

# South Tyneside - Shaping our Future

## Annual Report 2013/14



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



**South Tyneside Council**

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# Foreword

This year has seen South Tyneside Council embark on an exciting new phase of its ambitious strategy for the borough.

We have shown phenomenal resilience over the previous four years to successfully manage the huge financial challenge that we have faced.

Against this backdrop, we have seized ownership of our future by taking bold and ambitious long-term actions to secure the prosperity of the borough and our residents.

Whilst we continue to face significant funding and demographic challenges, we approach the coming three years with renewed optimism, as we accelerate our progress towards making South Tyneside an **outstanding place to live, invest and bring up families**.

The final section of this report sets out what we will be delivering over the coming year - underpinned by growth, delivery and efficiency - but, first, we should reflect on some of the enormous successes we have had over the last 12 months.

From welcoming the Duke of Cambridge to open our state-of-the-art Haven Point leisure complex, to securing national pioneer status for our health and social care integration, to celebrating £200 million investment in schools across the borough, this really has been a remarkable year for South Tyneside.

We thank all elected members, staff and partners for their continued dedication and drive and look forward to celebrating even greater achievements in 12 months time.



**Councillor Iain Malcolm**  
Leader of the Council



**Martin Swales**  
Chief Executive



Hebburn Town Centre is being transformed to include a new community hub, new housing and improved retail offer



Award-winning One Trinity Green is home to new and growing businesses



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



The multi-million pound Decent Homes programme has improved thousands of homes, internally and externally across the borough



£100million transformation of South Shields Town Centre commences

# The 4 Year Story

2014 marks a four year milestone in delivering our ambitious 'Shaping our Future' programme.

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Apprenticeship scheme drives up numbers of local businesses employing apprentices



A new approach to delivering day care services from 3 main day centres as well as arts and cultural venues is rolled out



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



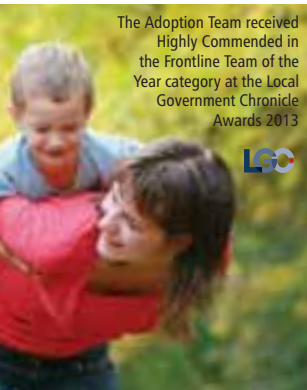
Thousands of residents and visitors enjoyed the summer festival programme including the new Sound Waves concert



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



The 'Tyne' lifeboat restored by volunteers of the North East Maritime Trust



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



Haven Point, the new £16million state-of-the-art leisure facility is open for residents and visitors to enjoy



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

# 2013-14 Highlights

## A remarkable year

### April 2013

2 million investment in affordable homes for Cleadon Park



### June 2013

Building Schools for the Future topping out ceremony celebrates £200million investment



### August 2013

Muse Developments announced as developer for £100million regeneration of South Shields



### October 2013

Record Key Stage 2 results achieved by South Tyneside pupils



### December 2013

Awarded 'pioneer' status for health and social care integration



### February 2014

New £5million Littlehaven Promenade and Seawall is complete



### May 2013

Demolition of Wouldhave House complete



### July 2013

The 2013 Summer events programme brings in £1.3million and 20,000 more visitors than previous year



### September 2013

The new Harton Quays Park completed and open for visitors to enjoy



### November 2013

HRH The Duke of Cambridge officially opens Haven Point



### January 2014

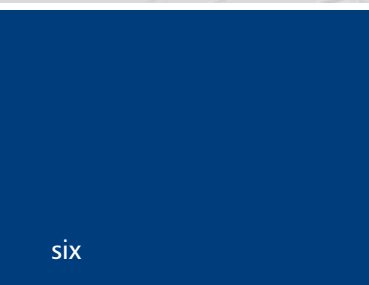
Princess Royal visits the borough and opens the new Marsden Road Health and Wellbeing Centre



### March 2014

Every Contact a Health Improvement Contact (ECHIC) programme led the public health category of the 2014 Local Government Chronicle Awards





## Leadership and Strategy

This year saw South Tyneside Council move forward with some of its biggest projects in recent years, as well as receiving much deserved national recognition.

**South Shields 365** - our 'game changing' vision for our largest town centre - moved a step closer towards reality with the **appointment of Muse Developments**, one of the country's top names in property development and regeneration. Important early milestones were reached in our plan to make South Shields an exciting destination every day of the year, including the demolition of Wouldhave House, to be replaced by a new Central Library and Digital Media Centre.

