



Vision 2030

Sustainable Community Strategy
for Gateshead

April 2010



GATESHEAD
STRATEGIC
PARTNERSHIP

Strong communities at the heart of Vision 2030

Vision 2030

Sustainable Community Strategy for Gateshead

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DIFFERENT FORMATS

If you would like this information in large print, Braille, on audiotape/CD or in a different language please contact Communications on 0191 433 3444.

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A Message from the Chair of Gateshead Strategic Partnership, Mick Henry



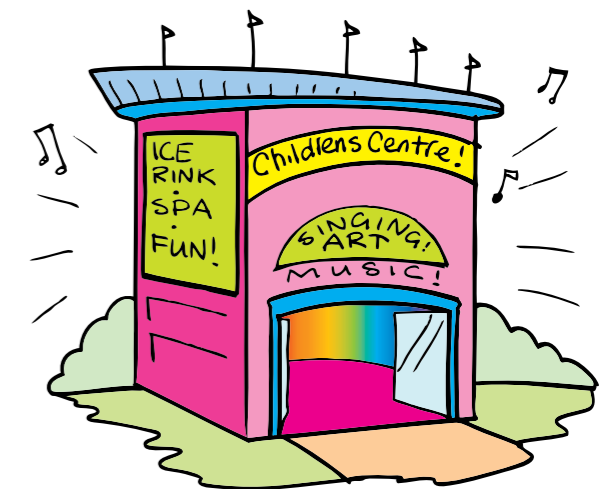
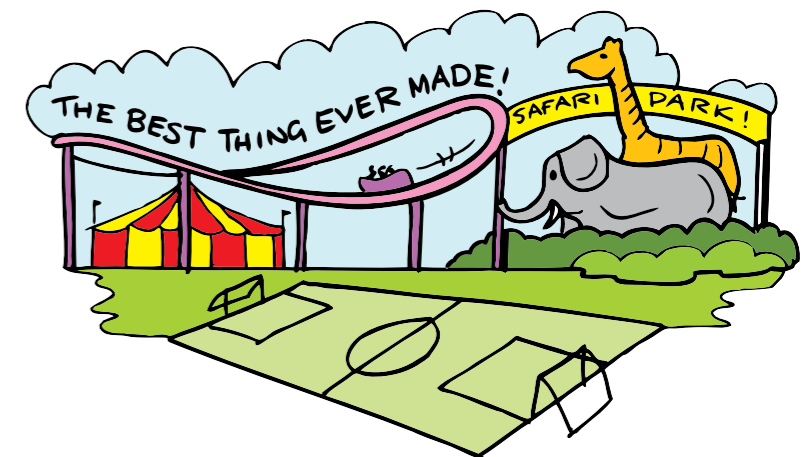
In 2007, the Gateshead Strategic Partnership (GSP) launched its ambitious strategy for the future, Vision 2030. This strategy aims to improve the wellbeing and equality of opportunity for Gateshead residents so that all residents and businesses in Gateshead can fulfil their potential.

Since then, we've made a lot of progress to turn these 'Big Ideas' into reality which has had a positive impact on the lives of people in Gateshead. So much so that 82% of Gateshead residents are satisfied with their immediate local area as a place to live.

However, a lot has changed since 2007 – globally, nationally and locally. The changes to the economy have had a significant impact and the partnership has consulted with over 10,000 local people to make sure that our aspirations are still addressing what people have told us matters to them.

We will continue to work towards our aspirations for the future and our ambitions for the people of Gateshead remain as strong as ever.

Mick Henry
Chair, Gateshead Strategic Partnership



'What sort of facilities would Gateshead have in 2030? - from consultation held with children aged 6-11 years old'

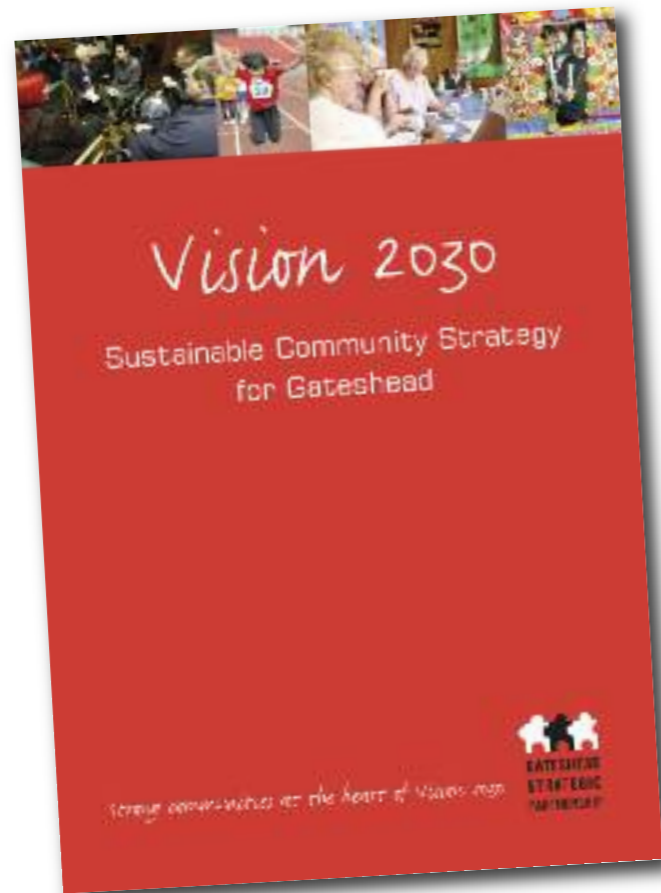
Vision 2030



Vision 2030

Vision 2030 is Gateshead's Sustainable Community Strategy which sets out the following ambitious and aspirational vision for Gateshead...

"Local people realising their full potential, enjoying the best quality of life in a healthy, equal, safe, prosperous and sustainable Gateshead."



The realisation of Vision 2030 will make a difference to the local people of Gateshead by improving the wellbeing of all residents and proactively ensuring that they have equality of opportunity. This strategy identifies clear outcomes, priorities and milestones that support our vision and responds to what local people have told us is important.

Vision 2030 reflects the views of thousands of people, and is informed by evidence gathered from Gateshead's area profile – which gives a picture of the quality of life and services across the Borough.

What did you say?

In 2007, the GSP spent nearly a year talking to over 5,300 local people, public, private and voluntary sector agencies to identify and agree this long term vision and ambition for the future.

- Engagement events with
 - over 1,200 local people and service providers
 - 60 local children and young people aged between 2 – 16
- Four local Business Focus Groups
- Five Expert Panels attracting over 120 partners
- Articles in Council News and on the Council website as well as an interactive website
- 5,000 postcards distributed to seek views

In 2009, over 10,000 people were asked if they felt that the priorities identified in 2007 were still the most important ones or if there were other issues the GSP should be focussing on over the next three years.

- 10,000 consultation documents distributed and available on-line
- 58 consultation events including 21 events with community groups
- Articles in Council News, The Gen (the council's staff magazine) and partners' publications
- Over 1,650 people have directly taken part including:
 - 219 responded to the full questionnaire
 - 487 face to face surveys conducted

***"Partners consult local residents and take action on what they say."
(Audit Commission report 2009,)***

Delivering Vision 2030



6 Big Ideas... Improving wellbeing and equality of opportunity

Gateshead has undergone a journey of transformation over the last 20 years based on a long term vision and commitment to unlocking the potential of Gateshead. Vision 2030 aims to improve the wellbeing and equality of opportunity for Gateshead residents so that all residents and businesses in Gateshead can fulfil their potential. This 20 year strategy is clear about what needs to change and this strategy continues to accelerate our programme of transformation of Gateshead ... one which focuses on people and place through the following 6 Big Ideas:

City of Gateshead

This is not just about becoming known as a city. It's about all the things that go with this status – it's about Gateshead taking its place alongside other great cities in terms of design, growth, natural resources, people and culture.

Gateshead goes Global

Gateshead goes Global seeks to maximise the opportunities of globalisation for local benefit and reward and to recognise our role in the international community.

Creative Gateshead

Creative Gateshead is all about investing in our heritage and our people. It's about giving local people the chance to enjoy a variety of creative experiences and opportunities that improve their quality of life as well as the look and feel of the Borough.

Sustainable Gateshead

This big idea is about making Gateshead more sustainable. This means looking at how we live, how we travel, use our resources and energy as well as how we ensure a sound economic future and an attractive local environment for Gateshead.

Active and Healthy Gateshead

We want Gateshead to have one of the healthiest communities in the country with the building blocks in place to support and encourage people to take up opportunities to improve their health and lifestyle.

Gateshead Volunteers

Gateshead Volunteers is about involving more local people in their community in a way that benefits them and their community. We want Gateshead to be known as a national leader in promoting and supporting volunteering.

By unlocking the Borough's potential through these 6 Big Ideas we are able to continue this journey of transformation and shape Gateshead for 2030. All of the big ideas complement and support one another and are underpinned by a number of core principles including:

Narrowing the gap

Currently, when you compare areas within Gateshead, or Gateshead as a Borough with other areas of Tyne and Wear, the North East, or England, there are gaps in areas such as health and economy as well as educational attainment. Progress has been made to narrow the gap in these areas but more work needs to be done to close the gap. Together we are tackling the deep rooted challenges inherited due to long term underlying deprivation to make Gateshead a better place to live, work and visit.

