

Newcastle's 'Story of Place'

**First draft Sustainable Community Strategy
and Local Area Agreement**

20th December 2007

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Foreword

Newcastle upon Tyne emerged during the 1990s from the industrial decline of the previous decades and re-established itself as a vibrant regional capital attracting investment, creativity and jobs. Continuing, innovative regeneration is transforming public spaces and further advancing Newcastle's reputation regionally, nationally and internationally.

This Sustainable Community Strategy or SCS outlines key challenges facing the city. It sets out the vision, aims and priorities that partners will deliver together in the coming years. The SCS is not just about people resident in Newcastle now but also those who choose to come to the city to work or visit.

This SCS takes advantage of freedoms offered by central government to refresh, review and update the way we work in Newcastle. As we develop our focus on key outcomes we will use these freedoms to change working arrangements in order to maximise benefits.

The SCS foresees the joining up of more services, more strategically, across sectors, on citywide projects and at the neighbourhood level. This includes more effective targeting of services and resources towards strategic priorities, reductions in bureaucracy and genuine partnership working so that partners and stakeholders work to common and shared agendas. Implicit in this is the move towards further pooling of resources and alignment of budgets amongst partners to deliver better outcomes for people.

Newcastle's SCS builds on the existing Local Area Agreement and the City Council's Regeneration Strategy. Through widespread consultation, collaboration and a fully-inclusive approach we have channelled the great enthusiasm and commitment that exists across the city into a number of measures that will make a real difference. This will now be carried forward to ensure that people in Newcastle have access to better facilities, and constantly improving services, as well as having a say in what these facilities should look like and how these services are delivered.

Partners from all sectors are working closely, as part of the Newcastle Partnership, (the Partnership) to deliver these aims and outcomes. It is clear from existing evidence that together we are capable of making Newcastle a thriving and prosperous, regional capital with international importance. This is our Newcastle. This is our SCS.

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Where we've been

Newcastle has a proud industrial history as a national and international centre for shipbuilding, mining, railway and other 'heavy' industries. In the past the city was at the cutting edge of invention including for example the development of the steam turbine as well as electric lighting. Just as well known, however, is the story of its decline. During the 1970s and 1980s Newcastle's industrial base diminished without being adequately replaced. People slowly lost confidence, unemployment increased, and people moved away. Social and environmental decline inevitably followed.

Starting in the mid-1990s, steady economic growth brought employment back to the levels of the late 1970s and investment in physical regeneration transformed Newcastle's appearance. This, together with renewed interest in culture and the arts, has given people the self-confidence to view Newcastle as a major European city. Newcastle has, however, yet to rediscover a new industrial niche in the world.

Where we are now: 'On the up'

Newcastle is a city of 270,500¹ people. About 90,000 come into the city each day to work. As the regional capital of the North East and one of the eight English Core Cities, Newcastle has been at the forefront of renewed and sustained economic growth in Tyneside and the wider region. Investment in physical regeneration, culture and the creative industries has transformed the landscape and strengthened the already profound sense of identity among Newcastle people. Long-term population decline is now being addressed, as Newcastle's reputation grows and the city attracts people from across the world to live, work and study. Newcastle is now looking to expand its horizons and retake its place on the European stage.

Although Newcastle continues to benefit from its location and place at the heart of the regional economy, the transformation of the city in recent years has not happened by chance. Strong partnership between the public, private, voluntary and community sectors has underpinned Newcastle's recent successes and will continue to drive improvement for years to come. Collaborative working by organisations and businesses from all sectors is improving local services as well as delivering transformation across the city.

In 2004 the *Newcastle Partnership* set out ambitious plans for making Newcastle better for everyone in *The Newcastle Plan*. This built upon the first *Newcastle Plan* (2001) which provided the basis for partnership working in the city. The 2004 *Plan* contained aims, actions and targets around making improvements across nine themes: Community Safety; Environment; Health & Social Care; Housing; Learning; Prosperity; Children and Young People; Creativity and Culture; and, Transport and Access. Since 2004 significant progress has been made:

- Between 2000 and 2007 the employment rate of Newcastle has increased at a faster rate than the average for England;
- Newcastle has improved significantly in the ranking of local authorities on the *Index of Multiple Deprivation 2007 (IMD 2007)*, and within the city, the gap between the most and least deprived areas is reducing.

¹ ONS mid year estimates - 2006

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- There have been significant improvements in attainment in Newcastle, particularly at ages 11 and 16, narrowing the gap with national figures although this is not consistent across all age groups;
- The number of young people in education, employment or training between 16 and 18 years is increasing;
- Significant reductions in crime including fewer homes burgled and less serious violent crime;
- Female life expectancy has been improving since 1997-99 at a faster rate than the national average;
- The gap in premature death (deaths under 75 years) from cancer and circulatory disease between the most deprived 20% of the city and Newcastle overall is reducing;
- Customer satisfaction with neighbourhood cleanliness is increasing significantly; and,
- Low vitality areas are being transformed through changes to the mix of housing, investment in existing housing and co-ordinated action to address neighbourhood reputation.

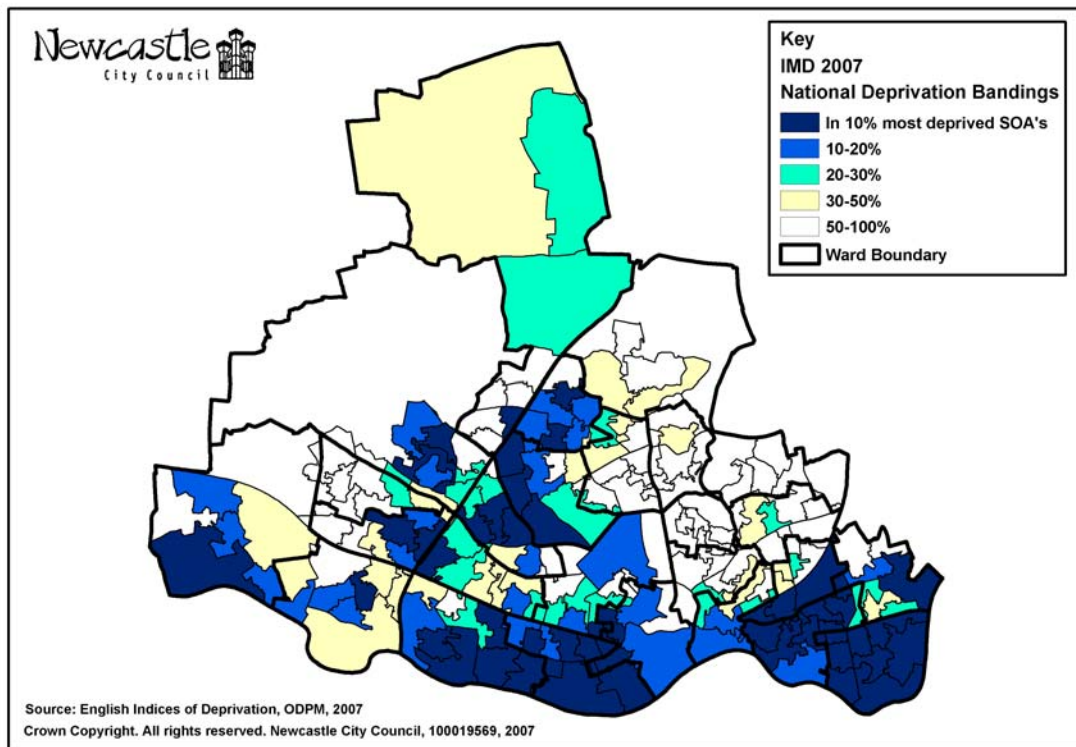
Tackling deprivation

Government published a revised set of deprivation measures on 6th December 2007. Known as the *Index of Multiple Deprivation (2007)* it supersedes the previous version published in 2004. The Index provides a measure of deprivation relative to the national position. The main findings were:

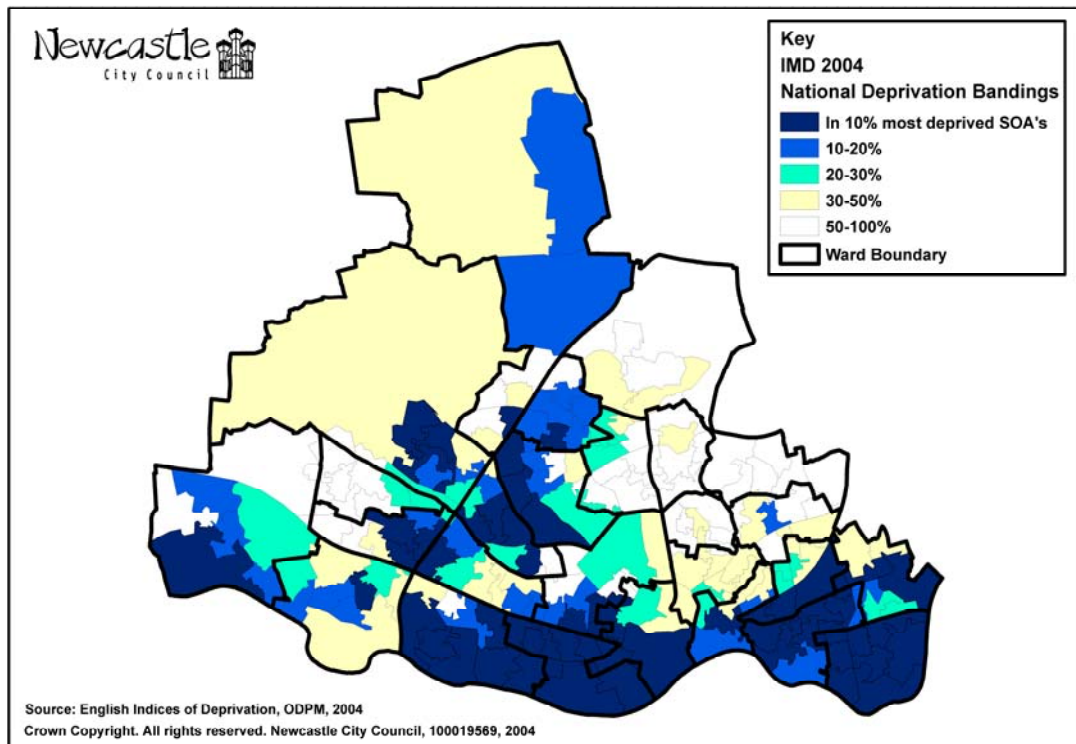
- Newcastle is ranked 37th most deprived local authority by IMD(2007). It was 20th according to IMD(2004). This change is evidence that Newcastle has become relatively less deprived over the last three years.
- In 2007, less people in Newcastle were living in the most deprived areas nationally than in 2004 (66,300 compared to 81,500).
- In 2007, more people in Newcastle lived in the most affluent areas nationally than in 2004 (92,600 compared to 69,300).
- Newcastle is improving at a rate consistent with the other Tyne and Wear District authorities, and at a faster rate than many Core Cities.

The map below illustrates the findings of the IMD 2007 for Newcastle upon Tyne

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Concentrations of deprivation are illustrated on the map by the darkest shading of blue, whilst greater affluence is illustrated by the white shading. A comparison of this map and the same map for 2004 (below) shows the improvement that has been made in Newcastle over the last three years. This is represented by the fact that fewer lower level super output areas are in the 10% most deprived (or the darkest shading) and more are in the least 50% deprived (no shading).



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The contribution of culture

In addition to improvements across a number of key measures of success, the cultural sector in Newcastle has undergone a remarkable transformation in recent years. Existing facilities, like *Northern Stage*, *The Theatre Royal*, *Tyneside Cinema*, *Newcastle Discovery Museum* and *Leazes Park* have been extensively re-furbished and made fit-for-purpose; nationally significant new buildings, like *Dance City*, *The Benfield Centre for Sport*, *Seven Stories (Centre for the Children's Book)* have opened as well as the regeneration of *Grainger Town*; *Newcastle Quayside* has become established as a cultural destination and the *Ouseburn Valley* is widely recognised as the focal point for the creative and cultural business in the region.

Participation rates by local people have risen, through initiatives such as the *Year of Exercise & Sport 2006*, the *Tall Ships Races in 2005* and citywide *Arts Development Programmes*. The *Culture 10* programme of festivals and events has raised the profile of Newcastle nationally and internationally.

