

South Tyneside Annual Report

2018/19



...an outstanding place to live, invest and bring up families



South Tyneside Council

**HELLO TOMORROW
CHANGE IS HAPPENING**



two

three

Foreword

The last nine years in South Tyneside represent a period of unprecedented and rapid change. The Council has driven an energetic, enthusiastic and ambitious plan, rising to the challenge of reconciling financial pressures with a bold ambition to transform the local area.

We have confidently managed significant financial and demand pressures, delivering positive outcomes across our priorities of 'people' and 'place', whilst maintaining high levels of customer satisfaction. Services that support children, adult learning, health and adult social care have all received external endorsement through Peer Challenge and formal inspection frameworks. Our most recent Ofsted inspection of Children's Services resulted in an overall judgement of 'Good' with 'Outstanding' recognition for our Adoption service.

Our 'Hello Tomorrow, Change is Happening' programme has consistently delivered key regeneration milestones right across South Tyneside, underpinned by a prudent, yet innovative Capital Investment Programme.

Since 2010, we have worked hard to attract additional Government and external funding to finance our ambitions, securing a remarkable £1.6billion of public and private sector investment in our town centres, schools, housing, transport, coastal and urban regeneration. The Local Government Association (LGA) Peer Review noted "...financial management is robust, focused and major Capital programmes are delivered in innovative ways". The value from this investment is highlighted across the pages of this Annual Report.

Over the last nine years, we have delivered £156million of efficiencies, whilst protecting frontline services, through a dramatically redesigned, modern Council. Our approach continues to reduce spend on Council overheads such as management costs, investment in modern buildings and technology with lower energy and revenue costs, and securing the best value from commissioned services.

We are creating the conditions to raise prosperity for South Tyneside residents. We are seeing real progress with the International Advanced Manufacturing Park (IAMP) as new businesses are confirming their interest in locating to this site, recognised as being 'nationally significant'. The A19 is the economic artery of manufacturing and industry in the North East and is crucial for linking local businesses to their regional, national and international counterparts. We are working strategically to deliver the infrastructure to mobilise businesses and employees, with significant investment in the A19 between the A194 Lindisfarne junction and the A185 Tyne Tunnel junction, as well as investment at Testo's roundabout. With over 7,000 new jobs expected and future development at Holborn, we have good reason to remain optimistic about the future.

The second phase of our £100million-plus Town Centres investment programme is well underway, supporting our plans to make South Tyneside a year-round visitor destination.

This Annual Report is a reflection on the achievements of 2018-2019 as part of our strategy to make South Tyneside an outstanding place to live, invest and bring up families.



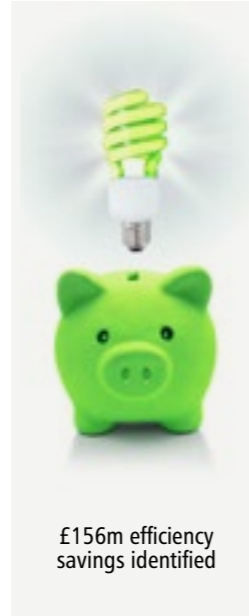
Councillor Iain Malcolm
Leader of the Council



Martin Swales
Chief Executive



Phase One of South Shields 365 complete, with Phase Two well underway



£156m efficiency savings identified



22% more South Tyneside schools are now rated either Good or Outstanding by Ofsted compared to 2010, with 88% of primary schools and 66% of secondary schools currently rated good or outstanding

2018-19 Highlights

A remarkable year

April 2018

Permanent memorials placed for Joseph Henry Collin VC at Jarrow and Pte Thomas Young VC at Boldon



May 2018



Sandhaven Beach retains Blue Flag accolade

June 2018

Spectacular Monsters, Myths and Magic Summer Parade draws 2000 participants and over 25,000 spectators



July 2018



LGA Health and Care System Peer Review commends strength of health partnership working

September 2018



Elected Members trained to be 'Dementia Friends'

November 2018



South Tyneside marks WW1 Armistice Day centenary with moving performances and Council is recognised by MOD for providing Gold status support for armed forces community

January 2019



Jarrow Focus opens following a £3m Investment in Leisure and Culture Facilities

March 2019



Branch libraries asset transfer process is completed with transfer of Whitburn Library to Friends of Whitburn library community group

August 2018

A Level and GCSE Students celebrate impressive exam results



October 2018

South Shields Transport Interchange celebrates construction 'Topping Out'



December 2018

Schools secure 'trailblazer' status and enhanced in-school mental health support



February 2018

#LoveSouthTyneside campaign launches to promote civic pride and participation



Since 2010

2018-19 marks a nine year milestone in delivering our ambition 'Shaping Our Future' programme:

Visitor numbers have increased 21% since 2010 to 6.34 million total visitors to South Tyneside last year, bringing a £306m economic boost to the local economy.



