

**Newcastle Partnership  
Economy Delivery Partnership**

**Meeting : 21<sup>st</sup> August 2008, 10.00 a.m. to 11.30 a.m.**

**Venue : Newcastle Partnership, Anderson House,  
Market Street, Newcastle**

**Agenda**

1. Welcome and Introductions

2. Remit

3. SCS/LAA targets

Phil Hunter

*Papers provided at meeting but full document available at:*

<http://www.newcastlepartnership.org.uk/publications/2008/07/01/laa-scs-2008-11>

4. Employability and Enterprise Action Plans  
implementation

5. Economic Climate

Rob Hamilton

6. Alcohol Strategy

7. Updates from members

## **Economy Delivery Partnership**

### **Remit**

The group would:

- Report to the Delivery board
- Formulate the long term economic vision for Newcastle outlined in the Sustainable Communities Strategy
- Assess progress towards the vision and effectiveness of interventions

### **Tasks**

- SCS/LAA – target setting and oversight of achievement
- Employability Action Plan oversight of delivery
- Enterprise Action Plan oversight of delivery
- Economic performance & intelligence
- Emerging policy implications
- Update on agency activity

### **Membership**

Paul Rubinstein – Newcastle City Council (chair)

Paul Jorgensen – JC+

Alan Wallace – LSC

Andrew Dixon – NGI

Gillian Hewitson – Newcastle Futures

Sarah Stewart – Newcastle Science City

John Dallinson – Newcastle College

Dan Brophy – Entrust

Sandy Ogilvie – PNE

Rachel Spence - Chamber of Commerce

Jo Boaden - Business Link

North East Employer Coalition – Howard Forrest

Melanie Bear – 14 to 19 Strategic Partnership

Rob Hamilton – Newcastle City Council (vice chair)

Seth Pearson - Newcastle City Council

### **Frequency**

quarterly

# Economy Delivery Partnership

## Agenda Item 4. - Employability and Enterprise Action Plans implementation

### Update.

#### Background

A significant role for delivery partnerships is the strategic oversight of progress towards Local Area Agreement targets. The Economy Delivery Partnership is therefore concerned with the achievement of targets related to employability and enterprise.

This report outlines targets, the current position and proposals to develop additional activity.

#### Recommendation

The Economy Delivery Partnership is recommended to:

- Consider and advise on the proposals outlined within this report
- Agree what will be required to ensure strategic oversight of progress towards Local Area Agreement targets and activity

#### Employability

#### Outcome Targets

LAA Priority objectives	Measured by	Baseline	2008/09 target	2009/10 target	2010/11 target	Lead Delivery Partnership
1. Reducing the overall benefit claimant rate	NI 152 Working age people on out of work benefits (*35 target LAA and WNF Reward)	16.3% (Quarter 2 2007) <sup>d</sup>	16.7%	15.4%	14.9%	Economy, Work, Skills & Learning
	NI 153 Working age people claiming out of work benefits in the worst performing Neighbourhoods (additional local indicator)	33.5% (2006/07)	31.88%	31.07%	29.85%	Economy, Work, Skills & Learning
2. Increasing the number of people qualified to NVQ level 3	NI 164 Working age population qualified to at least level 3 or higher (additional local indicator)	52.8% (2006/07)	55.3%	56.56%	57.8%	Economy, Work, Skills & Learning
34. All children and young people engage in further education, employment or training	NI 117 16 to 18 year olds who are not in education, training or employment (NEET) (*35 target LAA and WNF Reward)	9.4% (2007)	9.2%	8.7%	8.0%	CYP Strategic Partnership

35. All children and young people live in families that are free from financial poverty and material deprivation	NI 116 Proportion of children in poverty (*35 target LAA, and WNF Reward)	29.49% <sup>66</sup> (2007/08)	28.4%	27.4%	25.9%	Economy, Work, Skills & Learning
	Local indicator – prevention of homelessness – number of households who consider themselves as homeless, who approached the local housing authority's housing advice service(s) and for whom housing advice casework intervention resolved their situation (additional local indicator)	1758 (2007/08)	1800	2000	2050	Environment and Housing

**Sustainable Community Strategy and Local Area Agreement June 2008**

These outcome targets will be met through the combined effort of the key agencies deploying mainstream budgets but also through the support of Working Neighbourhoods Fund.

**Current position.**

The Newcastle Employability Action Plan sets out proposals to increase employment through the provision/ commissioning of additional employment support activities. These activities would add to existing provision by Job Centre Plus, the Learning and Skills Council (LSC) and other agencies. The Action Plan has been developed under the guidance of the Local Strategic Partnership, and has benefited from the input of the regional arms of Job Centre Plus and the LSC.

