitable hostel and bed and breakfast accommodation to achieve meaningful independence.
- North Tyneside is one of seven North East regional authorities who will receive funding through the Fair Chance Fund. Led by Home Group the 'Life Coaches' will work with young people with complex needs to enable them to sustain settled accommodation and access training, education or employment.
- Our empty homes programme, which returns long term empty properties to use, has helped re-house a number of residents with learning disabilities who want to live independently. For some they have moved from inappropriate bed and breakfast accommodation and for others it is their first taste of independent living. Our private sector access scheme has also helped those with learning disabilities live independently in private rented accommodation.

6.4 Issues

- The national P1E data returns to Department of Communities and local Government (DCLG) on homelessness do not require recording of information on Religion, Sexual Orientation, Gender Reassignment and Marriage and Civic Partnership.
- Over the period 2014 to 2034, the number of residents aged 60 and over is expected to increase from 37,000 to 58,000 (57%). The number of people aged 80 and over is expected to increase by 90% (from 10,000 in 2014 to 19,000 by 2034). 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 housing and social care budgets, ensuring that people are supported to maintain independent living for as long as possible.
- There is a shortfall of 490 affordable homes per annum, which shows more homes 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.
- There is a need to prevent ill-health caused by housing conditions and to address fuel poverty, especially in the private rented sector, as this sector has the highest percentage of poorer quality homes (35% non-decent).

- By 2030 there will be 17,100 additional older people in the borough. An ageing population and the housing needs of this population will change quickly in the next 16 years. Councils and providers of housing must consider policy, planning, and delivery of housing options in the wake of these significant changes.

6.5 Actions for 2015

- Enable and deliver a range of homes to meet the diverse needs of the borough, by December 2015.
- Use our Specialist Housing Market Position Statement to commission future housing for specific client groups, by June 2015.
- Implement the Safe and Healthy homes initiatives and expand the service to GP surgeries borough wide, by September 2015.

7. Adult Social Care

7.1 Introduction

Adult Social Care is responsible for assessing and arranging to meet 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 discuss with people their need for social care support.
- Directly providing or purchasing a wide range of social care services to meet needs.
- Enabling people who prefer to make their own social care arrangements to do so by offering a Direct Payment based on their indicative Personal Budget.
- Providing a safeguarding service to prevent and where possible respond to allegations of, abuse and/or neglect to 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 from traditional social care support services.

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

There has been a significant amount of change in the policy that governs Adult Social Care over the last 18–24 months and further change is imminent. The Care Act received Royal Assent in 2014 and this proposes many changes - considering how health and social care services better integrate to improve outcomes for customers, having a national eligibility criteria, 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 Act also proposes a statutory framework for adult safeguarding, similar to as in Children's Services.

Guidance from the Government about how these changes should be implemented was published in October 2014. It is fair to say that 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 wherever they are able to.

We have a current plan around implementation and are prioritising the following issues:

- Improving the advice and information available to provide full details of the local care and support system, accessible to everyone. This will include setting up a new community-

based Care and Connect service, to provide people with face-to-face information about local services that promote their health and wellbeing.

- Working with carers to redesign our approach to carer assessments, so they focus on wellbeing and enable carers to receive support to continue their caring role, where they want to do this.
- Reconfigure services that we provide and commission, to always have a focus on recovery or reducing, or delaying needs for formal support.
- Review the advocacy provision across Adult and Children's Services to enable everyone to be involved in decisions made about them and their care and support. A new service will be available from April 2015.
- Co-producing with carers our approach to Carers Assessments by considering with them:
 - a) A draft new approach
 - b) The new Carers' Assessment
 - c) Ideas for allocating resources for carers

We are already working with our staff to ensure they are well prepared for the changes. This includes:

- Training our assessment team to ensure that the focus of assessment and resulting care plans is on wellbeing.
- Updating and expanding the information available - including leaflets and our website - to meet the changes introduced by the Care Act.
- Establishing a new commissioning team, that will work closely with the North Tyneside Clinical Commissioning Group and will be responsible for all people-based commissioning activity for children and adults.

We have provided information for customers and the public in general on the council website, available by following this link: [click here](#).

We will review our policies to ensure they are aligned with the requirements of the Care Act. This includes our existing Deferred Payments Policy and Agreement that impacts on those people who are moving into long-term care and own their property, but do not wish to sell it at that the time of moving into residential or nursing care homes.

All of these changes will be scrutinised, as will the impact of delivery of any changes on a wide range of citizens, including those with protected characteristics.

The changes to the welfare benefits system have impacted on residents within North Tyneside. In the first eight months of operation in 2014, over 1,500 people contacted the Local Welfare Provision service seeking financial support. In 2013/14, over 2,500 people requested 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

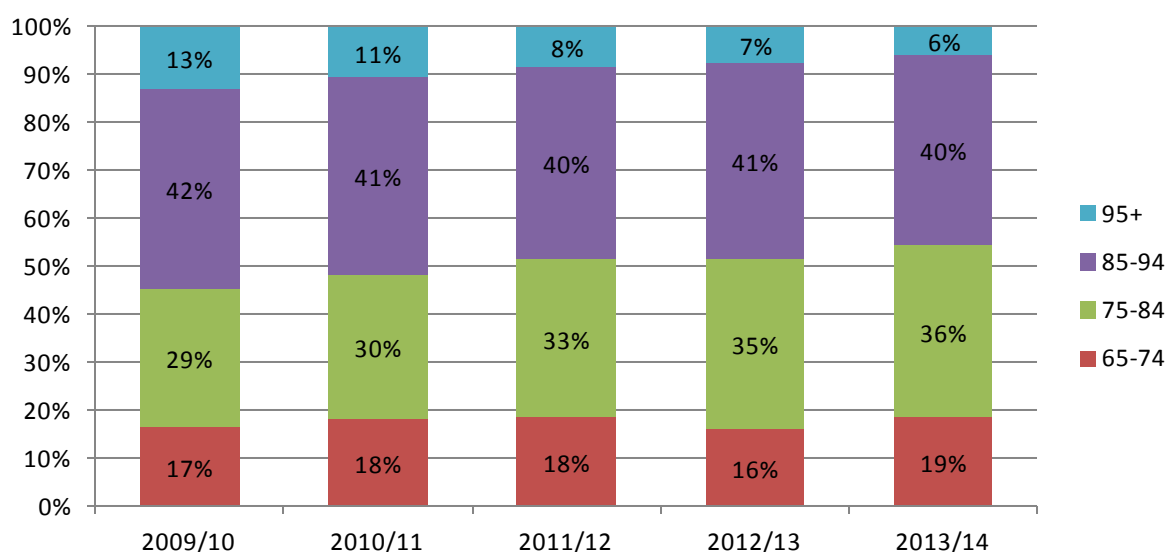
council suggests that other aspects of the reform of the welfare benefits system is impacting on people, for example, we are seeing customers of Adult Social Care who are in rent arrears because of the under-occupancy rules that were introduced.

7.2 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. Overall, 65% of adult social care customers accessing support are female, notably more than are found in the borough's population. 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.