Newcastle's story cannot be told in isolation. The future for Newcastle and the wider city region will be driven through partnership working across local authority boundaries. In particular, the continued close relationship and joint working between Newcastle and Gateshead will be crucial in driving economic prosperity. By working together with local partners both within and outside the *Newcastle Partnership*, Newcastle will benefit from the advantages of having a large concentration of economic activity. Crucial to this, will be harnessing the potential of the city's universities and college. To harness these advantages, Newcastle and Gateshead have decided to set up a *City Development Company*.

Building a 21st Century Infrastructure

Through the Newcastle Partnership and by grasping other cross-sectoral opportunities, Newcastle demonstrates the value of public-private-third sector joined-up working. Here in Newcastle the public sector must continue to provide the infrastructure necessary for effective private sector investment e.g. in transport, health, education, skills and housing.

With the willingness shown by the private sector, for example through the *North East Chamber of Commerce*, private sector companies are able to create and develop the space in which to channel their investments. This may be directly through linking-up with third sector organisations or indirectly by contributing to research and ongoing projects. All this sits alongside the enterprise and wealth creation undertaken so successfully by the private sector in Newcastle.

The task of this Sustainable Community Strategy is to ensure that this energy is mobilised and directed in the ways most beneficial to those who live, work and invest in Newcastle. Here the *Newcastle Partnership* plays a vitally important role in devising and steering the road map of private-public-third sector investment, and in making the most of the available opportunities.

The Voluntary and Community sectors

The Voluntary and Community Sectors makes an impressive contribution to the prosperity of Newcastle and to the quality of life of people living and working there.

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The annual income of the VCS in Newcastle is estimated at over £175 million. This covers over 2,000 VCS organisations, ranging from large national bodies with multi-million pound turnovers to local community groups with a handful of members and turnovers of a couple of hundred pounds.

The City Council provides over £6 million in grants to the VCS to support over 1,100 projects. In addition, VCS groups are contracted by the council and other public sector bodies to provide specialist services such as adult social care.

The *Newcastle Community Empowerment Network* maintains a network of *Community Voices* to give local people a say in the running of the city. This includes membership of the *Newcastle Partnership Strategic Board* and *Delivery Partnerships*.

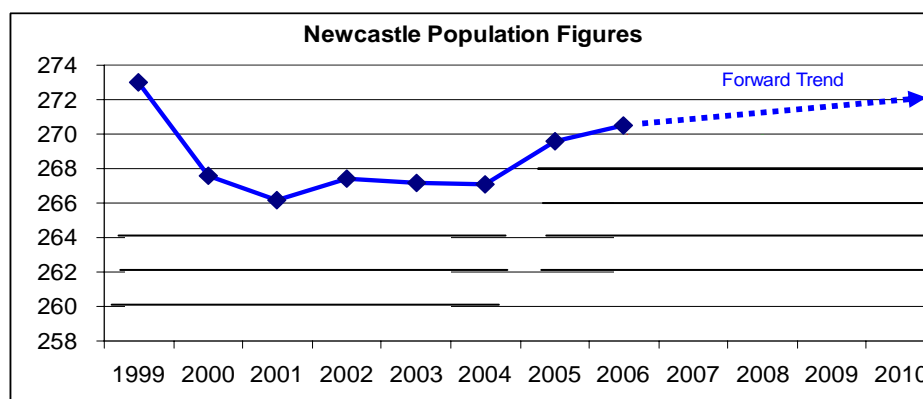
The challenges

Over the past ten years, Newcastle has seen steady progress across a number of important policy issues ranging from employment to educational attainment and cultural regeneration. Whilst it is right to celebrate success in areas of good practice and excellence, we recognise that individual successes are not, themselves, enough to overcome some of the city's biggest challenges. Much more need to be done.

While some areas of Newcastle have benefited from improved quality of life, other areas continue to suffer from lower aspiration, poorer health, and lower levels of employment. We must continue to drive transformation while reducing this 'polarisation', so ensuring opportunities for prosperity, fairness, quality of life and wellbeing for all people in all areas.

Challenge 1 – long-term demographic change

The biggest long-term challenge for Newcastle is that of demographic change. A successful, competitive city needs a growing population and to attract a diverse mix of people to live and work there. In recent years Newcastle has begun to reverse the trend of population decline through regeneration initiatives coupled with benefiting from inward migration. The *Office for National Statistics* (ONS) population estimates that are published every year (shown in blue in the chart below) indicate that previous decline in population was halted in 2001 and show population growth in 2005 and 2006. Indeed, our own information indicates that the forward looking trend is one of continued population growth.



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Whilst we welcome these recent population increases we also know that projected future increases cannot be guaranteed without positive action from partners. In addition, demographic change will continue to present a number of challenges for the city:

- Whereas loss of population, especially to surrounding commuter areas, is an established trend which is likely to continue for the foreseeable future, inward migration (which has helped to offset this loss) is a relatively recent phenomenon which cannot yet be relied on to continue without concerted effort. As a partnership we must ensure that Newcastle is a place that continues to attract skilled people to live and work.
- We know that a main reason for people leaving the city is the lack of affordable housing – a key driver of our long-term housing strategy for the city.
- We need to ensure that our infrastructure, services and housing (i.e. more affordable homes that people want) will continue to meet the needs of a growing and changing population.

Through our work with *the Organisation for Economic Co-operation and Development (OECD)*², we understand the many risks associated with population decline – it would accelerate and deepen many of the existing problems such as housing voids and urban blight, a faltering economy with a shrinking skills base, and present challenges to the sustainability of essential services such as schools and transport. That is why we are determined to build on recent population increases and ensure this continues in the long-term.

Though critical for the future vitality of the city, it would however be wrong to view demographic change as a purely economic challenge for the city. The population in Newcastle and across England is ageing and will continue to do so. In Newcastle we already have 83,400³ people aged 50+ and, according to Office of National Statistics projections, the number of people aged 65-74 will grow by a third between 2008-28⁴.

Newcastle will meet the challenge of an ageing population in a positive way – i.e. harnessing our collective efforts to ensure that older people can thrive in Newcastle and in doing so contribute to the vitality of the city. Currently, the north of England has healthy life expectancy some 4 years less than London and the South. If this disadvantage can be eliminated and the population equipped with another 4 healthy years of life, the economic and quality of life gains will be considerable. The *Campus for Ageing and Vitality* at the General Hospital site in West Newcastle can provide a focal point for reaching this goal, acting as a beacon for leading scientific and clinical innovation.

Challenge 2 – Addressing the causes and symptoms of child poverty

Addressing the problem of child poverty is such an important challenge for Newcastle because we recognise that childhood experience in many ways lays the foundations for later life. Evidence shows that children and young people who grow up in poverty are less likely to: attend school regularly; stay on at school; obtain qualifications or go on to higher education; and, aspire to less well-paid employment or no employment at all. Perhaps more worryingly children and young people who grow up in poverty

² OECD, pp160-161

³ www.newcastle.gov.uk – statistics based on Census 2001 – Office of National Statistics

⁴ ONS 2006 mid-year population estimates

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are more likely to become young parents themselves, thus reinforcing and perpetuating the cycle of poverty and deprivation. On the other hand reducing the number of children who grow up in poverty will increase the number of children and young people with real opportunity, and will enhance their opportunities as adults and subsequently the life chances of their children. This is the cycle of 'opportunity' that we want to see in Newcastle.

Whilst the issue of reducing child poverty is very much a national issue – and is a key target for the Government – it is a challenge which resonates locally here in Newcastle as the key statistics illustrate:

- 19,610 children live in the 10% most deprived areas ('Lower Level Super Output Areas') – 38% of all children in Newcastle⁵;
- 41% of under 5 year olds, 39% of 5-10 yr olds and 37% of 11-15 yr olds live in the 10% most deprived areas;
- 15,310 children live in 'out of work families' - approximately 30% of all children, compared with 20% in England; and,
- There were 4,710 lone parents claiming Income Support in 2007 – 2.6% of the working age population, compared with 2.1% nationally⁶.

Challenge 3 – Creating opportunities from climate change

Initially, it may appear somewhat odd that Newcastle can count such a global phenomenon as climate change among its significant local challenges. It is however because we accept that climate change is happening and will have far reaching implications for Newcastle's people that we understand the need to do as much as possible locally to reduce its effects. This is implicit in Newcastle City Council's signing of the *Nottingham Declaration* on climate change.

The Earth has warmed by 0.74°C over the last hundred years. Around 0.4°C of this warming has occurred since the 1970s. The recent *Fourth Assessment Report* (AR4) of the *Intergovernmental Panel on Climate Change* (IPCC) leaves us in no doubt that human activity is the primary driver of the observed changes in climate. The main human influence on global climate is emissions of the key greenhouse gases - carbon dioxide (CO₂), methane and nitrous oxide. The accumulation of these gases in the atmosphere strengthens the greenhouse effect. At present, just over 7 billion tonnes of CO₂ are emitted globally each year through fossil fuel use, and an additional 1.6 billion tonnes are emitted by land use change, largely by deforestation. The concentrations of these gases in the atmosphere have now reached levels unprecedented for tens of thousands of years. What climate change will mean for Newcastle is not certain. However, based on a number of projected scenarios, it is possible that we will experience hotter temperatures, wetter winters and more intense rainfall.

The *Newcastle Carbon Footprint* programme builds on and enhances a public campaign to make Newcastle one of the world's first carbon-neutral cities. Currently, no 'real time' 'greenhouse gas' (GHG) data are available within Newcastle and across the region. As a result, management of carbon emissions is piecemeal and largely un-coordinated.

⁵ Child Benefit Statistics, HMRC 2005 and IMD 2004

⁶ DWP note – Statistical Group

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The outcomes from this programme will provide a new, state-of-the-art assessment of the current GHG emission profile which can be used for policy making and improved city planning. The project will result in innovative approaches, a clear commitment and action towards carbon reduction which will become embedded in this strategy and associated partnerships for the city. It will also support a change in public and business behaviour and create new project partnerships.

Footprint provides an interface between civic action and academia, coupling the need for practical and pragmatic carbon reduction solutions with academic insight and rigor. It will strengthen and build upon existing partnerships between Newcastle University, Newcastle City Council, and the *Science City Energy & Environment* initiative.

We must not view climate change simply as a problem for Newcastle. Addressing this global challenge presents a number of big opportunities to strengthen our economy through science and technology. It also gives us the impetus to change the way we live our lives for the better through promoting healthier lifestyles and building real, sustainable communities closer to work, leisure and other amenities. The increased, shared responsibility that we all have for the environment gives us a unique opportunity to reinvigorate and strengthen our communities.

Challenge 4: Housing and communities

Providing the right number and the right type of housing is vital to the future of Newcastle if we are to:

- Encourage people to live in the city;
- Attract skilled people to come and live here; and,
- Meet the housing needs and aspirations of people already living here.

Providing the right choice of homes at a price people can afford impacts directly on the other key challenges facing the city, particularly in sustaining population increase, driving economic competitiveness and addressing child poverty. The most recent evidence underpinning the city's *Housing Strategy* outlines the scale of the housing challenge:

- There is a significant mismatch between the type of housing people want and the available housing stock in Newcastle – a significant contributor to residents choosing to leave the city for neighbouring areas;
- It is estimated that as many as 15,000 new homes will need to be built; and,
- There is now a significant shortage of affordable homes in parts of the city.

Providing the right choice of homes forms a key pillar of the regeneration of Newcastle. It does however need to go hand in hand with wider initiatives to strengthen communities through greater inclusion, cohesion and, above all, good neighbourliness.

Currently, more than a quarter of Newcastle's people live in an area that is amongst the 10% most deprived in Britain (although this has decreased significantly in the last 3 years). The most deprived areas require concentrated efforts by many agencies across all sectors working in partnership. A key aim of this strategy is to see sustained investment, relevant action and regeneration activities that are welcomed

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by local people and make a difference to their lives. The challenges faced by these areas however cannot be solved by improved service delivery and physical regeneration initiatives alone. Building a stronger sense of community and good neighbourliness is critical to tackling complex issues such as anti-social behaviour and local environmental sustainability. This must involve building a greater sense of community - currently, nearly one quarter of residents feel that they live in communities where people from different backgrounds do not get on well together, and around 40% of residents feel that they can influence decisions affecting their local area (Residents Survey 2006/07).