Equality of Opportunity

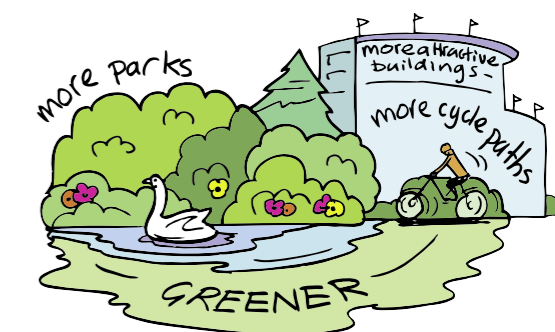
Our vision is for all residents of Gateshead to have a good quality of life irrespective of where in the borough they live, their culture, if they are disabled, their age, religion or belief, ethnicity, gender or gender identity or sexual orientation. By targeting inequality, we will ensure fair access to services and opportunities working to eradicate discrimination and harassment.

'Gateshead Together' our Community Cohesion Strategy sets out how we can break down barriers and enable people from a range of backgrounds to live together in their local area, and build strong and positive relationships with each other.

The detail of each of the big ideas is shown in the following pages describing our aims, what we have achieved to date and what our priorities are for the next three years. The pathways are milestones that will help to achieve the outcomes by 2030.



What sort of facilities would Gateshead have in 2030? - from consultation held with children aged 6-11 years old (2007)



What would you like Gateshead to be like in 2030? - from consultation held with children aged 6-11 years old



'Gateshead should have the qualities of great cities around the world and have a more diverse and larger population'.

Outcomes

- Vibrant, diverse and growing population
- Global connections through transport and ICT
- International profile and recognition
- Buzzing and vibrant Central Gateshead - with comprehensive housing, retail and leisure
- Robust and sustainable economic base
- Safe place to live and visit

What we have achieved:

- Began to transform the town centre - £3 million has been invested in the centre to buy sites and refurbish areas to help create employment and a vibrant town centre
- Invested over £2 million invested in repairing and bringing back into use vacant historic buildings in the Bridges conservation area through the Townscape Heritage Initiative
- Launched Gateshead Together Week, bringing neighbours together to celebrate our diverse communities
- Provided new and improved housing - 7,213 homes now meet the 'Gateshead Standard', which exceeds standards set by national government
- Supported a number of community festivals, horticultural events and activities in the borough, for example: Lobley Hill Festival, Felling Festival, Whickham and District in Bloom Committee Spring and Summer Flower Shows and Competitions, Angel of the North 10th anniversary celebration event, Birtley's Got Talent Night event and Blaydon Races Festival
- Published Fit for a City – the Gateshead Centre Regeneration Delivery Strategy setting out ambitious proposals to physically and economically transform the town centre
- Launched Gateshead and Newcastle Partnership to increase the economic competitiveness of NewcastleGateshead. Published 1Plan – an economic and spatial masterplan for NewcastleGateshead

Agreed Priorities 2010-13:

- Established vibrant new shopping areas, particularly in central Gateshead
- Improve housing offer consistent with our city aspirations
- More economic opportunities in our rural areas e.g. through tourism
- Bid for City Status in 2012
- Attract quality employers, providing employment opportunities
- Increase population of Gateshead

Pathway to achieving Vision 2030

2030

- Gateshead's population is 200,000, an increase of 7,000 from 2007 (by 2030)
- 80% of residents in full time employment will earn over £20,000 per annum (at 2007 prices) (by 2030)
- 75% of adults will be qualified to NVQ Level 3 and above (by 2030)
- The economic activity rate for working age population is well above the national average (by 2030)
- Diversity in Gateshead has grown, with new populations now at 15% an increase of 10% since 2007 (by 2030)
- Internationally linked, high speed rail terminal opens in Gateshead
- New City Park in the centre of Gateshead
- Whole River Tyne frontage from Ryton to Bill Quay is enhanced
- Lowest ever crime rate – one third of that in 2007

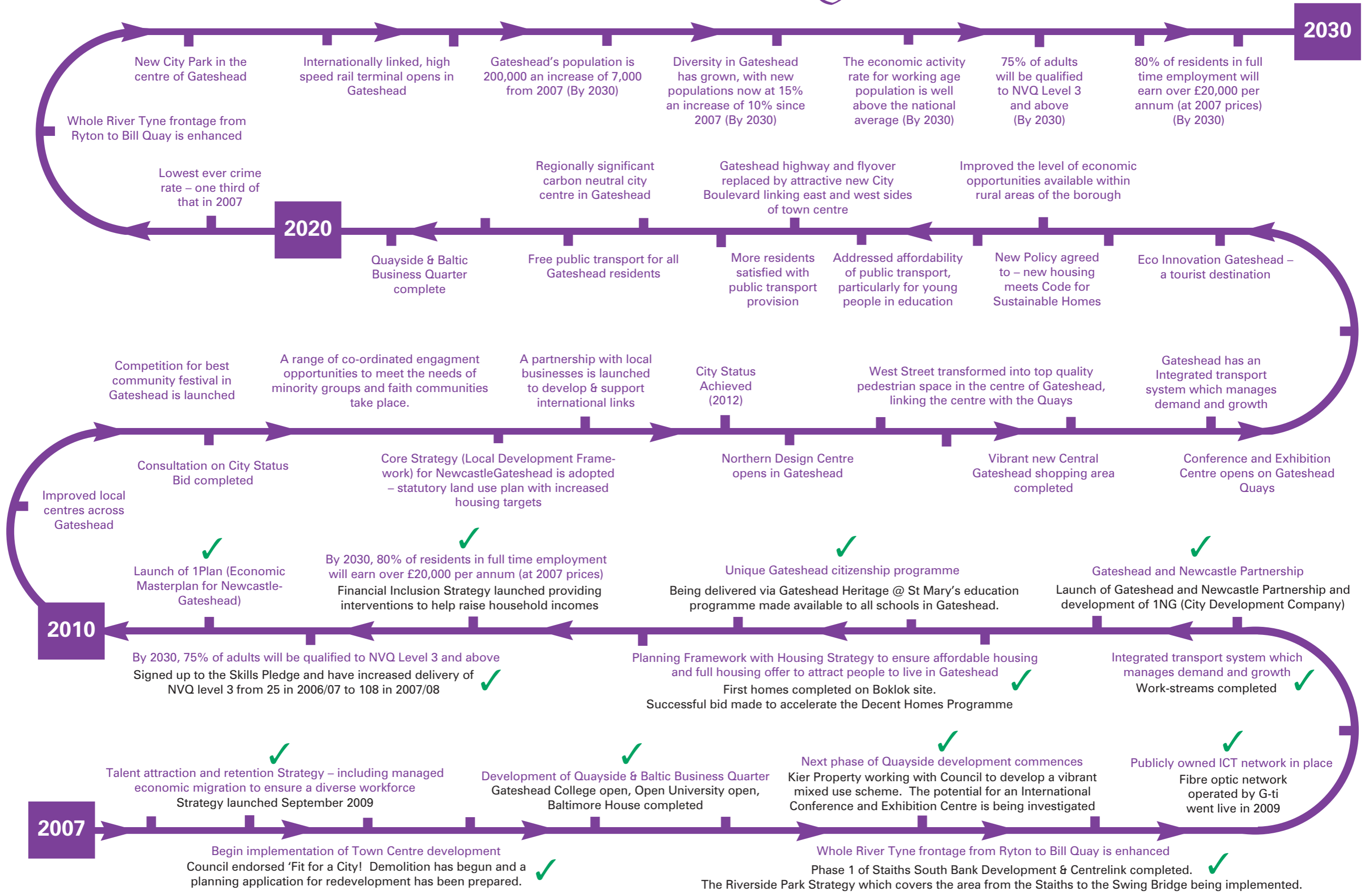
2020

- Quayside & Baltic Business Quarter complete
- Free public transport for all Gateshead residents
- More are satisfied with public transport provision
- Addressed affordability of transport particularly for young people in education
- Regionally significant carbon neutral city centre in Gateshead
- Gateshead highway and flyover replaced by attractive new City Boulevard linking east and west sides of town centre
- Eco Innovation Gateshead – a tourist destination
- New policy agreed to ensure new housing meets Code for Sustainable Homes
- Improved level of economic opportunities available within rural areas of the Borough
- Conference and Exhibition Centre opens on Gateshead Quays
- Vibrant new Central Gateshead shopping area completed
- West Street transformed into top quality pedestrian space in the centre of Gateshead, linking the centre with the Quays
- Integrated transport system which manages demand and growth
- A partnership with local businesses is launched to develop and support international links
- A range of co-ordinated engagement opportunities to meet the needs of minority groups and faith communities take place
- Northern Design Centre opens in Gateshead
- City Status Achieved (2012)
- Core Strategy (Local Development Framework) for NewcastleGateshead is adopted – statutory land use plan with increased housing targets
- Consultation on City Status Bid completed
- Competition for best community festival in Gateshead is launched
- Improved local centres across Gateshead

2010

Pathway to achieving Vision 2030

City of Gateshead



Gateshead goes Global



'Make the most of global opportunities for local benefit and attract international talent'.

