



COUNCIL MEETING

19 SEPTEMBER 2019

GATESHEAD COUNCIL

REPORT FROM THE CABINET

1. PURPOSE OF THE REPORT

This is the report from the Cabinet. Its purpose is to report on issues for the period July – September 2019.

PROGRESS ON KEY ISSUES

2. PEOPLE

Health and Wellbeing

Smoking Prevalence in Gateshead

Latest data on the prevalence of smoking in Gateshead has been published by the Office for National Statistics (ONS) and NHS Digital.

NHS Digital publishes data on the proportion of pregnant women smoking at time of delivery at NewcastleGateshead CCG level.

13.4% of women were recorded as smoking at the time of delivery in 2018/19 compared to 15.1% in 2017/18. This is the second lowest rate amongst all the CCG areas across the NHS England Cumbria and North East area. However, it is higher than the national average of 10.6%.

Overall the smoking prevalence in adults 18+ has gone up on the previous year from 16.5% to 17.8%. Gateshead is one of five North East local authorities to show an increase. The prevalence for females has seen an increase on the previous period. Male prevalence has also gone up but not by the same degree. The increase is not statistically significant.

The overall trend for smoking prevalence in Gateshead is still downwards. Prevalence in 2013 was 21.4% compared to the 2018 figure of 17.8%.

The Gateshead Smokefree Alliance is currently refreshing its delivery plan for 2019/20 and analysis of this most recent data, and recent guidance produced by Fresh and ASH, will inform that refresh.

Children and Young People

Summer Challenge: Holiday Hunger Programme 2019: CrEATe

This year the summer programme for Looked After Children and Young People and Young Carers, expanded from 2 days to 4 days per week for 5 weeks of the summer holiday.

The programme included training, learning to cook and shop sensibly, learn about healthy eating and the benefits of shared eating and socialisation. It also gave the opportunity to gain some form of accreditation for the activities they undertook. All of these children and young people were on low or fixed incomes and eligible for free school meals.

The young carers and the younger LAC were all enrolled for Arts Awards to credit their experiences and learning and the older LACs were supported to register for short courses to enhance their CVs and personal statements.

Amongst other things, over the 5 weeks 188 portions of cake were eaten and 72 servings of FlapJack along with 48 home made biscuits, 20 home made loaves of Foccacia and 18 pizzas made from scratch.

15 young people registered for Barista training with Pumphrey's Coffee Roasters and 9 received an achievement letter from the director of Pumphrey's who personally delivered the training.

10 people undertook training for Food Hygiene Certificate Level 2. Also 6 young mums registered for Paediatric First Aid training and 62 people experienced the regions history on a trip to Beamish some for the very first time.

A mixed age range of young people and children in care invited our senior managers to an evening dinner which they cooked and served and then had the opportunity to sit and eat with their guests to discuss what it's like to be in care in Gateshead.

3. PLACE AND ECONOMY

Environment and Transport

No Look No Touch Campaign

Partnership working between local authorities in Tyne and Wear and Northumberland promotes road safety campaigns across the area through the Northumbria Safer Roads Initiative 'Road Respect' initiative. One such campaign, called 'no look no touch' was run in 2018 aimed at deterring mobile phone use while driving. It used actual text messages from people killed while driving, displayed on large scale replica mobile phone displays. The reverse of the displays included details of the circumstances of the fatal accident.

This campaign recently won first place in three categories of the Institute of Promotion and Marketing (IPM) national awards, these being Not For Profit/Charity/Public Sector, Engagement/Word Of Mouth, and Small Budget. This represents a particularly fine

achievement given the competition for the awards includes campaigns related to major national and international brands such as Vodafone, National Gallery etc.

Housing

Homeless Temporary Accommodation

Six months in advance of the Homelessness Reduction Act 2018, the Council decided to double the amount of temporary accommodation within council owned stock. Latest figures show that this strategy has successfully reduced the amount of money spent on temporary accommodation in the private sector and helped increase the use of Gateshead Housing Company stock.

This accommodation earmarked for temporary accommodation includes a range of council accommodation across the borough - flats, high rise accommodation and family houses. Although it is our policy in Gateshead not to rehouse families with children in high rise flats, there are occasions on a temporary basis where we may have to place a family for a short term until they are rehoused permanently.

The use of this temporary accommodation generates rental income for the council and makes use of what would otherwise be low demand, long term empty properties. We continue to work with clients offering support and exploring opportunities to convert temporary accommodation into secure tenancies. Occasionally, there can still be a need for emergency accommodation where our own temporary accommodation is full or clients are in crisis (e.g. B&B, Hotels) but this is very much short term and we are continuing to monitor the volume of temporary provision to ensure this is a last resort.