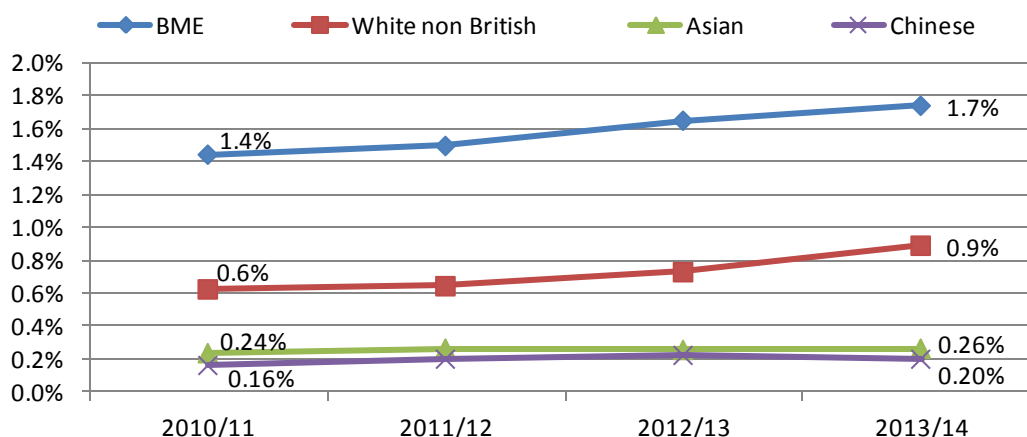
7.2.1 Profile of North Tyneside Residents aged 65 years and over (%)



The graph above shows that, in particular, the proportion of people aged 75-84 has increased significantly over the last five years, and this increase will continue through the older age groups over time. Although the proportion of older people aged 85 years and over has decreased, the intensity of support provided to these age groups is increasing.

2% of the population of people over 65 years of age are from a Black and Minority Ethnic (BME) background. Similarly, 2% of our customer base aged 65 years and over is from a BME background (this includes white, non British). 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, and the graph below shows the increases for certain BME groups over the last 4 years:

7.2.2 Access to services by BME Groups 2010-2014 (%)

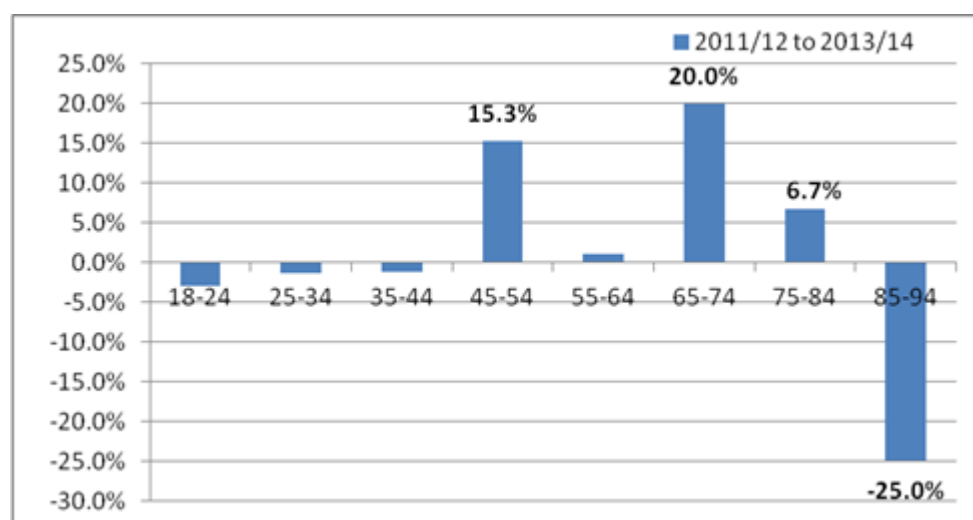


In terms of ethnicity, the service measures access to services by analysing the access of people aged over 65 years. This is because in North Tyneside one of the largest minority ethnic groups is white non-British and these people tend to be in the borough for work purposes, thus are less likely to require social care services.

7.2.3 Learning Disabilities

In addition, 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.

The following graph shows the total number of people with learning disabilities supported by services, split by age group.



It shows that over the last three years (to 2013/14) we have witnessed an increasing number of LD people aged 45-54 (15%), aged 65-74 (20%), and aged 75-84 (7%). Recent estimates

suggest that by 2030 the number of adults aged over 70 using services for people with learning disabilities is likely to have doubled (Emerson and Hatton 2008).

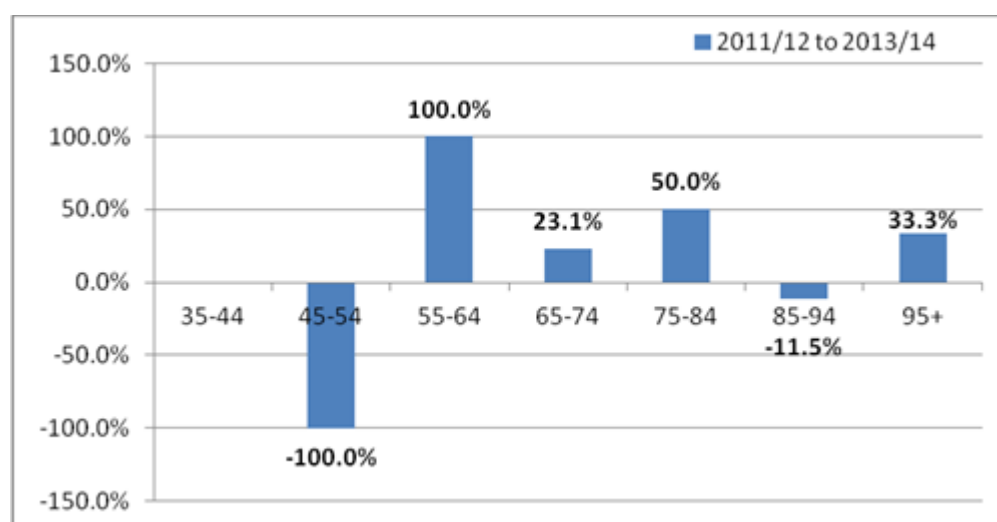
Research by Department of Health (2010) shows that often older people with learning disabilities and their families are not known to statutory services until they are in crisis.

In terms of people transitioning from Children's to Adult services, we know that 31 young people turned 16 between 2012 and 2014; and from 2014 to 2017, 66 young people will reach their 18th birthday and enter adult services. This data helps us to understand what services need to be commissioned.

7.2.5 Dementia

Another area of increasing demand that the service needs to consider when developing longer term plans is the anticipated growth in the number of people with dementia.

The following graph, which is split by age group, shows the total number of people with dementia supported by us with services in the last few years:



It shows that over the last three years (to 2013/14) we have witnessed an increasing number of people with dementia aged 55-64 (100%, though very small numbers), aged 65-74 (23%), aged 75-84 (50%), and aged 95+ (33%). We would expect these increases to 'shift' up the age groups overtime.

We are supporting a greater number of people with dementia over the three year period, with an overall increase of 17% (22 more people). There are some caveats around this data, as some people with dementia may not have this recorded as their primary condition.

We are also increasingly aware of the national picture of increasing social isolation in older men.