Outcomes

- Population that enjoys active participation in international cultural activities
- Borough that develops its skills and knowledge by supporting less developed communities throughout the world
- Place that attracts international talent - a place where people want to live and do business with
- Local economy with global markets that is attractive to international businesses

What we have achieved:

- Lead partner of the European project RUnUP (Role of Universities in Urban Poles) which puts Gateshead at the forefront of European Sustainable Development by working with eight European cities and their universities to improve our local economy
- Attracted the UK Athletics Grand Prix to Gateshead for three years running and secured 'Diamond League Status' giving local people the opportunity to participate in one of the biggest events in Olympic Sport as we move towards the 2012 Olympic Games
- Established musical links worldwide through international tours by the Gateshead Youth Orchestra and Northern Sinfonia
- Six young people from Gateshead visited NASA Space Camps in Florida
- Pupils in Gateshead have experienced different cultures through a range of international visits and school exchange programmes
- Launched a talent attraction and retention strategy for the Borough, to help ensure that Gateshead benefits from local, national and international talent

Agreed Priorities 2010-13

- Retain graduates in Gateshead
- Re-develop Gateshead International Stadium and host international sporting events
- Provide opportunities for people in Gateshead to work with communities and projects worldwide
- Attract foreign investment to Gateshead
- Become an international exemplar for addressing climate change
- Influence and engage with Europe through our membership of the EUROCITIES network

Pathway to achieving Vision 2030

2030

- Gateshead to lead the North East in a bid to host the Commonwealth Games (Post 2030)
- Host annual World Trade Festival – supported by developing world countries
- A 25% increase on 2007 baseline in international cultural events hosted in Gateshead
- Measures to promote international trade opportunities implemented
- Branding in Gateshead reflects the diversity of cultures and languages of the people who live here
- Work with 3 EU transnational projects to support the delivery of Vision 2030
- Gateshead performing beyond the EU's 20% targets for CO₂ emissions by 2020

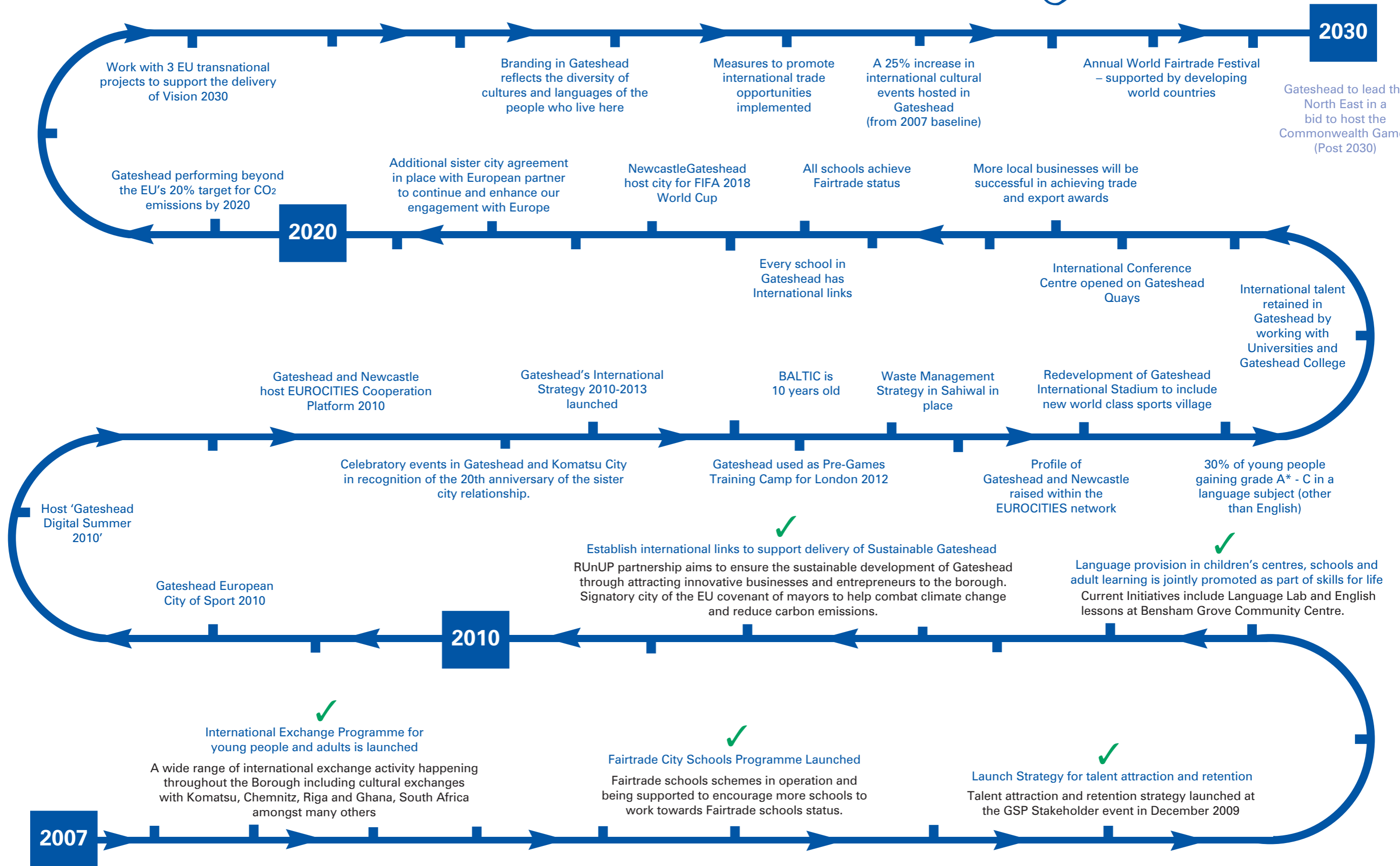
2020

- All schools achieve Fairtrade status
- Additional Sister-City agreement in place with European partner to enhance our engagement with Europe
- NewcastleGateshead host city for FIFA 2018 World Cup
- Every school in Gateshead has international links
- More local businesses successful in achieving trade and export awards
- International Conference Centre opened on Gateshead Quays
- 30% of young people gaining grade A*- C in a language subject other than English
- International talent retained in Gateshead by working with Universities and Gateshead College
- Profile of Gateshead and Newcastle raised within the EUROCITIES network
- Waste Management Strategy in Sahiwal in place
- Gateshead used as Pre-Game Training Camp for London 2012
- BALTIC is 10 years old
- Redevelopment of Gateshead International Stadium to include new world class sports village
- Celebratory events are held in Gateshead and Komatsu City in recognition of the 20th anniversary of the sister city relationship.
- Gateshead's International Strategy 2010-2013 launched
- Gateshead and Newcastle host EUROCITIES Cooperation Platform 2010
- Gateshead hosts 'Gateshead Digital Summer 2010'
- Gateshead 'European City of Sport 2010'

2010

Pathway to achieving Vision 2030

Gateshead goes Global



Creative Gateshead



'Ensure local people have access to a variety of creative experiences and opportunities, to nurture a borough of high achievers'.

Outcomes

- Population of high achievers, driven by aspiration and creativity
- Gateshead's heritage and culture recognised and preserved
- Well educated community which utilises lifelong learning for both work and leisure
- Making best use of people's innovations to develop local solutions
- Effective digital infrastructure reaching and used by all homes and businesses in the Borough

What we have achieved:

- Delivered an award winning programme to celebrate the 10th anniversary of the Angel of the North, 4,689 people of all ages taking part
- Launched Starter for Ten, creating business and employment opportunities by providing creative industries with accommodation in the town centre. This was so successful it is being extended
- Helped local people to celebrate their heritage with the opening of Gateshead Heritage @ St Mary's in 2008, following a £1.2million transformation
- Increased the number of young people going into higher education. The profile of higher education in Gateshead has risen due to the new 'outstanding' Gateshead College Campus and the relocation of the Open University's regional offices to Gateshead
- Increased the number of adult learning opportunities, including opportunities for people with learning disabilities
- Connected the Gateshead International and Greenesfield business centres to the Council's superfast fibre optic communications network to enable businesses there to use innovative technologies and applications
- Free access to the internet is available for all residents through the library network
- Launched a Virtual Learning Platform – the 'Culture and Creative Ambassadors Network', to enable Cultural and Learning Professionals to work together. This serves an expanding network of 360 partners, and is an example of national good practice that has been replicated in other authorities across the country

Agreed Priorities 2010-13:

- Increase learning opportunities by increasing apprenticeships as a progression route to learning and employment
- Increase higher and further education presence in Gateshead
- Create 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

Pathway to achieving Vision 2030

2030



- 90% of residents feel they have a sense of identity and belonging with Gateshead (by 2030)
- 90% of residents are proud of Gateshead's heritage (by 2030)
- University presence in Gateshead is supported by a Research and Development Centre

