

## VISION 2030 PRIORITIES FOR THE GATESHEAD STRATEGIC PARTNERSHIP

### City of Gateshead

- Vibrant new shopping areas, particularly in central Gateshead
- Improved housing offer consistent with our city aspirations
- More economic opportunities in our rural areas e.g. through tourism
- Bidding for City Status in 2012
- Attracting quality employers, providing employment opportunities
- Increasing population of Gateshead

### Gateshead goes Global

- Retaining graduates in Gateshead
- Re-developing Gateshead International Stadium and hosting international sporting events
- Opportunities for people in Gateshead to work with communities and projects worldwide
- Attracting foreign investment to Gateshead
- Becoming an international exemplar for addressing climate change
- Influence and engage with Europe through our membership of the EUROCITIES network

### Creative Gateshead

- Increase learning opportunities by increasing apprenticeships as a progression route to learning and employment
- Increasing higher and further education presence in Gateshead
- Creating long-term employment opportunities in areas of greatest need
- Develop tourist attractions and associated businesses
- Increase digital infrastructure and accessibility to it
- Increase creativity and cultural opportunities

### Sustainable Gateshead

- Improving access to more sustainable forms of transport and increase its use (including the use of green vehicles) & prioritise the needs of pedestrians, including those with disabilities
- Increasing the amount we recycle
- Secure investment and job creation in priority areas e.g. knowledge based and digital industries, green industries, engineering and advanced manufacturing, high growth businesses
- Increase the number of homes in Gateshead that meet people's needs and aspirations
- Reduce crime rate and address public perception issues such as fear of crime
- Implement Climate Change Strategy

### Active and Healthy Gateshead

- Ensuring residents are involved in healthy initiatives and benefit from the best possible facilities
- Safeguarding children and vulnerable adults
- Promoting active and healthy lifestyles, including at schools
- Easy access to 'local' leisure facilities by foot or bus
- More less formal keep-fit activities, easily accessible within local communities e.g. gyms in public parks
- Increase opportunities for people to grow their own food in community allotments or gardens

### Gateshead Volunteers

- Empowering local people to influence policy, service delivery and take part in civic and community life
- Create and market volunteering opportunities, celebrate volunteers and promote volunteering in all Gateshead's communities
- Ensure an effective infrastructure is in place to support people who want to volunteer, and organisations in need of volunteers
- Improving the quality and range of volunteering through good practice, training and quality standards and the development of more employer schemes
- Ensure an effective infrastructure is in place to support and build the capacity of the sector
- Enable the sector to deliver services where appropriate through streamlined commissioning, procurement and funding agreements

## 3 PRIORITIES:

### 1 DELIVERING VISION 2030 FOCUSING ON ENVIRONMENT, HEALTH, ECONOMY

### 2 ENGAGING OUR COMMUNITIES

### 3 CORPORATE SUSTAINABILITY

## PRIORITY 1: Delivering Vision 2030

### Environment: A global exemplar of addressing climate change

- Carbon reduction
- Sustainable waste management
- An integrated, low carbon public transport system
- A cleaner, greener Gateshead

### Health: People remaining healthier for longer

- Reducing child obesity
- Reducing alcohol misuse
- Reducing smoking
- Promoting active and healthy lifestyles
- Safeguarding vulnerable young people and adults

### Economy: All residents realising their full potential

- Reducing child poverty and narrowing the gap of educational attainment
- Increase financial inclusion
- Increasing skills levels, particularly higher level skills
- Secure investment and growth in sustainable, high value jobs in key sectors (knowledge based and digital; green industries; engineering and advanced manufacturing)
- Increase economic activity and reduce worklessness
- Increase the population, particularly the economically active
- City status and deliver the Town Centre

## MEASURING SUCCESS 2010 - 2013

1. Reduce sickness absence from 11.22 days to 10.00 days
2. Increase turn out at elections from 36% to 39%
3. Increase the percentage of people able to influence decisions from 33.3% to 48.0%
4. Increase volunteering from 17.70% to 26.00%
5. Increase participation in sport from 18% to 23%
6. Reduce the rate of alcohol related admissions to hospital by 2.5%
7. Reduce mortality rates for both men and women
8. Reduce smoking by improving the 'quitting' rate of smokers from 829 to 1,344
9. Increase council tax collection from 96.7% to 97.5%
10. Improved customer contact by reducing avoidable contact from 35% to 20%
11. Achieve £31m of cashable efficiencies between 2008 and 2011 by improving the way services are delivered.
12. Increase speed of processing benefit claims from 11.4 days to 9 days

## PRIORITY 2: Engaging our communities

The Council has agreed a number of proposals for strengthening its engagement with local communities and neighbourhoods.