We were also delighted to see our **City Deal**, in partnership with Sunderland City Council, get the go ahead. The new **International Advanced Manufacturing Park** will see 5,200 new jobs delivered in its first phase, unlocking huge growth in the area.

Agreement to establish the **North East Combined Authority** for the region - will also help support our ambitions for economic growth and prosperity.

We further strengthened our governance arrangements, following the rationalisation and re-focusing of our select committees last year. In line with best practice, we have established a **new Safeguarding and Education Performance Panel** that will scrutinise the performance of Council and partner safeguarding arrangements and the performance of local schools and academies.

It is well documented that South Tyneside has been one of the hardest hit authorities by government funding reductions. Yet our strategic approach to managing this challenge has enabled us to deliver enormous efficiencies whilst maintaining or, in many cases, improving service delivery across the Council.

This phenomenal performance was duly recognised through our announcement as **Overall Council of the Year in Service Delivery** at the prestigious Association for Public Service Excellence awards.

# CODEx AMIATINUS

The book is written in **uncial script**, the formal book hand used by scribes of the classical era.

Ordinary copies of the Bible are written on parchment, also made from the skins of animals. The parchment used for the Codex Amiatinus was made from the skins of calves, and was much more expensive than the parchment used for ordinary copies.

The book was written with the help of several scribes in the Codex Amiatinus, as well as with the help of the scribe. The most likely scribe was the scribe of the 10th century, who was known as the scribe of the 'Mosaic in the Temple of Solomon'. The book is written in the Codex Amiatinus.

Both the book and the script used in the book are of great importance to the study of the Bible.

The script used in the Codex is the same as the script of the Bible of the 10th century. The book has been made from the skins of calves, and was much more expensive than the parchment used for ordinary copies.



## Performance, Culture and Leisure

Our superb new leisure complex - **Haven Point** - was officially opened by HRH the Duke of Cambridge in November 2013. The new £16.9million state-of-the-art facility in South Shields is the **biggest single investment into leisure facilities that the Council has ever made**, and fully demonstrates our commitment to investing in the future of the borough.

This year also witnessed the **biggest ever programme of summer events** in the borough. As a Council, we take great pride in providing fantastic free events for our residents to enjoy. This year saw a massive **20,000 more visitors** come to the borough - adding an estimated £1.3million to our local economy.

In addition, and with sponsorship from local businesses Port of Tyne, Dicksons and Colmans, we organised a superb open air concert, which brought over 6,000 people to Bents Park in South Shields. **Soundwaves 2013** was headlined by international acts McFly and Little Mix, with support from, amongst others, local ambassador Joe McElderry.

The restoration of **The Tyne Lifeboat and Canopy** visitor attraction at Pier Parade was completed in February - works included repainting the lifeboat to its original 1833 colour scheme.

Last year, The Times newspaper recognised South Shields as one of the 'Top 30 Places by the Sea'. We received further recognition from The Times this year - with **Marsden Bay rated as one of the country's 'Top 10 Hidden Gems'**.

One of the most important indicators of our success as a local authority is resident satisfaction. This year, the number of **complaints received has again significantly reduced**, with 386 fewer received in 2013/2014 compared with 2012/2013 - an improvement of over 18% this year and 34% since 2010.

# Resources and Innovation



Over the last four years, we have risen to the challenge of further funding reductions from central government, against a backdrop of increased costs related to an ageing population.

We have become **£90million more efficient** since 2010, including saving £12million in 2013/14, with no significant impact on frontline services. Due to our strict budget management controls, we were able to end last year £250,000 under budget, giving us a headstart to our £18million challenge for 2014/15.

We now plan strategically for the future and our innovation and efficiency programme consists of key crosscutting workstreams - from Employment, Skills and Training to Integration and Early Help - that ensure we realise the required efficiency savings but also continue to improve our service delivery

We have worked with regional colleagues to ask the government to consider a different model of local government funding, including greater freedoms in relation to business rates, which would support both local businesses and the Council.

Whilst we continue to focus on managing our financial resources, we have also focused on getting the best out of our other important resource - our staff. Following the introduction of new schemes and reporting mechanisms, our **staff sickness levels have reduced** by over 20% - an improvement of over 2 days per person. We are investing in staff wellbeing programmes, complemented by the Public Health team, which joined the local authority in April 2013.

