

South Tyneside - Shaping our Future

Annual Report
2014/15



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



South Tyneside Council



two

Hebburn Central

Foreword

This year marks a defining moment in the history of South Tyneside Metropolitan Borough Council. In 2010 we embarked upon a challenging journey with the 'Shaping our Future' Strategy. Now five years into our 20 year plan we have delivered against all odds, a programme which surpasses all expectations.

Over the last five years, South Tyneside has faced the biggest financial challenge in its history. We have had to make some difficult decisions in the face of severe funding cuts. In conjunction with this, significant demographic pressures continue to have major cost implications for social care services; rendering South Tyneside one of the hardest hit areas in the country.

In the face of these unprecedented constraints, we continue to protect frontline services and invest in the borough's future.

Collectively, we have delivered a remarkable programme of achievements. From development of the £12.8million Hebburn Central, to approval for The Word, The North East Centre for the Written Word; truly outstanding progress has been made across the borough. The year has also seen announcements regarding the development of an innovative Integrated Care Services Hub, a new transport interchange and sustained redevelopment and regeneration.

Such flagship developments will leave a lasting and life-changing impact on South Tyneside's people and landscape; allowing the borough to shape its own future and to become **an outstanding place to live, invest and bring up families.**

It is a remarkable achievement to have made such progress whilst continuing to make vast budget reductions; delivering what the taxpayer wants and what local communities need.

This document allows us to reflect on the year with great pride, reiterating our priorities moving forward into 2015/16, as well as considering years 6 to 10 of our ambitious long-term plans.

Looking towards 2015/16 we are mindful of the great challenges we face, but we are committed to delivering our long-term vision and attaining even greater achievements.



Councillor Iain Malcolm
Leader of the Council



Martin Swales
Chief Executive



Hebburn Town Centre will be transformed including Hebburn Central, new housing and an improved retail offer



Josef Craig MBE officially opened the £4million Jarrow Community Pool.



Harton Quays Park provides residents and visitors with an attractive riverside park to enjoy



His Royal Highness The Duke of Cambridge officially opened Haven Point



South Tyneside pupils are learning in world-class school buildings thanks to a £200million investment programme

The 5 Year Story

2015 marks a five year milestone in delivering our ambitious 'Shaping Our Future' programme.

four



122 new homes at Beechbrooke, Simonside including 20 two bed bungalows for South Tyneside Homes tenants



400 properties to be built by the borough's new independent housing company, South Tyneside Housing Ventures Trust



The International Advanced Manufacturing Park is expected to attract £295million of private sector investment and initially create 5,200 jobs whilst boosting manufacturing



A new approach to delivering day care services from 2 main day centres as well as arts and cultural venues is rolled out



Business space made easy SOUTH TYNESIDE

A new portfolio of business centres, branded Business Space Made Easy attracts new businesses and supports growing businesses


South Tyneside made The Times' Top 30 best places by the sea



Phase one of the £100million transformation of South Shields Town Centre gets go a head



The Adoption Team received Highly Commended in the Frontline Team of the Year category at the Local Government Chronicle Awards 2013



LGC

Award-winning Littlehaven Promenade and Seawall attracts thousands of visitors



The Council took over responsibility for public health in April 2013 and is driving forward the health and wellbeing agenda



change 4 life

Thousands of residents and visitors enjoy the annual events programme



2014-15 Highlights

A remarkable year

April 2014

The nation's eyes were on South Tyneside as we hosted the BBC and Cultural Spring Easter event, Great North Passion



June 2014

Announced road improvements including Testo's roundabout



August 2014

Haven Point and South Shields seafront hosted the South Tyneside Triathlon



October 2014

Council announces introduction of the Living Wage



December 2014

New £9million Integrated Care Services Hub gets planning permission



February 2015

Hebburn Central announced as the name for the new community hub



May 2014

Continue progress with Farding Square demolition



July 2014



Ranked 6th in England for the proportion of primary and secondary schools that are 'good' or 'outstanding' alongside areas like Kensington and Chelsea

September 2014



Great North Run celebrated its one millionth finisher crossing the finish line in South Tyneside

November 2014



Haven Point celebrates record number of memberships

January 2015



Second phase of Ocean Road transformation commences

March 2015



The Word, The North East Centre for the Written Word, is revealed as the name for the new library and digital media centre for South Shields Town Centre

Leadership and Strategy

South Tyneside Council through strong leadership and a strategic approach continues to deliver high quality services across the whole organisation.