35% reduction in corporate complaints achieved since 2010



South Tyneside's employment rate has improved by 7.8% since 2010 - that means approx. 5,600 more people are in employment now compared to 2010

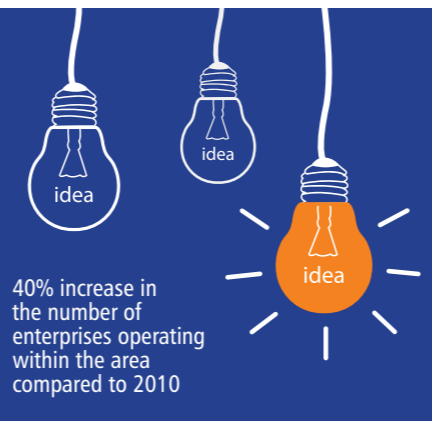


There has been a 21% increase in the number of self-employed residents since 2010

3895 new businesses have started up in South Tyneside since 2010



4000 new homes delivered in South Tyneside since 2010



40% increase in the number of enterprises operating within the area compared to 2010



Leadership and Strategy

South Tyneside Council leadership is transforming the borough through a strategic approach to create the conditions that will raise prosperity for our area. Working collaboratively with the public and private sector, we are driving growth, seizing local, regional and national opportunities and delivering improvements for those that live, work, visit and invest in South Tyneside.

During the year 2018-2019 covered by this Annual Report, the Council has led a range of strategic projects aimed at shaping and strengthening South Tyneside's economic position and the economic prospects of residents. We have continued to invest in the infrastructure and raise the profile of the International Advanced Manufacturing Park. The IAMP will bring new industrial facilities capable of attracting and meeting the needs of high value sector employers, and is expected to **attract over £400m of private sector investment to the area, creating more than 7000 jobs.**

Underpinning our regeneration programme is a strategic approach to investment in transport. This includes improvements at Testos on the A19, a lane gain at the south of the Tyne Tunnel

and investments at the A194 Arches junction adjacent to the Port of Tyne. **Investment in the A19 economic artery ensures excellent infrastructure for the Port and for businesses that are located in the North East, their supply chain and employees.** This year has also seen the physical transformation of the South Shields Transport Interchange, which incorporates a new Metro Station and bus access improvements, creating a modern hub for those who live, visit and work in South Shields and facilitating **excellent transport links for residents right across South Tyneside.**

The flagship **South Shields 365 masterplan** has already significantly revitalised South Shields town centre, seafront and riverside. The **new Interchange will provide a quality arrival** for visitors to our new assets which include Littlehaven Promenade and Seawall, Haven Point Leisure facility, Harton Quays Park and The Word, National Centre for the Written Word; as well as established favourites including The Customs House, South Shields Museum, Arbeia Roman Fort, Ocean Road restaurants, blue-flag beaches and green flag parks.

Our investment provides confidence to the private-sector, by creating infrastructure and public realm improvements, including at the Marketplace. **Phase 3 of the plan will support further private-sector investment in the town's retail and leisure offer.**

With excellent transport links being put in place, the Council is leading further investment with an emerging masterplan for **Holborn Riverside in South Shields, which has the potential to create a further 1,500 jobs**, having secured Enterprise Zone status.

Meanwhile, in Hebburn, the private sector continues to respond positively to improved conditions, with a new supermarket investment, complemented by Council-led public realm improvements in **Hebburn Town Centre.** The Council is also investing in a **new primary school** to support increased demand from families locating to the area. In Jarrow, the **new state-of-the-art community and leisure hub, Jarrow Focus,** is modelled on the successful Hebburn Central community hub approach. The new Jarrow Focus puts culture in the heart of the Town Centre, with dance and theatre space, as well as a cutting edge gym and new library space.

South Tyneside Council also works closely with health and care partners on an 'alliancing' basis to shape an effective system and deliver improvements in trust and practical service improvements. The recent LGA Health and Care Peer Review concluded that South Tyneside has 'a massive opportunity – probably uniquely placed because of your existing strengths – to stand out in your region and make a significant impact on the health and wellbeing of your residents'.

Beyond South Tyneside, the Council plays a leading role, collaborating with public and private sector partners to secure and improve projects of regional and national significance.

As the lead for the LA7 authorities, South Tyneside has continued to steer Newcastle International Airport through another year of success. This year the airport announced a new route to London City and celebrate its **highest passenger numbers in 10 years**, adding the Airport Council International's **'Best Small European Airport of the Year' Award** to its already-impressive cabinet of accolades. The Airport already contributes over £1.6 billion to the economy each year and supports 18,900 jobs across the region. This year saw multi-million pound investments in the international arrival hall and car park facilities, and the launch of the **2035 Masterplan**, setting out ambitions to further grow its regional economic contribution to over £20 billion a year.

Elected Members and senior officers have long played a key role in strengthening regional economic prospects, including engagement with the Department of International Trade's Northern Powerhouse Trade and Investment service and in shaping the North East Combined Authority's Economic Strategy. In the last year, South Tyneside has taken on additional leadership roles for the region. The Leader of South Tyneside Council has been appointed Chair of the North East Combined Authority and our Chief Executive has been appointed Head of Paid Service. NECA is the legal body that brings together the four councils which serve County Durham, Gateshead, South Tyneside and Sunderland. Also this year the Council has a leadership position for the Association of North East Councils (ANEC), the partnership body made up of representatives of the 12 local authorities in the North East. In January 2019, our Chief Executive also accepted the role as President of the Society of Local Authority Chief Executives (SOLACE), the professional representative body for senior strategic managers working in the public sector in the UK. These leadership roles are a positive reflection of South Tyneside Council's reputation for strong leadership and provide opportunities to help shape and influence national decision making for the benefit of South Tyneside and the wider North East region.