We are determined to get the most out of our physical assets too. We do everything within our powers to unlock land for potential development and we have a clear **property rationalisation strategy** in place to reduce the overall number of Council office buildings, increasing efficiency and banking capital receipts to support regeneration. This year began the remodelling of South Shields Town Hall, which will enable the disposal of a number of inefficient buildings across the borough.

We launched a local, independent commission to consider the potential for introducing a Living Wage policy this year. Recognising our leadership in this regard, we were delighted to be asked to **host the Northern Living Wage summit**, which included guest speakers Rachel Reeves MP and Frances O'Grady, TUC General Secretary.

We also **administered three unexpected by-elections** - two for Council wards and one for the South Shields parliamentary seat; a significant undertaking that was delivered with efficiency and professionalism.





## Regeneration and Economy

We know that increasing prosperity in South Tyneside must be driven by economic growth and jobs. That is why we have continued to **invest in the borough** and have taken forward some exciting regeneration initiatives.

**South Shields 365** has moved forward at a pace and we have now appointed one of the leading property and regeneration developers in the country. Muse Developments will deliver the £100million masterplan, which aims to make South Shields an exciting destination every day of the year.

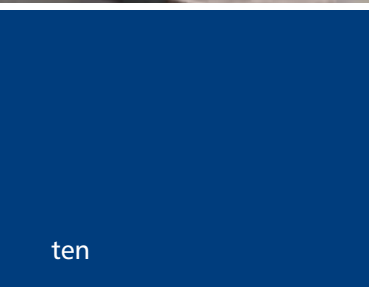
Linked to our town centre vision, Harton Quays Park - our £2.3million waterfront investment - opened to the public this year and has already received positive feedback from residents and visitors.

Construction of the **Hebburn Community Hub** also started on site in July 2013. The Hub will consist of a six-lane 25 metre swimming pool, learner pool, sports hall and high-quality gym facilities. The development will also include a library and customer service centre offering easy access to services provided by the Council, South Tyneside Homes and other partners.

We stepped up our efforts to support more residents into work this year and were pleased to record the **lowest rate of job seekers allowance claimants for over two years** - down to 5.9%. Youth unemployment continues to be a key focus of our initiatives, and our Youth Employment Scheme brought together employers from across the borough - creating 150 jobs and apprenticeships for our young people.

As well as attracting new businesses to the borough, we continue to focus intently on supporting existing businesses to expand. We have directly supported 20 business investment projects, to create and safeguard over 250 jobs and lever in **over £2.3million of private sector investment** into the borough.

**One Trinity Green**, which provides state-of-the-art office space for businesses, has continued to receive national recognition throughout the year. At the LABC Building Excellence Awards, it was 'highly commended', coming second only to The Shard in London. The centre is now almost 70% full and strong interest continues from businesses across Tyne & Wear and beyond.



## Housing and Transport

We moved forward with a number of exciting new developments right across the borough this year.

South Tyneside Housing Ventures Trust - our **innovative special purpose vehicle for new housing** - was established in July and will deliver new affordable homes, initially in Jarrow and South Shields, with planning permission already granted for the construction of 88 new properties.

The new development at **Boldon Newtown** moved towards completion this year, with 53 new affordable units built alongside 17 new properties on the former bank top garage site at **Addison Road**, Boldon. **Trinity South**, a £30million investment to create 222 new homes, started on site, as did the **Maples** at Monkton Fell, which will deliver 465 new homes. Work has commenced on the final phase of the £90million **Cleadon Park** scheme - 211 new affordable homes provided in total.

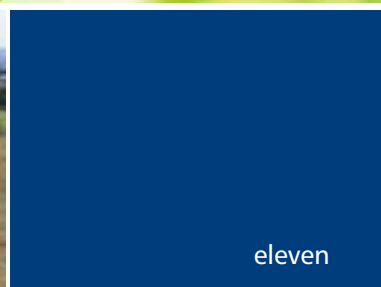
£8.4million funding from the Homes and Community Agency has been secured to invest in refurbishment works to our **Housing Plus** schemes, which will significantly improve the quality of life and independence for residents.

British Gas were appointed as the delivery partner for **Warm Up North** - the energy efficient housing retrofit project. Approximately 15,000 homes across the region will benefit from work to improve their thermal efficiency at zero or no up-front cost.

