

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

Monday, 28 January 2019

PRESENT: Councillor N Weatherley (Chair)

Councillor(s): T Graham, D Burnett, K Dodds, A Geddes,
F Geddes, H Haran, S Hawkins, M Hood, H Kelly,
J McClurey, J Simpson, J Turnbull and A Wheeler

APOLOGIES: Councillor(s): B Clelland

CPL21 MINUTES OF THE LAST MEETING

RESOLVED - That the minutes of the meeting held on 10 December 2018 be approved as a correct record.

CPL22 GO GATESHEAD HEALTH EQUALITY AUDIT

The Committee received a report to provide an update on the Health Equity Audit undertaken within the Go Gateshead Sport and Leisure Service. The Audit was undertaken by the Public Health team twelve months ago.

A major limitation of the HEA is that the leisure card data represents customers that have a card (provided personal details) but for the purpose of the report it is not possible to provide an analysis of how 'active' the various card holders are in terms of frequency of visiting facilities and type of activity chosen.

Data was captured at a single point in time in December 2017, however it is acknowledged, that there are significant limitations in the data, which result in the need to make some assumptions which are highlighted, throughout the report. The caveat with the leisure card data is that the data represents customers that have a card (provided personal details) but for the purpose of the report we are unable to analyse data regarding usage of the facilities by individuals.

Data is not held on the current system for non-card paying customers in relation to determining customer demographics, or the reason for use of the facility. Data is also not captured regarding the use of the facilities from events, or from informal or formalised groups who play a major part in the utilisation of the Go Gateshead Sport & Leisure facilities, ie football, swimming clubs, schools etc.

Two key recommendations have come out of the study as follows:

- (a) Improve data collection and data quality to understand service usage.

- (b) Target work with particular communities (geographical and communities of interest) to improve service use.

The service aims to have:

- (a) Fit for purpose and relevant leisure facilities that lie at the heart of communities.
- (b) A better understanding of the needs and aspirations of the people of Gateshead in terms of their physical activity needs.
- (c) Raised physical activity levels amongst all sections of the community and improved health and wellbeing of Gateshead residents.

The service is currently devising a refreshed business plan which will be modelled upon the recommendations set out within this report. Therefore in response to the Health Equality Audit findings the service is currently:

- (a) Improving data collection regarding
 - a. All protected characteristics
 - b. Non-card holders including wider community activity
 - c. Group based users such as schools and clubs
 - d. Exploring options to consider data collection on 'non GO card holders' of leisure services in Gateshead. This would be useful to determine the reason why non Go card holders are using the facilities, the frequency they use them and what can be done to move these customers to leisure card/annual memberships and what the barriers to this may be.
 - e. Capture more qualitative (case study) information to demonstrate health and wellbeing impact of the service.
- (b) Developing a community engagement plan to target and include:
 - a. Areas of deprivation
 - b. Communities of interest such as looked after children and children with a disability, as well as geographical areas.
 - c. A review of the criteria linked to the Go Gateshead Access Card scheme to encourage greater and wider uptake of the card by at risk groups
 - d. The service is currently launching the 'Go Easy' programme which is designed to make sport and physical activity more accessible and will involve:
 - i. Education, support and sign-posting
 - ii. Provide free/discounted activities
 - iii. Engage communities of interest and target geographical areas, through workshops/forums
 - iv. Work closely with GP Practices and community groups.

The Committee heard from Karl Boyd, Felling Magpies. Karl advised the Committee that Felling Magpies were in their 30th year this year, the club was founded in 1989. The aim of the club is to make football affordable and do a lot of work to support families, the club has families who do not have much of an income. The club has an age range of 3 – 42 years.

The members of the club come from many diverse background, there are no trials for people to join the club. The club now has somewhere they can call home. Previously the club didn't have any facilities for girls, they didn't have any partnership with schools and they didn't have the partnership with the Council. 5 years ago the club was on the verge of closure with only 21 members. The club now has 330 children. 235 are from East Gateshead. The club now has the ability to identify where the children are coming from and there are a few who come from outside of the area. The club completed an asset transfer of facilities from the Council at Wardley Welfare Ground. The club are working with the local community and have created partnerships with local schools. There are 60 great coaches / managers who give up so much of their time and can't be thanked enough. The club and coaches are now being recognised for the work that they do. The club has worked with the local council, the local ward officers and local community. The asset transfer was completed with the support from the Football foundation and Sport England.

The club has partnerships with Nike/Durham FA and Newcastle Foundation, the coaches from Newcastle Foundation come along and put sessions on in local schools. When kids see this they want to be part of football.

The club still face some challenges which include:

- Keeping affordable
- Kits – if teams don't have sponsorship, the club pays for that team's kit.
- The number of clubs who are all going for the same pots of funding or sponsorship of teams
- The winter training costs for the club was massive, however, they have now signed a partnership with Gateshead International Stadium which has brought down the costs.

The Committee thanked Karl for the work he and the other volunteers at the club undertook on a voluntary basis.