Working with partners, South Tyneside has also played a key role in ensuring the North East is **prepared for Brexit**, communicating regional interests to national decision-makers as well as planning for a range of scenarios, to minimise risks of local service disruption and ensuring residents are well supported to overcome potential Brexit-related challenges.

South Tyneside also administers the £8.6bn Tyne and Wear Pension Fund on behalf of a wide number of employers across the region.



Resources and Innovation

We have faced considerable pressures in delivering our ambitions in the face of austerity measures and significant reductions in our spending power. South Tyneside has been identified by the Institute of Fiscal Studies as the third worst hit council in the country for real-terms budget reductions.

Despite this backdrop of reduced funding and increased demand pressure, the Council has delivered over **£156m of efficiencies savings since 2010**, and was externally endorsed by a Local Government Association (LGA) Peer Challenge review team, as **'making a very challenging position work for itself'** and **'punching above its weight'**.

Our strategy has been to protect frontline services, by investing in partnership working and collaboration with the third sector and our own communities to create innovative solutions to the delivery of priorities.

We have also **rationalised our asset and property portfolio**, disposing of older, lower-quality or obsolete buildings to invest in a much smaller, fit for purpose estate. This includes

reducing corporate accommodation from 20 to just 4 key buildings which has delivered capital receipts and revenue savings, which have helped to fund a borough-wide service delivery and regeneration programme. We have allocated resources creatively, ensuring new facilities are multi-purpose and have strengthened our relationships with partners and empowered residents to step up and contribute to the change they want to see.

Complaints have reduced by 35% since 2010, reflecting our investment in a more responsive, agile workforce that lead the delivery of continually high-quality and valued services.

This year the Council was awarded **Gold status in the Ministry of Defence's Employer Recognition Scheme**, becoming one of only a few local authorities in the country recognised as providing the best possible support to veterans and military personnel in the workforce and community. Staff absence has also reduced since 2010 with targeted initiatives including better health at work which recognises that a healthy workforce is important for individual staff wellbeing, as well

as contributing to value for money public services. We have made significant savings through a **redesigned and more agile workforce, with significant management savings delivered**, protecting restructured, frontline services that provide maximum value for residents

Since 2010, we have worked hard to attract additional Government and external funding to finance our ambitions, securing £1.6billion of public and private sector investment in our town centres, schools, housing, transport, coastal and urban regeneration. The Local Government Association (LGA) Peer Review noted **"...financial management is robust, focused and major Capital programmes are delivered in innovative ways"**.

Examples this year include a £3m investment in Jarrow Focus leisure facility, and a £3.8m commitment to replace 16 ageing bin lorries with more efficient, modern vehicles, a decision that will both save costs in annual maintenance and also ensure a consistently reliable and efficient waste removal service for residents.

Our **increasing commercialisation and innovation** is maximising service budgets and making every pound count. This year, the Council's facilities management and building cleaning services were shortlisted for an Association of Public Service (APSE) award for **'Best Service Team of the Year'**, in recognition of our work to generate new income through commercial and domestic services. Our innovative newly developed, **Centarea Homes** model aims to find creative ways to generate income to support delivery of wider strategic priorities. In December, our procurement team hosted an event aimed at working with suppliers to develop innovative, mutually-beneficial time and cost-saving solutions. We are also working with our suppliers to minimise the risk of modern-slavery in our supply chain – leading the way for organisations to spot the signs and eradicate this crime.

The council has also recently driven forward a number of green energy schemes, including using wind turbine technology to generate electricity for our Middlefields Industrial Estate, and securing funding to develop a brand new Energy Network in Jarrow, which will use a cutting-edge river source heat pump to fuel 11 council buildings and provide electricity. Around 26 per cent of our street lighting units have now been converted to LED, saving around £300,000 a year and we continue to seek out and deliver new and innovative energy solutions.

Our new **2018-21 Digital Strategy** aims to build on the success of the Council's website, which currently supports approximately 2.5m annual visits and has the **highest possible SOCITM (Society of IT Managers) rating**, of four stars. The website now includes 50 simple 'report it' services delivered through 'My Account'. The new digital leisure sign-up option resulted in 40% of memberships being purchased online within one week of the service becoming available.

As a Co-operative Council, we have embarked on a **Community Asset Transfer programme which has safeguarded important community facilities, as well as supporting cost reductions**. As part of the programme, a wide range of former Council-operated facilities have been placed in the hands of community groups, who have been supported to secure funding sources not available to local authorities. This year has seen a number of facilities go from strength to strength, including Boldon and Cleadon Community Library, Boldon Lane Library and Primrose Library, all of which have been relaunched by community groups, with extended opening hours and expanded customer offers. Low Simonside Community Association, taken over by Bilton Hall Community Trust, has developed a strong core of volunteers and secured additional funding for renovations and extensions.



Housing and Transport

South Tyneside Council works with the private sector and with our partner, South Tyneside Homes to ensure a range of high quality, value for money housing options are available to South Tyneside residents.

Together we are delivering the homes needed to meet the needs of population projections. **450 additional homes were built across South Tyneside in 2018**, adding to the **4000 plus new homes that have been built since 2010**.