7.3 Equality Impact Assessments (EIAs) carried out in 2014

- Care and Connect
- Commissioning Team restructure
- Extra care
- Home Care Charges
- Housing Opportunities
- Pooled Budgets
- Residential services and Independent Supported Living
- Shared Lives
- Single Front Door

7.4 Improvements during 2014

Actions identified in 2014 Annual Review	Progress
<p>We will further develop the access points into support and service by bringing together a single entry point for children, young people and adults.</p>	<p>The services are co-located and benefitting from staff having a wider range of knowledge and experience to draw on at the first point of contact. Work has been undertaken to understand demand and customer segmentation. Also, a cost benefit analysis of different methods of call handling has been undertaken and is being considered.</p> <p>Pathway planning for a joint access point with secondary mental health has been undertaken with a broad “in principle” decision to move to a joint access point. An implementation plan is now being considered</p> <p>Work has been completed to analyse work flows and resource allocations, which has greatly improved response times and call abandonment at the first point of access.</p>
<p>We will consider how social care and health services better integrate to the benefit of individual customers including the times when services can be accessed by the public.</p>	<p>Work has been undertaken with the Clinical Commissioning Group to discuss how an integrated approach to commissioning services for people whose care is funded by the NHS can afford improved outcomes. This work is now being undertaken jointly.</p> <p>We have strengthened our approach to crisis support outside of office hours and we are currently consulting on how we provide a consistent service across a seven day per week basis to improve access.</p>

<p>We will work with partners to enhance the sharing of information to enable appropriate support to be 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.</p>	<p>This year has seen significant progress towards achieving our N3 connection which will allow easier secure transfer of information between social care and health care.</p> <p>We have refreshed training to all staff with mandatory information governance e-learning and development of a half day workshop style training course to allow staff to explore the practicalities of safe information sharing.</p>
<p>We will work with the market to strengthen services and offer accommodation for people with learning disabilities to facilitate their discharge from longer stay hospital.</p>	<p>This work is ongoing, but we are working closely with Housing Services to develop bespoke solutions for people who require specific accommodation to meet their needs.</p>
<p>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.</p>	<p>We have developed this approach using the Making Every Adult Matter (MEAM) approach. The premise is that vulnerable adults who may not have traditionally eligible social care needs, and who historically have slipped through the net for services and support, will be picked up through an operational panel.</p> <p>This multi agency/multi professional panel meets at least every fortnight. It seeks to understand the needs and issues for individuals and develop a support plan. This approach shares both risk and responsibility, with each agency clearly understanding their role in the support plan and feeding back to the operational panel if the plan is not achieving its aims.</p> <p>In addition, a strategic panel meets quarterly to understand where there are gaps in services and to ensure that organisations are taking a sufficiently flexible approach to meeting needs.</p>

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 and look for ways to tailor support to each person's individual requirements – rather than the person being made to fit the service that is there.

This approach promotes the ability of people to select ways of meeting their needs in a person-centred way so that support fits with all of their belief systems and needs in relation to all protected characteristics. We have facilitated people taking more control of their support and commissioning support themselves by introducing a pre paid card. This allows a direct payment to be loaded directly onto a card that can be used in a similar way to a debit card to allow an individual to arrange and pay for their own service. The reporting ability that comes with the card and the supporting bank account reduces the burden on an individual or their

family for record keeping, as a report can be requested which identifies how funds have been spent.

Our support planning cafe 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. This has had some excellent outcomes.

'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.northtyneside.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. To further assist with options for access, in autumn 2014 we launched Care and Connect. This is a new service which is based in the community and provides an alternative source of advice information and signposting. The service aims to prevent or delay people needing formal paid care services by helping them to understand and use their informal networks of support or by assisting them to access community resources that can keep them well, happy and independent for as long as possible.

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 third Local Account was published in summer 2014. 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: [Local Account](#)

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

Over the past 18 months, we have been working closely with carers, providers and others in relation to the modernisation of learning disability services. During this period we have learned a lot and have listened to the views of those receiving services on how we carried out engagement and involvement activity.

As a result we have produced a new engagement leaflet and set of standards which makes clear what people can expect from engagement and how we deal with their views and experience feedback. We have also just established a new Care Forum which brings together carers, providers and NHS and council commissioners, to ensure that all future services changes are fully coordinated and communicated to the right people at the right time.

The service has done a lot of work over the past few years to emphasise to local communities and local partners that ensuring that vulnerable people are safeguarded is a priority and is everybody's business. This is important as the majority of people who touch our service in relation to safeguarding issues will have a protected characteristic that makes them a vulnerable adult at that time.

During 2014, North Tyneside, Newcastle and Northumberland held a week of action aimed at increasing general awareness about Safeguarding Adults. This involved a range of activities including a conference and training event for professionals, coffee mornings for people accessing provider services, a walk and a tea dance open to everyone. Over 1,700 people took part in direct activities across the week.

Information on Safeguarding Adults was shared with the general public through the distribution of promotional materials, for example bookmarks were given out in public libraries. This was supported with web-based information and through the use of social media. North Tyneside Safeguarding Adults webpage had 920 hits during this time.

It is planned to hold this as an annual event, with another SAFE week being planned for October 2015.

We have also piloted a person centred, outcome focussed, way of managing safeguarding meetings and processes, ensuring that the person is more fully involved. This approach is to be rolled out further.

7.5 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 have, however, decided that it is more appropriate to gather this information as workers get to know a customer in more depth and therefore this will not be raised as an issue in the future.
- 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 associated with learning disabilities. This is being addressed by developing market position statements to ensure providers understand the types of service we require and the direction of travel
- The work published around abuse of learning disabled adults in Winterbourne View has influenced our approach 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. The MEAM work has started to address this and is a one year pilot. We do plan to continue with this multi agency approach to managing vulnerable people after the pilot concludes and there is a challenge in terms of mainstreaming this way of working.

- We need to fully understand the impact of the changes that the Care Act brings over the next two years.
- Whilst the service has worked to undertake equality impact assessments in conjunction with service users and carers, there has been some criticism of the process from these partners who have expressed concern that their involvement in the process demonstrates their agreement with a specific decision. This has been raised at the council's Corporate Equality Group and will be considered further early in 2015.

7.6 Actions for 2015

- Embed and evaluate the new engagement standards that have been developed in conjunction with users and carers, by October 2015.
- Establish the new joint commissioning function to ensure a consistent all age non diagnosis based way of ensuring support is available to meet need, by March 2016.
- Embed the MEAM approach into every day practice, by March 2016.
- Embed the new eligibility criteria set within the Care Act and ensure that individuals understand the offer available to them – including the support available to carers, by March 2016.
- Evaluate the success of Care and Connect, by March 2016.
- Hold another SAFE week to highlight the importance of ensuring that people in the community with protected characteristics are safe, by October 2015.
- Focus on individual outcomes for people with protected characteristics throughout the safeguarding process, by October 2015.

8. Children, Young People and Learning (CYPL)

8.1 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
- Skills provision for young people and adults
- Children's Centres
- Alternative Education Programme
- Careers Education for young people
- The Skills, Employability and Inclusion contribution to the North East Combined Authority

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 Commissioning Executive Board
- North Tyneside Safeguarding Children Board
- Area Children's Strategy Groups

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 in both 2013 and 2012.
- We are amongst the top performing authorities for the proportion of care leavers who are engaged in education, employment or training in 2013, continuing our previous good performance.
- For the last three years (2011 to 2013) we have the lowest rate of first time entrants into the Youth Justice System in the region.

- We have the smallest education gap in the region between disadvantaged pupils and their peers at both Key Stage 2 and 4 in 2013. In 2012 we were in the regional top 3 for both of these measures.
- The numbers of young people aged 16-18 that are Not in Employment, Education or Training continues to be one of the lowest in the North East.

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.

8.2 What we know about our service users

The January 2014 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 39% Asian, 35% mixed with smaller proportions coming from Black, Chinese or other ethnic groups
- 48% are female, 52% male

The census also collects information on special educational needs and first language. The census does not record information on pregnancy and maternity, gender reassignment 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 (2014) comprises:

- 59% males, 41% females
- 95% 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.

Allen Oghene was elected as Young Mayor in 2013, on a manifesto that sought to:

- *Help people who have problems if they are being bullied.* During Allen's time in office he has worked with School Improvement Officers on introducing the national Quality Standards Award for schools who tackle bullying effectively.
- *Improve club and school facilities making them fun and exciting for teenagers.* As well as continuing previous Young Mayors music festival The Event, Allen has worked with Sports Development to create The Young Mayors Summer Games. The games are a fun inter schools event for young people who don't normally engage in sporting activities.
- *Make transport for children and young people a more affordable price.* Following meetings with Nexus and consultation with young people, Allen identified that the uptake of the Pop Card is low. By using the Pop Card, young people get reduced transport costs. Allen is now working with Nexus Liaison Officer to develop promotional campaign to ensure young people know of their entitlement.