Employability activity which had been funded through the Neighbourhood Renewal Fund in 07/08 has been extended whilst an assessment is made of its contribution towards the Employability Action Plan.

Activity to reduce worklessness will continue to be carried out within the Newcastle Futures Partnership structure with new types of interventions and different providers adding to the existing network.

In support of mainstream provision further activity funded through Working Neighbourhoods Fund will focus predominantly but not exclusively on the following groups in the given approximate proportions:

	07/08	08/09	09/10	10/11	Total	%age of additional resource
<b>Adult</b>						
<b>Total Number engaged</b>	1441	1650	1750	2100	<b>5500</b>	
<b>Priority Groups into employment</b>						
People with Health Conditions & Disabilities	64	170	200	230	<b>600</b>	<b>50%</b>
Lone parents & workless families	212	150	150	200	<b>500</b>	<b>30%</b>
BME	30	38	42	51	<b>131</b>	<b>10%</b>
Other groups	218	192	203	249	<b>644</b>	<b>10%</b>
<b>Total</b>	<b>524</b>	<b>550</b>	<b>595</b>	<b>730</b>	<b>1875</b>	

In line with the Employability Action Plan activity is grouped under the following headings and additional resources to achieve the targets will be deployed in the following proportions approximately:

- |  |                                      |
|--|--------------------------------------|
| i. Strategic Co-ordination                 | (provided by Newcastle Futures Ltd.) |
| ii. Engagement and progression             | - <b>40%</b>                         |
| iii. Customer Management                   | - <b>10%</b>                         |
| iv. Support and progression in job finding | - <b>40%</b>                         |
| v. Support in Employment                   | - <b>10%</b>                         |

### **Additional Activity**

As levels of available resources from Working Neighbourhood Fund and other sources such as the Single Programme become clear, a tender process is being developed to deliver the outputs tabled above. The objective is for this process to be ready to be implemented from October starting with a meeting of potential providers, with new activity rolling out from January 2009.

## **4. Enterprise**

### **Outcome targets**

4. Increasing the total number of businesses	NI 171 VAT Registration rate (*35 target LAA and WNF Reward)	Baseline TBC (due to change in calculation)	TBC	TBC	+5% <sup>42</sup>	Economy, Work, Skills & Learning
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### **Current Position**

The Regional Economic Strategy sets very challenging targets for the North East if we are to close the 'enterprise gap' with the rest of the country and create the 'enterprise surge' needed to ensure the economic prosperity of the region. Up to 22,000 additional businesses need to be established and sustained between now and 2016. In addition, existing businesses need to

become more productive if the North East is to significantly improve its economic performance.

Newcastle City Council's Enterprise Action Plan highlights the fact that Newcastle's economy continues to lag behind the national average and identifies 2 strategic pillars of activity:

- Increasing overall levels of economic growth and activity; and,
- Reducing inequality, worklessness and areas of deprivation.

Newcastle City Council recognises that a key factor successfully supporting entrepreneurial growth in the city is strategic alignment with ONE's Start-Up Support Programme (SUSP) and Business and Enterprise in the North East (BENE). The Council's role is primarily to coordinate enterprise delivery and to develop, with partners, strategic priorities. It is essential that future enterprise support activities in the city are aligned with products and services offered by ONE's SUSP and BENE and support their continued development. Where local gaps in provision occur or opportunities are identified to enhance access to, or enhance the quality of service provision, the most appropriate and effective partner will be engaged to deliver on the City's behalf.

Newcastle City Council (NCC) has secured Working Neighbourhoods Funding totaling £2 million, over the period April 2008 – March 2011. The intention is to 'match' £1.5 million of this with ERDF Priority 2 (Business Growth and Enterprise – 2007-2013). A final decision on our ERDF bid is not expected before October 2008. In the meantime, NCC have liaised with partners to identify and develop a range of enterprise and business support interventions and will undertake a tendering process to secure partners to deliver these through to April 2011.

NCC aims to do this by means of a Start-up Support Commissioning Framework (CF) approach. This will enable NCC to put in place a panel of preferred suppliers and to deliver a diverse range of pre-start and start-up activities and specialist business support services. Some of these providers will deliver services for the duration of the Programme, whilst some may offer shorter, time-limited pieces of work, as required.

The Commissioning Framework (CF) seeks to put in place a panel of providers which will develop proposals able to address the needs of a range of key customer segments, with a specific focus on benefiting residents and businesses within the 'disadvantaged' neighbourhoods of Newcastle. Although activity can take place outside of these areas we must be able to demonstrate positive economic impacts accruing to the target communities.