South Tyneside Housing Ventures Trust continues as an innovative vehicle for the delivery of homes, and is well **on track to realise its ambition of 400 new homes in its first five years of operation**. This year, Ventures Trust delivered 26 new homes in Salcombe Avenue, Jarrow, as well as a number of schemes aimed at supporting residents with specific needs, including Jarrow's Wark Crescent development of six 1 and 2 bedroom apartments for people aged over 55. Work is also ongoing at the Bowman Street development in Whitburn,

which is delivering a new £4.5m complex aimed at supporting independent living at the former Croftside Court site.

An **innovative accommodation scheme for former armed forces personnel** with additional support needs has also been opened this year. The block of nine spacious 1 and 2 bedroom flats is available for affordable rent for veterans. Tailored support is helping tenants to transition into employment, education and training. The project secured £17,000 funding from the Ministry of Defence Covenant Scheme and contributed towards South Tyneside Council securing the **Ministry of Defence Employer Recognition Scheme Gold Award**.

Continuing work is taking place to ensure South Tyneside housing is high value and fit for purpose. The demolition of Westmorland Court high rise building in Hebburn was safely concluded in November, following work to relocate tenants to more modern, high quality housing. The remaining

four high rise towers in the Borough have benefited from **£1.4m investment** to retrofit sprinklers to provide additional safety reassurance to tenants.

Efforts are also being taken to ensure fewer homes are sitting unused. In the last five years, there has been a **45% reduction in the number of empty homes**, thanks to close work with owners, as well as the recently adopted enforced sale policy, which provides additional powers for the Council and South Tyneside Homes to tackle problematic private homes which have been empty for over six months.

As well as delivering quality housing, South Tyneside Council works hard to ensure residents and businesses are well supported with the right transport infrastructure. This year saw a further **£4m invested in roads and footpaths right across South Tyneside**, as well as the delivery of the **£8.1m Arches** scheme, aimed at alleviating congestion at the bottleneck junction of the A185 and A194 in South Shields. The Arches scheme follows the success of the £7.5m Lindisfarne project, delivered last year, which recent data shows has improved journey times, reliability and queue lengths, and a **36% reduction in road traffic casualties in the area**.

We have been successful in securing external investment, with **£120m of Highways England investment** to key strategic junctions at **Testos** and **Downhill Lane**, promoting connectivity and strengthening the strategic value of the International Advanced Manufacturing Park as a business location.

The **new South Shields Transport Interchange has taken shape this year** and is scheduled for a August 2019 opening. The £21m facility, which benefited from a successful bid for £9.4m Local Growth Deal Funding, will bring together a modern bus station and relocated Metro Station, strengthening access into South Shields, and acting as a modern, high quality arrival for residents, commuters and visitors.

Our network of **electric vehicle charging points has been recently expanded to 20** to provide additional plug-in points in residential areas, creating a transport network that helps people lower their carbon footprint and improve air quality. Work is also underway to develop a South Tyneside Air Quality Strategy, which will further identify ways in which planning, fleet management, strategic transport and public health can work to reduce emissions and promote air quality.



Performance, Culture and Leisure

South Tyneside continues to cement its reputation as a high quality visitor destination. There were **6.34 million total visitors to South Tyneside last year**, bringing a **£306m economic boost to the local economy**. Since 2010, **visitor numbers have increased by 21%** as the Council has strengthened its offer, including the much-loved culture and events programme, and investment in Town Centre and Foreshore regeneration and state-of-the-art leisure and culture facilities.

Our impressive free events programme continues as a significant draw for visitors, as well as a family-friendly offer for residents. This year's South Tyneside Festival, comprising 40 different events, drew in a **combined audience of over 107,000, bringing an estimated £1.4m economic benefit to the local economy**, and generating £1.4m worth of media coverage, promoting South Tyneside to a wide audience. Over 2000 members of the community participated in the summer parade, which had a Monsters, Myths and Magic theme, with over

25,000 spectators attending the event. The much-loved Summer Concerts, featuring Pixie Lott, The Vamps, Scouting For Girls, and Atomic Kitten, also drew a combined 64,000 spectators.

The Winter Festival was similarly successful. 2000 spectators attended the South Shields Christmas Lights Switch-On event, featuring Jedward, and 3000 enjoyed a parade of drummers, stilt-walkers and costumed entertainments, culminating in a firework display at the seafront. Spectators at Jarrow and Hebburn lights switch-ons were treated to festive entertainment from local bands and choirs.

This year also saw the Council mark the centenary of the end of world war one with a series of memorable activities. **10,000 people engaged with poignant live performances**, which included Armistice Day church bells and commemorative gun fire at the seafront, which brought to a close a patriotic firework ceremony, which reflected the mood in end-of-war street

celebrations 100 years ago. £40,000 was secured through Heritage Lottery Funding to support schools and community groups to research local WW1 history and produce arts and culture projects, including community heritage parties, museum exhibitions and murals. **A South Tyneside Remembers website was created as a lasting memory of local men and women who lost their lives**. 2018 also saw memorial stones laid as tributes to two local WW1 Victoria Cross recipients, Henry Robson and Joseph Henry Collin.

South Tyneside's permanent cultural offer is strong, with attractions like Jarrow Hall, South Shields Museum, Arbeia Roman Fort, Souter Lighthouse, The Word, and the Customs House which hosts a wide range of shows and activities. **The Round at The Word**, the National Centre for the Written Word, is the latest addition to South Tyneside's cultural offer. The state-of-the-art new 100 person capacity, rooftop-level events space complements the award-winning digital and library facilities and provides a space for events ranging from children's theatre and writers workshops to murder mystery nights. **Grade II listed St Hilda's Headstock** joined our cultural offer: with phase one of restoration works complete, the revived heritage site is being transformed into a flourishing business centre and arts space.