Another key aspect of this challenge is that of community safety. In short, for communities to be successful people must be free from crime and anti-social behaviour. Further, people must feel safe. In recent years the *Partnership* has made significant improvements in community safety, changing the perception of the city not just nationally but also within a European context. In a recent survey, Newcastle was regarded as one of the safest cities in Europe (ranked 8th of out 75 cities.⁷). We know however, through our consultations with residents and the City Council's *Citizens Panel*, that crime, anti-social behaviour, drugs and alcohol remain high on their list of priorities for action.

As a *Partnership*, we must be pro-active and responsive to what individuals and communities are telling us, particular in those neighbourhoods that are experiencing significant change.

Challenge 5: Driving economic competitiveness and enabling all our communities to participate in the Newcastle Economy

Over the next decade, *Newcastle Science City* will establish Newcastle as a major international location for commercial scientific research, placing Newcastle, Northumbria and Durham universities at the heart of the city's and region's economic future. Currently, *Newcastle Science City* is focusing on strengthening the universities' international positions in four broad disciplines: molecular engineering; energy and environment; stem cell biology and regenerative medicine; and ageing and health. The City Council is working with the Regional Development Agency (One NorthEast), Newcastle University, the International Centre for Life, the NHS and other partners to deliver a shared vision for new science-based industry, which will involve securing over £600 million of additional investment, much of it from the private sector.

Key aspects of the *Science City* plan include:

- Attracting the best scientific talent from around the world;
- The expansion of the *International Centre for Life* as the focal point for stem cell research;
- Further investment in the *International Centre for Ageing and Vitality* at the General Hospital site in West Newcastle; and,
- A major new development on the former Scottish and Newcastle brewery site in *Newcastle's Discovery Quarter*. When completed the facility will provide a million square feet for research, teaching and business, including a wide range of incubator units for small businesses, as well as new housing.

⁷ (Source: Urban Audit Perception Survey, Survey on perceptions of quality of life in 75 European cities, June 2007, accessed at www.urbanaudit.org.)

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Science City will provide a key interface for entrepreneurs seeking to exploit the results of academic research through technology transfer business opportunities. This will also support other technology-based business sectors, such as the important sub-sea cluster at Walker Riverside. Most importantly, it will provide new employment opportunities ranging from laboratory technicians through to leading-edge opportunities for the best scientists. In addition we will use *Science City* as a catalyst to improve take up of science education through raising awareness of opportunities and exciting and inspiring people to enter the field of science and technology.

As well as *Science City*, partners will work to attract and develop a dynamic base of knowledge-intensive businesses. In particular the City Council is working closely with Northumbria University, One North East, and private industry to establish *Design Centre North* in Gateshead. This is on course to become the North's pre-eminent centre for product and service design.

The key challenge for Newcastle is in ensuring that people from all communities have the right skills and qualifications to access the opportunities that the growth of the knowledge economy will bring to the city. This is a significant challenge as currently around a quarter (24.5%) of employers report skills gaps in their existing workforce. This, coupled with the fact that not enough of the city's (and the region's) young people are going onto university will, without intervention, make it difficult to attract and grow more knowledge businesses. This is not exclusively a skills issue. Demographic change could lower the number of young people entering the labour market.

A key element of the 'economic competitiveness' challenge is in understanding that the old economic model of growth 'at any cost' is changing. The need to reduce the contribution to and impacts of climate change means that increasingly, we must link strengthening the local economy with environmental sustainability. The 'trick' for Newcastle will be in not viewing this as a limiting factor and indeed using our advantages of size and place to thrive in these new economic / environmental conditions.

Linking the big challenges with our themes

The rest of this document sets out the themes, aims and priorities that, together, will form the core of Newcastle's Sustainable Community Strategy and be taken forward in a series of three-year *Local Area Agreements*. The six themes are:

- Strengthening the economy;
- Improving wellbeing, health and independence;
- Managing environmental impact;
- Creating and sustaining quality places to live;
- Creating safe, inclusive and cohesive communities; and,
- Improving outcomes for children and young people.

Each theme contains a series of strategic aims. These aims are important because they represent 'everything' the *Partnership* will do to deliver on the theme visions. Although the strategic aims are intended to be city-wide, these will also find expression in delivery at a local level through informing and linking to the ward planning process in the city.

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The priorities in each theme represent the things that partners will concentrate activity on during the next three years and will form the basis of our *Local Area Agreement* with Government. Although the *Agreement* priorities are important in their own right, the critical thing about them is that they impact on the 'big challenges' for Newcastle outlined above. Each theme chapter outlines the connection between the priorities for improvement and the big challenges for the city. By taking this approach we can ensure long-term focus on the big challenges for the city whilst allowing for changes in the short-term to our improvement priorities.

It is also important to note that not all of Newcastle's strategic priorities will be delivered through the Sustainable Community Strategy and Local Area Agreement. A number of important policy areas such as elements of economic development and strategic transport are best addressed in partnership with other authorities at a sub-regional level (Tyne and Wear city region). Many of these issues will find expression in a Tyne and Wear *Multi Area Agreement* which will commence in June 2008. This will simply be an agreement between the Tyne and Wear Authorities (including parts of Northumberland and Durham) and Government setting out how they will work together to address some of the challenges that need to be tackled at a city-regional level.

Strengthening the economy

Our vision is for an economy which attracts people and investment to the city, with quality of life and quality of work seen as inseparable by all who live in Newcastle.

We want to see Newcastle established as a nationally and internationally recognised location for commercial innovation in science and design, based on the strengths of our universities (Newcastle, Northumbria and Durham) and Newcastle College.

Newcastle will be a competitive location for knowledge-intensive business services, acting as a professional service hub for North East England and helping to raise productivity across the region.

We will build on current growth in retail, tourism and cultural industries to consolidate Newcastle's position as a centre for culture and leisure, creating significant numbers of jobs.

We will use existing strengths, across the public and private sectors, to drive enterprise, establishing a trading culture that reaches into all communities in the city.

Strengthening the economy

The story so far...

During the past decade Newcastle's economy has strengthened with long-term unemployment rates reducing since the year 2000. At the same time the overall employment rate has increased faster than the average for England (2000–2007). But, although the direction of change has been encouraging, the economy continues to under-perform the rest of the UK. Continuing high levels of inactivity mean that the employment rate is still below the UK average. Productivity and skills levels of the workforce are also relatively low.

Key Facts

- Newcastle has a significantly higher share of employment in the public sector compared to the North East and United Kingdom (although the number of public sector jobs in Newcastle compared to its population is not significantly different from other English cities).
- The employment rate in Newcastle still lags behind the England average – 67.7% compared to 74.3%⁸.
- A key target for improvement – the employment rate of lone parents - has dropped to 45.4% in 2004/05 (from 55.6% in 2003/04). The England average being 50.2%⁹
- The employment rate for people from ethnic minorities now stands at 54.6% - a four year high, but remains below the England average of 58.9%.
- Newcastle has 50 out of 173 statistical “super output” areas in the 10 per cent most deprived within England on the employment indicator¹⁰.
- Earnings have grown in Newcastle (Median gross weekly pay by residence, full time workers for 2007 – £394.0) but not as much as in other big (‘core’) cities and this level is still relatively low (United Kingdom £462.60); and,
- Newcastle’s stock of registered businesses has shown net growth over the past decade, but performance has been uneven and overall, growth has been very weak compared to United Kingdom as a whole.

In economic terms we have never had a more detailed understanding than we do now of the specific challenges, strengths and weaknesses facing the Newcastle. In-depth studies such as the *OECD Territorial Review of Newcastle (2004-2006)*¹¹ as well as a recent local economic analysis of the city¹² combine to present a clear picture of the key strengths and challenges in our local economy:

Strengths

- Improving overall economic performance in Newcastle;

⁸ ONS Annual Population Survey, via NOMIS (2006/07)

⁹ ONS Labour Force Survey, via FTI (2004/05)

¹⁰ Indices of Deprivation 2007

¹¹ OECD Review at:

www.newcastle.gov.uk/wwwfileroot/pressoffice/NEWCASTLEintheNorthEast.pdf

¹² TBR Economics Local Economic Analysis Profile (LEAP) of Newcastle 2006

Strengthening the economy

- Creative and knowledge-intensive business services are showing considerable growth potential, albeit from a low base;
- Two outstanding universities plus, in Newcastle College, one of the UK's best vocational education institutions;
- Proximity to natural and cultural amenities;
- A strong brand - new buildings, public spaces and cultural initiatives have become a real catalyst for regeneration in the city, creating a 'buzz' that attracts both people and investment;
- Relative good availability of land (compared with many other urban cores); and,
- Strong transport links - with air, rail and sea connections.

Challenges

- Addressing the low business start-up and growth rates which result in a self-employment rate that is about two thirds of the UK average;
- Boosting the skills level of the existing residents, making maximum use of the universities and further education colleges;
- Attracting migrants to meet skill shortages;
- Tackling congestion and traffic management, to provide further incentives for companies to locate in the city;
- The industrial base is modernising but currently has few major comparative strengths;
- Across the region, manufacturing is still important, but lacks innovation, with little growth in high-tech manufacturing;
- There are few strong industry clusters;
- Newcastle's employment base is heavily reliant on the public sector; and,
- Industrial links between the Newcastle area and the rest of the region outside central Tyneside are weak.

Our economic aims & priorities

Admittedly, our greater knowledge of the underlying economic conditions does not, by itself, make overcoming the challenges any easier. It has however enabled us to develop a series of strategic aims that are based on the very specific economic needs of the city. Moreover, our aims seek to incorporate and build on the clear economic strengths that the city currently enjoys.

The following strategic aims set out the areas that the *Partnership* will address to strengthen the economy in Newcastle during the next 10-15 years.

Strengthening the economy

Strategic aims:

- **Improving employability**
- **Boosting the skills and knowledge level of the workforce to meet the city's skills demands**
- **Strengthening the business sector**
- Realising the economic potential of higher education
- Deepening links between Newcastle and the city region
- Building the leisure, retail and cultural economy
- Welcoming people to live, work and invest
- Making it easier for firms to grow and make more profit
- Achieving greater connectivity and digital inclusion

Partners, working together through the *Economy, Work, Skills & Learning Delivery Partnership*, will address all of the above strategic aims. However in the next 3 years partners will focus in particular on the following economic priorities:

Link to 'big challenges':

- 1. Demographic change
- 2. Child poverty
- 5. Economic competitiveness

Priority 1a: *Improving employability*

Newcastle is unique in Tyne and Wear as having a job density greater than 1.0. In other words there are more jobs than people of working age in the city. However, the employment rate of Newcastle residents has remained relatively static at about 67.7%, with people from surrounding areas commuting in to the city. Clearly, a significant percentage of Newcastle's people are not able to or are not seeking to access employment opportunities within the Newcastle. The link between having a job and so many other quality-of-life issues (such as physical health and mental wellbeing for example) make addressing the high level of worklessness in Newcastle the top priority for the *Newcastle Partnership*.

Overcoming this significant challenge means helping people into work from the city's most disadvantaged groups including:

- **Lone Parents** – the rate of lone parents in employment has recently declined to 45.4% (2004/05).
- **Incapacity Benefit claimants** – 18.2% of working age people claimed out of work benefits in 2007 – 4.5 percentage points higher than the England average. Significantly, at over 16,500, Incapacity Benefit claimants represent by far the biggest group of benefit claimants in the city (9.4% of working age people).
- **Ethnic minorities** – although the employment rate of ethnic minorities in Newcastle has improved (to 54.6% in the last 2 years) we want to build on that progress, ensuring that, in time, local performance no longer lags behind the national figure (2004/05).
- **Older people** – the 2004/05 employment rate for this group increased by 5.6 percentage points. Again we need continue these improvements,

Strengthening the economy

particularly given what we know about the changing demographic picture for Newcastle.

The *Newcastle Futures* initiative is at the heart of delivery for this priority. Drawing together a range of employment partners and focusing on areas with the highest concentrations of people out of work, *Newcastle Futures* will continue to:

- Deliver a significant improvement in employment rates among those of working age, with a particular focus on the most disadvantaged, especially benefits claimants, lone parents, older people and people from Black and Minority Ethnic groups;
- Ensure that individuals within these client groups are better able to both find and remain in work; and,
- Improve the skills of individuals within these client groups to enable them to progress once they are in work.