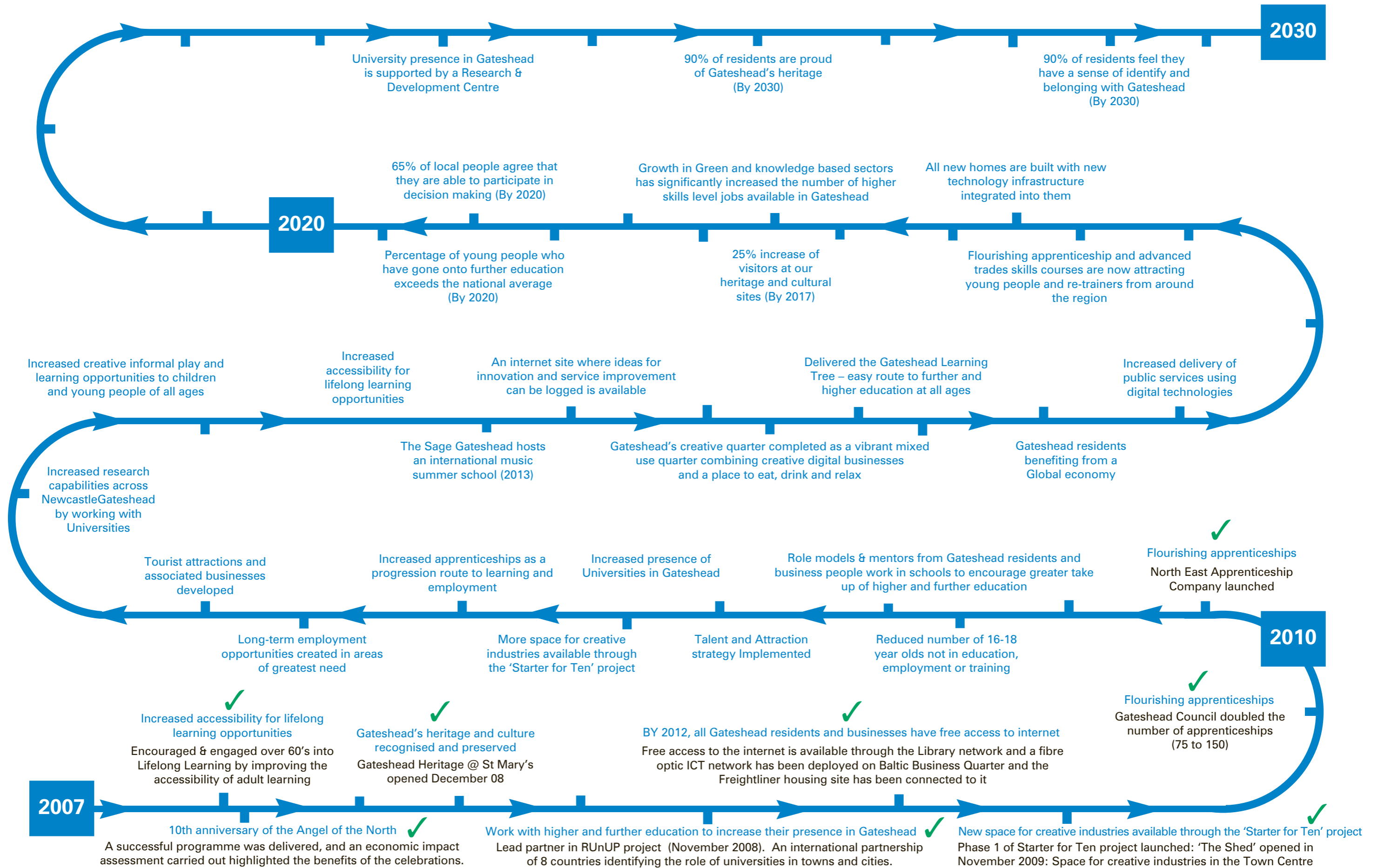
2020



- 65% of local people agree that they are able to participate in decision making (by 2030)
- Percentage of young people who have gone onto further education exceeds the national average (by 2030)
- Increased delivery of public services using digital technologies
- Tourist attractions and associated businesses developed
- All new homes are built with new technology infrastructure integrated into them
- Gateshead's creative quarter completed as a vibrant mixed use quarter combining creative digital businesses and a place to eat, drink and relax
- An internet site where ideas for innovation and service improvement can be logged is available
- Flourishing apprenticeship and advanced trades skills courses are now attracting young people and re-trainers from around the region
- Growth in Green and knowledge based sectors has significantly increased the number of higher skills level jobs available in Gateshead
- 25% increase of visitors at our heritage and cultural sites (on 2007 baseline) (By 2017)
- Delivered the Gateshead Learning Tree – an easy route to further and higher education at all ages
- Gateshead residents benefiting from a global economy
- Increased accessibility for lifelong learning opportunities
- The Sage Gateshead hosts an international music summer school
- More space for creative industries available through the 'Starter for Ten' project
- Reduced number of 16-18 year olds not in education, employment or training
- Long-term employment opportunities created in areas of greatest need
- Increase creative informal play and learning opportunities to children and young people of all ages
- Increased apprenticeships as a progression route to learning and employment
- Role models and mentors from Gateshead residents and business people work in schools to encourage greater take up of higher and further education
- Talent and Attraction Strategy implemented
- Increased presence of Universities in Gateshead
- North East Apprenticeship Company launched

2010

Pathway to achieving Vision 2030 Creative Gateshead



Sustainable Gateshead



'Ensure a sound future for Gateshead including economic prosperity, improving and protecting our local environment'.

Outcomes

- Economic performance exceeding national average
- Improved and protected our local environment so that Gateshead is the best place to live and work
- Wide variety of attractive housing supporting sustainable and cohesive communities
- Affordable transport options across Gateshead for work and leisure
- Borough where the choice to be environmentally sustainable for residents and businesses is easy
- Third sector business (social and community) enterprise exist within local neighbourhoods

What we have achieved

- Supported residents and businesses to increase the amount of waste recycled to 28%, compared to 22% in 2006/07, and just 1% 20 years ago
- Reduced crime rates every year since 2002 and reduced anti-social behaviour by 17% between 2006 and 2008
- Hosted UP2U – where local people decided which environmental projects should be funded in Wrekenton. Eight community projects shared a total of £20,000
- Acted as the national focal point for 'Earth Hour' as the UK turned off its lights to signal commitment to halting climate change
- Improved open spaces - for example by launching a hanging basket scheme in all four central wards through nine Neighbourhood Pride schemes
- Completed the first Eco Excellent rated homes on the Boklok development in Felling
- Opened new Children's Centres at Barley Mow, Chowdene, Fell Dyke with a further one due to be opened at Greenside. The new Teams Children and Young Person's Complex offers a range of accessible family services for local people
- Successfully re-introduced the Red Kite to the Derwent Valley
- Delivered a mobile youth offer in the West and South neighbourhood area

Agreed Priorities 2010-13

- Improve access to more sustainable forms of transport and increase its use (including the use of green vehicles) and prioritise the needs of pedestrians, including those with disabilities
- Increase the amount we recycle
- Secure investment and job creation in priority areas, 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

Pathway to achieving Vision 2030

2030

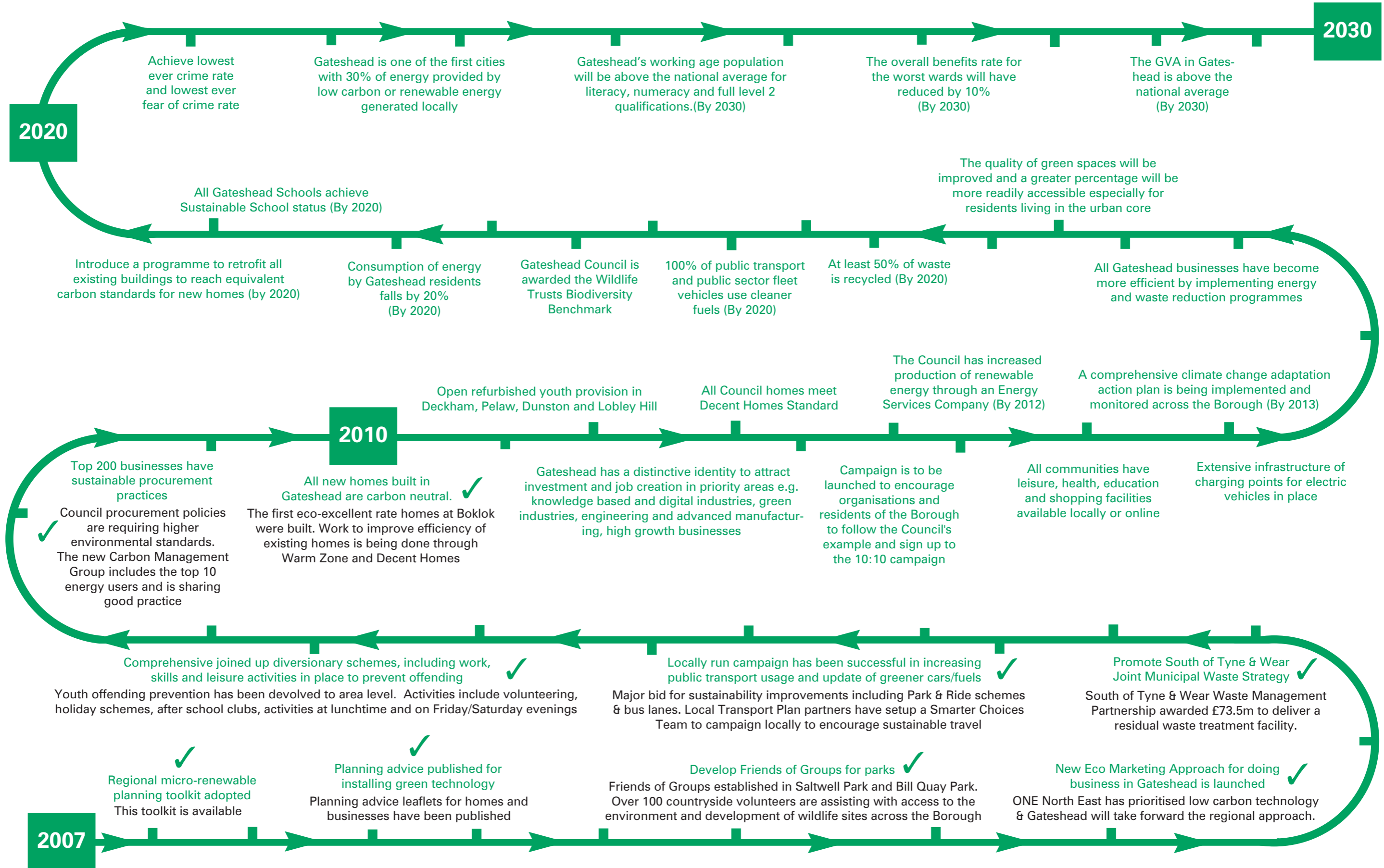
- The Gross Value Added in Gateshead is above the national average (By 2030)
- The overall benefits rate for the worst wards will have reduced by 10% (By 2030)
- Gateshead's working age population will be above the national average for literacy, numeracy and full level 2 qualifications (By 2030)
- Gateshead is one of the first cities with 30% of energy provided by low carbon or renewable energy generated locally
- Achieve lowest ever crime rate and lowest ever fear of crime rate