South Tyneside's leisure facilities continue to be well used by residents and visitors, with **1.4m total admissions** recorded in the last year. **Leisure memberships have increased by 1422% since 2013**, reflecting the value visitors place on our investment in facilities including Haven Point, Hebburn Central, Jarrow Pool and Jarrow Focus.

Jarrow Focus is the newest addition to South Tyneside's impressive leisure and visitor offer. The former Jarrow Community Centre building was reopened in January, following £3m investment. The new state-of-the-art community space features first-class gym facilities, sports hall, dance studios and a theatre space, new entrance and new external facade. As well as the state of the art gym facilities, visitors can access innovative virtual fitness technology. Jarrow Focus also strengthens the borough's library offer, offering 17,500 books, 12 public computers, as well as a designated area for teenagers, including a gaming zone, and a space for young children aimed at encouraging early reading and learning. The new centre combines leisure and culture, placing a new spotlight on dance and theatre in the heart of the town.



Regeneration and Economy

Last year's LGA Corporate Peer Challenge commended the Council for **'transforming services and outcomes through regeneration'** and **'leading the way for the sector with regeneration projects'**. They endorsed the Council's programme which has continued at pace this year, progressing physical and infrastructure projects which underpin further economic growth and prosperity.

Towns and neighbourhoods right across South Tyneside have been revitalised in recent years. Following the Council's investment in the multi-purpose library, leisure and community space Hebburn Central, the town has seen further growth this year, in private sector housing and retail investment.

Investment in Jarrow this year has included new affordable homes and supported housing as well as the town's brand new **Jarrow Focus** culture and leisure facility.

Phase 2 of the South Shields Masterplan is approaching completion with the construction of the £21m South Shields Transport Interchange well underway. While we've lost some stores in Town Centre private premises, due to national conditions and decisions made by chain retailers, we have seen evidence of the confidence of new retailers in our Town, including Boyes taking up space at large retail premises on King Street and full occupancy at the Council's Waterloo Square retail development.

Boldon and the villages of Whitburn and Cleadon also continue to offer boutique shopping, gifts, antiques, specialist fashion and products for the home, while **Laygate's shopping centre** has been enhanced by the adjacent housing investment at Trinity Green. **The Nook** offers a local shopping experience with independent retailers, complemented by Cleadon Park Primary Care Centre and Temple Park leisure facility, which together support a thriving community including at the £90million investment at Cleadon Park, which was completed in 2015-16.

The Council is also driving a range of strategic interventions aimed at facilitating economic growth and generating jobs for residents right across the borough. Progress is continuing with the International Advanced Manufacturing Park, which is expected to draw in £400m in private investment and support 7000 new jobs. This year saw the IAMP Area Action Plan, the plan which establishes the policy framework for the park, receive a **special commendation award at the 2018 Royal Town Planning Institute's North East Awards for Planning**, underscoring the high quality work that has gone into facilitating this major project. Work is also continuing to shape the **Enterprise Zone site at Holborn Riverside**, which has the potential to draw employers to the riverside area and create **1500 jobs**, as part of a mixed use office, housing and cultural offer.

Strategic highways investments are also enabling continued economic growth across South Tyneside. **The £8.1m Arches project is supporting congestion alleviation at the key A185-A195 junction by Port of Tyne. Over £120m Highways England investment has also been secured for Testos and Downhill Lane junctions**, which will further enhance the attractiveness of the IAMP to prospective inward investors, as well as strengthen the A19 economic corridor.

These strategic investments underpin increased economic growth for local businesses and better economic prospects for local residents. **South Tyneside's employment rate has improved by 7.8%, meaning approximately 5,600 more people are in work now compared to 2010. 53% fewer people are unemployed now than were in 2010.**

Businesses in South Tyneside are expanding, nurtured by South Tyneside's targeted infrastructure investments. There has been a **40% increase in the number of enterprises operating within the area compared to 2010.**

South Tyneside's programme of regeneration is nurturing entrepreneurialism. There has been a **21% increase in the number of self-employed residents since 2010, with 3895 new businesses started up in the borough since 2010, and twice as many businesses born in South Tyneside last year as were born in 2010.**



Area Management and Community Safety

South Tyneside works hard to ensure residents and businesses are protected from flooding risks. In the last year, **£150,000 funding has been secured for flood property level protection** for around 60 properties in Newcastle Road, South Shields and Elberfeld Court, Jarrow. The **£2.5m Monkton Flood Alleviation Scheme**, which has been developed to manage surface water and improve drainage, will also ensure reduced risk of flooding across Monkton and Hebburn South.

The Council is supporting continually high quality parks and green spaces. Two parks in South Tyneside - West Park in Jarrow and South Marine Park in South Shields - this year retained **prestigious Green Flag awards**, an accolade recognising that the spaces are well-maintained, clean, safe green spaces with excellent visitor facilities. South Tyneside is already at 10% tree canopy coverage, well on track to exceed government 2060 targets of 12%, and this winter saw South Tyneside work with volunteers to begin planting a further 6,000 trees in woodland and

urban locations, including 420 trees at West Park, and Temple Memorial Park, South Shields.