South Tyneside Homes were named as having the **Best Housing and Regeneration Initiative at the APSE Awards** for its refurbishment work on non-traditional homes in Biddick Hall, which has saved tenants hundreds of pounds on their heating bills.

We also moved forward with a number of major transport schemes, including a successful RGF bid - in partnership with Sunderland Council - to invest **£1.75million in improvements** to the A19/A1290 junction which forms the main access into the Nissan Manufacturing Plant.

Improvements to the Testos roundabout were also brought forward, with construction commencing post-2015. LEP investment was also confirmed for a **new integrated transport hub** as part of our South Shields 365 masterplan.



## Area Management and Community Safety

The **£5million improvements to Littlehaven Promenade and Seawall** reached completion this year. The improvements will help prevent regular flooding to the promenade. Visitors to the seafront will now also be able to take in two new pieces of artwork produced by Stephen Broadbent: the 'Eye' and 'Sail'.

Other flood defence work also moved forward this year, with the Council, in partnership with Northumbrian Water, securing **£2.6million investment for Ocean Road**, which will help to reduce the risk of flooding to homes and businesses in that area.

Sandhaven Beach was announced as a winner of the coveted **2013 Blue Flag and Seaside Award** - one of only four in the North East to gain this status. South Marine Park has, for the fourth year in succession, been recognised as one of the country's best green spaces by retaining its coveted **Green Flag status**.

Bored in Boldon' partnership was recognised in the Best Community & Neighbourhood Initiative and our Fleet service was shortlisted in the Best Service Team category.

Accidental **fires in homes have reduced by 39%** and fires involving property or buildings have fallen from 319 to 232. This – as recognised in the LGC's Best Public/Public Partnership Initiative category – has been thanks to genuine partnership working, through the delivery of free home safety checks and an increase in the use of smoke detectors.

**Anti-social behaviour has continued to fall** considerably, with a 13% reduction in ASB incidents reported to the Police and calls to the Community Wardens team reducing by 8%. Youth-related ASB has fallen by a significant 28% and adult re-offending has reduced by 10%.



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## Children, Young People and Families

In recent years, we have invested record amounts in building or refurbishing our primary and secondary schools into **world-class educational facilities**. This year saw the completion of that programme with the official 'topping out' ceremony, celebrating almost £200million investment in our young people's futures.

Coupled with our investment in state-of-the-art learning facilities, we have seen **phenomenal educational success** for our children and young people this year. Once again, our students celebrated the best ever GCSE results for the borough - 91.9% gaining 5 A\*-C GCSEs or equivalent. A-level results also soared - with a 99.02% pass rate bettering the national average.

We have taken huge strides in further improving our early help and safeguarding services for vulnerable children. Our **Children's Centres are now engaging with more vulnerable families than ever before** and High Impact Families - our local Troubled Families programme - continues to provide intensive support to more families and we are seeing a steady increase in improved outcomes.

Last year we embarked on a radical redesign of our Children and Families Social Care Services - fully endorsed by Ofsted in our 2013 inspection - and this year we implemented new working practices, which has contributed to a **steady and safe reduction in the number of Looked-After Children (LAC)** in South Tyneside.

Where it is in the child's best interest to come into our care, we are absolutely determined that we will help them to be the best they can. Our **Adoption service again received national acclaim** when it was 'Highly Commended' in the Frontline Team of the Year category at the LGC Awards. Both of our children's homes were again rated by Ofsted as 'Good' with 'Outstanding' features. We also saw our **Looked-After Children receiving their best ever GCSE results** this year - with all children receiving at least 1 good GCSE and 1 in 4 achieving 5 A\*-C grades.

# Adult Social Care and Support Services



Reforms to the welfare system have been significant in scope and scale. Last year we were rightly **praised by the LGA** for our thorough and proactive preparations to protect our residents from the impact of these changes. Whilst the reforms have, and do continue to, provide significant challenges for our residents, we are pleased that our robust monitoring arrangements are showing a more limited impact than we first anticipated. We continue to work very closely with South Tyneside Homes and other partners to put early help in place to support our residents through these changes.