2020

- 100% of public transport and public sector fleet vehicles use cleaner fuels (By 2020)
- At least 50% of waste is recycled (By 2020)
- Consumption of energy by Gateshead residents falls by 20% (By 2020)
- All Gateshead schools achieve 'Sustainable School' status (By 2020)
- Gateshead Council is awarded the Wildlife Trusts Biodiversity Benchmark
- The quality of green spaces is improved and a greater percentage is more readily accessible especially for residents living in the urban core
- All Gateshead businesses have become more efficient by implementing energy and waste reduction programmes
- Extensive infrastructure of charging points for electric vehicles in place
- A comprehensive climate change adaptation action plan is being implemented and monitored across the Borough (By 2013)
- All communities have leisure, health, education and shopping facilities available locally or online
- The Council has increased production of renewable energy through an Energy Services Company (By 2012)
- All Council homes meet Decent Homes Standard
- Campaign is launched to encourage organisations and residents of the Borough to follow the Council's example and sign up to the 10:10 campaign. A national campaign for organisations, individuals and groups to sign up to reduce their carbon by 10% in 2010
- Gateshead has a distinctive identity to attract investment and job creation in priority areas e.g. knowledge based and digital industries, green industries, engineering and advanced manufacturing, high growth businesses
- All new homes built in Gateshead are carbon neutral and introduce a programme to retrofit all existing buildings to reach equivalent carbon standards for by 2020
- Refurbished youth provision in Deckham, Pelaw, Dunston and Lobley Hill opened

2010

Pathway to achieving Vision 2030 Sustainable Gateshead



Active and Healthy Gateshead



'Create the healthiest communities in the country'.

Outcomes

- Gateshead residents have the longest and healthiest lives in England
- All residents have a positive attitude to physical activity and incorporate it into their daily lives
- Vulnerable and older residents lead fulfilling lives with support of their choice
- Gateshead recognised as a healthy community in which to live
- People have the opportunities to make positive lifestyle choices across all of Gateshead to improve their physical and mental health
- The unacceptable health and inequality gaps across the Borough and with England have been eradicated (particularly in relation to life expectancy)
- Gateshead residents have improved mental health and emotional wellbeing

What we have achieved

- Helped residents to live longer and healthier lives, as mortality rates continue to improve (at all ages and from all causes)
- Significantly reduced the number of early deaths from heart disease and stroke, and reduced early deaths from cancer at a faster rate than the national average
- Reduced the number of women smoking during pregnancy
- Introduced free swimming for people aged 17 and under and 60 plus in Council leisure centres. This has led to an 32,000 additional attendances during the first three months of the scheme, compared to the same period the previous year
- Employed health trainers and child health inequality workers to work with over 8,300 people in Gateshead to improve mental and physical wellbeing
- Hosted a family playday in Saltwell Park, attended by over 3,000 people
- Revitalised Wood Gate Park in partnership with local residents offering a much needed new play facility for the families of Pelaw and the surrounding areas
- Reopened Birtley Leisure Centre in 2009 after a £1.6 million investment, which has led to 25,000 additional annual attendances
- In consultation with local people, began the development of a new pool and NHS Primary Care Centre in Blaydon
- We have safeguarded 878 children and adults, provided support services to 1,131 women who suffered abuse and worked to prevent young people and adults becoming involved in offending (2007 to 2009)
- Commissioned substance misuse and alcohol services into neighbourhood areas, working alongside integrated children's services teams

Agreed Priorities 2010-13

- Ensure residents are involved in healthy initiatives and benefit from the best possible facilities
- Safeguard children and vulnerable adults
- Promote active and healthy lifestyles, including in schools
- Ensure easy access to 'local' leisure facilities by foot or bus
- Provide 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

Pathway to achieving Vision 2030

2030



- Gateshead top of life expectancy table and life expectancy gap across Gateshead addressed
- Lowest obesity rate in the UK
- Excess winter deaths in Gateshead eliminated (by 2030)
- Gateshead leads on aspiration to hold a future Special Olympics of Great Britain event at various venues across the NE region
- All residents who experience mental health problems or emotional distress have access to a range of interventions
- Gateshead has lowest rate of people unable to work due to ill health in England
- 50% reduction in the number of children requiring child protection plans for neglect (by 2025)
- Cleaner, greener Gateshead encourages people to be more active
- By 2025 we have achieved equality for disabled people
- Most residents satisfied with health and support services
- Most children who live less than 2 miles from school, walk to school
- Death rates from cancers and circulatory diseases in Gateshead amongst lowest 10% in the country (by 2025)
- 75% of Gateshead residents eat 5 portions of fruit and vegetables each day
- An overall reduction in the percentage of residents drinking alcohol in excess of recommended levels is secured (By 2021)

2020



- Gateshead has the lowest teenage pregnancy rate (5 year rolling average) in England (by 2020)
- Gateshead is amongst those areas with the 10% lowest smoking rates in England (by 2020)
- All people are engaged in regular physical or leisure activities
- Comprehensive integrated network of cycle routes (by 2020)
- 25% reduction in the number of children requiring child protection plans for neglect (by 2018)
- 100% coverage across Gateshead of Community hubs – community, health and activity centres
- 100% of schools have achieved enhanced healthy school award outcomes (by 2015)
- Increased range of choice in physical activity in schools, a minimum of 6 are non-standard
- Illegal tobacco selling no longer an issue in Gateshead (by 2015)
- The female smoking rate for Gateshead is the same as England average (by 2015)
- Smoking 'quit' rates in Gateshead are amongst the top 10% in England
- Infant mortality - Gateshead amongst the best 10% performing areas (over 5 year rolling average) (by 2015)
- Screening take-up for breast, cervical and bowel cancer in Gateshead amongst the top 10% in the country (by 2015)
- Excess winter deaths in Gateshead have reduced to 80 (by 2015)

Pathway to achieving Vision 2030

2020

- Gateshead Health Trainer Champion programme implemented, recruiting 90 volunteers (by 2013) (30 annually)
- 15 family based leisure activities taking place each week across the Borough (by 2013)
- 360 front line staff trained annually to provide Stop Smoking Brief Intervention Advice (by 2013)
- The Disability Sport Championship Legacy event of the UK School Games is established as an annual event in the Borough (by 2013)
- A community allotment/garden in each neighbourhood management area in conjunction with local community (incorporating disabled access) (by 2013)
- Design Awards to encourage best design of healthy environments (2011), Good Design embedded within planning system documentation and Streetscape Design guidance produced (2013)
- Green Infrastructure Strategy developed to underpin health creating environments (2012)
- Robust pathways are in place to support families where domestic violence has been identified as an issue (by 2012)
- 5% reallocation of resources from acute care to prevention/community care
- Public transport system 'fit for purpose' to meet needs of all users
- Asset Based community development piloted in 5 neighbourhood management areas with Active & Healthy focus
- Council has achieved Silver level and Gold level of NE Better Health at Work Award in 2010 and 2011 respectively
- Alcohol, Obesity and Sport & Physical Activity Strategies and Smoke Free Gateshead Emotional Health & Well Being Action Plans implemented
- 'Every contact is a health improvement contact' capacity building rolled-out across GSP partners
- 15,000 Gateshead residents will have accessed the 'Gateway to a Healthier Lifestyle' programme (by 2013)
- 50% of residents between ages 40 – 74 access health checks by 2012/13 (in order to identify risk of heart disease, stroke, diabetes and chronic kidney disease)
- 'Traffic light' system developed by Council in-house catering services to graphically illustrate healthy menu options (by 2012) and rolled out to GSP partners
- Outcomes of health inequalities pilot projects rolled out to a further 5 communities across Gateshead (by 2012)
- Every resident has easy access to cardiac rehabilitation services irrespective of where you live in Gateshead
- 10 physical activity group sessions are available each week for the children's 'Balance It' programme (by 2012)
- By the end of academic years 2010-11 and 2012/13, 40% and 60% of young people respectively take part in five hours a week PE and sport (three hours for 16-19 year olds)
- 150th anniversary of Blaydon Races