2014 saw the **North East Combined Authority's** first year of operation. The body established itself as a key organisation both regionally and nationally; it has developed a cutting-edge agreement to implement a **Quality Contract Scheme** for the North East bus services, the first in the country outside London. This will see an improvement in the quality of bus services through localised council management.



We have been at the forefront in the creation of the **European Structural and Investment Fund (ESIF) 2014-2020 Strategy**.

This strategy will help steer and guide the investment of the North East's c£470million notional allocation, resulting in balanced growth and better jobs for the residents of South Tyneside.

Through our continued hard work and perseverance, further external sources of funding have been acquired, enabling us to continue to deliver high quality services.

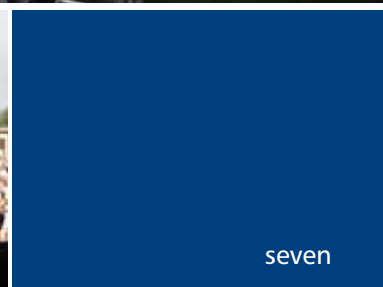
The North East Growth Deal secured funding from the **Local Growth Fund, £14million** of which will be directly invested in South Tyneside. So far this has funded improvements to the key skills training offer at **South Tyneside College**. Further allocations will see major transport improvements, ensuring that the infrastructure within South Tyneside makes it an attractive proposition to both residents and businesses.

October 2014 marked a momentous occasion for Newcastle International Airport, as it announced the first ever **scheduled direct Trans-Atlantic service to New York**, commencing May 2015. South Tyneside Council as the Lead Authority within the Airport, alongside the Leader of the Council as the Head of the LA7 Shareholders played a pivotal role in securing this service. This will help grow the regional economy, attract inward investment and encourage inbound tourism.

The City Deal partnership agreed with Sunderland City Council for a new International Advanced Manufacturing Park will build on our strength as a hub for business, whilst also securing 5,200 jobs through innovative cross-border collaborative working.

The Council and our partners are continuing to make excellent progress in delivering **housing investment across the borough**. The development of new homes provides investment and jobs within South Tyneside, as well as better meeting the needs of our population. Regeneration has progressed at a rapid pace across South Tyneside, with the priority of transforming the borough central to all activities.

Flagship developments such as the ambitious **£100million South Shields 365** will act as a catalyst for private sector investment and future funding. Projects across the borough will reinvigorate our town centres, increase employment opportunities and secure a brighter future for residents.



Performance, Culture and Leisure

A record breaking 5.5 million people visited South Tyneside in 2014/15 adding an estimated **£245million to the local economy**.

Thousands flocked to South Tyneside in 2014 for the BBC's Easter event, **Great North Passion** which took place in Bents Park on South Shields seafront. Bringing together local partners, community groups, performers and artists the event retold the passion story through art. With national BBC coverage presented by Fern Britton and a performance from Alexandra Burke, we showcased the talent, pride and beauty of South Tyneside to the nation.

The success of the **Summer Festival with free live music, entertainment and activities** was recognised regionally. It scooped the **silver award in the Best Tourism Event** Category of the North East England Tourism Awards.

Autumn 2014 saw **Harton Quays Park** on South Shields riverside claim a **prestigious national award** for its stunning landscaping. As the only scheme in the region to win a British Association of Landscape Industries award, South Tyneside was highlighted nationally as a vibrant and progressive borough.

The striking development, on the former coal staithes features a curved stone ribbon wall, water feature, garden seating areas and an amphitheatre.

2014 marked a momentous achievement with the **Great North Run's millionth finisher** crossing the line at South Shields seafront. The half marathon which welcomed almost 42,000 competitors into the borough is the first half-marathon of its kind to reach the milestone of one million finishers.