Link to 'big challenges':

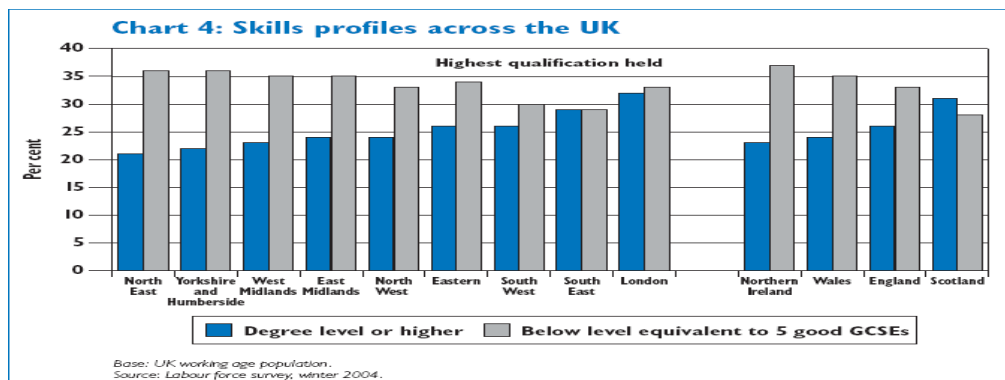
1. Demographic change
2. Child poverty
3. Climate change
5. Economic competitiveness

Priority 1b: *Boosting the skills and knowledge level of the workforce to meet the city's skills demands*

Our first priority is to help those people out of work and on benefits into employment and ensuring they have the right skills (particularly National Vocational Qualification (NVQ) level II and below) has a big part to play in achieving this. We also know however that higher productivity and higher wages comes in employment areas with higher skills (level IV and above). Delivering sustainable economic growth and ensuring Newcastle is able to participate fully in the knowledge economy requires us to focus on development of higher level skills for emerging and growing sectors, including:

- Energy and the environment;
- Healthcare and health sciences;
- Process industries (primarily chemicals, pharmaceuticals and electronics);
- Emerging technologies; and,
- Digital media and technology.

This is a significant challenge for Newcastle as the chart below shows the Northeast to have amongst the lowest levels of 'degree level or higher' qualifications in the UK.



With the population ageing at a faster rate than the UK average and with migration out of the region, particularly of skilled workers, there is an acknowledgment that the region needs to attract and retain more skilled workers

Strengthening the economy

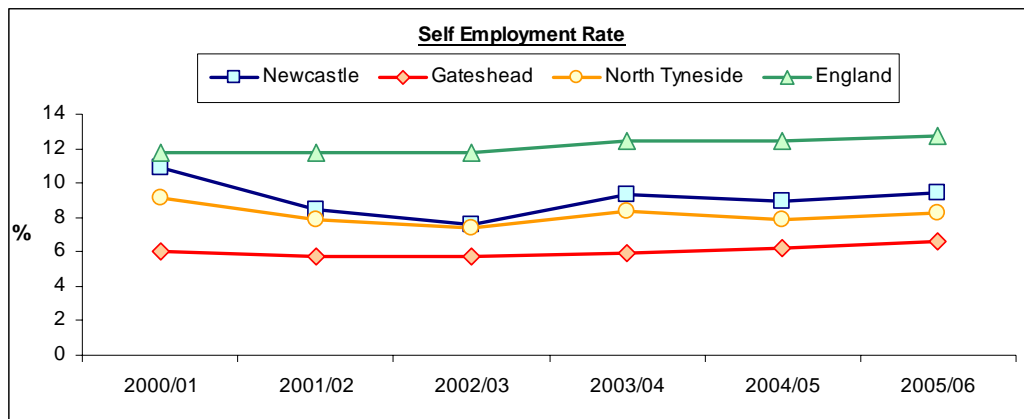
Link to 'big challenges':

- 1. Demographic change
- 5. Economic competitiveness

as well as equipping local people with the skills required for future job opportunities.

Priority 1c: *Strengthening the business sector*

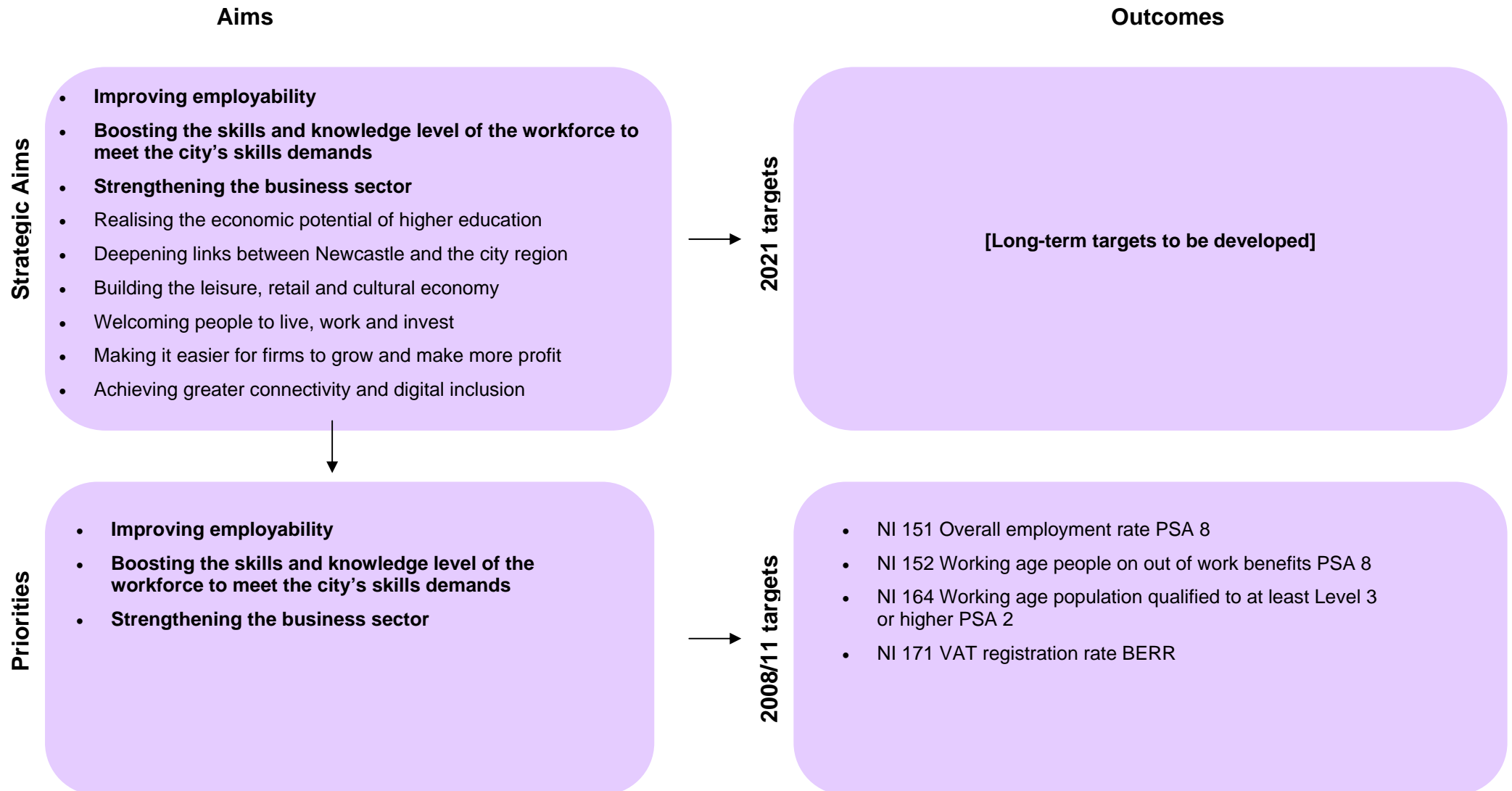
We are committed to making Newcastle an even friendlier place for new and existing business as well as attracting established enterprises to the city. A critical part of our approach to strengthening Newcastle's economy involves encouraging a growth in the business sector through increasing new business creation. To do this we need to stimulate an enterprise culture across the city. This is not an easy task. Although we have made some progress in the past four years, this has been modest and, as the diagram below illustrates, Newcastle still lags some way behind the national average for self-employment. Indeed, the latest figures for 2005 show that there are 12.5 VAT registered businesses (per 10,000 adult population) less in Newcastle (25.7) compared to the England average (38.2).



Source: Floor Targets Interactive – Annual Local Labour Force Survey and Annual Population Survey

As well as developing an enterprise culture, the *Newcastle Partnership* recognises the contribution that that city's existing businesses make to the economy.

Strengthening the economy



Wellbeing, health and independence

Men and women from the range of social class, physical and intellectual ability, sexual identity and ethnicity will enjoy a long life of good quality, and life expectancy at birth for both sexes will be as good – if not better – than the national average

Wellbeing, health and independence

The story so far...

Newcastle belongs to the *Choosing Health 'Spearhead Group'* - the 88 Primary Care Trusts (PCTs) and 70 local authorities with the highest levels of ill-health and deprivation in England. Because Newcastle suffers amongst the worst health in the country we are expected to set tougher targets and make faster progress in order to achieve significant improvements to the health of the population.

There have been some welcome improvements in the health of Newcastle's population in recent years. Female life expectancy has been improving since 1997 at a faster rate than the national average (1.4 years compared with 0.9 years). Also, the gap in premature deaths (deaths under 75) from cancer and circulatory disease between the most deprived areas and the rest of the city has reduced since 1995. Despite these welcome improvements however Newcastle's most recent *Public Health Annual Report* concludes that there is no room for complacency. This is backed by evidence from a recent independent research study (undertaken in 2006) which shows that the least healthy wards in England were both in Newcastle, with one other Newcastle ward appearing in the top ten least healthy wards in the country.

Although important, the improving health agenda is only one part of the 'wellbeing, health and independence' theme. As the proportion of the population in Newcastle aged over 50 is set to increase (from just over 30% currently), the *Partnership* must ensure that Newcastle is a place where older people can thrive and enjoy access to all aspects of quality of life.

Key facts

- Male life expectancy (2003-05) at birth, although improving, is less than the national average (74.9 years compared with 76.9 years).
- Mortality (death under 75 years) from cancer in Newcastle fell by 12% between 1995-97 and 2001-03; however the reduction was marginally less than the national average (12.2%)
- Approximately 25 more people under 75 years per 100,000 die in Newcastle each year compared with the national average; and this gap is not closing.
- Commercial data reveals an overall smoking prevalence rate for Newcastle of 26.8%, whereas within some wards prevalence is as high as 51% (Walker) and as low as 21% (Jesmond)
- Planning for the future has become increasingly important for individuals and for society as the population ages. Already, just over 30% of the population in Newcastle is aged over 50, and this proportion is set to grow further.
- The gender balance within the population also changes as people get older. Women are living longer than men. At present women make up 58.9% of the population aged over 65. As a result, many of the services available to this age group are geared towards women, leaving men more isolated and less likely to engage.

Our health, wellbeing and independence aims & priorities

Our aims and priorities for this theme are drawn from the following sources:

Wellbeing, health and independence

- Newcastle's *Health Improvement Strategy*, and,
- Integrated set of aims from the *Strategy for Older people and an Ageing Population* and *Every Person Matters*.

Strategic aims

- **Improving mental and emotional wellbeing**
- **Tackling health inequalities**
- **Encouraging and supporting sensible drinking**
- **Reducing the number of people who smoke**
- Improving sexual health
- Tackling obesity and overweight
- Reducing drug-related harm
- Reducing accidents
- Helping adults and older people to make a positive contribution
- Ensuring adults and older people have access to information and advice
- **Ensuring adults and older people have physical, mental and emotional health and wellbeing**
- **Enjoying older person friendly environments**
- **Helping adults and older people to be financially and materially secure**

Link to 'big challenges':

- 1. Demographic change
- 5. Economic competitiveness

Priority 2a: *Improving mental health and emotional wellbeing*

Overall this was the top priority from consultation on the *Health Improvement Strategy*. This was because many people identified low self-esteem and poor mental health as the underlying cause of a whole range of problems including excesses in smoking, drinking, drugs and obesity.