2020

Pathway to achieving Vision 2030

2020

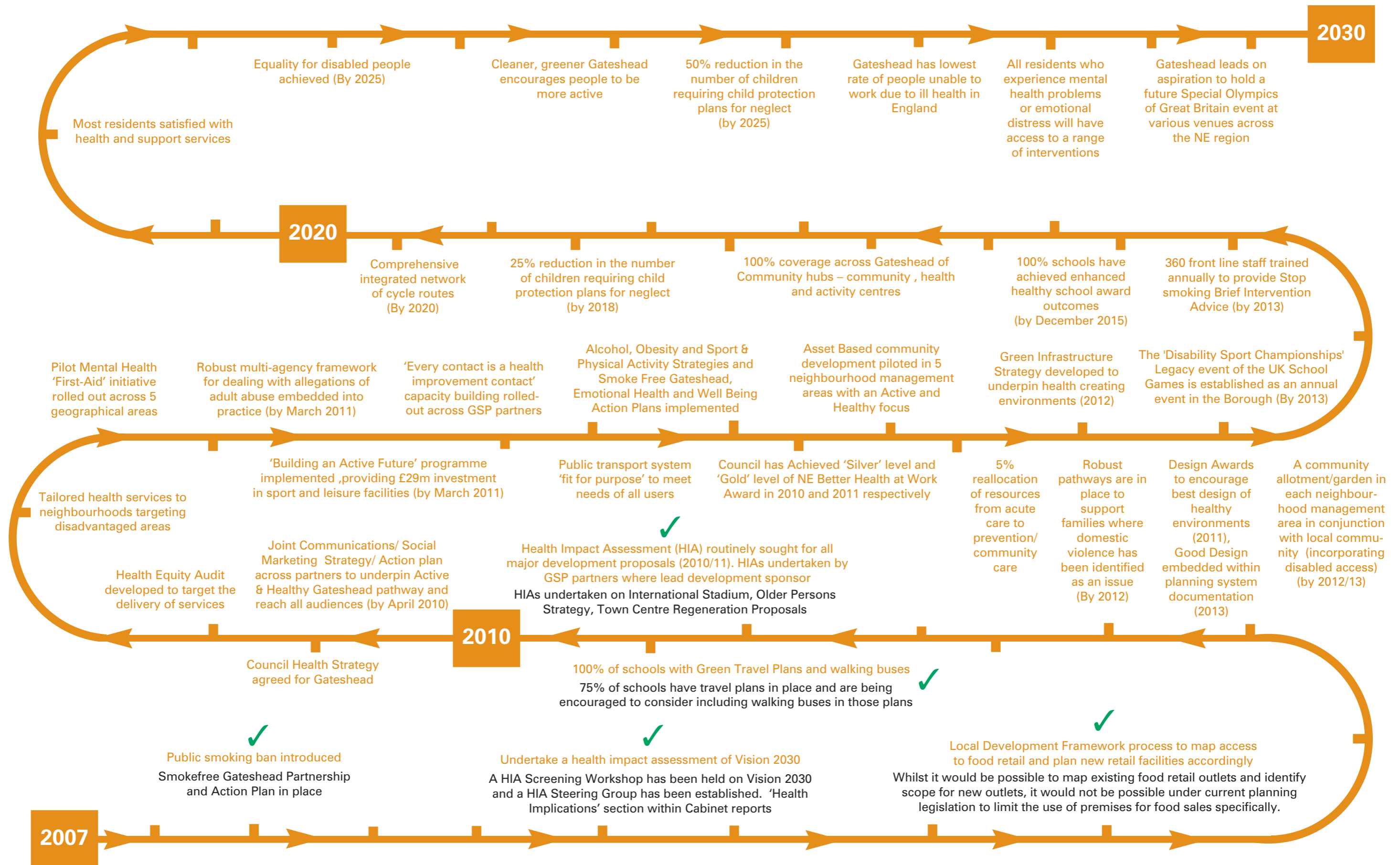
- All people have access to '7 steps to healthy eating'
- Completion of Gateshead International Stadium
- Teenage pregnancies - Gateshead amongst the best 10% performing areas (over 5 year rolling average). Comprehensive sex and relationships education programme within school curriculum (by 2012)
- 'Building an Active Future' programme implemented providing £29m investment in sport and leisure facilities (by March 2011)
- Robust multi-agency framework for dealing with allegations of adult abuse embedded into practice (by March 2011)
- Pilot Mental Health 'First-Aid' initiative rolled out across 5 geographical areas
- Campaigns to promote volunteering highlight health and well-being benefits launched
- Regional campaign against illicit tobacco commences in 2010
- Health Trainers available to all who want to improve their health
- Major health education programme in schools and community hubs launched – 'Your Health, Your Life'
- Health Equity Audit developed to target the delivery of services
- Council Health Strategy agreed for Gateshead
- Tailored health services to neighbourhoods targeting disadvantaged areas
- Joint Communications/ Social Marketing Strategy/ Action plan across partners to underpin Active & Healthy Gateshead pathway and reach all audiences (April 2010)

2010

Pathway to achieving Vision 2030

Active and Healthy Gateshead

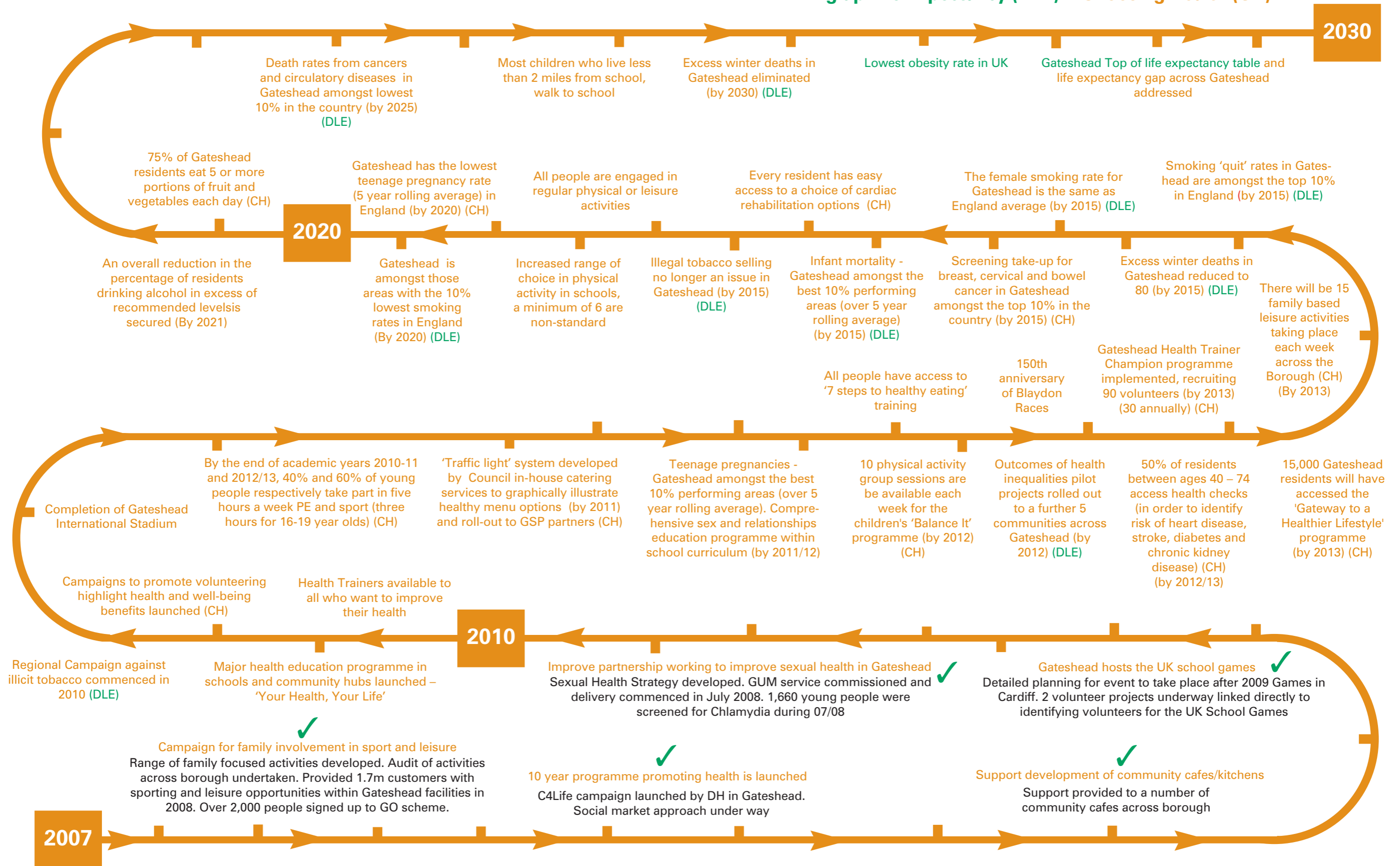
Investment in Health



Pathway to achieving Vision 2030

Active and Healthy Gateshead

Driving up Life Expectancy (DLE) & Choosing Health (CH)



Gateshead Volunteers



'Enable everyone to make a recognised contribution to their community and become the volunteering capital of the UK'.