Our state-of-the-art leisure complex, **Haven Point**, has become well established this year, with direct debit memberships increasing six fold. With almost 3,000 members across the borough, the facility has encouraged greater levels of physical activity, promoting healthier lifestyles amongst residents.

As 2014 marked the centenary of World War I, South Tyneside continued its commitment to **honouring the proud men and women** who lost their lives in the awful conflict. To ensure that their sacrifices are never forgotten, the streets within the Beechbroke housing development in Simonside were named after local people who were awarded the Victoria Cross for bravery during the Great War.

Resources and Innovation



eight

The Council has become £100million more efficient since 2010, including saving £18million in 2014/15, with no significant impact on frontline services. Due to the continuation of our strict budget management controls, we are confident that we will be able to achieve £22million of efficiencies in 2015/16.

We have continued relentlessly to remodel service delivery in order to maximise efficiency. For instance the successful **integration of the Housing and Area Management functions** within the Council and South Tyneside Homes, contributing towards our required savings for the year and improved services for residents.

The maximisation of our resources is paramount and we strive to achieve this throughout all of our services. For example, a **review of our Independent Care Packages** has ensured that we are delivering a high quality service, in the timeliest and most cost effective manner.

In light of the funding reductions, we are strongly committed to obtaining **Corporate Financing** from a variety of different external sources. The £1.3million secured from the Department of Health for the **Integrated Digital Care Record**, will enable **Health and Social Care Partners** to deliver a more robust service through **collaborative ICT solutions**.

We also acquired £1.1million through the **Transformation Challenge Fund**, which will develop partnership working to improve our services and allow us to connect with residents in state-of-the-art ways such as the use of digital working.

In September 2014, the South Tyneside Independent Commission on the **Living Wage** recommended that the Council adopt the Living Wage at the earliest opportunity. It was announced in October 2014 that from 1st April 2015, no employee will be paid less than £7.29 per hour. A commitment was also made that we will work towards implementation of the full living wage.

Our **strategic partnership with BT** continues to perform well. The improved amount of annual procurement savings, along with both the increased job creation and local spend highlights the benefits of this collaborative approach.



Regeneration and Economy

nine

Employment figures within South Tyneside continue to show a marked improvement, with **6,900 more people in employment** compared to March 2010. This can be attributed to the support offered by South Tyneside Council to prospective new businesses.

To further supplement this, the **Employment & Skills Development Partnership** has been established to facilitate stronger education to employment pathways. We are also committed to **positively engaging with adult learners** through our dedicated programme to bolster skills and employability.

As part of our priority to accelerate economic growth, investment was secured for the creation of an **International Advanced Manufacturing Park (IAMP)**. The joint venture between South Tyneside Council, Sunderland Council and central Government will create conditions for private sector manufacturing investment on a national and international scale. The IAMP is expected to create **5,200 high-quality local jobs** as well as a predicted **£295 million private sector investment** by 2026/27. Work is expected to begin onsite 2017/18.

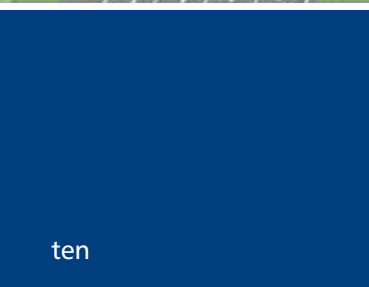
In readiness for increased labour demand within the manufacturing sector, **Career College North East** has been established. The partnership between South Tyneside College and St Wilfrids RC School will offer experience in advanced manufacturing, computer science and engineering.

Planning permission was granted for Phase One of the regeneration programme South Shields 365 in late 2014. This first phase which includes the construction of **The Word, improvements to Market Place and 40 new car parking spaces** will commence 2015. This first stage of the £100 million 'masterplan' marks progress towards increased shopping and leisure provision, long-term growth and improvement of community life.

