

GATESHEAD METROPOLITAN BOROUGH COUNCIL
COMMUNITIES AND PLACE OVERVIEW AND SCRUTINY COMMITTEE
MEETING

Monday, 10 December 2018

PRESENT: Councillor N Weatherley (Chair)

Councillor(s): T Graham, D Burnett, B Clelland, S Dickie,
A Geddes, F Geddes, S Hawkins, M Hood, H Kelly,
J McClurey, J Turnbull and A Wheeler

IN ATTENDANCE: Councillor(s):

APOLOGIES: Councillor(s): K Dodds, H Haran, P Maughan and J Simpson

CPL17 MINUTES OF THE LAST MEETING

RESOLVED - That the minutes of the meeting held on 29 October 2018 be approved as a correct record.

Matters Arising

It was noted that with regards to the Speed Awareness issue which has been raised following the OSC review. The Committee were advised that a list of sites of concern had been collated and passed to the police. If any new sites are identified there is now a mechanism in place which will allow officers to report them to the police team. There is a specific criteria in terms of the locations of cameras. Police have been having police cars at certain hotspots and have had the mobile speed gun out. Councillors are asked to contact a member of the team in Highways if they have any issues to report and they will be fed through to the Police.

CPL18 REVIEW FO ADDRESS SKILLS SHORTAGES & INCREASE EMPLOYMENT OPPORTUNITIES - THIRD EVIDENCE GATHERING SESSION

The Committee held its third evidence gathering session as part of its Review to Address Skills Shortages and Increase Employment Opportunities. The first two sessions have looked at early years and preparedness for school, careers and work inspiration, extra-curricular activity at school and post-16 learning.

This session was for two presentations, the first from Dr Emma Barron, Business Development Manager, Northumbria University and Catherine Manley, Access, Success and Progression Manager, Northumbria University. The second presentation will be from Peter Northrop, Locality Manager NE, Skills for Care.

The presentation from Northumbria University would cover, current levels of access from under-represented groups, outreach activities, developing employability skills, alternative routes into higher education – foundation years and degree apprenticeships, employer engagement, employment and student enterprise.

The University advised the Committee that the Office for Fair Access have insisted that all universities must put in place an access and participation plan. Office for Fair Access have highlighted who universities need to look at as target groups, including students from local HE Participation areas, those estranged from their families, carers and military families.

Currently the percentage of students at Northumbria from low participation neighbourhoods is at 19% against a target of 21%. Nearly 20% of undergraduates are mature students.

The university run various outreach programmes, pre-16 programmes (Junior Evolve) (usually age 10 onwards) and post-16 programmes (Evolve). The programme includes working with schools and creating sustained engagement with the University to develop confidence in applying to University and raising aspirations. There have been 10,256 beneficiaries in the pre-16 programme. The University have a Supported Entry Scheme, 103 schools are engaged in this with 1060 applications received. Successful students earn NU entry points through participation in outreach activity and NU accepts these equivalent to UCAS tariff point. Northumbria University have retention rates above 90% above all categories, with award winning Student Support and Wellbeing service.

Some of the outreach activities the University undertakes include

- Evolve – a programme of workshops for Year 12-13, delivered in schools or on campus. These include sessions on surviving sixth form, and the application process to high education, making the most out of university and ‘choose Northumbria’.
- Junior Evolve – Years 5 – 11, these sessions cover awareness raising, understanding the breadth of subjects offered, study skills, meeting current students and some subject specific workshops in maths, science and English.
- NU Entry – Year 12, participants gain up to 15 entry points through skills development such as communication, personal enterprise, teamwork, research and analysis.

The university also have an aim to focus on employability skills –

- Careers employability award – an online tool for all students with seven programmes focusing on a range of attributes, skills, strengths and achievements to transform levels of employability
 - Self-awareness, workplace skills, career possibilities, job hunting, CVs and applications, Interview and offers and preparing for work.
 - Accompanying resources students can access employer advice, podcasts, placement opportunities and volunteering.
- Degree content- informed by employers and accrediting bodies
- Northumbria Employability Framework – programmes have to reflect the

development of:

- Personal and professional skills
- Career development learning opportunities
- Employer engagement – work placements, internships, live employer briefs/projects, simulations, volunteering.