### **Additional Activity**

Newcastle City Council's Enterprise Action Plan 2008 – 2011 sets the strategic context for the city's enterprise support activities. As part of its WNF/ERDF funded Enterprise Programme, NCC has identified four themes

where there are gaps in provision, or opportunities for growth, to support enterprise in disadvantaged communities of Newcastle. Namely:

- **Entrepreneurial Young People**
- **Animation and Pre-Start Support**
- **Start-up Support**
- **Growing Business**

**Entrepreneurial Young People** – will focus on non-statutory education programmes aimed at young people, within and outside of education, living in the disadvantaged areas. The aim is to raise their awareness, encourage them to think of self-employment as a career path, improve their understanding of what it means to run a small firm or a social enterprise through ‘real-life’ business experiences and help them decide if this is a viable option for them. Other coaching programmes will be designed for graduates, which will provide positive role models for the young people in the community and encourage graduates to set up businesses and to stay in the city. The package approach will ensure a co-ordinated approach to activities across the most disadvantaged areas of the city as well as customising and extending current entrepreneurial support provided by partners.

**Animation and Pre-Start Support/Start-up Support** – targeted at increasing take-up of enterprise support and including coordinated activities addressing those residents of disadvantaged areas who have a high potential and need some targeted support before they can enter entrepreneurship route and / or access mainstream support services. Some of this support may be tailored to the needs of specific disadvantaged groups i.e. migrants & refugees, women, over 50-year olds, BME communities, and will feature outreach and community coaching, one-to-one support, animation, mentoring and role-modeling, and support to emerging social enterprises.

**Growing Business** – activities will be targeted at SMEs located within disadvantaged areas and those employing residents of disadvantaged communities. It is expected that projects within the programme will provide tailored and specialised business support to existing SMEs and social enterprises to maximise the opportunities for growth, including those offered by new technologies and the environmental agenda.

Where WNF is ‘matched’ with ERDF all services will be procured through the tender process. A Pre Qualifying Questionnaire (PQQ) exercise will be carried out during September 08 which will identify ‘Framework’ partners to deliver against each of the themes. This will be followed by a competitive process, where these short-listed partners will be asked to submit detailed tender bids against specified activities. Final decisions on tender submissions will be made upon confirmation that ERDF funding has been secured.

# **CONSULTATION DOCUMENT**

**Safe, Sensible and Social in Newcastle upon Tyne**

**A strategy for reducing the harm caused by  
alcohol to individuals, families and communities**

**2008-2018**

## Foreword

**Safe, Sensible and Social in Newcastle upon Tyne** is the first alcohol strategy for our city. It outlines what the key agencies that make up the delivery partnerships will do to tackle the harm caused by alcohol misuse.

Alcohol misuse impacts across a broad range of areas including health, crime and disorder, children and young people, environment and housing. It is a critical component of the Newcastle Local Area Agreement and wider Sustainable Community Strategy. Expertise and knowledge across all of these areas have been harnessed in developing this strategy. It has also been guided by national, regional and local policy and informed by a process of consultation with key stakeholders to see what issues cause them concern.

There is already a lot of good work being done by agencies working in Newcastle and this strategy will ensure that these agencies take a partnership approach to strengthen and improve on this work.

The strategy sets out the key issues and explains what we will focus on over the next ten years and how progress will be measured. A robust action plan will support the delivery of the strategy by setting out how partners will take responsibility for making it happen. The action plan lays out what we will do from April 2008 to March 2011 and it will be updated annually to ensure that we have the most up-to-date information to work with and are still targeting our energy and resources correctly.

We are confident that by working in partnership we will be able to reduce the harm caused by alcohol misuse, improve the quality of life of the people of Newcastle and make Newcastle an even safer place to live, work and visit.

(Photographs and signatures to be inserted)

## Executive summary

Newcastle has a higher prevalence of harmful and dependent drinkers and higher rates of alcohol-related ill health among men and women than the national average. Newcastle also has one of the highest rates of binge drinking in England with about 30% of adults estimated to regularly binge drink. Alcohol-related hospital admissions, chronic liver disease and alcohol-related deaths are all higher in Newcastle than the average for both the North East and England. Alcohol-related hospital stays by residents of Newcastle is approximately 70% higher than the average for England. In addition, there are fewer alcohol treatment services and longer waiting times in the North East than elsewhere in the country. The overall cost of alcohol misuse in the region is estimated at one billion pounds a year.

There are many gaps in local information about alcohol consumption and its related problems. However, the data that we do have indicate that:

- Excessive consumption of alcohol is a major problem in Newcastle.
- Approximately one in three adults in Newcastle is estimated to binge drink.
- Excessive and inappropriate drinking causes harm to health and increases demands on health services.
- Excessive and inappropriate drinking leads to crime and social disorder (particularly youth disorder), with increased demand on Police and other support services.
- Hazardous and harmful drinking in the home is widespread and damaging to the health and wellbeing of individuals and families and needs to be better understood.
- Many people with drink problems are in work.
- There is a lack of adequate and appropriate housing provision for the homeless with alcohol problems, especially for chronic and chaotic street drinkers.
- The number of licensed premises is growing with a trend to increasing the number of hours open.