The implementation of the **South Tyneside property strategy** is now underway. The strategy focuses on identifying fit-for-purpose efficient buildings for investment which best deliver the Council's services. Substantial savings and release of capital from buildings identified as surplus have provided much-needed investment to core existing buildings and the provision of new facilities.

Work on **Hebburn Central** has accelerated through 2014/15. The community hub, which incorporates two swimming pools, a sports hall, gym facilities as well as a library and customer service centre, is due for **completion Spring 2015**. As part of our ongoing commitment to the regeneration of Hebburn, Hebburn Central will provide high quality community facilities and attract external investment.

The new **Littlehaven Promenade and Seawall** attained two prestigious awards in 2014. The project was named best Infrastructure in the RICS North East Renaissance Awards 2014 and was again recognised as 'The best scheme over £4million' in the ICE North East's Robert Stephenson Awards.



Housing and Transport

Throughout the year continued progress in delivering housing investment has been achieved alongside **South Tyneside Housing Ventures Trust**. In its first year the not-for-profit organisation has already made huge progress:

- Purchasing and letting 28 new homes
- Starting the onsite build of 88 homes
- Contracting with private sector partners to build 130 homes
- Securing funding for 67 further homes

Creation of the Trust has enabled access to alternative sources of finance, including grant funding. A flexible and efficient approach means the Trust is on track to deliver 400 affordable homes in its first 5 years.

Working alongside partners, a **£5million grant** from the Housing and Community Association has been secured for 257 affordable homes in South Tyneside from 2015, bringing around £30million of investment into the borough.

2014/15 also brought a successful funding bid for £15million as part of the **overall £40million investment** to deliver the Decent Homes Programme. This has led to the **improvement of 3,000** homes throughout the year.

Our **Housing Plus Scheme** also brought improvements such as 19 state-of-the-art conservatories, 4 sensory rooms for people with dementia, 26 upgraded telecare and video entry systems, Wi-Fi and additional mobility scooter storage.

Successful installation of **Solar Photovoltaic panels to 223 South Tyneside Homes properties** helped to tackle the issues of rising energy costs for tenants and fuel poverty. Additionally, jobs and training opportunities were created and carbon emissions were reduced.

Borough-wide improvements are being supported with an infrastructure vision for 2015/16. The £100million investment to develop the planned flyover at Testo's roundabout will bolster **road links to the A19 corridor**, maximising opportunities for growth and investment.

The nationally significant project delivered by the Highways Agency, will complement the Council's proposed **improvements to the Lindisfarne roundabout**, the **Arches junction** on the A185, the New Tyne Crossing and the approach to Testo's. Overall **investment in these projects is close to £15million**.



Area Management and Community Safety

Flood defence work has again moved forward this year, with the Council, in partnership with Northumbrian Water, securing £4million of funding for Hebburn South. The scheme will alleviate the risk of flooding to homes and businesses in an area severely affected by flooding in the past. The proposed mitigation scheme is under development, it is envisaged that this will commence in 2016.

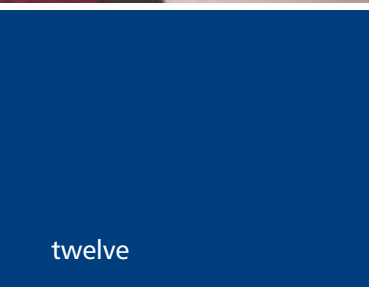
Work is also progressing on a £1.4million project within **Jarrow to reduce the flood risk** to the Fellgate Estate, with two detention basins being constructed on the southern side of the estate. This will build on previous successes such as the multi-million-pound flood prevention scheme at **North Marine Park** in South Shields.

In May 2014, **Sandhaven Beach** retained its prestigious **Blue Flag status**. The stunning coastline also received the Seaside Award from leading environmental charity, **Keep Britain Tidy**, proving yet again that South Tyneside **has one of the best beaches in the UK**. The awards assure visitors that they will not only have a great day out, but give them confidence that the beach has excellent facilities and meets very high standards of management, cleanliness and safety.