The University offer Degree apprenticeships, where the learner is employed full time in a company and spend one day per week at the University. The University also offer foundation years, which is a year of study at the start of a university course, this prepares the student for a degree programme, it is an alternative entry route which needs lower UCAS tariff points), for example 80 UCAS for science, regular entry is 120-10 UCAS points. This provides students with the chance to experience university-style teaching and gain study skills to make undergraduate study easier.

The university works hard with employers to help with skills development, lots of companies don't have in-house research and if they are working with Universities they can tap into the funding stream.

The University have been operating a Student and Graduate Enterprise Scheme since 2004, this service supports all current and recent graduates who wish to launch an enterprise. Northumbria University are the 1st in the UK and has been for 4 out of the last 5 years. Currently active businesses are generating £83m turnover per annum, with the creation of 1100 jobs. Annually there are typically 30 start ups per year. The areas of support offered by the University include:

- Hatchery – accommodation offered rent free for up to 12 months, including basic IT, telephone, Pre-start and early trading businesses.
- Mentoring – specialised areas such as sales, marketing, PR, finance, UX & Service Design, Business Growth & IP/legal issues.

Graduates into Gateshead which is incubation space offered to graduates in Council business centres. The deal offered is dependent on stage of business, length of trading etc, 29 businesses have been placed in total 5 have stayed with Gateshead for a longer period.

The Committee also heard from Peter Northrop, Locality Manager, Skills for Care.

The Committee were advised that in Gateshead there are currently 6100 jobs in adult social care split between local authorities (13%), independent sector providers (79%) and jobs for direct payment recipients (9%). The adult social care workforce in the North East has grown by 9% since 2012. If it is to meet predicted demand it needs to increase by another 33% by 2035. For Gateshead that equates to another 2013 jobs.

In Gateshead 7.3% of roles in adult social care were vacant, this equates to around 400 vacancies at any one time. 26% (1600 people) of the workforce are 55 years of age or over and may retire in the next 10 years. Whilst only 10% (610) are under 24 years of age. Without those 2413 jobs being filled will family, friends receive the care they need.

Adult social care is for people who are vulnerable or disadvantaged, older people,

physically disabled, have mental health problems, those who have a learning disability or have alcohol or drug related problems. Social care can happen in a person's own home, in a small community setting (extra care housing), at a day centre, in a residential home, in a nursing home.

Adult social care is a great opportunity for jobs, there are lots of different choices, from direct care roles (personal assistant or carer) or roles that support the care service (admin, cleaning, catering, activities organiser, estates, nurse, nurse associate, social worker, occupational therapist, manager, HR, workforce development). It is also an area of work which is able to accommodate someone with no formal qualifications or someone with a masters degree. It is an area which is able to offer training, career development and progression and is flexible in terms of part time, full time or shift work.

It is a career which offers job satisfaction, good long term employment prospects, good training leading to recognised qualifications and career progression it offers the chance to make a difference to peoples lives and it is a job where everyday is different.

The Committee were advised that Adult Social Care staff turnover in Gateshead was 21.5% in 2017/18, however, 80% of recruits came from within the sector. The Committee were advised that Gateshead has an experienced core of workers with an average of 8.9 of years of experience in the sector and 71% have worked in the sector for at least three years. Adult Social Care contributed £1.7 to £2 billion to the North East economy in 2017/18, almost of this was in wages. Over 90% of care workers report high levels of job satisfaction.

It was noted that the anecdotally members of the Committee were aware that often the people who were being looked after received more money in benefits than the care worker looking after them received in wages. It was queried how it would be easy to attract people into the sector when the wages were so poor. It was noted that those working in the sector report high levels of satisfaction and stay in the job on average 9 years.

It was suggested that this is not just an option for people with no qualifications but that the area needs to be more attractive to those of a younger age as a career choice.

It was suggested that presentations should be taken into schools, it was noted that there are colleagues from Skills for Care who go into schools.

It was suggested that as a consumer we should start demanding more, for example, if someone is paying £800 per week for a care home and there are only 3 staff on a night time we should be looking elsewhere. It was suggested that the Council look at travel time being paid when contracts are being commissioned.

RESOLVED - That the information contained within the presentations be noted.