Our objectives are:

- To provide strong, visible and accountable leadership at all levels from neighbourhoods to the whole Borough
- To engage communities and empower people
- To deliver efficient, joined up, high quality services which meet the specific needs of each neighbourhood.

### Area Priorities:

- East** - Transport; employment and skills; health
- South** - Increase take up of NHS healthcheck (40 - 79 years); reduce anti social behaviour; reduce not in education, employment and training.
- Central** - Children and Young People; tackling health inequalities; community engagement
- Inner West** - Economy; transport; neighbourhood plan for Teams
- West** - Community safety; perception of anti social behaviour; financial inclusion; local economy; local employment; access to services

## PRIORITY 3: Corporate sustainability

The annual review of the current Medium Term Financial Strategy (MTFS) has been undertaken against the background of uncertainty over funding settlements and the impact of the economic downturn. The MTFS for 2010/11 to 2012/13 presents a challenging financial position with efficiencies required of between £52 and £62 million.

We will achieve these through:

- Annual budget efficiency savings
- Fit For Future
- Organisational change and workforce planning
- Asset Management
- Managing Risk

### Fit For Future:

£16 million efficiencies through

- Front office - consolidating all relevant specialist services and their management
- Back office - consolidating support services and management
- Business improvement - reviewing our services to make sure they are lean and efficient
- Trading Services - looking at our fees, charges and where we can generate income from trading our services with others.

13. Reduced number of people on benefits through initiatives designed to respond to the current economic climate
14. Increase higher level skills by 3.5% from baseline 2006 through to 2011
15. Reduce congestion by maintaining the current performance (below 3 minutes 34 seconds)
16. Adapt to climate change from Level 1 to Level 4
17. Increase community cohesion from 72.4% to 80%
18. People feel they belong to their neighbourhood from 63.6% to 70%
19. Increased satisfaction with Gateshead from 81.7% to 88%
20. A thriving third sector from 19.8% to 28%
21. Increase recycling from 34.05% to 36%
22. Street cleanliness maintained to current high performance
23. Reduce obesity in young people from 22.8% to 20%
24. Improve educational attainment from 52.3% to 55% (GCSEs including Maths & English)
25. Reduce child poverty from 23.5% to maintain the gap with the regional average
26. Reduce the under 18 conception rates by 50% compared to the 1998 baseline rate

## PARTNERSHIPS

Critical to achieving Vision 2030, the Gateshead Agreement and the Corporate Plan

The Council has prioritised three types of partnerships which are critical to the delivery of this Corporate Plan. These Partnerships and Partners have been prioritised because they will ensure the Council increases its pace in the delivery of its strategic actions for the environment, health and economy. They are:

### Strategic Partnerships

### Delivery Partnerships

### Community Partnerships

#### Strategic Partnerships and Partners:

- Gateshead Strategic Partnership
- Gateshead and Newcastle Partnership
- Private sector
- Local Authorities in North East (ANEC)
- Universities (Northumbria; Newcastle; Sunderland)
- Gateshead College
- Government Agencies in the Region
- Tyne and Wear City Region Executive Board

#### Delivery Partnerships:

- Gateshead Strategic Partnership
  - Economy, Skills, Housing and Transport
  - Safer, Stronger Communities and Culture
  - Health and Adult Social Care
  - Children's Trust
- Area Forums
- South of Tyne and Wear Waste Partnership
- Total Place Partnership
- Building Schools for the Future

#### Community Partnerships:

- Voluntary and third sector
- Birtley Community Partnership (South)
- Wrekenton (South)
- Bensham & Saltwell (Central)
- Highfield (West)
- Teams & Derwentwater - (Inner west)
- Sunderland Road and North Felling (East)
- Felling (East)
- Chopwell Masterplan / Agreement (West)

## CORPORATE VALUES

The Council's Corporate Values are:

**Provide the best ... and ... continue to make it better**

**Embrace equality ... and ... value difference**

**Work with others ... and ... take personal responsibility**

**Is honest and fair ... and ... be polite and caring**

**Take pride in the past ... and ... build a better future**

**Recognise our successes ... and ... learn from our mistakes**

All of these are underpinned by:

**"Adopt a 'Can Do' approach and put people first"**

## EQUALITIES FRAMEWORK

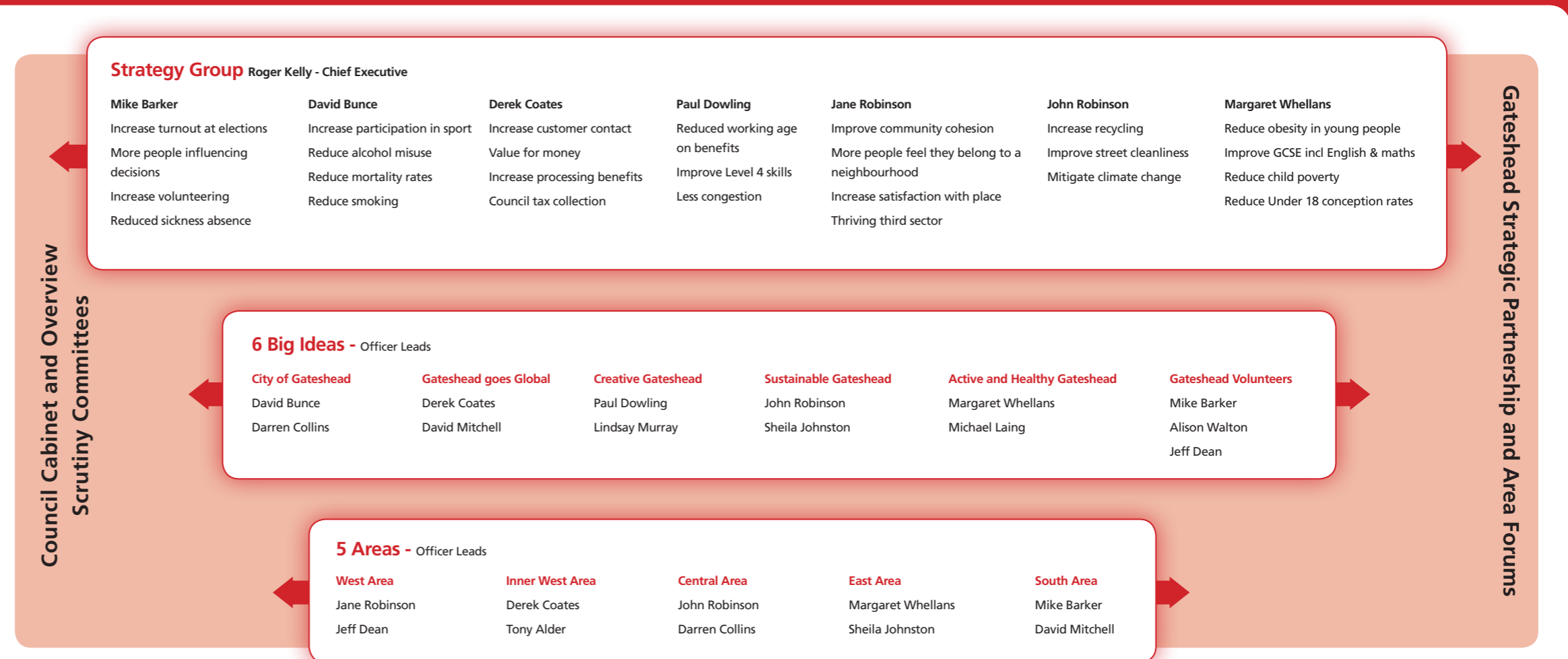
"An equal society protects and promotes equal, real freedom and opportunity to live in the way people value and would choose, so that everyone can flourish.

An equal society recognises people's different needs, situations and goals, and removes barriers that limit what people can do and be."

Our goal is to improve performance across 5 areas.

These are :

- Knowing our communities
- Place shaping, leadership and partnerships
- Community engagement and satisfaction
- Responsive, customer focused services
- A modern and diverse workforce



**Council:**  
66 Ward Councillors (all elected members)

**Cabinet:**  
the Leader of the Council and nine members. Each Cabinet member has areas of special interest (portfolios); five area based portfolios and five themed portfolios.

**Overview and Scrutiny Committees:**  
The committees monitor Cabinet decisions and hold decision makers into account:

- Corporate Vitality
- Children and Young People
  - Looked After Children sub - committee
  - Healthier Communities
  - Sustainable Communities - People
  - Sustainable Communities - Place

**Gateshead Strategic Partnership** includes:

- Northumbria Police
- Gateshead Primary Care Trust (PCT)
- Gateshead NHS Foundation Trust
- Tyne and Wear Fire and Rescue Service
- Job Centre Plus
- Nexus
- Government Office
- Gateshead College
- The Gateshead Housing Company
- Probation Service
- Community and Voluntary Sector
- Private Sector

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