This view is supported by research evidence showing that low self-esteem leads to the poor health outcomes underpinning inequalities in health. Mental health has also been described as the biggest public health problem this country faces because of the increasing number of people who cannot work due to depression and stress. There are also clear links between domestic violence and mental distress.

Mental illness accounts for a third of illness in Britain. 40% of all disability (physical and mental) is due to mental illness. One in six of the population suffers from depression or chronic anxiety. About 2% of NHS expenditure goes on dealing with depression and anxiety. 12.8 million working days were lost to depression and anxiety in 2004/05. It is estimated that there are 14,000 women suffering domestic violence in Newcastle at any one time and studies show that 50% of women using mental health services have experienced domestic violence.

Wellbeing, health and independence

Link to 'big challenges':

1. Demographic change
2. Child poverty
5. Economic competitiveness

Priority 2b: *Tackling health inequalities*

Newcastle City Council and Newcastle Primary Care Trust (PCT) belong to the Choosing Health 'Spearhead Group', the 88 PCTs and 70 local authorities with the highest levels of ill-health and deprivation in England. We are therefore expected to set tougher targets and make faster progress in order to reduce the health inequalities gap.

The UK experience of the last 100 years would seem to suggest that the major determinants of life expectancy and good health, and of inequalities in both, lie outside the remit of health care alone. Successive reports in the last 25 years have concluded that the biggest impact on health and health inequalities by government agencies comes from economic policies to redistribute wealth, reduce child poverty, improve the quality of housing, improve transport and improve education and skills.

However, there is emerging evidence that targeting specific health service interventions (e.g. smoking cessation), and interventions commissioned or delivered by other agencies (e.g. teenage pregnancy and obesity interventions) can make an impact on reducing health inequalities.

Link to 'big challenges':

1. Demographic change

Priority 2c: *Encouraging and supporting sensible drinking*

The identification of Newcastle as a 'party city', while bringing income and investment, also increases the likelihood of health problems and disorder. Newcastle has the highest mortality rate from chronic liver disease among males in the country. Newcastle has the 9th highest rate in the country for months of life lost through alcohol-related harm and the 10th highest rate of alcohol-related hospital admissions in the country. Figures from Northumbria Police showed that alcohol was felt to be a contributory factor in 21.13% of violent offences in Newcastle in April 2006.

Alcohol consumption is not just a challenge for Newcastle – it represents a wider national problem. Alcohol consumption has doubled in the UK since 1960. Alcohol Concern estimates that 3% of gross domestic product of the UK is through licensed premises – £23 billion per annum. The *Prime Minister's Strategy Unit* estimates that alcohol-related harm costs the national economy at least £20 billion per annum. Nationally, there are 1.2m incidents of alcohol-related violence per year.

Wellbeing, health and independence

Link to 'big challenges':
1. Demographic change

Priority 2d: *Reducing the number of people who smoke*

Smoking is the single biggest cause of preventable ill-health and premature death in the UK. It is a major contributor to health inequalities. People living in deprivation are more likely to smoke, smoke more and be exposed to second-hand smoke.

Commercial data reveals an overall smoking prevalence rate for Newcastle of 26.8%, compared with 25% nationally. In some of the city's most deprived areas, as many as 51% of the adult population smoke. More 25–34 year olds smoke than any other age group in the city.

Link to 'big challenges':
1. Demographic change

Priority 2e: *Ensuring adults and older people have physical, mental and emotional health and wellbeing*

Newcastle has a high proportion of households including someone with a disability (27.3% compared to a 15% national average). In 1991, just under 29% of households had one or more persons with a limiting long-term illness. By 2001, this had increased to just over 39%. Newcastle has increasing numbers of people with complex physical and learning disabilities living longer, with increased expectations in relation to levels of support to enable independent living. At present we estimate there to be 1,449 adults with learning disabilities in Newcastle and 418 children. National predictions suggest that the number of people with learning disabilities will rise by 1% a year for the next fifteen years and we expect this increase to be reflected in Newcastle.

Link to 'big challenges':
1. Demographic change

One of the strongest messages from older people both locally and nationally is the importance to their quality of life of support services which promote independence.

Priority 2f: *Enjoying older person friendly environments*

Most older people want to continue to live in their own homes for as long as possible and are therefore seeking quality and choice in housing with flexible support services which enable them to maintain independence. Most older people live in general housing stock and their aspirations and needs are similar to those of other groups in the community:

- A home which is in good condition with modern amenities;
- A neighbourhood which is safe, clean and attractive;
- The opportunity to live independently for as long as possible;
- Good facilities depending on the requirements of the household e.g. leisure and health facilities, parks, shops, and community facilities; and,
- Having good connections to family and friends, work and social networks.

Wellbeing, health and independence

In the City Council's *Residents' Survey* (2005/06), the following key issues were highlighted:

- 58.4% of people aged 50+ were very or fairly satisfied with the local bus service (compared with 52.1% of people aged 16-49);
- 35% of people aged 50+ were very or fairly satisfied with community / neighbourhood centres; and,
- 79.5% of people aged 50+ were very or fairly satisfied with the neighbourhood as a place to live (compared with 74.7% of people aged 16-49).

Link to 'big challenges':
1. Demographic change

Priority 2g: Helping adults and older people to be financially secure

The *Indices of Multiple Deprivation* (2004 figures) show that in Newcastle 23.7% of the population aged 60+ live in households with low income. Many older people are finding it increasingly hard to manage to pay for essential items such as good food, heating and staying active. National research also shows rising levels of debt amongst older people.

There is increasing complexity in the range of financial products available to older people. Significant changes in the way post office and banking services are provided may be increasing financial exclusion for those on lower incomes.

Wellbeing, health and independence

Aims

Outcomes

Strategic Aims

- Improving mental and emotional wellbeing
- Tackling health inequalities
- Encouraging and supporting sensible drinking
- Reducing the number of people who smoke
- Improving sexual health
- Tackling obesity and overweight
- Reducing drug-related harm
- Reducing accidents
- Helping adults and older people to make a positive contribution
- Ensuring adults and older people have access to information and advice
- Ensuring adults and older people have physical, mental and emotional health and wellbeing
- Enjoying older person friendly environments
- Helping adults and older people to be financially and materially secure



2021 targets

[Long-term targets to be developed]

Priorities

- Improving mental and emotional wellbeing
- Tackling health inequalities
- Encouraging and supporting sensible drinking
- Reducing the number of people who smoke
- Ensuring adults and older people have physical, mental and emotional health and wellbeing
- Enjoying older person friendly environments
- Helping adults and older people to be financially and materially secure



2008/11 targets

- NI 119 self reported measures of people's overall wellbeing
- NI 120 All-age all cause mortality rate PSA 18
- NI 39 alcohol harm related hospital admission rates
- NI 123 16+ current smoking rate prevalence
- NI 136 People supported to live independently through social services (all ages) PSA 18
- NI 138 Satisfaction of people over 65 with both home and neighbourhood PSA 17
- NI 130 Social Care clients receiving Self Directed Support (Direct Payments and Individual Budgets) DH DSO

Managing environmental impact

We will build and support safe and clean neighbourhoods and communities while managing the environment effectively and sustainably; creating an attractive city for people today and tomorrow.

Managing environmental impact

The story so far...

The evidence is growing that man-made greenhouse gas emissions are having a noticeable effect on the Earth's climate. Globally, the ten hottest years on record have all occurred since the beginning of the 1990s. Current climate models predict that global temperatures could warm from between 1.4 to 5.8oC over the next 100 years, depending on the amounts of greenhouse gases emitted and the sensitivity of the climate system.

Energy production and use are major sources of greenhouse gases. Our aspiration towards carbon neutrality and the global environmental as well as social and economic concerns mean that energy issues are high on the *Partnership's* agenda. There are many local, national and international drivers pushing for reductions in energy demand, conservation of fossil fuels, improvements in energy efficiency and increasing generation of renewable energy.

Key facts

- The City Council manages 500 buildings, including central office accommodation, leisure centres, schools, social services, libraries and museums. These buildings produced 78,000 tonnes of CO₂ in 2004/05 and they use 500,000m³ of water per annum.
- Housing accounts for 41% of Newcastle's energy use, with 120,000 domestic properties in the City. These properties produce approximately 600,000 tonnes of CO₂ per annum.
- An estimated 29% of residents are living in fuel poverty, equivalent to 34,800 households (2003).

The Government published "*Securing the Future - UK Government Sustainable Development Strategy*" in March 2005. It makes the key point that if we make the wrong choices now then future generations will live with a changed climate, depleted resources and without the green space and biodiversity that contribute both to our standard of living and our quality of life.

Our environmental impact aims and priorities

Strategic aims

- **Limiting the negative effects the city has on the global environment**
- **Reducing waste and increasing recycling rates as a first step towards a zero-waste strategy**
- Making better use of our resources
- Protecting and enhancing the quality of the city's ground and surface waters
- Protecting and enhancing the city's biodiversity
- Improving local air quality for all

Managing environmental impact

Link to 'big challenges':
3. Climate change

Priority 3a: *Limiting the negative effects the city has on the global environment*

The City Council has already set ambitious targets to meet the Government's 2050 target for CO₂ emissions, which is a reduction of 60% based on 1990 levels. In order to aid the achievement of this objective the City Council signed up to the Local Authority Carbon Management Programme administered by the Carbon Trust. As a *Partnership* we realise that this agenda requires participation beyond the City Council alone. That is why we are committed to *CarbonNeutral Newcastle*, an ambitious initiative to help Newcastle become the world's first carbon-neutral city. Although no date has yet been specified, the project will run a carbon offset programme and will be a key driver in climate change work across the *Partnership*.

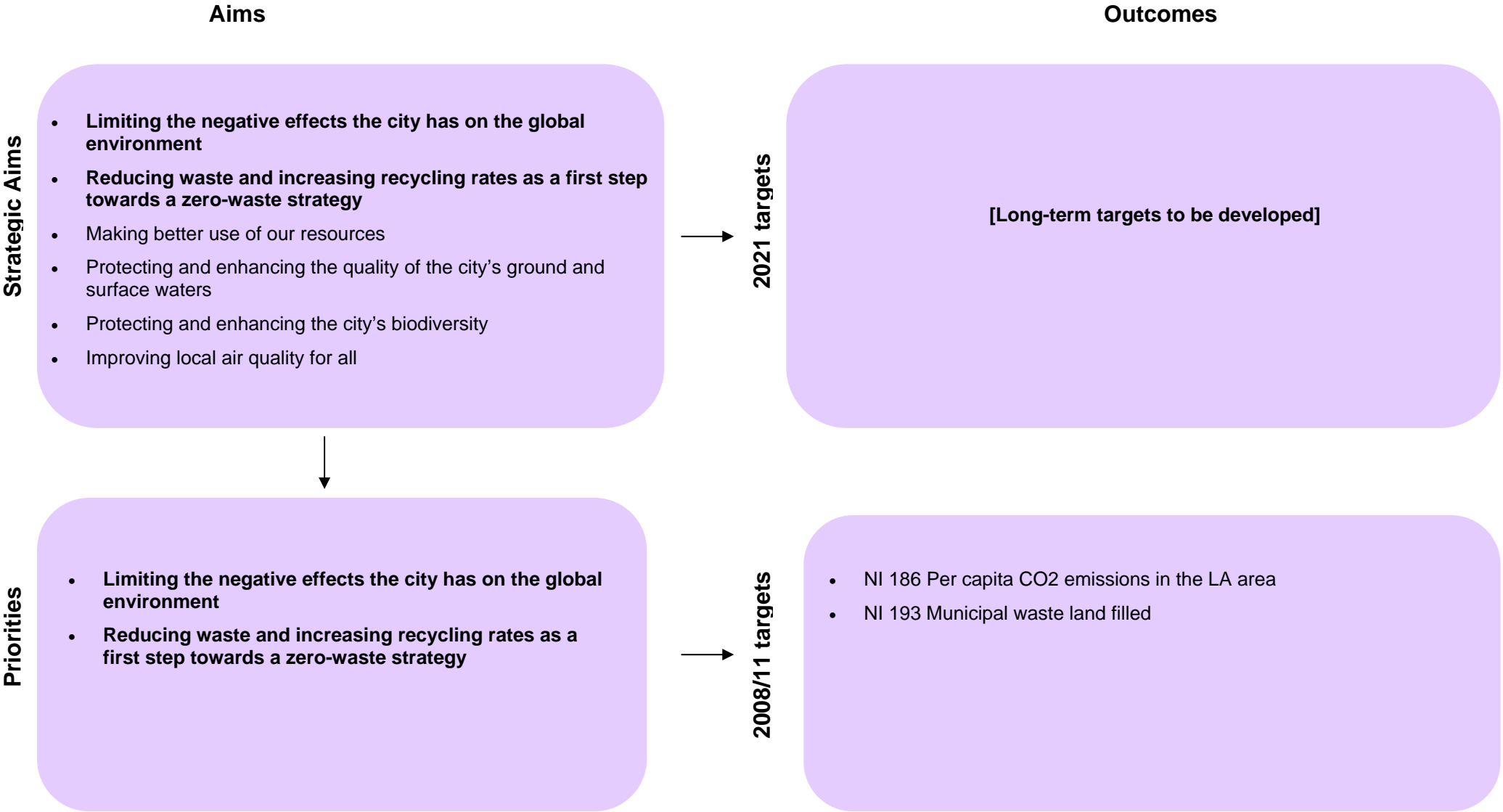
Link to 'big challenges':
3. Climate change

Priority 3b: *Reducing waste and increasing recycling rates as a first step towards a zero-waste strategy*

We are clear that we do not want economic growth to be at the expense of the environment and this means delivering consistently low levels of waste in the coming years. We are up for this challenge - the council has over the past 3 years increased its recycling rate (from 12.9% in 2005/06 to 16.9% for 'quarter 2' 2007/08) and at the same time reduced the percentage waste sent to landfill (from 81.6% in 2005/06 to 67.8% for 'quarter 2' 2007/08).