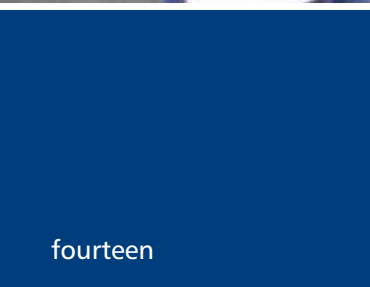
Our **new model of advice services** has integrated the third sector support that is available to residents, ensuring a public service that provides better information, is more accessible, promotes self-help and increases the capacity to manage the demand for these services.

Over the last couple of years, we have taken some tough but necessary decisions to reshape our Day Services provision for older people. Inevitably this meant closing some buildings that were old and not fit-for-purpose. **Our new model of Day Opportunities** is now in place, providing our older residents with a wider range of high-quality services.

Our laser-like focus on **demand management** across children's and adults' services has paid huge dividends this year, with a **further 7% reduction in permanent admissions to residential and nursing care**. We received external endorsement for our strong performance in this regard when we were cited by the LGA in their national Adult Social Care efficiency report in July 2013.

We have **invested in assistive technologies**, embedding it in the specification for our Decent Homes investment, and have seen a **50% increase in its uptake** over the last 12 months - enabling people to remain at home for longer.

We are fundamentally committed to putting adults in control of the care and support that they receive. **96% of our adult social care clients are now receiving selfdirected support - far in excess of the national average** of 56.2%.



## Health and Wellbeing

South Tyneside has always led the way with the health and wellbeing agenda. We were one of the first in the country to establish a new Health and Wellbeing Board, chaired by the Leader of the Council, and to create a dedicated cabinet portfolio to drive forward improved outcomes.

This year in response to the Health and Social Care Act 2012, we appointed a new Chair to our local HealthWatch, to continue to represent the views of local residents.

We secured '**pioneer**' status for health and social care integration - one of only 14 areas in the country. In awarding us pioneer status to lead the way in integration, the Department of Health recognised our 'innovative new approach to early help, self-care and integrated support services'.

We received further national recognition when our innovative **Every Contact a Health Improvement Contact** training programme won the LGC Award in the Public Health category. This forward-thinking initiative is equipping frontline staff in the borough with the skills and knowledge they need to ensure that health and wellbeing is everyone's business.

In keeping with our investment in new facilities across the borough, this year we opened the fantastic new **Marsden Road Health & Wellbeing Centre**. In partnership with national charity Groundwork South Tyneside & Newcastle, we were honoured to welcome the Princess Royal to open this new, integrated centre.



Proposed design for new Central Library and Digital Media Centre. Planning decision expected in Autumn 2014.

# HELLO TOMORROW CHANGE IS HAPPENING

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In 2010, we embarked on a new vision for South Tyneside to be an outstanding place to live, invest and bring up families.

Four years on, we are seeing phenomenal progress right across the borough, from physical milestones in our regeneration plans – like Littlehaven Promenade and Seawall and Hebburn Community Hub – to clear and sustained educational improvements in world-class facilities.

We now enter the fifth year of our twenty-year vision with ambition and confidence, and over the next 12 months we will deliver some of the most exciting developments yet for South Tyneside.

Our economic growth plan will take a bold step forward with our International Advanced Manufacturing Park which will create 5,200 new jobs in its first phase.

South Shields 365 will continue to progress at pace: construction of the new Central Library and Digital Media Centre will commence and investment in transport junctions will improve the accessibility to the town and around the borough.

Hebburn Hub will open to the community – representing significant Council investment in the area and a stimulus to further private sector investment in the town centre. Plans for Jarrow town centre will also be brought forward.

A new fund has been established to provide some additional capital investment to support a range of environmental schemes across the borough's villages. Housing investment will continue right across the borough and South Tyneside Housing Ventures Trust will commence its first two schemes: new Council housing at Saxon Way, Jarrow and West Way, South Shields.

New integrated teams – from early help to area management – will take shape; joining up our services to deliver a more efficient service and improve outcomes for residents.

We will continue to lead the way with health and social care integration. Our pioneer programme will accelerate, with a Hebburn pilot of our early help and self-care model commencing in the summer. We will join up our health-related community teams - maximising efficiency and outcomes for residents. And our Change4Life programme will ensure that health improvement really is everybody's business.

An innovative new Integrated Care Services Hub will bring together a range of health and social care services under one roof, improving the quality and coordination of services for people with dementia in a first-class new facility.

These are just some of the transformational changes we will deliver for our residents over the next year as we 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](http://www.southtyneside.info)**



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