The next Young Mayor will be elected in February 2015.

The statistics of learners within our skills provision are:

- Male 37%
- Female 63%
- 23% have learning difficulties or disabilities
- 5% are registered from a black or minority ethnic group

8.3 Satisfaction

Children social care services recorded 38 complaints in 2013/14. There were a total of 10 corporate complaints relating to children's services during the same period, of which 4 related to children's social care services.

Within our skills provision 96% of learners surveyed indicated that their experience was at least good

8.4 Equality Impact Assessments (EIAs) carried out in 2014

- Children's Centre Consultation
- Youth Services Consultation
- Local Offer implementation
- Children and Young People's Plan 2014-2018

8.5 Improvements during 2014

Actions identified in 2014 Annual Review	Progress
Ensure equality and diversity information is incorporated into the review of Front Door Service and preventative services.	Complete: Equality and diversity information is incorporated in all the service development and reviews in relation to the Front Door, and all prevention and early help services.
Develop Local Offer of services for children and young people with special educational needs.	<p>Complete: North Tyneside Council has met the statutory guidelines in relation to the local offer by having a local offer accessible to parents from September 2014.</p> <p>Our work plan in going forward will ensure that we continue to develop the local offer in collaboration with parents and young people.</p>
Implement Special Educational Needs and Disabilities (SEND) reforms.	<p>On Track: North Tyneside Council has co-produced the Education, Health and Care (EHC) Plan and transition arrangements for the conversions of statements to EHC plans.</p> <p>Regular multiagency meetings have been held to develop the North Tyneside approach to personal budgets. This will support choice and control for families who are eligible in health education and social care.</p> <p>Special Educational Needs Co-ordinators have been supported by the School Improvement Team to implement the new reforms and Head Teachers reported that they are confident in their implementation.</p> <p>North Tyneside Council has access to services to provide independent support and advice to families.</p>
Carry out the 2014/15 service review, which will consider equality and diversity issues, as part of its wider focus on improving outcomes for vulnerable children and young people and removing barriers to achievement.	On Track: The service review is continuing with the implementation of the Our North Tyneside Plan and the priorities of the Children and Young People's Plan 2014 - 2018. This will ensure that equality and diversity issues are embedded into improving outcomes for all children and learners.

- New support arrangements for children and young people with special educational needs and disabilities are being successfully implemented in North Tyneside. The measures, which were set out in the Children and Families Act 2014, include Education, Health and Care Plans, personalised budgets and the local offer. A range of consultation events supported families to understand the reforms.
- The charity Headliners, are working with young people who have special educational needs and / or disabilities to identify how they would like to see services improved.
- We are consulting with young people on a new borough wide youth offer.
- Children and young people helped to shape the Children and Young People's Plan 2014-18 at an event in July.
- The expansion of the free childcare offer has been successfully delivered, enabling disadvantaged 2 year olds to access 15 hours of free childcare.
- The Oaktrees Parenting Centre has opened and provides specialist support for vulnerable two year olds and their families.
- The introduction of the Front Door Service is enabling the early identification of vulnerable families, ensuring they get the right support when they need it most.
- The establishment of an Early Help Team and the introduction of an early help assessment are ensuring families get coordinated support to address issues before they become entrenched.
- The Family Partner Teams provide assertive support for families including those requiring significant additional support as part of the Government's Troubled Families Initiative. This approach is delivering better outcomes for families with North Tyneside's team's exceeding the national success rates.
- North Tyneside was part of a successful bid by the local authorities in the North East Local Enterprise Partnership area to the European Social Fund. £320,000 was secured to support young people who are Not in Education, Employment or Training with intensive support and training.
- We have increased the external grant provision in North Tyneside to support young unemployed and disengaged young people via the sub-regional Youth Employment Programme, subcontracting within the National Youth Contract and working with Jobcentre Plus to deliver support to young unemployed adults.
- Over 1000 people took part in multi-agency training and learning events on the safeguarding of children and young people in the borough.

8.6 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 remains a priority. A new service has been established to address the duties set out in recent 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 and training providers 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.

We will continue to maximise the external grant opportunities at a regional level, including access to European funding in 2015 that will increase participation and inclusion and raise skill levels of the most vulnerable residents.

8.7 Actions for 2015

- Reconfiguration of residential provision, by April 2015.
- Develop the provision of supported lodgings, by June 2015.
- Ensure equality and diversity information is incorporated into the review of Front Door Services, by June 2015.
- Maximise external grant availability to North Tyneside vulnerable and disengaged young people, and unemployed adults to increase inclusion and skills achievement, by June 2015.
- Increase the targets for vulnerable learners accessing skills and employability support for academic year 2015/16, by July 2015.
- Evidence that the principles underlying the Code of Practice are in place –i.e. the participation of children their parents and young people in decision making, by September 2015.
- Evidence collaboration between education, health and care to provide support, through the implementation and quality assurance of EHC plans, by September 2015.
- Evidence that the information on the local offer is accurate and accessible and that changes are made as a result of feedback from children, their parents and young people, by September 2015.
- Evidence greater choice and control for young people and parents through the implementation of personalisation action plan, by September 2015.

- Implementation of an action plan to maximise preparation for adulthood, by September 2015.
- Evidence that arrangements are in place to provide advice and information about matters relating to SEN and disability to children with SEN or disabilities and their parents, and young people with SEN or disabilities.

9. Business & Economic Development

9.1 Introduction

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

Through the Head of Service, the team also plays an important role as part of the [North East Combined Authority](#), which brings together aspects of innovation, 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 local business support, town centre management, inward investment, marketing the borough to potential investors, [The Business Forum](#) and the business start-up programme which is delivered by [The Business Factory](#).

The Business Factory has supported a range of entrepreneurs to start their own business with over 3,000 North Tyneside resident contacts in relation to enterprise and the 1,000th start-up business was announced in December.

- **Management & Resources** is responsible for performance planning, collating data and information for decision making. The team also works with other council departments to secure external funding, advises on eligibility and provides strategic funding advice.

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

- [Regeneration](#)
- [Inward Investment](#)
- [Business Advice & Grants](#)
- [Key Figures for Economy & Employment](#)

9.2 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 other regional or national specialist services such as the Department

of Work and Pensions NEA programme for unemployed. Another example of a support organisation we work closely with is [The Pinetree Trust](#), a regional organisation that supports individuals with a long term illness or disability and complex needs.

Business Start-up Service	2010	2011	2012	2013	2014
Number of clients	956	1,305	586	735	881
Male	60%	56%	51%	47%	44%
Female	40%	44%	49%	53%	56%
Aged 16-25	15%	17%	25%	20%	25%
Aged 50+	20%	23%	18%	23%	20%
Employed	21%	31%	32%	44%	19%
Unemployed	63%	54%	49%	39%	80%
Health Issues / Disability	4%	5%	8%	7%	8%
Lone Parent	6%	4%	6%	5%	4%
White British	92%	93%	90%	89%	92%

We reached our objective of 23% clients being aged 50+ exploring the potential for self-employment in 2013 and 2014's figures show an increased number of clients aged 50+ accessing the service. The Business Factory staff targeted private networks and redundancies, and worked with an increased number of older clients, many of whom have struggled to find other employment options in the current job market. An alternative start-up programme has been introduced by the government, that incentivises start-ups under the Job Centre Plus Programme, so some potential Business Factory clients may have taken this offer. The 2014 table above also indicates that a higher proportion of business start-up service clients are non White British than in the borough's overall population.