Volunteers are a key asset supporting local parks to remain places that people want to spend time in. The Council has taken a number of steps to promote volunteering and ensure Friends Of Parks groups are well supported, including facilitating **community litter picks** and **spring cleans** and promoting the national 'Love Parks Week' and the new #LoveSouthTyneside civic pride and community volunteering campaign as well as establishing a new Parks Officer role, aimed at supporting community engagement. Volunteers have also been critical in securing funding and supporting the **North Marine Park restoration, a £3.2m investment scheme** which will see the historic park returned to its original Victorian splendour.

South Tyneside's beaches are another important natural asset which the Council works hard to protect and manage. **Sandhaven Beach yet again retained its Blue Flag and Seaside**

Award this year, and is one of just 42 beaches across the country to have achieved both awards, which recognise quality, safety and cleanliness standards.

Waste management continues as a priority for the council. **Just 0.58% of South Tyneside's waste was sent to landfill last year, a reduction from 66% in 2010** and a performance that is significantly better than both the regional and national averages - reflecting our effective Strategic Waste Partnership which has reduced environmentally-unfriendly landfill and generated electricity and income by transforming waste into energy. While reducing landfill rates, **the Council is also supporting residents to recycle more**, including the recent launch of a pilot paper and card recycling scheme. Recognising that removal of waste is an important service for most residents, the Council also this year made **fleet investments to safeguard the continuing quality of its waste removal services**. With **£3.8m investment over the next three years**, the Council is retiring 16 ageing bin lorries and replacing them with greener, more efficient new vehicles, both reducing maintenance costs and mitigating risks of breakdowns and associated service disruption.

The Council works hard in a range of ways to ensure that crime is minimised and residents feel safe and able to go about their daily lives in peace. In the last year, there has been a **15% reduction in anti-social behaviour incidents reported to police in South Tyneside**, and in the most recent community survey, **96% of residents surveyed reported feeling safe in their area**.

Our Community Safety Team have developed a number of initiatives aimed at supporting vulnerable residents and reducing crime. **The 'Mate Crime' initiative**, which involved a viral social media campaign, a regional multi-agency conference and a series of high-quality digital resources, received national media attention and was **shortlisted for the Association of Public Service Excellence 2018 'Best Community and Neighbourhood Initiative' Award** in recognition of the innovative methods harnessed to empower adults with learning difficulties to protect themselves against exploitation, and to increase local, regional and national awareness of 'mate crime'. Other community safety efforts include the Council's involvement in an innovative trial involving the use of invisible spray to crackdown on illegal off-road motorbikes.



Boldon Outdoor Nursery School Children

Children, Young People and Families

Following last year's **'good' Ofsted Children's Services rating**, which placed South Tyneside in the **top 25% of authorities nationwide**, the Council's offer for children, young people and families has gone from strength to strength, with a number of further service improvements delivered or developed in the last year.

Service transformations are resulting in real improvements in outcomes for children and young people. **Ofsted inspectors described the new Families First edge-of-care team as 'strong'**, noting that the service they provide to families **'provides high levels of meaningful support that has a positive impact on the children and young people'**. Early and targeted support, together with more support being offered to extended family members, is resulting in **fewer families finding themselves in crisis situations**, and a **17% reduction in the number of children subject to child protection plans. In the last year, the number of looked after children has stabilised, with numbers in South Tyneside now lower than neighbouring authorities.**

South Tyneside's adoption team, recently rated **'outstanding'** by Ofsted inspectors, this year joined forces with adoption teams from North Tyneside, Gateshead, Newcastle and Northumberland to form a wider regional adoption service, Adopt North East, which will streamline processes and better meet the needs of adopted children and their families in South Tyneside and beyond.

In Spring 2018, the Council's strong performance created the foundations for successful **DfE Partner in Practice' status**, meaning the Council was invited, as part of the Tyneside Alliance (alongside colleagues in North Tyneside), to share learning and best practice regionally and nationally with other local authorities embarking on their own improvement journeys.

All integrated children's services have been relocated to the **modern, centrally located 'The Marketplace' in South Shields Town Centre**, following consultation with young people, who communicated that they wanted a single, central, welcoming hub where they can access a range of services.

The Marketplace additionally hosts **'The Workplace'**, a newly developed service, part-funded by Partners in Practice innovation funding, that offers a comprehensive support package to looked after children, young people and care leavers, recognising that young people exiting the care system may face a range of additional barriers to entering work. The service supports relevant young people into employment, training and education opportunities, including tailored opportunities developed with local and regional partners. **'The Workplace' offer is part of a programme of improvements for looked after children and care leavers, including free leisure centre access and Council Tax exemptions.**

The Council has also made a number of efforts to optimise support for families with young children. The Council worked hard this year to **extend local high quality early years provision** and ensure there are sufficient childcare places for all working families who are eligible to benefit from the government's free childcare offer. This has contributed to **92% of eligible South Tyneside families taking up the offer**, significantly higher than the national average of 72%.

We are now in the process of progressing plans for new **Best Start Locality Partnerships**, which will provide a comprehensive single point of contact for families, bringing together health visitors, school nurses, children's centre workers, early help workers, community midwives and mental health workers. With this model, the Council is seeking to ensure families are able to access the right package of support at the right time, developing solutions to a range of challenges in one place.