Partnership working across the borough remains strong; the **new Area Management team** based in South Tyneside Homes was established in 2014, ensuring a more responsive locality-based service. A collaborative approach has also been taken to reduce Anti-Social Behaviour (ASB), with extremely positive results. 2014 saw an impressive 24% reduction in the number of youth-related incidents of **Anti-Social Behaviour** reported to the police. **Alcohol related ASB** continues to fall by a steady 5% and calls to Community Wardens have reduced by 2%.

There has also been a sharp decline of 27% in the number of burglaries carried out within the borough. Co-operation between Northumbria Police and South Tyneside Homes, who together are ensuring premises that are vulnerable to burglary are being protected accordingly.

The overall sense of Community Safety within South Tyneside is clearly evident as **98% of our residents' feel safe or fairly safe** living in their neighbourhoods.



Children, Young People and Families

The year has seen marked improvements in services for children and young people.

Following our continued work to redesign our Children and Families Social Care practices, we are **safely reducing our number of Looked After Children (LAC)** against a national backdrop of increasing trends.

Our determination to support Looked After Children is reflected in our high rates of LAC attainment and attendance. An impressive **70% of our care leavers were classed as being in Education, Employment or Training** at the end of the 2014 academic year.

Our position of **national excellence** is evident with an **impressive 93%** of children and young people in **good or outstanding primary schools**. Early Years provision is also excelling nationally with **80% of South Tyneside's childcare** rated either good or outstanding. In July 2014 **South Tyneside ranked 6th in England** for primary and secondary schools ranked 'good' or 'outstanding'. We were the **most improved local authority area** for primary schools. This ensures the youth of South Tyneside are being offered a first rate education from an early age.

We were recognised nationally for our strong **Early Education offer** as the DfE identified South Tyneside Council as one of its 12 national case studies and has also utilised South Tyneside as an ongoing example of good practice. Our reputation in this area has been further enhanced through our invitation to participate in a **'Celebrating Early Years'** Reception held by the Parliamentary Undersecretary of State for Childcare and Education.

A strong focus has been placed on tackling **Child Sex Exploitation (CSE)** across the borough, as we are one of only four Local Authorities working in partnership with a national drama company to bring this issue to the fore. The highly successful **'Chelsea's Choice'** theatre production has been shown in schools within South Tyneside helping to raise awareness of sexual exploitation.

Our Adoption Service again completed a **record number of adoptions**, making South Tyneside's Adoption Service one of the most effective in the country.

Adult Social Care and Support Services



In response to the borough's ageing population, South Tyneside Council has approved plans from South Tyneside NHS Foundation Trust to build a **£9million state-of-the-art Integrated Care Services Hub**. The facility will bring together specialist health and social care services to **offer high-quality support, information and advice** for service users and their families. With particular focus on the wellbeing of older people, especially those with dementia, the centre will include 80 beds for residential, long, short stay and reablement. Construction work is expected to start in spring and the facility will open in 2016 - the hub marks a milestone in achieving an outstanding integrated social care offer.



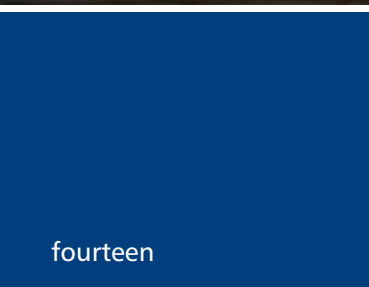
Investment in **telecare and assistive technology** such as medication dispensers, fall detectors and digital reminders has increased hugely. Almost 900 vulnerable residents are now able to live more independently within their own community due to the use of assistive technology.

The **Shared Lives Scheme** celebrated its tenth anniversary in July. The innovative scheme matches vulnerable adults who need a home with people who are happy to provide one – for a night, a week or indefinitely. Since its inception the scheme has gone from strength to strength. More than 60 local people have been recruited to become carers who offer support in a family environment and 38 vulnerable people are currently living with a family on a long-term basis.

During **Carers Week**, South Tyneside Council and carers' organisations turned the spotlight on those who devote their lives to caring for others. A range of activities were carried out throughout the week to help carers across the borough find out about the help and support available to them.