CPL19 MAKING GATESHEAD A PLACE WHERE EVERYONE THRIVES - SIX MONTH ASSESSMENT OF PERFORMANCE AND DELIVERY 2018/19

The Committee received a report to provide an update on the six month assessment of performance and delivery for the period 1 April 2018 to 30 September 2018.

Performance is measured using trend analysis against the data reported last year rather than annual targets. The report also highlights key actions delivered within the last six months against the Council's Thrive agenda.

There are 8 indicators within the Strategic Outcome Indicators which can be reported on at the six monthly stage. 4 indicators performance has improved, 3 indicators, performance has not improved from last year and 1 indicator performance has been maintained.

The Committee are asked to agree some amendments to the following indicators.

- Reported incidents of ASB
 - It is proposed this indicator is amended to incorporate other sources of reported anti-social behaviour, as well as police reported incidents, data collected would also include anti-social behaviour reported to the Private Sector Housing team and The Gateshead Housing Company.
- Referrals to ARCH
 - The ARCH Hate Crime recording system was decommissioned in November 2018. It is proposed that this indicator is changed to reflect changes in recording. Data collected will include reports made via the Council's online reporting system and reports made to the police.
 - 2019/20 will be the baseline year for this indicator as this is a different way of recording hate incidents.
- Total recorded crime
 - It is proposed that this indicator is changes to report only on violent and serious acquisitive crime
 - Violent and serious acquisitive crime includes all violence against the

- person, robbery, sexual offences, burglary, theft from motor vehicle.
 - In 2017/18 violent crime accounted for 40% of all recorded crime in Gateshead. In reporting on these crime types only, partners will begin to understand the effects these crimes have on victims.
 - There will be no target set against this indicator.
- Proportion of people who agree the police and council are dealing with ASB and crime issues that matter
 - This indicator has not changed but, rather than having a numerical target for this indicator, it would be preferable to set the target as being the best performing local authority in the Northumbria Police Force area. The reason for this is that this is more of a challenge for partners and the figures reported across Northumbria for this indicator fluctuate.
- Percentage of high risk victims engaged with the Independent Domestic Violence (IDVA) Service
 - Currently, this indicator measures the engagement rate of high-risk clients. The newly-established Domestic Abuse service now works with medium-risk victims as well as high-risk victims, meaning that data collected post-October 2018 cannot be compared to previous years' data
 - Due to changes in this service, it was felt that there was a better way of capturing the effectiveness of the service and so it is proposed that this indicator will now report on the proportion of cases closed where the risk level has reduced.
- A new indicator is proposed that would seek to reducing the gap between those wards with the highest crime rates and those wards with the lowest crime rates. This would assist in measuring partners' effectiveness in supporting people to thrive.
- It is proposed that one indicator is deleted altogether. The figures for LW34, which measures the proportion of people who feel very or fairly safe in their neighbourhood, do not change significantly and have not been below 95% in the eight years the Safer Communities Survey has been surveying residents.

Some key achievements in terms of the Community Safety Portfolio are as follows:

- To help address youth anti-social behaviour in hotspot locations, Operation Clasper is in effect across the borough. The process involves taking the details of a child or young person who is believed to be involved in anti-social behaviour. Any young person repeatedly stopped will receive a home visit from police and housing officers or, if this fails to address their behaviour, more formal action will be considered.
- The use of the tools and powers that form part of the ASB, Crime and Policing Act 2014 has increased in the first six months of 2018/19. Many residents may not understand the difference the use of these powers has made but, for partners, this increased knowledge has enabled officers to address issues and problematic individuals at an early stage, preventing escalation and therefore reducing the impact these behaviours have on the wider community.
- The first successful injunction for a person under 18 years of age was granted earlier this year, with positive requirements attached to the injunction

to ensure that the young person is encouraged to change their behaviour through positive experiences.

Some areas of focus for Community Safety over the next six months include:

- Engagement and diversion of young people has been identified by partners as a gap. Partners are trying to secure funding to improve services for young people in the community.
- A review of all partnership meetings that are held to discuss complex individuals is due to take place. This will streamline the approach partners take and reduce duplication for services.
- Undertake a systems-thinking review of how we tackle ASB to ensure we have the right approach to supporting victims.

Some key achievements and areas for improvements have been identified within the Thrive agenda covering the Economy, Environment and Transport, Housing, Communities and Volunteering and Culture Sport and Leisure Portfolios.