9.3 Improvements and activities during 2014

Actions identified in 2014 Annual Review	Progress
Business & Enterprise	
Research information available to address gaps in data for female entrepreneurs and business ownership by people from Black, Asian and Minority Ethnic (BAME) groups	<p>In response to International Women's Day a Business Factory event took place consisting of inspirational female speakers from around the North East who talked about their experience of starting a business. It was announced at the event that the Business Factory will host monthly 'Colleagues on Tap' co-working days to bring together home workers, lone workers and freelancers for a day of networking. The sessions have been well received with feedback such as, "Thanks for our chat at the event, it was very helpfulbefore I commit to setting up my website the brand image comes first".</p> <p>We brought 'Colleagues on Tap' to the Business Factory as</p>

	<p>the majority of our business start-ups are lone workers, many from home and isolation is a known factor in the first year of business. Current analysis of registration details shows that 75% attendees are women, 10% attendees are from minority ethnic groups and that 45% fall into the 40-50yrs age range.</p> <p>Women in the Workplace - according to national data the percentage of female representation in top boardrooms has risen to 23% from 13%, 51% of our business start-up enquiries are from women and 49% of our business start-ups are by women.</p> <p>The Business Factory programme is being extended until Sept 2015 and therefore further equality data will not be available until after then, however we have conducted other research with female entrepreneurs and have had positive feedback e.g. "Since setting up things have gone really well and because of the Business Factory things I was unsure of initially I have become much more confident in doing".</p>
Deliver a further schools enterprise programme to encourage entrepreneurship to younger residents	<p>All our school work is aimed at those aged 16+ and to gain interest we emailed all schools and the first six to respond were given the opportunity to get involved.</p> <p>The event was aimed at raising aspirations with an emphasis on entrepreneurship; the tone being set by a local, successful entrepreneur as a guest speaker. The main aim was to inspire young people to consider self employment as a viable career path. Activities included networking, ideas generation and skills audits.</p> <p>In the end the event was attended by over 100 pupils from local high schools, colleges and universities.</p>
Continue to review service area Equality Impact Assessments and client data, to monitor the accessibility of services, by the end of June 2014.	<p>Business Factory client data is collected on an ongoing basis and the table above shows figures from 2010. The team is currently being restructured as part of the corporate 'Creating a Brighter Future' programme and service area Equality Impact Assessments will be further reviewed in 2015.</p>
The Business Factory will continue, during 2014, to target clients aged 50+ to consider self-employment as a viable career option.	<p>In response to International Day of Older Persons the Business Factory held an 'Introduction to Self-employment Event' targeted at the over 50s with the help and support of Age UK. Age UK are one of our key partners and hold regular drop-in sessions at the Bradbury Centre, which is Age UK's North Tyneside HQ. We also receive a number of referrals from Age UK and refer back to them on a regular basis.</p>

Regeneration	
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	North Tyneside Council's Young Mayor and some members of the Young Cabinet visited the Dome as part of the Spanish City project. The young people provided feedback on ideas for the sort of activities would appeal to them, this will be valuable information for the Regeneration Team as they prepare for marketing space within the building.
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	The Spanish City project has its own email address and we will be hosting a dedicated photo gallery as part of ongoing consultation about the project. Our Communications and Engagement Team is issuing regular Twitter updates on the latest developments and local radio has also helped publicise the project.
Continue to work with the Communications and Engagement Team and investigate how best to engage with minority groups	As part of Spanish City we have engaged with the North Tyneside Coalition for the Disabled People and have their support in helping to develop the facilities that will be provided, design of the building layout and overall accessibility to ensure this is an inclusive venue.

Other activities

Business & Enterprise

North Tyneside Council's Business Factory has joined forces with an army veteran to launch a scheme offering help and advice for veterans who are looking to start-up their own businesses. The Business Factory has, so far, engaged with 12 veterans and is working with ten veterans to help a further two businesses get started.

The Business Factory hosted an Enterprise Event in partnership with Avanta regarding unemployed residents as they have the government contract for this work programme. There were 12 exhibitors each of which were successful business start-ups that had benefitted from the services offered by the two organisations. The event was attended by 70 unemployed North Tyneside residents and received positive feedback; "The Business Factory was very helpful in getting me started. I would never have done it on my own."

The [Business Factory](#) has broadened service accessibility by enhancing its website and use of social media/Twitter with a new [YouTube channel](#) showing the activities of the Business Factory and its clients through a selection of movies, including a client focus group. Through the use of Facebook and Twitter we promote and publish stories on a

daily basis, these are scheduled to go out at the times when our target audiences will be commuting / surfing.

Those potential clients physically passing the Business Factory have not been forgotten either and the office windows have been recovered to improve the accessibility of our signage and now feature large print text and images.

The Business Factory's success has been recognised nationally for promoting entrepreneurial spirit and the team were presented with their [Highly Commended Award @ Enterprising Britain 2014](#)

Regeneration

Members of the Young Cabinet and the Young Mayor came to the Spanish City inter-generational tea dance and spoke to members of the public to gather their past experiences and memories.

A photography / archive project took place on a Saturday when The Dome was open to all and also mid-week with a specific focus on schools who are making a record of the iconic building coming back to life. This will help young people establish an early allegiance to the project / project ownership. All schools engaged have said they were very happy to be part of this process.

9.4 Actions for 2015

The Regeneration Team will:

- Continue to hold events around Spanish City, our main focus for coastal regeneration.
- Continue to carry out and review service area Equality Impact Assessments as required.
- Carry out equality monitoring of those attending our consultation events in order to identify any gaps in the profile of people who we are engaging with at the Coast.
- Ensure 'Changing Places' records are up-to-date and advertise the details on our website.

The Business Factory will:

- Hold an events programme until the end of the current project in September.
- Target young people, aged 21 and under, to consider self-employment as a viable career option.
- Target minority groups, such as Veterans and try to ensure all our residents have knowledge of and access to business support services.
- Continue to review service area Equality Impact Assessments and client data, by the end of June 2015.
- Carry out a final Business Factory evaluation, with results available in late 2015.

10. Corporate Strategy, Law and Governance, Finance and Resources

10.1 Introduction

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

- Finance and resources (including client management of Revenues, Benefits and Customer Services)
- Law and governance (including legal services, customer and member liaison, governor support, democratic services, registration services, statutory services and business support).
- Commercial services
- Communications and engagement
- Equalities
- Office of the Elected Mayor
- Partnerships
- Performance
- Policy
- Research
- Voluntary sector liaison and external funding

Some of the work undertaken by these 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 [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.

10.2 What we know about our service users

The **Communications and 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 **Mayor's Listening Events** 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. In 2014 in addition to 13 ward focused Listening Events, five specific events were also held, one with the Police and Crime Commissioner, one to consider anti-social behaviour in Whitley Bay and three to reach out to family carers and people who are Deaf or hard of hearing – both groups identified as requiring additional support in order to engage.

586 residents attended these events, of these 166 (28%) completed equality monitoring forms (no forms were completed at 8 of the events). As the table below shows more than half of participants were aged 60 or over, which reflects the type of demographic who usually attend such meetings. Although older people were still over represented in the summer programme, the proportion was lower, highlighting the need to use a range of engagement approaches to reach out to different parts of the community.