South Tyneside's education offer for children and young people is strong. **88% of primary schools and 66% of secondary schools are currently rated 'good' or 'outstanding' by Ofsted**, with **22% more schools rated Good or Outstanding now compared to in 2010.**

South Tyneside schools are supporting young people to achieve their potential. This year, **78.5% of South Tyneside students secured A-C* A Level grades**, a higher proportion than the national average of 76.8%, with 98.7% achieving A*-E, also higher than the national A*-E rate of 97.7%. GCSE results were also strong: **61.8% of South Tyneside young people achieved a grade 9-4 (A*C equivalent) in GCSE English and Maths in 2018**, an increase of 2.8% from 2017. Younger students are also on track to perform well: over recent years, South Tyneside has seen a **gradual increase in the number of children achieving expected levels in reading, writing and maths** at Key Stage 2, as well as a steady increase in children achieving level 4 awards or above in English and Maths at Key Stage 4.

The Council has **invested over £200m in school facilities in the last decade**, and work is progressing on a **new £8.7m state-of-the-art primary school at Toner Avenue in Hebburn**. The building's steel frame is now in place and construction is on track to allow for pupils to start at school in September. The new school will initially cater for 630 primary pupils and will ensure there are sufficient school places to support families living in thriving new communities which are a result of investment in housing developments across Hebburn.

South Tyneside pupils will also benefit in the next year from additional in-school mental health support, due to the borough being named as a **'trailblazer'** for a national government child mental health pilot scheme.



Independence and Wellbeing

South Tyneside continues to promote residents health and wellbeing and to empower and enable older people and people with additional needs to live with maximum independence and choice over their lives.

Our Adult Social Care service has undergone significant transformation in recent years, resulting in considerable **performance improvements and better experiences and outcomes for individuals accessing services**. The new Let's Talk service ensures that residents have timely access to information, advice and support when they need it to enable them to maintain their independence and wellbeing. Our Commitment to delivering Practice to be Proud of has seen our staff using the Let's Talk Together approach, which sees staff work with individuals focusing on their strengths and resources available to them within their community to maximise their independence and help them live better lives. Staff using this approach have been empowered to work closely and innovatively with individuals.

The range of new ways of working has resulted in **more people being assisted to get on with their lives without formal support**. This in turn means resources can be effectively targeted at those in greatest need.

The Council has also strengthened its processes for providing supportive equipment and technology to enable a greater level of independence for people. New 'smart' home, sensor-based assistive technology which recognises people's routines and diversions from those routines is aiding people living with dementia and their families, who can use the technology to monitor their loved ones' safety. A combined service offering enhanced support for people who have been discharged from hospital, a rapid response service for emergencies and, for the first time, a night visiting service which sees regulated care workers offering enhanced support to people living in their own home, is also now being offered, with the team involved recently being named as **'Innovation in Technology Enabled Care' finalists in the International Technology Enabled Care Awards**.

The former STAR centre has relocated to the enhanced **Living Better Lives Resource Centre** at Jarrow, now featuring a fully equipped assessment centre alongside a wide range of assistance technology and other equipment made available to help people maximise their independence.

Due to improved joint working with hospitals and changes in social work practice, **significant improvements in delayed transfers of care attributable to social care have also been achieved in the last year (72% reduction from 2016/17 to 2017/18), meaning fewer vulnerable people remain in hospital for longer than necessary**. Feedback from engagement with people is that home is where they want to be, and this work has supported more people to safely return home from hospital.

Work is ongoing to further embed the innovative 'alliancing' model through initiatives promoting collective reflection on and learning from cross-system success stories where staff have been empowered to make services more person-focused.

The Council and partners continue to drive improvements in health outcomes. In recent years, the public health service has overseen a range of improving indicators.

Smoking prevalence in adults has reduced by 18.9% since 2011, while **maternal smoking has reduced by 22.6% since 2010/11**, meaning more babies are able to have the best start in life.

Health improvements are contributing to **reductions in preventable mortality**, with cardiovascular disease-related early mortality rates halved in the last 15 years, and cancer-related early mortality rates reduced by 26% in the same period.

This year also saw the production of a range of strategies aimed at tackling persistent health inequalities, including an **alcohol harm reduction strategy, 'Getting the Measure Right'**, which focuses on helping people to drink less, as well as an **Oral Health Strategy**, and a **Physical Activity Strategy**, which focuses on boosting the health of the local population by increasing exercise.

This year saw the Council host an LGA Peer Review focused on the Health and Care System, which helped to identify opportunities for further joint working and provided validation for the strong alliancing approach, with Peer Reviewers observing that **'South Tyneside is uniquely placed because of existing strengths to stand out in [the] region and make a significant impact.'**



Voluntary Sector Partnerships and Cooperatives



Against a backdrop of unprecedented funding cuts, the voluntary sector is playing an increasingly key role in South Tyneside, complementing and enhancing public services. Recognising this, South Tyneside Council is working to empower volunteer groups and support more prospective volunteers to get involved with the local issues that matter to them.

This year saw the Council commission researchers from Collaborate CIC to undertake a review into strengths and areas for further development in **cooperative approaches**. After meeting with a range of staff, Elected Members, partners, community groups and volunteers, reviewers observed **'good progress on partnership working'** and 'deepening work to enable communities and citizens to take greater ownership', while also suggesting actions for further strengthening cooperative ways of working.