Chris advised that this was about giving the Committee a flavour of the data that couldn't be measured, given that Gateshead support 60 clubs around Gateshead with 80 volunteers registering 800 volunteer hours per week. Chris advised the Committee that this is one of the issues officers are faced with in terms of the gap around data collection.

The Committee then heard from Lyn Rowell who gave the Committee an insight from a customers' point of view. Lyn advised that she was one of 5% of the population who has severe asthma. Lyn advised the Committee that 3 years ago her health took a nose dive and not only was she in and out of hospital, she was in intensive care. Someone asked her if she'd like to try the pulmonary rehab programme, Lyn explained that this was a combination of interventions run by the respiratory team including exercise, occupational therapists and dieticians who come and give a talk to groups. Lynn advised that before she started on the programme she was in wheelchair a large part of the time and had 2 sticks to move around. She had to practice for 3 weeks marching and progressed well from there. The exercises are controlled and start with basic chair exercises. Lyn advised the Committee that

initially she couldn't get off a chair.

Lyn told the Committee that she attended the GP for her annual review and the asthma nurse didn't recognise her. Lyn advised the Committee that she still has health problems but she is able to bounce back quicker. Lyn advised that she is not special in the class, everyone has their own horror stories but if someone had told her 3 years ago she wouldn't be in a wheelchair and wouldn't need her sticks she wouldn't have believed them. Lyn was very thankful of the support she had received from the Go Easy Team.

The Committee thanked Lyn for her attendance and welcomed her input.

- RESOLVED -
- (i) That the presentations be noted.
 - (ii) That the future plans based on the recommendations of the Audit be noted.

CPL23 OSC REVIEW - WORK TO ADDRESS SKILL SHORTAGES AND INCREASE EMPLOYMENT OPPORTUNITIES - EVIDENCE GATHERING

The Committee heard that this was the 4th evidence gathering session as part of the Review to Address Skills Shortages & Increase Employment Opportunities. The previous sessions had focussed on early years/ pre 16 / post 16 /post 18 and career progression.

The Committee were advised that today's session would focus on retraining and retention of staff, in particular those over age 45.

The Committee first heard from Carly Hinds, from the Education Development Trust. Carly advised the Committee that the Fuller Working Lives project was delivered by Education Development Trust in Partnership with DWP and NELEP.

Carly advised the Committee that the Fuller Working Lives strategy was produced by the DWP in February 2017. It had an ambition to increase retention of older workers within the labour market and to change the perception of employers and individuals. Education Development Trust, including the National Careers service became involved in the Fuller Working Lives pilot in 2017. The Trust have worked in partnership with DWP and JCP and worked in conjunction with the North East LEP as a priority included within their 2024 vision:

- "A reduction in inactivity levels in our 50 plus workforce, as skills investment enables our older workers to remain in work."

It has been identified that we are getting older and it is inevitable that we need to stay in work longer as this means we are better off financially and for health benefits. We are leaving the labour market earlier now that in 1950 this generation is facing a unique set of problems. They face 10 hours of informal caring per week, there is more potential for them to have dependents and are working full time.

Fuller Working Lives offer three main elements of support:

- Consultancy support to help with succession planning delivered via workshops
- Careers fairs to get 50 plus customers into work
- Career Reviews which were held in employer premises to facilitate a dialogue between the employee and employer regarding the remainder of their career, this can often be more successful with an individual who is impartial like ourselves.

When work is completed a high-level feedback report is provided to the employer to enable them to understand needs, aspirations and increase retention and recognise potential of staff.

The Careers Advisers are level 6 qualified, and they work with individuals in a confidential space to explore issues with an impartial person.

There have been some challenges:

- The Lack of a National Campaign reflected in both EDT delivery areas
- NE employers struggling to prioritise 10 to 15-year problem in a difficult economic environment
- SMEs reluctant to engage
- Large amount of engagement work to secure delivery of MLCR

The project has been awarded further funding to deliver Fuller Working Lives in 2019. They are promoting the mid-life career reviews. Consultancy support will be available to 14 business and will be delivered on an individual basis. The project will be setting up some 'What The Future Holds' careers fairs.

The Committee then heard from Martin McDonnell and Julie Killick on current employment/ unemployment position within Gateshead.

Currently the employment rate in Gateshead is 73.4%, in the North East 70.8% and 75.1% in Great Britain. In terms of unemployment, this is measured via a claimant count which in Gateshead is 5,360 or 4.2%. This compares to 4.0% in the North East and 2.4% nationally.

7,200 or 24.6% of economically inactive residents want a job. This compares to 19.4% in the North East and 21.4% nationally.

Redundancies have had little impact in Gateshead, and this has not been a factor in the growth of unemployment. For those people who work in retail and have faced redundancy, in the main have transferable skills and have moved into other employment.

Universal Credit has gathered pace over the last year, six previous types of benefit have been replaced by Universal Credit. There are still 8,300 on Employment

Support Allowance in Gateshead. There is a natural migration of 50-60 people per week. The government is telling us that we have record levels of employment, however if someone is working one or two hours per week they are classed as being in employment. Although some people like the flexibility of working part time hours and short hours. There is also some anecdotal evidence that there are not so many zero hours contracts around.