Waste has become a key global issue. Waste management practice at the local level is shaped by developments at both a national and European Union level. Reducing the amount of waste sent to landfill is the crux of EU and UK waste policy and will dominate UK and local waste management practice for the foreseeable future.

Managing environmental impact



Creating and sustaining quality places

New homes meeting environmental sustainability standards will have been built to keep pace with the growth in the city's population and economy. Housing choices will meet the requirements of a more diverse population and include options for different incomes, household sizes, lifestyles and stages of life. There will be a choice of good quality affordable homes within the reach of households on low and average incomes.

The housing market in the Bridging NewcastleGateshead area will have been transformed and popular, vibrant neighbourhoods created in Scotswood and Benwell, and in Walker Riverside.

Private and public housing will meet at least minimum standards for condition, the management of all rented housing will be of high quality and there will be sustainable arrangements for housing maintenance.

A variety of supported and adapted housing will be available in different tenures for older people, and a flexible range of financial support and care services will enable people to live independently at home.

Links between housing and high quality support services will maximise independent living for all people with support needs with a full range of supported housing options available for those who need them and high quality temporary accommodation and personalised support to help people through periods of crisis.

Creating and sustaining quality places

The story so far...

Popular neighbourhoods with their distinctive character are fundamental to the quality of life, economic success and social diversity of Newcastle. We must protect and strengthen these areas and build on their success. This theme is simply about how we deliver regeneration in areas across the city - from the delivery of housing people want to initiatives that support the development of strong, vibrant communities. Importantly, it is also about making sure that we get the basics right in terms of local environments.

Key facts

- Forecasts indicate that by 2021 the number of households in the city will increase by 13%. It is estimated that as many as 15,000 new homes will need to be built to accommodate this growth and replace outdated houses in the existing stock.
- There is a significant mismatch between the type of housing people want and the available housing stock in Newcastle e.g. 60% of people want to own their own home – in the past three years, two thirds of the people wanting to move to Newcastle wanted three or more bedroom houses, but only one third of the houses built have had three bedrooms.
- Entry level house prices have nearly doubled since 2003, significantly faster than incomes. There were in the last two years 3,500 fewer homes at £90,000 or less than on average in the previous three years. There is now a significant shortage of affordable homes in the city.
- Newcastle has the third largest student population of all the Core Cities concentrated in four wards in the centre of the city where they make up 18-25% of residents. The universities' and Colleges' growth plans imply a need for 6,000 more student homes.
- The popularity of the housing in Newcastle's different neighbourhoods varies significantly, with areas of significant population decline, lower house prices, high turnover and numbers of long-term empty homes concentrated in the riverside wards of the East and West End and in parts of the North of the city.
- Newcastle's population is growing increasingly diverse and research suggests we need to ensure that access to services, design of new homes and housing choices reflect BME communities' different needs.
- Between 2002 and 2004 there was a 60% increase in homelessness and a comparable rise in bed and breakfast accommodation. This increase has been reversed and statutory homelessness has decreased from 1038 cases in 2003/4 to 751 in 2006/7. The fall in homelessness can be linked to the development of a preventive approach. The outcome of this is that for the first time in 5 years we have not used B&B for 12 months.

Creating and sustaining quality places

Our quality places aims and priorities

Strategic aims

- **Offering the homes that people want**
- **Delivering more affordable homes**
 - Addressing students housing needs
- **Delivering high quality homes**
 - Delivering sustainable neighbourhoods
- **Providing homes for older people and people with disabilities**
 - Providing homes for an increasingly diverse population
 - Preventing homelessness
- **Providing homes for vulnerable people and people with support needs**
 - Protecting and enhancing the quality and diversity of the city's rural and urban land and landscapes
 - Protecting the city's residents from exposure to intrusive noise
 - Providing a safe, sustainable and accessible local transport infrastructure for the city.
 - Developing, enhance and protect buildings and urban spaces across the city
- **Providing a high quality, durable and accessible environment for urban living**
 - Enabling everyone who can to live independently in the community

Link to 'big challenges':
1. Demographic change
4. Housing and communities

Priority 4a: *Offering the homes that people want*

The combined effect of changes in the city's population is that we will require an extra 12,000 new homes by 2021. Adding this figure to the need to replace around 3,000 homes means that a total of 15,000 new homes will be needed. We also need to understand that the provision of new homes will in itself be a contributor to demographic change.

Evidence suggests that housing choice in Newcastle has not kept pace with changing preferences and that the lack of housing of the right type, price and size is a key driver of the trend of people moving out of Newcastle, particularly people with families. If houses are to be found for the new people attracted to the city and options provided for those residents who wish to stay, the right number and choice of homes must be available.

Link to 'big challenges':
1. Demographic change
4. Housing and communities

Priority 4b: *Delivering more affordable homes*

New affordable house-building is a key *Housing Strategy* priority. It meets an evidenced and significant housing need in Newcastle. It contributes to sustainable communities and economic growth. It retains and increases the residential population at the urban core of the city region by improving the quality of the residential offer to existing communities, and to new, returning and migrant households. It delivers the *Housing Green Paper* targets, supports the sustainability of housing market renewal and reflects the Government's over-riding priority.

Creating and sustaining quality places

The affordability of housing in Newcastle is an increasing problem. Although house prices vary considerably in the city, they are generally higher than those elsewhere in the housing market area. This has been attributed to increased demand related to the role of the regional capital. Alongside relatively high house prices, significant proportions of the population are on low incomes. Half of Newcastle's households earn below £20,000 a year.

Link to 'big challenges':

4. Housing and communities

Priority 4c: *Delivering high quality homes*

House condition makes a key contribution to neighbourhood sustainability and individual health, well-being and a feeling of safety and belonging. *Decent* council housing has been a Government priority since 1997.

The majority of homes in Newcastle are privately owned, most owner-occupied and most in good repair. However, the buildings overall are significantly older than the national average: the majority of the stock was built before World War 2 and just over a quarter built after 1939 (28%). At the time of the last citywide private sector stock condition survey in 2003, the age profile of the stock was as follows:

- 29% of property pre-dates 1919 (24% nationally);
- 38% of property was built between 1920 and 1939 (19% nationally);
- 4% of property was built between 1940 and 1959 (20% nationally);
- 24% of property was built after 1960 (37% nationally); and,
- 5% unclassified.

Link to 'big challenges':

1. Demographic change

4. Housing and communities

Priority 4d: *Providing homes for older people, people with disabilities, vulnerable people and people with support needs*

The housing requirements of older people are changing in respect of:

- the number of older people;
- housing tenure;
- housing type and size; and,
- housing support needs.

The number of older people is increasing and people are living longer: the number of people aged 65-74 will decrease slightly in the short-term before increasing after 2010; the numbers of people aged over 75 will increase; overall, the number of people of retirement age will increase by 15% in the period to 2021.

In addition due to the high demand for housing, high rents and relatively low incomes there is the risk of returning to high levels of homelessness. The most common causes of homelessness still relates to people being asked to leave by parents. However through effective intervention the number of 16-17 year olds accepted as homeless has been reduced by 312% from 209 in 2003/4 to 67 2006/7. This is a *Housing and Supporting People Strategy* priority. A home is a

Creating and sustaining quality places

human right and a necessary precondition for the delivery of all the aims of the other themes in this Strategy.

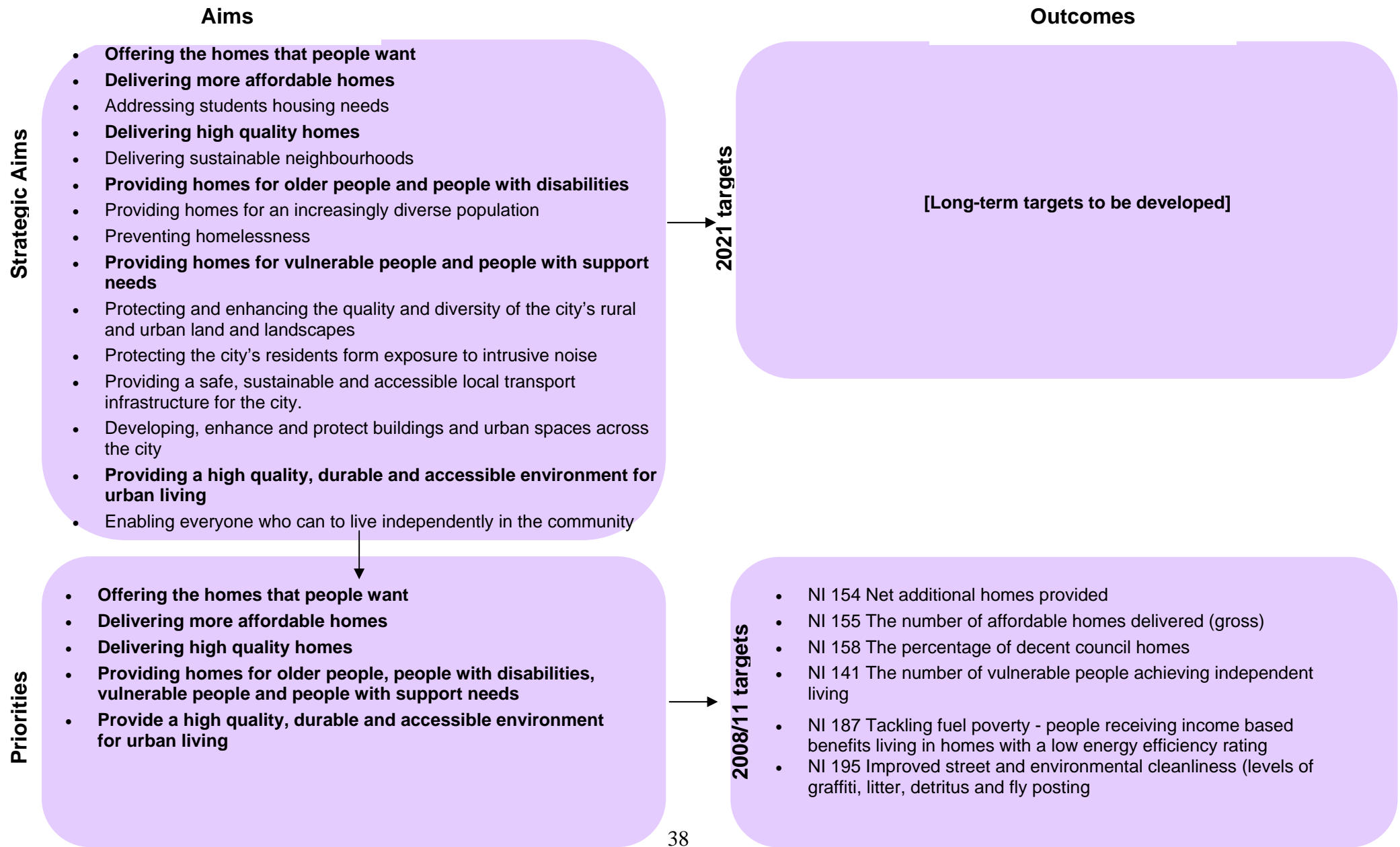
Link to 'big challenges':
4. Housing and communities

Priority 4e: *Provide a high quality, durable and accessible environment for urban living*

During the past three years the City Council, with partners has been working towards a cleaner, greener environment in Newcastle. Recent achievements and initiatives include introducing *Neighbourhood Response Teams* to respond to the different environmental needs of each ward –leading to increases in customer satisfaction with cleanliness from 58% in 2003 to 70% in 2005. *BV199* is demonstrating improving local cleanliness across the City with the city centre being identified as one of the ten cleanest in the country;

The *Newcastle Partnership*, its partners and residents of the city know that a cleaner, greener Newcastle will be a better place to live, work and visit and will attract more people to do these things. As a result, we are working hard to deliver improved outcomes in local neighbourhoods. We want to develop over the next three years neighbourhoods that are clean, green and safe, where local residents have a good sense of place and pride.