- The Heworth maintenance work began late January 018 and was completed eight weeks ahead of schedule.
- PROTO: The emerging technology centre was completed and opened by HRH The Duke of Cambridge in September 2018. There has been strong interest from occupiers with 60% of space now occupied, this includes 7 occupiers relocating from outside of Gateshead. The Council, working in partnership with Invest North East England, has secured Department of International Trade's resources to develop an inward investment proposition for the emerging technologies sector on behalf of the region.
- An ERDF application submitted by Gateshead and five other local authorities (excluding Durham) in the NECA for a Business Energy Efficiency Support Programme was approved.
- Planning approval was granted for new Grade A office accommodation on Baltic Business Quarter by the Council. This was in response to development market failure but also demand from potential occupiers for space.
- Gateshead has launched an enhanced, ethical recruitment service for employers obliged or willing to recruit new job entrants locally. Working with partners the service would support single to large-scale recruitment campaigns and would be for both temporary and permanent positions.
- A sector-based work inspiration programme for young people including NEETs and Looked After Children will be launched in early 2019. Working with industry, training providers and schools, the programme will deliver sector insights and inspiration into future career choices.
- A local Careers Education Information, Advice and Guidance Network for Careers Leaders from Gateshead secondary, SEND schools and Gateshead College has been established. The network which will promote sharing best practice when linking education with business and developing the Gatsby benchmarks.
- The Council successfully delivered the first concert to be held at Gateshead International Stadium since 2000, with over 23,000 people attending the

- 'Little Mix' concert in July.
- The Go Gateshead Sport and Leisure Website (www.gogateshead.com) was launched in March 2018 to make it easier for residents to access the service.
- Working in partnership, the Council, Keepmoat Homes and the local Glenpark Medical Practice secured funding from the NHS for a new medical practice on Ravensworth Road. Construction started in 2018 and will complete in December 2018.

Some areas for improvement / actions to take forward over the next 6 months have been identified as follows:

- The Gateshead Regeneration Partnership (GRP) will provide local employment and supply chain opportunities for Gateshead businesses. In early 2019 GRP construction begins on three housing sites at Kelvin Grove, Rowlands Gill and Whitehills Drive.
- Delivery of new facilities and improved public spaces at Baltic Quarter for businesses and visitors will help to create a vibrant business destination and facilities will include a new café.
- The Council will explore opportunities to secure wider social and economic benefits for growth in the tech sector including a fairer share and distribution of wealth, and greater stability for freelance and contract employees by supporting the development of a Tech co-operative.
- An ERDF grant application was made for £8m of funding, to support a £16m scheme to deliver sustainable energy and transport improvements to Chopwell.
- Civic bus lane enforcement was expected in late 2018 with three cameras at Gateshead High Street, the A184 (West Central Route, behind the bus station) and the A184 Felling Bypass (westbound). It is anticipated that lane enforcement will lead to a reduction in road traffic and pedestrian accidents. The outcome of improved road enforcement will be known at the end of 2018/19 and continue on into 2019/20.
- Council housing is progressing with work to develop a core and cluster scheme of 14 supported living homes in Winlaton. The development will see a mix of bungalows and apartments, supported by an onsite concierge providing support for clients with Learning Disabilities.
- The Housing Growth site at Clasper Village has been cleared and is ready for development of 191 homes plus a supermarket store to improve access to services for local residents.
- A planning application for the housing growth site at Bleach Green in Blaydon will be submitted in January 2019 by Keepmoat Homes, for 183 homes. Funding from homes England will help provide 15% affordable homes for the area with work starting on site in March 2019 and support local first time buyers into home ownership.
- In October 2018 the Council supported a month-long Adult Social Care Recruitment Campaign pilot working with the Department of Health and Social Care to promote careers in social care.

RESOLVED - (i) That the report be referred to Cabinet on 22 January 2019 as

- part of the composite report relating to the Council's overall performance
- (ii) That the Committee noted that the delivery of activities undertaken are supporting the Thrive agenda.

CPL20 ANNUAL WORK PROGRAMME

The work programme report was presented to the Committee to note any proposed changes / amendments.

RESOLVED - that the work programme report be noted.

Chair.....