Outcomes

- The third sector thrives within Gateshead
- Vibrant, sustainable communities through a culture of supporting community and voluntary sector organisations in the delivery of local services
- Volunteering recognised as important in career development
- Volunteering frameworks that help volunteers develop their skills
- Gateshead known as a national leader in promoting and supporting volunteering
- Social responsibility is achieved through local businesses participating in supporting volunteers

What we have achieved:

- Increased voluntary activity by 2% from 16% to 18%
- Developed a broad programme of activities to promote and celebrate volunteering opportunities as part of Gateshead's 2008 Year of the Volunteer. This resulted in 255 additional volunteers
- Recognised the work and contribution of our biggest volunteer group – School Governors
- Led a regional volunteering pilot in sport and leisure
- Supported the voluntary group, Birtley Community Partnership, to attract investment to open a Community Hub in Birtley, which will provide a base for the Police and other services including Citizen's Advice, training courses and a community café
- Developed an adult/child volunteer mentoring programme involving over 30 volunteers
- Supported Edbert's House, a community charity, to develop a disused building in High Lanes, Heworth with over 1,500 hours of local volunteering
- Improved the park in Swalwell through the efforts of local people working together
- Worked with voluntary organisations in Highfield, enabling people to take part in community activities to improve health
- Achieved Investors in Volunteers status for the Council's countryside programme
- Supported 30 young volunteers to work in children's services through the V Volunteers programme

Agreed Priorities 2010-13

- Empower 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 communities
- Ensure an effective infrastructure is in place to support people who want to volunteer and organisations in need of volunteers
- Improve 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

Pathway to achieving Vision 2030

2030

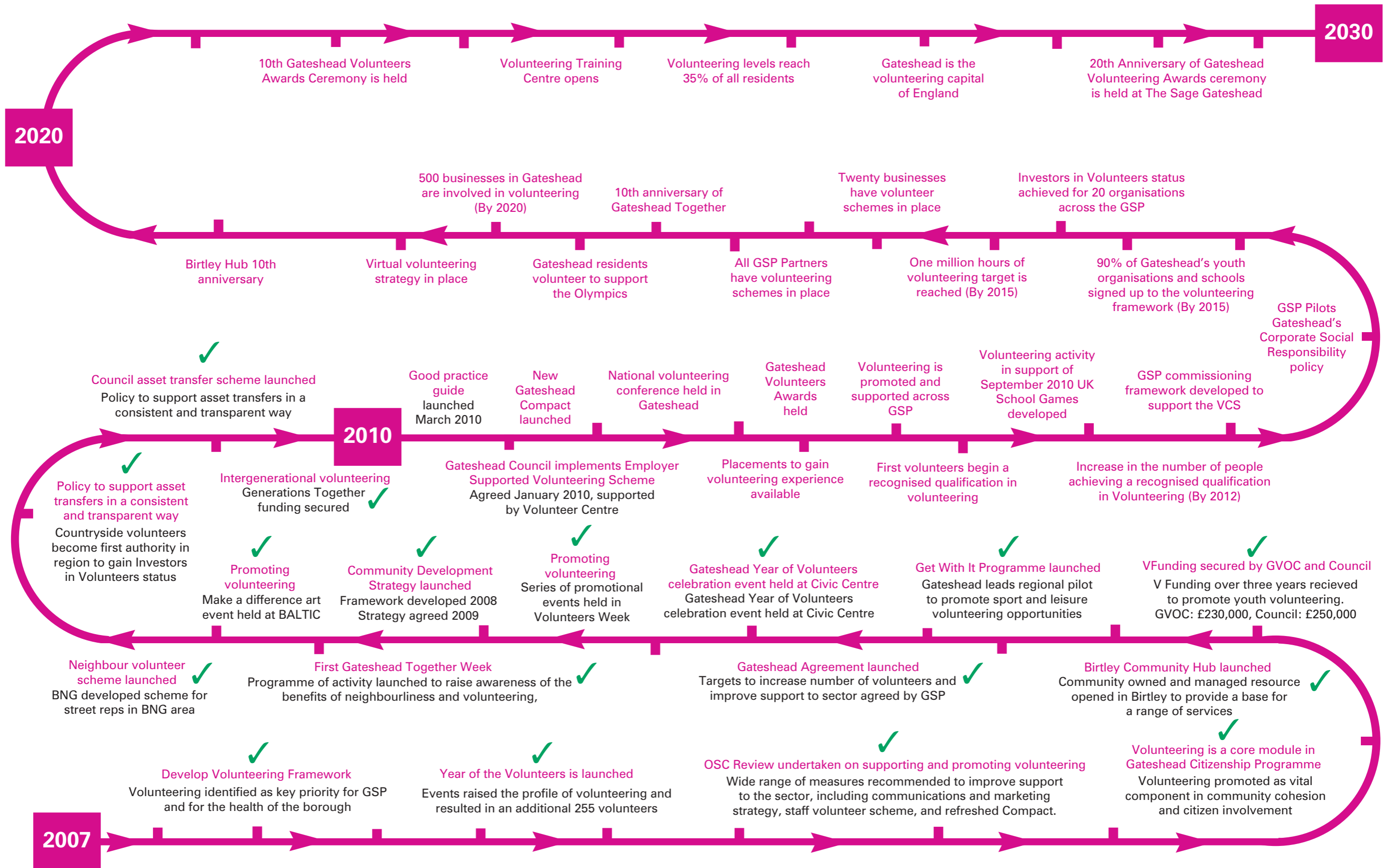
- 20th Anniversary of Gateshead Volunteering Awards ceremony is held at The Sage Gateshead
- Gateshead is the volunteering capital of England
- Volunteering Training Centre opens
- 10th Gateshead Volunteers Awards Ceremony is held
- Volunteering levels reach 35% of all residents

2020

- 500 businesses in Gateshead are involved in volunteering (By 2020)
- Birtley Hub 10th Anniversary
- 10th anniversary event of Gateshead Together
- Virtual volunteering strategy in place
- Twenty businesses have volunteer schemes in place
- All GSP partners have volunteering schemes in place
- 90% of Gateshead's youth organisations and schools signed up to the volunteering framework (By 2015)
- By 2015, one million hours of volunteering target is reached
- Investors in Volunteers status achieved for 20 organisations across the GSP
- GSP pilots Gateshead's Corporate Social Responsibility Policy
- GSP commissioning framework developed to support the Voluntary Community Sector
- Increase the number of people achieving a recognised qualification in Volunteering (By 2012)
- Gateshead residents volunteer to support the Olympics
- Volunteering is promoted and supported across GSP
- First volunteers begin Gateshead qualification in volunteering
- Volunteering activity in support of September 2010 UK School Games developed
- Gateshead Volunteers Awards
- Placements to gain volunteering experience available
- National volunteering conference held in Gateshead
- New Gateshead Compact launched
- Gateshead Council implements Employer Supported Volunteering Scheme
- Good practice guide launched

2010

Pathway to achieving Vision 2030 Gateshead Volunteers





Development Framework of Vision 2030

To realise the aspirations in this strategy we must continue to create the sort of environment in which our ambitions can be realised.

An economic masterplan (the 1Plan) has been produced by 1NG on behalf of Gateshead and Newcastle Councils to consider how Gateshead will earn its living in the future. This plan and a number of other studies will inform the NewcastleGateshead Core Strategy. The Core Strategy will form the delivery plan for those elements of development and infrastructure that are required to meet the milestones in Vision 2030.

Gateshead will support and promote development activity which:

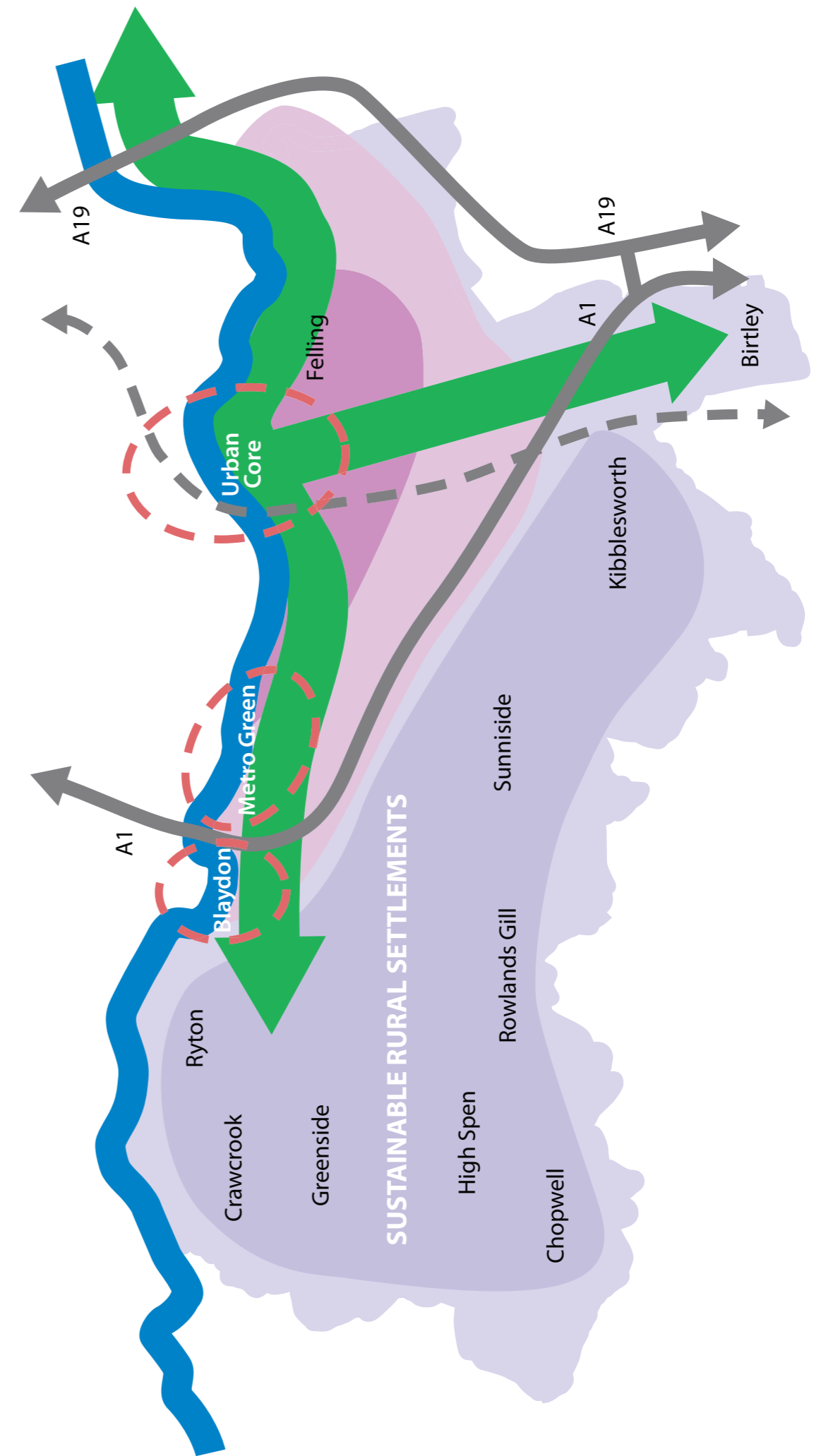
- Regenerates the urban core and facilitates high quality 21st century living
- Sustains and improves the economy and housing
- Secures high value jobs in our business quarters
- Strengthens the sustainability of rural settlements, district and town centres and facilitates the development of new sustainable communities
- Protects our valued rural landscapes whilst maximising their economic potential
- Champions good design, valuing innovation and protecting our heritage
- Actively promotes health and well being
- Provides an integrated public transport, cycle and pedestrian network and an approach that relieves already congested areas
- Addresses climate change and sustainability

Specific areas identified for development include:

- The urban core – creating a vibrant town centre fit for the future with affordable urban living and family housing and an urban core that supports a growing economy
- Blaydon – the hub of the West – a distinctive town centre serving the West of the Borough
- Birtley and Kibblesworth – hub of the South – a regenerated town centre to serve the local area
- Felling – a local centre for the East
- Metro Centre and Metro Green – a sustainable mixed use area
- West Gateshead – clusters of sustainable development

The maps that follow set out the broad character areas of the Borough and urban core as well as the main areas for development.

Development Framework of Vision 2030



Proposed Urban Core Areas



Artist's impression of Gateshead in 2030





Gateshead Strategic Partnership - Delivering the Vision



Our vision for Neighbourhoods

Partner organisations within the GSP have sought to continuously improve the responsiveness of its services and to provide opportunities to engage with local people to identify local needs and issues.

The following principles have been adopted as the basis for delivering the area, ward and neighbourhood agenda:

- 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

In order to deliver this vision several initiatives are now in place.

Area Forums have been established in each of the five Neighbourhood Management Areas within the borough - namely Central, East, Inner West, South and West.

Area Forums provide an opportunity for the Council and its partners to work together with the aim of:

- securing improved delivery of services that are responsive to the needs of each area and neighbourhood
- coordinating issues common to many or all of the neighbourhoods in the area

In order to tackle the issues raised by residents each year Area Forums identify a small number of priority issues, along with a specific neighbourhood or cluster of neighbourhoods for targeted intervention.

Community Development Strategy

In order to support local people to make a real difference in their community Gateshead Strategic Partnership has agreed a Community Development Strategy called 'Nothing about the community without the community'.

The strategy sets out our vision and values and aims to provide a unified approach to working with the communities of Gateshead. Community involvement, engagement and development underpins everything we want to achieve and we want to work with our communities to improve the public services on offer as well as supporting communities to deliver services themselves – if there is a desire to do so.

Gateshead Strategic Partnership – Delivering the Vision

History

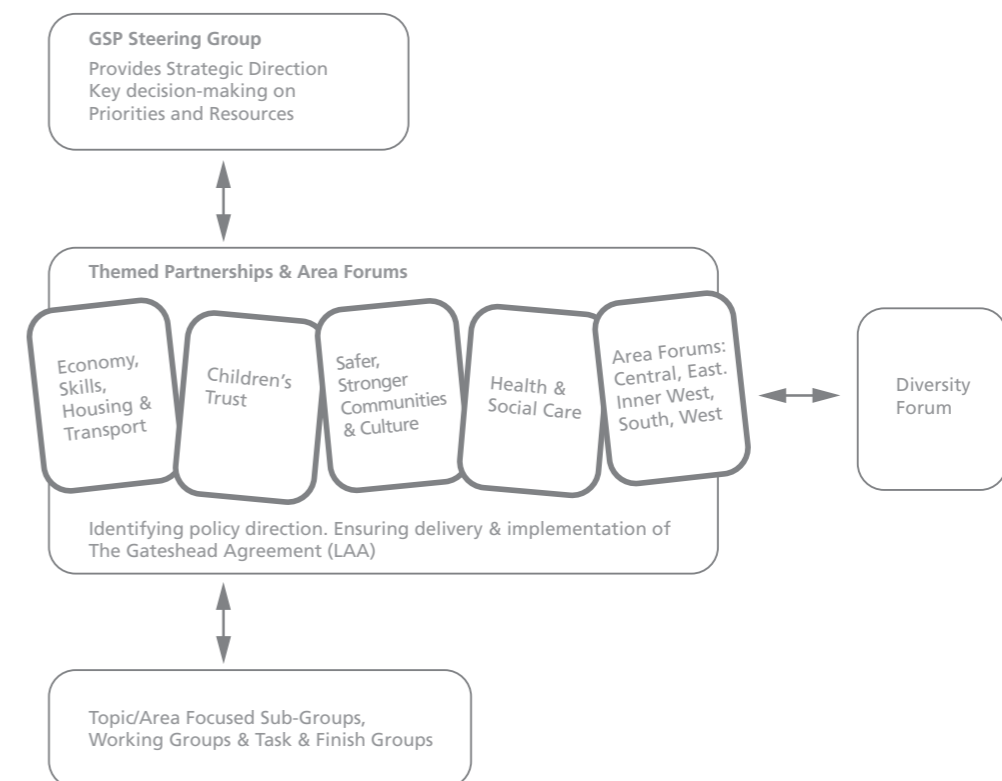
In 1999 Gateshead Council invited a large number of agencies and organisations working within Gateshead to join a Local Strategic Partnership with the aim of developing and co-ordinating the large amount of partnership working taking place in the Borough. The development of a Community Strategy was a key role for this group and the first Community Strategy for Gateshead was published in 2001.

The membership role of the Partnership is wide, incorporating:

- Local people and community partnerships and networks
- Voluntary groups and special interest groups
- Statutory agencies
- Business community

The Shape and Structure of Gateshead Strategic Partnership

The Partnership has continued to deepen and broaden its remit and its impact. The structure is:





Gateshead Agreement

The Gateshead Agreement is Gateshead's Local Area Agreement (LAA). This sets out Gateshead Strategic Partnership's priorities for the three year period 2008 to 2011, to help deliver Vision 2030. Progress against these priorities is monitored through 49 performance measures - 45 from the National Indicator set and 4 local indicators. The Gateshead Agreement will be reviewed in 2011.

The priorities in the Gateshead Agreement fall within the following four themes:

Children and Young People

Our approach is preventative to help our children and young people have the best start in life and ensuring they are engaged in 'positive activities' with education, training or employment and that they are protecting their health as they move into adulthood.

Economy, Housing, Transport and Skills

Gateshead requires a strong economy which relies on enabling conditions that result in a growing business base and a skilled workforce. Accessibility and connectivity are also a focus of this theme.

Safer, Stronger Communities and Culture

A high quality of life for residents is essential to retain and attract people to live, work and visit Gateshead. A supply of affordable housing which meets people's aspirations in well maintained neighbourhoods that are attractive to live in. We are also tackling climate change by improving the way we use resources, becoming more efficient and reducing carbon emissions.

Healthier Communities and Older People

The priority is to improve the health of well being of Gateshead residents by reducing the all age, all cause mortality rate, improving mental health and addressing obesity and alcohol misuse.

Performance Management

We review delivery and progress annually as well as reviewing Vision 2030 every three years to make sure we are meeting the needs and aspirations of our communities. The Pathway which includes milestones to help us achieve Vision 2030 will be updated and amended accordingly.

Progress is monitored on a six monthly basis against the milestones for each Big Idea and the 49 performance measures detailed in the Gateshead Agreement. Progress reports are scrutinised by the Gateshead Strategic Partnership, Themed Partnerships and the Council's Overview and Scrutiny Committees.