The Council's **Community Asset Transfer programme**, which aims to safeguard valuable local services by placing them in the hands of community groups, has made continued progress this year. This includes **Bilton Hall Community Trust**

formally taking over the running of the former Low Simonside Community Association.

The community group, formed to develop and manage the much-loved community space, has already developed a strong core of volunteers and secured additional funding for renovations and the building of an extension which will enable the site to accommodate more fitness groups. This year also saw new local Community Interest Company **Boldon and Cleadon Community Library take over the formerly Council-operated East Boldon Library**. More than 100 community volunteers have stepped in to help safeguard the community facility's future, and have already enhanced the library offer by extending the hours of operation, ending late fees, securing previously-inaccessible funding, and planning for a wide range of educational, social and cultural activities in the refurbished community space. Similarly, **Primrose library reopened in its new base in Perth Green Community Centre in February, following the successful transfer of the former-Council-operated library into the hands of the volunteers of Perth Green Community Association**. As a result of the

move, the library will now support longer opening times, moving from 35 hours a week to 50 hours a week. The move also enhances the value of the existing Community Centre, bringing together the library books and public-access computers with the reception area and coffee bar.

Volunteer groups also continue as a vital support to community green spaces and natural assets. Friends of the Park Groups at West Park, Jarrow and North Marine Park were instrumental in securing **prestigious green flags** for these sites this year, while residents, visitors and businesses taking part in beach clean-ups have helped Sandhaven Beach to retain its **Blue Flag** and **Seaside Award** again this year. To further support these important volunteer functions, this year the Council established a new Parks Officer, who will support community engagement in looking after parks and green spaces, and oversee the North Marine Park restoration project. The Council has also promoted litter pick-ups as well as the 'Love Your Park' campaign, encouraging more people to take pride in their local green spaces.

Community groups and volunteers are also an essential part of South Tyneside's health and care system. This year saw Council and third sector partners, through the Dementia Friends scheme, work to **increase awareness of dementia** and provide guidance and training to make services and community spaces more accessible to those living with the condition to help them remain part of their

community for as long as possible. The scheme has this year trained shopkeepers and pharmacists in the community, as well as housing staff, parking attendants and others in front line schemes, to become 'Dementia Friends'. As community champions, almost 100% of South Tyneside's Elected Members are now Dementia Friends. Meanwhile, Shared Lives, which sees adults with a learning disability living with approved carers in the community, recently received a **'good' rating from the Care Quality Commission** and was recognised as safe, effective, caring, well-led and responsive.

South Tyneside has also taken a number of steps this year to promote volunteering and civic pride more widely, and bolster the local voluntary sector. A **volunteer recruitment day** was hosted in the summer to share information about volunteer opportunities across the borough. The event also saw the launch of the **'Volunteer Passport Scheme'**, which provides a tool to support different organisations to benefit from prospective volunteers' training, experience and transferable skills, avoiding duplication and allowing them to better understand and make use of people's skills and talents. This spring also saw the launch of **the #LoveSouthTyneside campaign**, which provides a web-based tool to support volunteers to get involved and harnesses social media to boost civic pride and get people talking about what they love and how to get involved in South Tyneside.



HELLO TOMORROW CHANGE IS HAPPENING

The Council has delivered £156m of efficiencies over the past 8 years and has a further £12m to deliver in 2019/20, with further savings expected in the years to come. Nevertheless, the Council is playing an energetic and confident role, creating the conditions for a future South Tyneside that is healthy and prosperous. The Medium Term Financial Plan 2019-2023 sets out plans to deliver these savings, supported by the new Capital Investment Strategy, which sets out plans for investment that will deliver the Council's strategic priorities.

With the construction of South Shields Transport Interchange due to be completed in Summer 2019, **Phase 3 of South Shields 365 is now on the horizon. Work on this next phase, which has ambitions for a new town centre cinema, retail area and restaurant space, is due to begin in late 2019.**

During 2019 the Council will partner with a housing developer to shape the new development at Holborn Riverside. The ambition is for a mixed-use development with high quality housing, an expanded cultural offer and new office accommodation, building on the success of One Harton Quay which currently employs 400 staff at the £10m business centre occupied by blue chip company, BT. **Supported by excellent transport links, the new development will further increase footfall at South Shields Town Centre, creating further confidence for the private sector to invest in retail in the Town.**

The first businesses at the Industrial Advanced Manufacturing Park (IAMP) are expected to open as early as summer 2019. The delivery of the IAMP will be complemented by planned improvements work at Testo's and Downhill Lane junctions, due to start in Autumn 2019.

We continue to invest in residents priorities which includes roads and footpaths, with £6m investment planned right across South Tyneside during the following 12 months. The Council has also protected the £1.4m Community Area Forum (CAF) grant scheme, providing for a responsive, locally-targeted programme that meets emerging needs and aspirations of local communities.

Following LGA Peer Review feedback, the Council continues to invest in collaborative work to develop a shared-system for health, including Best Start Locality Partnerships, which will enable the delivery of **neighbourhood-based comprehensive multi-agency care for young families.**

We are almost half way through the twenty year vision, and this Annual Report demonstrates we are well on track. **Change is Happening right across South Tyneside.** We are well on our way to delivering our ambition of South Tyneside being an outstanding place to live, invest and bring up families.



**HELLO TO MORROW
CHANGE IS HAPPENING**



For more information about South Tyneside Council:



www.southtyneside.gov.uk



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