It was noted that the figures on the surface look quite good, however, the actual income into some family groups has been pushed down. Gateshead has a very robust labour market, with employment sites at Team Valley, Blaydon and Felling with good infrastructure in place, close to major road and rail routes. In terms of job density per resident, it is 0.81 in Gateshead vs 0.73 in the North East. It is hoped that there will be more and better jobs following the developments of Follingsby Max, Gateshead Quays and Baltic Quarter.

Follingsby Max will employ at least 1,000 people, it is hoped that jobs can be managed to get the maximum for Gateshead residents. Gateshead Quays will be on stream hopefully within a couple of years.

Currently there are residents who are just coping. Sometimes the barriers to work are very personal. The service aims to support residents and work intensively in partnership with other services. There are a number of schemes operating in Gateshead and the North East to support residents:

- Generation NE – to support 18-29 year olds
- Building Better Opportunities Wise Steps - working with those further away from the labour market
- Links to Work – 12 to 24 months with the unemployed
- Syrian Vulnerable Persons' Resettlement Scheme
- Families Gateshead – this helps those into work who have the support of Families Gateshead

The following support is also undertaken by external providers, the DWP, the National Careers Service, the Mental Health Trailblazer and Moving on Tyne and Wear.

Economic Development has an officer co-located within the Gateshead Housing Company and Job Centre Plus. The service also has the Make a Change Project which is an economic development project funded by ESF.

There are a number of challenges in terms of criteria, specifically around, who can be helped, when they are helped, how they are helped, the eligibility criteria, numbers can be capped, there is a reliance on EU Funding, there is a fragmented provider market etc. The support is time limited and there can be a lack of continuity.

It was noted that there are a lot of programmes which are nationally commissioned and are driven by unit cost.

RESOLVED - (i) That the issues raised be noted

- (ii) That the proposals outlined for future evidence gathering be approved.

CPL24 MANAGING THE ENVIRONMENT - PROGRESS UPDATE

The Committee received a report to update on progress made with environmental enforcement across the borough.

The new on-street environmental enforcement officers have commenced activity and are located within the Parking Services team within Communities and Environment. The service went live on 8 January 2019. To date they have issued 31 Fixed Penalty Notices for offences, including dog fouling, littering, littering from vehicles, fly posting and graffiti.

Operations are intelligence led and there has been a focus on hotspots based on information received from ward members previously. Councillors and members of the public are encouraged to email CE Environmental Enforcement mailbox with requests for service. Priorities will then be set based on the nature of the issue and availability of resources.

The Enforcement Team in Development, Transport and Public Protection carries out a wide range of functions, including Planning and Highways Enforcement and more recently since 2016, Environmental Enforcement.

Further to the last report in April 2018 the approach taken by the Enforcement team to tackle environmental issues has four streams:

- Reactive work dealing with antisocial issues
- Proactive work dealing with antisocial issues
- Reactive work dealing with criminal issues
- Proactive work dealing with criminal issues

The volume of work dealt with by the team is extremely high with over 6000 complaints about waste related issues being received since April 2018.

The bulk of the work carried out in this area involves issuing Fixed Penalty Notices (FPNs) to the perpetrators of small scale flytipping. Adopting this approach has proved to be extremely effective, offering a low cost and proportionate response carrying a deterrent effect and to date there continues to be no repeat offenders.

Since April 2018 60 further FPNs have been issued bring the total to 174 since the team started issuing at the end of 2016. In the vast majority of cases FPNs are paid, however, if they are not the perpetrator is prosecuted.

Proactive approaches to dealing with antisocial behaviour now have an established place in the team. The Lobley Hill & Bensham/Saltwell Waste Pilot focussing on 320 houses in the two wards has now been completed and an evaluation is being prepared.

The enforcement team regularly come across serious criminal activity and since

April 2018 a further 24 individuals and businesses have been prosecuted for waste offences. Penalties include fines totalling £13,237 and costs totalling £5,609, 2 community orders and vehicles used to commit offences have been seized. Warrants have been issued for more than 10 persons who have failed to attend court when summonsed.

The Enforcement Team carried out regular enforcement exercises targeting waste, crime in partnership with other enforcement agencies including Northumbria Police, HM Revenue and Customs, the Driver and Vehicle Standards Agency and the Environment Agency.

The online reporting platform developed with the Digital Team in the Office of the Chief Executive is proving to be an efficient and effective process for the public, Members and Officers to report flytipping with increased accuracy, including uploading photos and pin pointing locations.

RESOLVED - That the information contained within the report be noted

CPL25 ANNUAL WORK PROGRAMME

The work programme for the 2018/19 Municipal Year was presented to the Committee for information.

The emerging themes for the 2019/20 Municipal Year was also presented to the Committee for their views. The Chair asked that How we manage Derelict Spaces within the borough be added to the work programme for the 2019/20 Municipal Year.

RESOLVED - (i) that the current work programme for the 2018/19 Municipal Year be noted.
 (ii) that the additional suggestion be considered along with emerging themes for the work programme 2019/20 Municipal Year.

Chair.....