Characteristic	Mayor's Listening Events	Summer programme	Borough average
Gender	55.5% female 44.5% male	60% female 40% male	52% female 48% male
Gender reassigned	1.2%	n/a	1% (est)
Age	1% 16-24 53% 60+	7% 16-24 36% 60+ (est)	10% 16-24 25% 60+
Ethnic group	85% White British 6% White Irish 5% Asian	93% White British 1% Asian	95% White British 0.3% White Irish 2% Asian
Sexual orientation	90% heterosexual 3.5% LGB 7% prefer not to say	84% heterosexual 2% LGB 7.5% prefer not to say	94% heterosexual (est) 2% LGB (est)
Disability	26% have disability 30% carers	14% have disability 8% prefer not to say	21% disability 11% carers
Religion or belief	66% Christian 28% no religion 6% prefer not to say	n/a	64% Christian 28% no religion
Marital status	7% single 63% married 6% co-habiting 12% divorced 10% widowed 1% prefer not to say	n/a	32% single 47% married 10% divorced 8% widowed

During 2014 our third round of Community Conversations took the form of a **Summer Engagement** programme – visiting popular public locations (parks, beaches etc.), events (for example: community summer fairs and Picnic in the Park) and shopping and transport hubs to find out how residents view the culture of North Tyneside Council. As part of this programme, between 26 May and 16 September 2014, 1,667 separate comments were collected from 590 respondents at 41 events and venues. Equality data

was collected on five characteristics. As the table above shows action should be taken to improve participation from young people and people with disabilities.

The **Residents' Panel** currently has 250 active members, although this number will increase early 2015 with the recruitment of new members drawn from the 2014 Residents' Survey.

Upon joining, all panel members are asked to complete a profiling questionnaire. Data is currently held on 195 panel members and provides the following profile:

Characteristic	Residents' Panel (Dec 2014)	Borough average
Gender	42% female 58% male	52% female 48% male
Gender reassignment	0	1% (est)
Age	1% 16-24 40.5% 65+	10% 16-24 19% 65+
Ethnic group	96.4% White British 0.5% Bangladeshi 1% Mixed	95% White British 0.3% Bangladeshi 1% Mixed
Sexual orientation	91% heterosexual 4.5% LGB	94% heterosexual (est) 2% LGB (est)
Disability	23% have disability 23% carers	21% disability 11% carers
Religion or belief	66% Christian 26% no religion	64% Christian 28% no religion
Marital status	12% single 64% married 2% civil partnership	32% single 47% married 0.2% civil partnership

The data suggests that men and people aged 65 years and over continue to be over-represented on the panel, although the proportion of both has reduced compared to the previous year and additional panel members aged 25-44 years have been recruited, this rebalancing needs to continue in 2015.

We aim to use a range of methods to share information to ensure that council communications are accessible to all. For example:

- Our website has recently been redesigned to be more accessible, with larger text, simpler navigation and less clutter.
- Publications and written material can be made available in different formats on request.
- We use Twitter and Facebook to provide the latest updates direct to residents.
- We can provide interpreters at events and meetings.

The Communications and Engagement Team also 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).

10.3 Satisfaction

Our annual 2013 Residents' Survey Report describes residents' views on a variety of subjects relating to the council. For 2013, a postal survey of 1,197 adults in North Tyneside was carried out during the summer by an independent research agency.

Key findings include:

- Of those completing the monitoring questions - 98% were White (compared to 95% in the borough population) and 27% had a limiting illness or disability (compared to 21%).
- Attitudes towards the council are more positive amongst those aged 65 and over.
- 71% feel they belong to their local area - with those aged over 65 more likely to agree.
- 57% agree people from different backgrounds get on well locally (down from 63% in 2012 but in line with the regional average), older people are more likely to agree with this.
- 92% feel safe outside during the day. This falls to 60% at night with women, older people and those with a disability feeling less safe.
- When asked about sources of information about the council:
 - 68% used the council residents' magazine (older people especially).
 - 48% used the website

The results of the 2014 Residents' Survey will be available in February 2015 and published on the council's website [here](#).

Cofely and North Tyneside Council are committed to delivering Excellent Customer Service to all of our customers. To ensure that we are delivering this to all customer groups we review satisfaction rates from these groups and implement changes services where necessary to ensure their needs are catered for.

Cofely customer services offer a Customer Satisfaction Survey to everyone using customer services if they consent and provide suitable contact details. Cofely has a key performance indicator agreement with North Tyneside Council to collect feedback from a minimum of 2% of customers who use our services. Some contacts such as simple call transfers and reception services are excluded from the data capture.

Customers are invited to take part via an email with a link to an online questionnaire, paper copies of the questionnaire can also be offered.

Between January and June 2014, 4% of all customers were surveyed (7,008) and 2% (2,664) of all customers completed the optional equality monitoring survey. (Both of these samples are statistically significant to a 95% confidence interval +/- 1.88% @50%).

Segmentation is in line with the guidelines provided by North Tyneside Council's Equality and Diversity Guidelines.

Satisfaction is measured using the question 'Were you satisfied with the overall experience?' and 95.4% of respondents agreed that they were satisfied. Analysis by characteristic shows:

- Customers aged over 65 were less satisfied with the overall experience than other age groups. Closer analysis of the feedback demonstrates the drivers of dissatisfaction are the time waited to be served and the perceived lack of easy to use services. Free text feedback shows frustration with waiting times specifically in the Contact Centre and lack of response from back office services.
- Male customers were less satisfied with the overall experience than female customers. Analysis shows that male customers are slightly more likely to have visited before about their issue and slightly less likely to have their issue resolved on this visit. The main themes of dissatisfaction for male customers are around environmental issues, particularly pest control, follow up contact and the council's charging policy.
- The satisfaction rate for customers with a disability was slightly lower than for those who don't have a disability. This related to environmental and highways issues. There was also feedback regarding the lift not working at the White Swan Centre which resulted in a slightly different service experience.
- Satisfaction rates for respondents who are carers were lower than for customers who are not carers. The main reasons given for dissatisfaction were around environmental, benefits and housing repairs issues. Frustration with having to complete a Blue Badge application form for a renewal, the lift being out of order at the White Swan Centre and challenges with the automated receptionist were also raised.
- Respondents who identified as heterosexual or gay or lesbian had very similar levels of satisfaction. Customers who selected bisexual were less satisfied with the service. As only 104 customers identified with this characteristic, the data may not be representative and will be monitored more closely as more information becomes available.
- Similarly satisfaction rates for those customers who are either currently in a civil partnership or were formerly in a civil partnership and those who identified as Black or Black British are lower than average. However the number of respondents in these categories is too low to be representative and feedback from these groups will be monitored as more information becomes available.

10.4 Consultation

The Communications and Engagement Team 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 2015, 86 volunteers from across the organisation are panel members (the council's total number of employees is 3,031 – excluding schools). Profiling shows that the panel broadly reflects the make up of the staff population. However, the panel does have a lower proportion of younger (16-24 year old) participants.

Characteristic	Staff Panel members (Jan 2015)	Staff average (Jan 2015)
Gender	67% female 33% male	69% female 31% male
Gender reassignment	No data	No data
Age	0% 16-24 years 7% 25-34 years 29% 35-44 years 51% 45-54 years 13% 55-64 years 0% 65 years and over	3% 16-24 years 14% 25-34 years 25% 35-44 years 38% 45-54 years 20% 55-64 years 1% 65 years and over
Ethnic group	93% White British 2% Asian 2% Unknown	95% White British 1% Asian 1% Unknown 2% undeclared
Sexual orientation	23.5% heterosexual 72% undeclared	16% heterosexual 83% undeclared
Disability	8.5% have a disability 2% undeclared	3% have a disability 4% undeclared
Religion or belief	60% Christian 28% no religion 8% undeclared	63% Christian 25% no religion 3% undeclared
Marital status	15% single 62 % married 2% living together 0% civil partnership 11% undeclared	26% single 52% married 1% living together Small number - civil partnership 15% undeclared

10.5 Equality Impact Assessments (EIAs) carried out in 2014

The following Equality Impact Assessments (EIAs) were carried out in Strategic Services, Finance and Legal and Democratic Services during 2014:

- Budget Engagement 2014
- Polling District and Places Review was completed in January 2014
- Restructure of Law and Governance completed in December 2014
- Electronic Claim Forms
- Risk Based Verification Policy on Benefit Claims.