An **employment summit** was held in February 2015 aiming to break down barriers for people with learning disabilities and encourage more employers to welcome them into the workplace.

Our work regarding **Integrated Community Teams** continues to accelerate; closer working between health and social care is being piloted in Hebburn with the aim of improving service user experience. A prototype neighbourhood team consisting of NHS Foundation Trust district nurses and community matrons alongside South Tyneside Council social workers and occupational therapists was set up in December 2014. Linking in with GP practices the team works to cut across boundaries and enhance the way that services are delivered.



Public Health and Wellbeing

South Tyneside was one of the 14 **Integration Pioneers** selected by Care and Support Minister Norman Lamb for our trailblazing work in bringing health and care services closer together. Central to this is the concept of 'self-care'; enabling residents of South Tyneside to manage their own conditions and create a pathway of care focused on their specific needs. Staff across health, social care and the third sector are collectively working to reduce the fragmentation of service delivery.

In April 2014, the newly appointed **Chief Executive of NHS England Simon Stevens** visited Haven Point. He praised both Haven Point and the Integration Pioneer programme on their achievements, describing them as a great example of different stakeholders coming together to help support people taking control of their own health.

Following our 2014 award in public health from the Local Government Chronicle for our **Every Contact a Health Improvement Contact**, we have continued to build on this success. Partners across the Council and community sector organisations remain committed to taking on public health responsibilities. By the end of 2014, 1,000 local staff, residents and councillors participated in the 'health changing' conversation programme.

Healthy Schools Programme continues to embed good health practice in schools, giving children and young people the best opportunity to develop positive health behaviours. The programme supports the delivery of sex and relationships education and has contributed to the substantial long-term reduction in the number of under-18 conceptions.

Change4Life (C4L) is a national health programme, which aims to help families and adults make sustainable and significant lifestyle improvements. In 2014 the Council took the decision to introduce the C4L model in South Tyneside, where it has become an integral element of embedding public health across the community. Delivery has centred on the training of frontline staff, empowering them to become agents of change. This has enabled us to utilise fully the resource of our existing staff and realise financial efficiencies.

In conjunction with our partners, we have focused on **reducing levels of smoking** during 2014, including work on smoking during pregnancy. Furthermore, our strong and supportive local response in regards to the standardisation of tobacco packaging has helped in introducing it nationally in 2016.



HELLO TOMORROW CHANGE IS HAPPENING

fifteen

Since 2010 South Tyneside Metropolitan Borough Council has been required to make significant savings, which continue to test our resolve. Having already made cuts of over £100million, we face a further **16% reduction in core Government funding** for 2015/16.

Amongst the hardest hit nationally by government cuts, the Council has had to work innovatively to protect and invest in frontline services. Despite funding reductions **we will not compromise our vision**, delivering unrivalled quality of service, as well as the biggest regeneration programme the borough has ever seen.

Reflecting over the year allows recognition of the phenomenal progress made so far. Our successes are clear; we are in the final stages of building **Hebburn Central**, we have commenced work on **The Word** and have attained planning permission for the **Integrated Care Services Hub**.

Next year we have even more ambitious plans for the borough. We will drive forward our plans for an **International Advanced Manufacturing Park**, making the borough a hub of international investment and enhancing the opportunities and prosperity of our residents.

In coordination with this incentive our **Career College North East** will be established, ensuring a highly skilled pool of local manufacturing and engineering talent.

Our borough will continue to thrive and improve with **more homes made decent, more affordable homes** introduced to the market and significant progress made on our **South Shields 365 vision**.

Continued roll out of our **Pioneer programme** will ensure South Tyneside's health and social care offer is amongst the best in the country. Likewise, the opening of our Integrated Care Services Hub will ensure that carers and service users are offered the right level of advice, support and care all under one roof.

We are shaping our own future, making positive physical changes throughout the borough whilst consistently improving the services we deliver; in this way we will continue to make South Tyneside **an outstanding place to live, invest and bring up families**.

For more information about South Tyneside Council:



www.southtyneside.info



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