Because of the complexities associated with alcohol consumption and sales, reducing alcohol-related harm is a major challenge. However, addressing alcohol-related problems is a priority for organisations and partners in Newcastle and it is recognised that without effective interventions the problems associated with alcohol will continue.

In 2007, Public Health and Safe Newcastle carried out a scoping exercise to identify what services were available for people and families affected by alcohol misuse. Whilst a series of services were identified, including examples of good practice, it was apparent that there was a shortage of treatment and support services, both in the healthcare sector and in the community. It was also apparent that there was no coordinated approach to provide reliable and consistent information about safe, sensible drinking and to raise awareness of alcohol-related harm.

In addition to this, the available statistics and the experience of services indicate that there are a series of alcohol-related issues amongst the residents of Newcastle which are currently not being addressed. What is encouraging is that consultation with a series of groups across Newcastle, including young people, residents and frontline professionals, has demonstrated a broad commitment to both prevention and education and to treatment.

The objective therefore of this strategy, which forms a critical component part of Newcastle Sustainable Community Strategy and Local Area Agreement is to address those identified gaps and build a well resourced, coherent and coordinated programme across all of Newcastle partners.

The stated aim of this strategy is: **to reduce the harm caused by alcohol to individuals, children, families and communities in order that Newcastle is a healthy and safe place to live, work and visit.** This includes reducing the:

- Harm to health;
- Harm caused by alcohol-related crime and anti-social behaviour;
- Harm to families and young people; and
- Financial cost of managing these problems.

In order to achieve this aim, we are concentrating on four objectives of prevention, provision, protection and partnership working.

### **Objective 1: Developing a preventative approach to alcohol misuse**

- To improve the quality, consistency and accessibility of information and education in a variety of settings including schools and the workplace so that everyone has the opportunity to develop sensible and safe drinking habits.
- To develop preventative measures which will target those most at-risk of causing harm to themselves, their families and communities through their drinking.
- To develop strategies which focus on reducing binge drinking and long term dependency.
- To improve the evidence and information base so as to understand the true nature of the problem and respond appropriately.

### **Objective 2: Providing services for problem drinkers and their families and carers**

- To improve early identification of alcohol misuse and ensure effective early intervention.
- To develop coherent pathways of care leading to improved accessibility to high quality integrated services and effective interventions.

- To improve access to treatment for all groups, including people with mental health problems, people who are homeless, young people, those living in deprived communities
- To respond flexibly to changing trends such as street drinking and new challenges such as increased consumption in the home.
- To provide support to children, families and carers who have been affected by problem drinking.

### **Objective 3: Protecting the public through law and policy enforcement**

- To provide a safe environment in Newcastle where people can live, work and enjoy themselves free from the fear of experiencing alcohol-related crime or anti-social behaviour.
- To work closely with the licensed trade including retailers to promote the responsible retailing of alcohol.
- To work with the licensed trade to provide safe, high quality premises and encourage participation in best practice schemes such as 'Best Bar None'.
- To encourage a variety of operating styles within licensed premises appealing to a broad range of customers.
- To prevent illegal sales to those underage or adults buying on behalf of young people and encourage participation in best practice schemes.

### **Objective 4: Prioritising addressing alcohol misuse through working in partnership**

- To ensure a coordinated and coherent approach across organisations to reduce alcohol-related harm and improve service delivery in Newcastle.
- To engage and work with communities (including service users), to listen and respond to their views.
- To build stronger communities that are able to challenge the drinking culture in Newcastle.
- To ensure commitment and leadership from all relevant agencies.
- To develop effective governance structures to ensure the delivery of this alcohol strategy.
- To deliver on our Local Area Agreement (LAA) targets on alcohol.
- To develop a consistent communication and media strategy.
- To participate in and promote regional alcohol harm reduction campaigns.

This strategy will ensure that these objectives are achieved by drawing up detailed action plans, which will be reviewed each year.

The Health Improvement Board (chaired by the Director of Public Health) will take lead responsibility for ensuring the delivery of this strategy. The Health Improvement Board will report progress to the Delivery Board of the Newcastle Partnership via the Wellbeing and Health Executive. A dedicated Alcohol Delivery Group, reporting to the Delivery Board, focusing on ensuring the action plan is implemented will be established. This will be made up of representatives of all the delivery partnerships of the Newcastle Partnership in recognition of the significant contribution each has to make in ensuring a safe,

sensible and social approach to alcohol in Newcastle. Representatives from all the delivery partnerships will be responsible for keeping their partnerships informed about implementation of the action plan