10.6 Improvements during 2014

Actions and issues identified in 2014 Annual Review	Progress
Strategic Services	
Update our Interpreting and Translation Policy, following the introduction of new suppliers of these services, in February 2014.	Delayed – will be completed early 2015
Undertake second round of Residents' Panel profiling in spring 2014, once new members drawn from the 2013 Residents' Survey have been inducted.	Complete
Work with the Corporate Equality Group to review the council's equality objectives, by April 2014.	Complete
Develop, in partnership with Human Resources, a new on-line equalities course by April 2014.	Delayed until 2015.
Identify ways in summer 2014 to ensure the Residents' Panel more closely mirrors the borough population.	On-track – gradually changing to more closely reflect the borough population.
Continue negotiations to create an on-line engagement tracking system.	Ongoing - the opportunity to implement this as part of the council's website design project are being explored.
Encourage more participants at Community Conversations and Mayor's Listening Events to complete equality monitoring forms, to ensure better data across 2014.	On-going – a new monitoring form and approach will be adopted in 2015.
The Engagement Team will work with councillors throughout 2014 to review the content and promotion of these events to increase participation by under 65s.	On track: younger people were engaged via the summer engagement programme
Finance and Resources	
Carry out equality monitoring on satisfaction surveys, to understand whether satisfaction levels are the same across customers with different protected characteristics.	Complete: This now takes place and a report is available on the results. This formed part of the evidence that led to Cofely and Council partnership receiving the Customer Service Excellence Accreditation from the Cabinet Office.
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.	This has now changed to Universal Credit Support Delivered Locally in conjunction with Job Centre Plus. This has highlighted a need for bespoke advice and training for visually impaired residents. Training

	has been delivered to Action for Blind Charity on Welfare Benefits.
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.	Opened successfully on 28 March 2014.
In early 2014 the council will be delivering improvements in technology around SMS messaging, following a request from our hard of hearing residents' group	SMS placed on hold as part of the wider review in to improving web services across the Council. Also now looking at webchat.
Law and Governance	
Completion of the Polling Station Review, by January 2014	Complete: a number of amendments to polling stations including the merging / relocating of some polling stations and reallocation of addresses polling station
Review of Law and Governance feedback collection methods to be completed, by May 2014	Complete: an electronic feedback system has been developed with clients which has increased returns and data.
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.	Complete: Individuals can now register online at www.gov.uk/register-to-vote ; an engagement strategy as been introduced and the changes publicised.

In addition:

- The Communications and Engagement Team appointed an apprentice in September 2014.
- In response to staff survey findings Law and Governance have introduced a team charter, training, disposal / archiving of material and an office risk assessment to ensure consistent practices and expectations throughout the service area.

10.7 Actions for 2015

- To continue to use information available to the Electoral Registration Officer to contact residents who are not on the electoral register and encourage them to register

- Feedback forms are to be issued by Registration Services from April 2015, which will include the equality data collection form, to provide information regarding service users and services.
- The Universal Credit Delivered Locally (UCDL) working group will identify and develop a delivery plan for equality and diversity actions by 31 March 2015.
- Review the blue badge application form for renewals.
- Continue to monitor the customer experience of the following groups as more information becomes available: customers who are either currently in a civil partnership or were formerly in a civil partnership, those who identified as black or Black British, Asian or Asian British, mixed heritage or bisexual.
- From January 2015, introduce a new monitoring form and approach to encourage completion at Community Conversations and Mayor's Listening Events.
- Include information on the characteristics of social media users in the 2016 Equality and Diversity Review.
- Continue to attract younger people to join the Residents Panel throughout 2015.
- In spring 2015, introduce a workflow in EDRMS to manage the sign off and storage of EIAs and the progression of actions flowing from individual EIAs.
- Agree and implement a system for the sign off and storage of EIAs for business cases developed as part of the council's budget setting process.
- Finalise the Interpreting and Translation Policy, by spring 2015.
- In spring 2015, lead the development of new council equality objectives.

11. Public Health

10.1 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; this has presented fresh challenges for councils who must now deliver against Public Health outcomes.

The Public Health team has 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.

This is achieved 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 approach centres on 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 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](#)

11.2 What we know about our service users

The majority of residents are positive about their health: seven in ten residents (71%) say their health is good, in line with the 2012 results and continuing the ascending trend set in 2011. The proportion of residents who say their health is good is also significantly higher than the North East average in 2012 (71% vs. 67%).

The table overleaf shows how health and wellbeing varies between key groups of residents. Younger people aged 25 – 44, those in work and home owners are least likely to report poor health or say they have a limiting disability or condition. The pattern is different for mental wellbeing because, although owner occupiers have a better score than tenants in social housing, it is older, retired people have a better score than younger working residents.

Health and Wellbeing demographics (%)

Status	Good Health	Illness or Disability	Wellbeing index score
All	71	27	245
Male	72	28	25
Female	70	26	25
Age 18-24	100	0	23
Age 25-44	89	12	25
Age 45-64	70	25	25
Age 65+	45	57	26
Working	86	12	25
Retired	51	51	26
Workless	24	72	20
Homemaker/other	70	30	24
Home owner	76	21	25
Social tenant	41	59	22
Private tenant	73	28	25
Any children	84	14	24
No children	66	32	25

(Source: Residents' Survey 2013)

North Tyneside is one of the least deprived areas in the North East of England. However, stark inequalities persist within the borough in relation to income, employment, health and educational attainment. There is a social gradient in health – the lower a person's social position, the worse his or her health.

The difference in life expectancy between the most deprived and the most affluent areas of North Tyneside are much wider than the gap between North Tyneside and England. Between the most deprived tenth of the population and the least deprived tenth, there is a life expectancy gap of 11.6 years for men and 9.2 years for women. This gap has remained constant for the last decade.

The wards of Riverside, Chirton, Howdon, Wallsend and Longbenton all have significantly poorer life expectancy than the borough average of 79 years. Riverside ward has the lowest average life expectancy in the borough of 73 years, while St Mary's has a life expectancy value of 84 years. The aim is to close the life expectancy gap by commissioning services that target those who are most vulnerable and at highest risk of developing disease.

Actions to systematically tackle the social determinants of health and wellbeing are required rather than simply focussing on the more apparent and immediate causes of poor health; such as smoking, alcohol and obesity.

11.3 Satisfaction

Customer feedback is integral to understanding services users' needs and effectively commissioning services to meet those needs. All contracts 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 2014.

11.4 Consultation

North Tyneside has a long history of engaging with patients and the public in relation to health and social care. 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.

Continuing engagement of local residents and ongoing consultation with service user groups (e.g. on sexual health services and drug and alcohol services) 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. The work will support and feed into our Joint Strategic Needs Assessment (JSNA) and the continuing development of our Health and Wellbeing Strategy.

We will continue to 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 continue to engage 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 keep abreast of change; ensuring that we can meet the needs of residents.

The following groups continue to be involved in the shaping/development of public health and the services that we commission: 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, North Tyneside Young Peoples Health

and Wellbeing Board, and PROPS (Positive Response to Overcoming Problems with Substance Misuse).

Responsibility for public health transferred to the local authority during 2013 and all commissioned services have been reviewed to meet local authority requirements. Sexual health services are to be procured in 2014/15. Local authorities are mandated to provide open access sexual health services for residents. The local authority currently commissions sexual health services from six service providers. Recent national guidance for commissioning of sexual health services outlines a more local and integrated service.

The procurement process can produce cost savings and service improvements, the aim is to redesign and procure a fully integrated sexual health service which will be a high quality; evidence based service, responsive to local needs. We will work towards an integrated model of service delivery to allow easy access to confidential, non-judgemental sexual health services (including for sexually transmitted infections, contraception, abortion, health promotion and prevention).