4. COMMUNITIES

Culture, Sport and Leisure

Go Gateshead Membership Sales

Go Membership sales are the highest single income for the service. In 2013 memberships peaked with a total of 12,400 members across all leisure centres. However, due to increased competition within the health and fitness market, memberships dropped to 8,100 in December 2016 and had been stagnating since then.

Due to this, the service needed to adopt a more 'commercial' approach to sell to new members and to retain existing ones. Therefore, the Service placed a greater focus on strategy to increase membership sales and to create an effective retention plan.

As a result, membership sales have been consistently rising and have exceeded 10,000 members for the first time since 2015, whilst also witnessing a 50% increase in the net gain of new members every month since January this year. This has resulted in the service achieving a 22% increase in membership income this year.

Further investment is scheduled later this year with the refurbishment of the gym at Gateshead International Stadium and the launch of a Virtual Reality Studios to boost the number of fitness classes offered to improve the quality of the membership offer.

This approach is significantly supporting the service to increase the income generated which will support the long-term sustainability of the service.

Summer of Sporting Events 2019

High profile sporting events play a major part in delivering the outcomes associated with Council priorities such as Gateshead's Culture Strategy 2030 and 'Making Gateshead a place where everyone thrives'. These are delivered through community and school engagement initiatives, inspiring local people to be active and healthy, developing community pride through volunteering, and supporting the local economy.

This summer has seen a number of events showcase the Borough of Gateshead:

Try on the Tyne (Saturday 10 August)

New for 2019, TRY on the Tyne [TOTT] was an opportunity for anyone to try a Sprint or Standard Duathlon along the banks of the River Tyne. The event also included a 5km and 10km run as well as Junior races.

Beginning with a mass start on Baltic Square in Gateshead, the route took in Gateshead Millennium and Swing Bridges guiding participants along a closed road route and riverside path to the finish line on the Newcastle Quayside.

TOTT was organised by Events of the North, in partnership with Newcastle City Council and this Council. The Councils both backed the initiative as part of a wider push to inspire more people to get active through cycling and running, by bringing an accessible multi-sport event to the quayside. Over 1,000 participants took part in the inaugural event has been deemed a great success, with plans already under way for 2020.

Junior Great North Run

The annual Junior Great North Run successfully took place on Saturday 7 September with over 1,200 runners taking place in a mini and junior great north run events (including mini and junior wheelchair races). The day also included elite men's and women's mile races which were televised. This year also saw the revitalisation of the traditional pasta party, with a host of alternative activities on offer such as come and try it sports.

Cycling Tour of Britain 2019

On Tuesday 10 September, the UK's biggest and most prestigious professional cycling race returned to Gateshead for the first time in a decade

Gateshead played joint host with Cumbria to host to the fourth stage of the race.

Considered the toughest of the race, the stage began on the Gateshead Quayside, taking riders through Durham and across the Yorkshire Dales National Park, towards an uphill finish in Kendal, Cumbria, a total of 106 miles.

The Tour of Britain was free to watch for all spectators with approximately 5,000 attending the start and was a great opportunity to witness 120 of the world's top riders go head-to-head.

Over 3,500 school children were engaged in the event including dedicated spectator zones at the start of the event and along the route. A group of young people were specially chosen to cycle along the first 200 metres of the start on South Shore Road to lead the precession of cyclists out onto the route. A pupil from St Joseph's Highfield won a design a jersey competition and was invited down to the start as a mascot for the race. A group of school children also received cycling coaching on South Shore Road once the race had started.

World Transplant Games (17-24 August)

Gateshead and Newcastle welcomed 3,000 participants from around 70 countries, aged 4-80+ in the World Transplant Games. The Games are a celebration of a second chance of living life to the full, human courage and physical fitness, with the aim to raise public awareness and acceptance of organ donation, increase donor registrations and encourage donors to share their wishes.

A number of Gateshead venues were utilised including the Gateshead International Stadium which held the Football, Volleyball, Archery and Athletics events. Performance Square and Mill Road Car Park were turned into a competition arena for the sport of Petanque (French Boules) which is a very popular event within the Games. Finally, the Quayside (Baltic Square and South Shore Road) was host to the Cycling Time Trial event.

Over 800 'Team 19' volunteers were involved in the event providing essential support to the teams, venues and spectators. A number of Gateshead based hotels were also used by the visiting teams providing a boost to the local economy.

These truly memorable games were a huge success and labelled as the 'best ever' by the World Transplant Games Federation.

5. CONCLUSION

The Council is asked to note this report.