Creating and sustaining quality places



Safe, inclusive and cohesive

That Newcastle becomes a place where everyone has an equal opportunity to participate fully and freely in the opportunities and services available in the city; and lives in communities in which people of all kinds live together safely, happily and with a shared sense of belonging

To create a safe Newcastle by tackling crime, alcohol, drugs, anti-social behaviour and behaviour adversely affecting the environment and their impact. By working together we will develop effective, sustainable solutions to local concerns, improve confidence and build stronger communities

Safe, inclusive and cohesive

The story so far...

In recent years and through the combined efforts of the *Safe Newcastle* partnership, crime levels have consistently decreased in Newcastle. Although *British Crime Survey* figures in Newcastle have been higher than the average for England (since 2004), they have been lower than the average for 'high crime' areas. In addition, Newcastle's position in the ranking of *Crime and Disorder Partnerships* (CDRP) in the bottom 40 has improved from 17th in April 2005 to 33rd in April 2007 (1 being worst performing). Comparative performance in the ranking of most similar CDRP in relation to 'All Crime' has improved from 9th out of 15 in November 2004 to 1st in August 2007 (1 being best performing). Encouragingly, in a recent survey, Newcastle was regarded as one of the safest cities in Europe (ranked 8th of out 75 cities.¹³)

This welcome progress leaves no room for complacency however. We understand that community safety remains an issue of concern for residents - the *Citizens Panel* and consultation with communities consistently place crime, anti-social behaviour, drugs and alcohol high on their list of priorities that need action.

Although the importance of low crime for successful communities is well understood, we also know that this must go hand in hand with greater inclusion and cohesion both within and across communities. Inclusion is about ensuring that everyone has the opportunity to achieve their full potential in life irrespective of their background. At its core is the need to reduce inequalities. However, a truly inclusive society also emphasises not just our rights but also the duties we all have to each other as individuals. Integral to inclusion is the cohesion agenda – creating and sustaining communities in which people of all backgrounds can live together safely, happily and with a sense of shared belonging.

Key facts

- There has been a 9.8% reduction in crimes in Newcastle over the last three years.
- There have been significant decreases in the following crimes: theft of motor vehicle; fraud and forgery; sexual offences; domestic burglaries; and criminal damages offences.
- Although no longer the main crime category in Newcastle, criminal damage remains one of the largest volume crimes – accounting for 24% of all crimes in the city.
- More than a quarter of Newcastle's people live in a neighbourhood that is among the 10% most deprived in England (based on 2007 *Index of Multiple Deprivation* figures).

¹³ (Source: Urban Audit Perception Survey, Survey on perceptions of quality of life in 75 European cities, June 2007, accessed at www.urbanaudit.org.)

Safe, inclusive and cohesive

- In a 2003 MORI poll, only 39% of people in the Northeast thought a multi-cultural society in Britain was a good thing. This was the lowest percentage in the country – the highest being in London with 75%.

Our safe, inclusive and cohesive aims and priorities

Strategic aims

- **Reducing acquisitive and opportunistic crime**
- **Creating safer, stronger and healthier communities**
- **Reducing offending**
- Supporting vulnerable victims and communities
- **Enabling everyone to have an equal opportunity to participate fully and freely in the opportunities and services available in the city.**
- Addressing deprivation and its causes – particularly to try to reach people who are most excluded from services and opportunities.
- Promoting safer, more diverse and cohesive communities.
- Promoting greater community involvement in local decision making and the delivery of services.
- Supporting agencies to promote community cohesion and make it an integral part of their policies and practices
- **Supporting all communities to develop their contribution to the city, recognise the contribution of others, and build strong and positive relationships with each other**
- Ensuring the safety of all communities by identifying, managing and reducing tensions
- Developing the council and their partners' role in communicating positive messages, both proactive and reactive, on community cohesion-related issues
- Providing an effective, responsive, accountable and accessible Neighbourhood Management infrastructure
- Building community capacity and supporting the participation of communities in decision making
- Delivering and supporting a range of high quality cultural organisations and services
- Encouraging excellence in cultural and sporting achievement and the fulfilment of potential at every level

Safe, inclusive and cohesive

Link to 'big challenges':

4. Housing and communities
5. Economic competitiveness

Priority 5a: Reducing acquisitive and opportunistic crime – serious acquisitive crime

Acquisitive crime is crime for material gain, which includes burglary, motor vehicle crime, fraud, theft, forgery, and counterfeiting. Although *Safe Newcastle* has managed to reduce acquisitive crime through initiatives such as awareness raising a significant proportion of crime remains opportunistic and hence more difficult to reduce. Despite making significant reductions in domestic burglaries over the years, the level of reduction lessened during 2006/07. Vehicle crime in Newcastle constitutes 24% of the total recorded crimes. There has been a 6.5% decrease in theft from motor vehicles over the three year period but despite this reduction theft from motor vehicles continues to be a problem in certain parts of the city.

Link to 'big challenges':

4. Housing and communities

Priority 5b: Creating safer, stronger and healthier communities – reducing violent crime

There has been a 4% increase in recorded violent crimes. Violence against the person constitutes 17% of crimes in Newcastle and wounding ('other') accounts for 8% of all recorded crime. A quarter of all crimes occur in the city centre. There are a number of issues that need to be addressed:

- 85% of alcohol-related crimes are violent crimes;
- The vast majority of violent crimes occur in the city centre during the weekend and in the evening; and,
- 20% of violent crimes are related to domestic violence.

Link to 'big challenges':

4. Housing and communities

Priority 5c: Creating safer, stronger and healthier communities – reducing levels of anti-social behaviour

There has been an increase in the number of anti-social behaviour incidents (ASB) which are reported to the police and other organisations over the last three years. The results of the Residents Survey (2007) suggest that concerns about anti-social behaviour are increasing. A slightly higher percentage of residents (compared to responses in 2003/04) felt that the following issues were a problem in Newcastle:

- Teenagers hanging around on the street (increase of 8%);
- Rubbish / litter lying around (increase of 3%);
- People using or dealing drugs (increase of 1%); and,
- Noisy neighbours or loud parties (increase of 4%).

Safe, inclusive and cohesive

Link to 'big challenges':

4. Housing and communities

Priority 5d: *Reducing offending – reducing re-offending*

Notwithstanding progress that has been made in working with offenders (by the *Probation Service*) a small but significant group of repeat offenders continue to commit crime despite engaging with various drug treatment orders and programmes. The role of housing for repeat offenders is significant - with one in three of all *Prolific and Priority Offenders* having inappropriate or no accommodation and an even higher percentage using 'Class A' drugs.

Link to 'big challenges':

4. Housing and communities

Priority 5e: *Creating safer, stronger and healthier communities – reducing harm caused by drugs*

The *Drug Interventions Program* (DIP) is a Home Office funded drugs and crime initiative. Newcastle joined the program in April 2004 and delivers all elements of the Government's *Tough Choices* initiative in addition to providing an aftercare and support service to returning prisoners with a history of drug-related offending. DIP targets those 'Class A' (heroin and cocaine) drug users who are identified by the criminal justice system and works to move them out of crime and into treatment. Since April 2006 anyone arrested in Newcastle for an acquisitive or Class A drug-related crime has been drug tested by the police as part of the arrest process.

On average 400 individuals are tested each month and 30% test positive for either heroin or cocaine or both. A local study into the overall impact of the Newcastle DIP Program identified reductions in arrests for acquisitive crimes of 43% in 2006 and 47% in 2007.

Link to 'big challenges':

4. Housing and communities
5. Economic competitiveness

Priority 5f: *Enabling everyone to have an equal opportunity to participate fully and freely in the opportunities and services available in the city*

It is vital that we ensure the economic development and regeneration of the city are undertaken in such a way as to bring benefits to all people. We understand that addressing this challenge will not be straightforward due to the interplay of different factors causing social exclusion. Women for example are more likely than men to live in poverty - a recent study concluded that in Byker, Monkchester and Walker wards, low qualification levels and limited job opportunities are reducing women's employment prospects. Likewise, other aspects can have a major effect on the extent to which a person has access to the services and opportunities available - e.g. transport, internet, digital technology. These all form part of the overall assessment of how included or excluded a person or group may be.

Safe, inclusive and cohesive

Link to 'big challenges':

4. Housing and communities

5. Economic competitiveness

Priority 5g: *Supporting all communities to develop their contribution to the city, recognise the contribution of others, and build strong and positive relationships with each other*

Although we have a long tradition of people coming to the North East and becoming part of the society of the region, compared to other major cities in England we have had relatively small levels of inward migration in the 20th and 21st centuries. This is now changing and, whilst this change is hugely beneficial to the economy and culture of the city, we need to recognise that some people may find change challenging. Between 1991 and 2001, Newcastle's Black and minority ethnic [BME] community grew by 60% to nearly 6.9% of the total population. This is still below the national figure (9.1%) but will have grown further since 2001, with significant migration from EU accession states.

We need to make sure that all neighbourhoods in Newcastle understand and benefit from changes that are taking place. We also need to be aware that some neighbourhoods are experiencing change at a much faster rate than others. This places particular pressure on local services, especially in neighbourhoods where deprivation is embedded. If individuals perceive that they are in competition for scarce resources, this can pose a threat to cohesion. The 2006 Residents Survey reveals that only 51% of people in Newcastle *Neighbourhood Renewal* areas agreed that their local area is a place where people from different backgrounds get on well together, compared to 76% in other areas of the city.

Safe, inclusive and cohesive

Aims

Outcomes

Strategic Aims

- Reducing acquisitive and opportunistic crime
- Creating safer, stronger and healthier communities
- Reducing offending
- Supporting vulnerable victims and communities
- **Enabling everyone to have an equal opportunity to participate fully and freely in the opportunities and services available in the city.**
- Addressing deprivation and its causes – particularly to try to reach people who are most excluded from services and opportunities.
- Promoting safer, more diverse and cohesive communities.
- Promoting greater community involvement in local decision making and the delivery of services.
- Supporting agencies to promote community cohesion and make it an integral part of their policies and practices
- **Supporting all communities to develop their contribution to the city, recognise the contribution of others, and build strong and positive relationships with each other**
- Ensuring the safety of all communities by identifying, managing and reducing tensions
- Developing the council and their partners' role in communicating positive messages, both proactive and reactive, on community cohesion-related issues
- Providing an effective, responsive, accountable and accessible Neighbourhood Management infrastructure
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- Delivering and supporting a range of high quality cultural organisations and services
- Encouraging excellence in cultural and sporting achievement and the fulfilment of potential at every level

2021 targets

[Long-term targets to be developed]

Priorities

- Reducing acquisitive and opportunistic crime
- Creating safer, stronger and healthier communities
- Reducing offending
- Enabling everyone to have an equal opportunity to participate fully and freely in the opportunities and services available in the city
- **Supporting all communities to develop their contribution to the city, recognise the contribution of others, and build strong and positive relationships with each other**

2008/11 targets

- NI 16 Serious acquisitive crime rate PSA 23
- NI 15 Serious violent crime rate PSA 23
- NI 21 Dealing with local concerns about anti-social behaviour and crime by the local council and police PSA 23
- NI 30 Re-offending rate of prolific and priority offenders
- NI 40 Drug users in effective treatment PSA 25
- NI 1 % of people who believe people from different backgrounds get on well together in their local area PSA 21
- NI 140 Fair treatment by local services PSA 15

Children and young people

Children and Young People should:

- *Be Healthy - Enjoy the best physical (including sexual health), emotional, mental and spiritual health and development, so that they feel good about themselves and their lives;*
 - *Be Safe - Be safe and protected from harm within their families, communities and the city as a whole;*
 - *Enjoy and Achieve - Realise their ambitions, enjoying and achieving in all areas of life;*
 - *Make a Positive Contribution - Take an active part in positive opportunities presented in all areas and stages of their life and the life of the community, and be valued for their contributions; and,*
 - *Achieve Economic Well-being - Be actively protected from discrimination in order to live free from poverty and hardship.*
-

Children and young people

The story so far...