North Tyneside Sexual Health Needs Assessment 2013 offered a timely strategic review of sexual health needs, current services and delivery in North Tyneside. This document guides commissioning; providing services that target local needs whilst meeting the needs of the local population.

As part of the sexual health procurement process stakeholders were consulted in a variety of ways including: an online sexual health survey (developed in consultation with North Tyneside Young People's Health and Wellbeing Board) which received 89 responses and a stakeholder event attended by 50 people, 11 of whom were young people. The stakeholders included YMCA, North Tyneside Clinical Commissioning Group, GPs, Pharmacists, Barnardos, Rape Crisis, MESMAC, current sexual health service providers, Young People's Reference Group, North Tyneside Council, North of Tyne and Wear Foundation Trust, Northumbria Health Care Trust, Young People Health and Wellbeing Board, PROPS and Newcastle Upon Tyne Hospitals.

The consultation was promoted via twitter and posters (with QR readers enabling respondents to scan the code with their mobile phone and go directly to the online questionnaire) sent to GP surgeries, the Accident & Emergency department of North Tyneside General Hospital, pharmacies, current sexual health services, children's centres, community centres, drug and alcohol services, high schools, college's, etc.

As of January 2015 an EIA and consultation findings report are being prepared. The report will be circulated to participants from the stakeholder event and a summary will be shared with current sexual health service providers, GP practices, pharmacies, colleges, community centres, children's centres, high schools drug and alcohol services etc.

A soft-market testing event will take place in March 2015 to discuss service design and proposed models developed using consultation feedback.

11.5 Improvements during 2014

Actions identified in 2014 Annual Review	Progress
Explore the use of data segmentation tools to give a better understanding of our service users.	Ongoing. The limited use of data segmentation software has proved useful when promoting the uptake of testing for Chronic Obstructive Pulmonary Disease (COPD), the data was used to target those most susceptible to the disease, i.e. over 50s.
Conduct an audit of commissioned services to gain an understanding of how effectively equalities data is collected.	Completed. This 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 gaps identified were: <ul style="list-style-type: none"> • Public Health needed to collect equality and diversity data inline with the rest of the Local Authority. • There was lack of consistent equality and diversity data collection, therefore it was difficult to access information when required. • Service user feedback was specified within Public Health contracts, however this had not been requested on a regular basis by commissioners/Public Health Officers. • Service user feedback was not regularly discussed at contract monitoring meetings. Findings to be implemented in 2015.
Develop an equalities data set.	Merged with the following action.
Ensure Public Health services are monitored for equality and diversity as specified in all contracts, and review timescales for this.	Deferred until 2015.
Ensure that all services being procured, or are currently commissioned, have completed an EIA.	Undertaken for sexual health – will complete for other procurement/commissioning and consultative processes.

Additional improvements:

- A plan describing how Public Health has engaged and consulted with service users and stakeholders has been developed which identifies how the improvements identified by the equality audit (action 2 above) will be delivered, by whom, and by when.

- Public Health continues to produce a health promotion campaign calendar, working in conjunction with Healthy Living Pharmacy, Better Health at Work and Active North Tyneside; the aim is to narrow health inequalities in the borough.

11.6 Information gaps

Public Health have conducted an equality review and are making progress with the recommendations, these will continue to be monitored in 2015 to ensure that equality and diversity are embedded in Public Health.

11.7 Issues

Further analysis of the equality data routinely collected by public health and commissioned services needs to be undertaken to inform service delivery.

11.8 Actions for 2015

- Use of data segmentation tools to inform the delivery of the NHS Health Checks initiatives and other service development activity.
- Complete a health equity audit during 2015 in relation to the delivery of the NHS Health Checks Programme.
- Continue to track progress against equality and diversity review recommendations throughout 2015.
- Implement a standard operating procedure to ensure Public Health services are monitored for equality and diversity and the data analysed and used to inform service delivery - and that commissioning leads and officers are aware of this requirement.
- Ensure equality and diversity data is collected inline with the rest of the local authority.
- Ensure service user feedback is regularly discussed at contract monitoring meetings.
- Ensure EIAs are completed for all currently commissioned services and those procured in future.

12. 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 2014 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 2014 for Adult Social Care; Housing (North Tyneside Homes) and Kier North Tyneside (covering construction and maintenance).

A total of 819 complaints were received during 2014 and, from these, 132 equality monitoring forms were returned. This represents a response rate of 16%.

	Adult Social Care	Housing	Housing – Kier	Other	As a percentage of those who answered	Borough population
Gender						
Female	7	15	24	27	55%	52%
Male	3	12	14	26	42%	48%
Prefer not to say			1	3	3%	
Age						
18-24			3	4	5%	25%
25-44	2	8	16	13	30%	27%
45-64	6	13	14	17	38%	28%
65 or over	2	6	5	19	24%	19%
Prefer not to say			1	3	3%	
Ethnic origin						
White British	9	26	37	50	92%	95%
Asian						1.9%
Black				2	2%	0.4%
Chinese						0.4%
Other	1	1	2	4	6%	
Sexual orientation						
Gay or lesbian	1		1	1	2%	1% (est)
Heterosexual	8	26	32	49	87%	98.5% (est)
Prefer not to say	1	1	6	6	11%	n/a
Religion or belief						
Christian	5	12	21	34	55%	64%

Prefer not to say	2	2	4	9	13%	n/a
None	2	10	13	8	25%	28%
Other	1	3	1	5	7%	0.2%
Disability						
Yes	4	16	19	12	39%	21%
No	5	9	17	37	51%	79%
Prefer not to say	1	2	3	7	10%	
Carer						
Yes	4	2	6	8	15%	11%
No	5	25	29	43	77%	89%
Prefer not to say	1		4	5	8%	n/a

13. Appendix

Profile of Borough Population (compiled November 2014)

Equality Group	Number in borough	% in borough	Source
Gender			
Female	104,500	51.7	2013 - Mid year population estimates (based on 2011 Census – total borough population 201,446)
Male	97,652	48.3	
Age			
Under 16	35,747	17.7	2013 - Mid year population estimates (based on 2011 Census – total borough population 201,446)
16-24	19,575	9.7	
25-34	26,123	12.9	
35-44	27,057	13.4	
45-54	30,256	15.0	
55-64	25,558	12.7	
65-74	20,105	9.9	
75 and over	17,731	8.8	
Trans			
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 http://www.gires.org.uk/Prevalence2011.pdf
Ethnic origin			
White	194,025	96.6	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	
Black or Black British	734	0.4	
Caribbean	91	0.15	
African	576	0.5	
Any other Black background	67	0.04	
Asian or Asian British	3,815	1.9	
Indian	1,095	0.5	

Pakistani	319	0.2	
Bangladeshi	686	0.3	
Any other Asian background	846	0.4	
Mixed	1,815	0.9	
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	
Chinese	869	0.5	
Other	412	0.6	
Sexual Orientation			
Bisexual	n/a	0.5 (est)	Based on national estimates from the January – December 2013 Office of National Statistics Integrated Household Survey. (Total borough population aged 16 and over at 2011 Census was 165,088)
Gay or lesbian	n/a	1.2 (est)	
Heterosexual	n/a	93.9 (est)	
Religion/Belief			
Buddhist	436	0.2	2011 Census Religion of usual resident population (Total borough population taken from 2011 Census – 200,801)
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	
Person with a disability			
Long term health problem or disability that limits a person's day to day activities.	41,405	20.6	2011 (Total borough population taken from 2011 Census – 200,801)
Marriage and civil partnership status			
Single - never married or registered	53,347	32.3	2011 Census Marital and Civil Partnership Status (Total

a same-sex civil partnership			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	