Improving outcomes for children and young people is indeed a complex policy area. Not only does success depend on finding synergies between education, health, child protection and even some aspects of community safety, but to make sustained improvements we must also address the underlying causes of deprivation. The evidence is growing that where we understand the “story behind the data” and partners are actively working together with a shared focus, outcomes are improving.

Key facts

- Teenage pregnancy is reducing;
- Rates of breastfeeding have increased;
- Smoking in pregnancy has decreased;
- Child protection re-registrations have decreased;
- Stability of placements for looked after children improved;
- Road safety – child deaths and accidents have decreased;
- Rate of young people re-offending has decreased;
- Post-16 attainment has improved at the same time as increased participation;
- Young people NOT in education, employment or training has decreased to the lowest in Tyne and Wear; and,
- Educational outcomes for looked after children improving.

But...

- Referrals to social services and child protection registrations have increased;
- School attendance has decreased; and,
- Rates of youth offending have increased.

Our Children and young people: aims and priorities

Strategic aims

Ensuring all children and young people:

- Are healthy
- Stay safe
- Enjoy and achieve
- Make a positive contribution
- Achieve economic wellbeing

Children and young people

Link to 'big challenges':

1. Demographic change
2. Child poverty

Priority 6a: *All children and young people are healthy – halting the rise in obesity amongst children*

The robust systems put in place in Newcastle to measure childhood obesity indicate clearly that this is a significant issue for the *Partnership*. The figures show that 30% of children (school entry and year 6) measured in 2005/06 were overweight or obese, with 12% classified as obese. Further, although there is a clear link between childhood obesity and levels of deprivation, our analysis shows a significant difference between the east and west of the city (areas with comparable levels of deprivation). In 2005/06, 41% of reception and year 6 children in primary schools in the east of the city were overweight or obese compared with 24% of children in primary schools in the west. Because of this we have developed a range of targeted work with primary schools in the east. (*Leaner East* project). In addition some 58 schools in Newcastle gained the *National Healthy Schools* award (exceeding the target of 50).

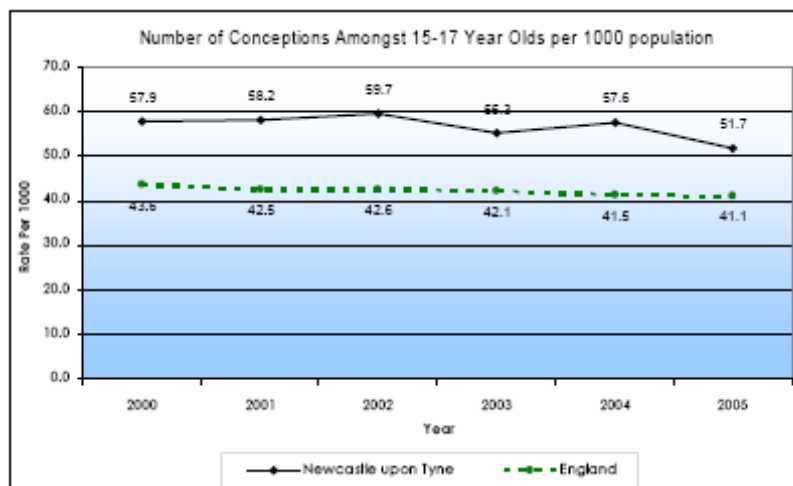
The proportion of mothers breastfeeding in Newcastle is significantly lower than national average and this is a particular issue in most our deprived neighbourhoods. Research shows that breastfeeding is linked to other positive health outcomes for babies, children & young people, including obesity.

Link to 'big challenges':

2. Child poverty

Priority 6b: *All children and young people are healthy - reducing teenage conceptions*

Having children at a young age can damage young women's health and well-being and severely limit their education and career prospects.



As shown in the chart above, the teenage conception rate (conceptions per 1000 female 15-17 year olds) in Newcastle is higher than the national average although recently published data shows a sharp drop in Newcastle from 57.6 conceptions per 1000 15-17 year old females in 2004 to 51.7 in 2005, a 10% reduction, narrowing the gap to the national figure.

Children and young people

Link to 'big challenges':
2. Child poverty

Priority 6c: All children and young people stay safe – Reduce referrals to social care

Although the City Council has made progress in the establishment of agreed thresholds for referrals to social care and has in recent years enjoyed a downward trend, referral rates to social care have begun to increase and remain significantly higher than the national average (at 1235 children per 10,000).

Link to 'big challenges':
2. Child poverty

Priority 6d: All children and young people stay safe - Reduce incidents of bullying

Reducing bullying has emerged in Newcastle as children and young people's highest priority - **anti-discrimination including bullying, racism and homophobia** was recently voted by young people in Newcastle as their most important issue (elections for UK Youth Parliament representatives in Newcastle).

Link to 'big challenges':
2. Child poverty

Priority 6e: All children and young people make a positive contribution - reduce levels of anti-social behaviour by young people

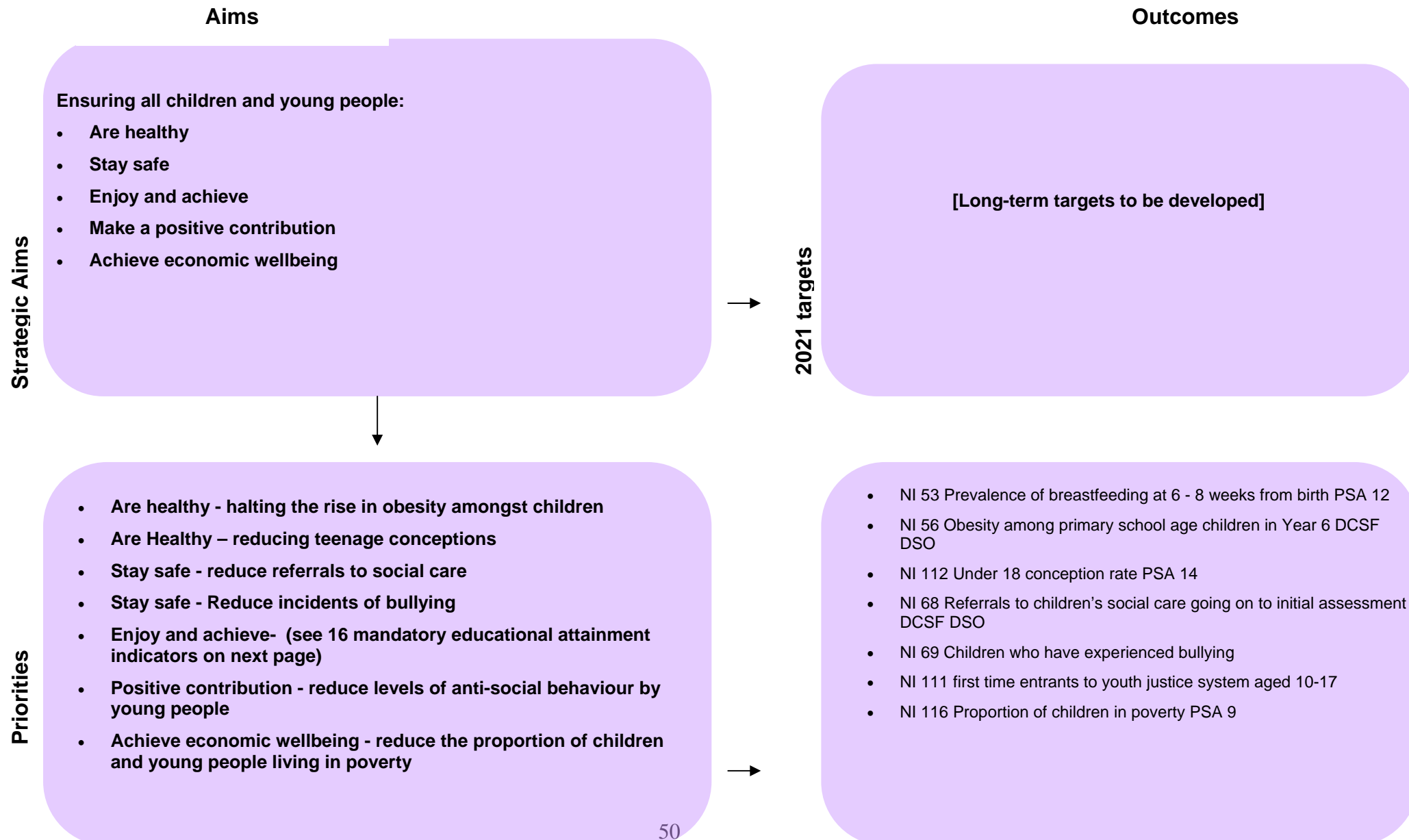
The rate of re-offending amongst young people has declined although the number of first time entrants to the youth justice system remains fairly stable and is above the national average.

Link to 'big challenges':
2. Child poverty
5. Economic competitiveness

Priority 6f: All children and young people achieve economic wellbeing - reduce the proportion of children and young people living in poverty

The recent launch of an initiative to tackle child poverty in the region demonstrated a heartening level of support from partners. Clearly, partners are keen to tackle all of the big cultural issues necessary to improve outcomes for young people, not only in Newcastle but across the North East of England.

Children and young people



Children and young people

Enjoy and achieve - mandatory educational attainment indicators

- Early Years (EYFSP) - to narrow the achievement gap at age 5
- Early Years (EYFSP) - to increase achievement for all children at age 5
- Key Stage 2 - to increase proportion achieving level 4+ in both English and maths
- Key Stage 1-2 - to improve proportion progressing 2 national curriculum levels in English
- Key Stage 1-2 - to improve proportion progressing 2 national curriculum levels in Maths
- Key Stage 3 - to increase proportion achieving level 5+ in both English and maths
- Key Stage 3 - to increase proportion achieving level 5 in science
- Key Stage 2-3 - to improve proportion progressing 2 national curriculum levels in English
- Key Stage 2-3 - to improve proportion progressing 2 national curriculum levels in Maths
- Key Stage 4 - to increase proportion achieving 5 A*-C grades at GCSE and equiv including GCSE English and Maths
- Key Stage 3-4 - to improve proportion progressing equivalent of 2 national curriculum levels in English
- Key Stage 3-4 - to improve proportion progressing equivalent of 2 national curriculum levels in Maths
- Attendance - to reduce persistent absentee pupils in secondary schools
- Children in care - to increase proportion achieving level 4+ in English at Key Stage 2
- Children in care - to increase proportion achieving level 4+ in maths at Key Stage 2
- Children in care - to increase proportion achieving 5 A*-C grades at GCSE and equiv incl GCSE English and maths

Next steps

Key milestones

This document represents the first draft of Newcastle's Sustainable Community Strategy and Local Area Agreement. Over the coming months it is proposed to develop and refine our vision, challenges, aims and priorities further. This will happen in consultation with partners, communities and Central Government. The following sets out the key milestones in relation to further development:

- **January 25th 2008** – initial feedback from Government on the first draft;
- **January to February** – further engagement with *Newcastle Partnership*, Elected Members and communities to inform the preparation of the second draft SCS / LAA;
- **29th February 2008** – submission of second draft to Government
- **End of March 2008** – feedback on second draft SCS / LAA from Government;
- **April 3rd 2008** – submission of third and final draft SCS / LAA to Government

Contacts

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