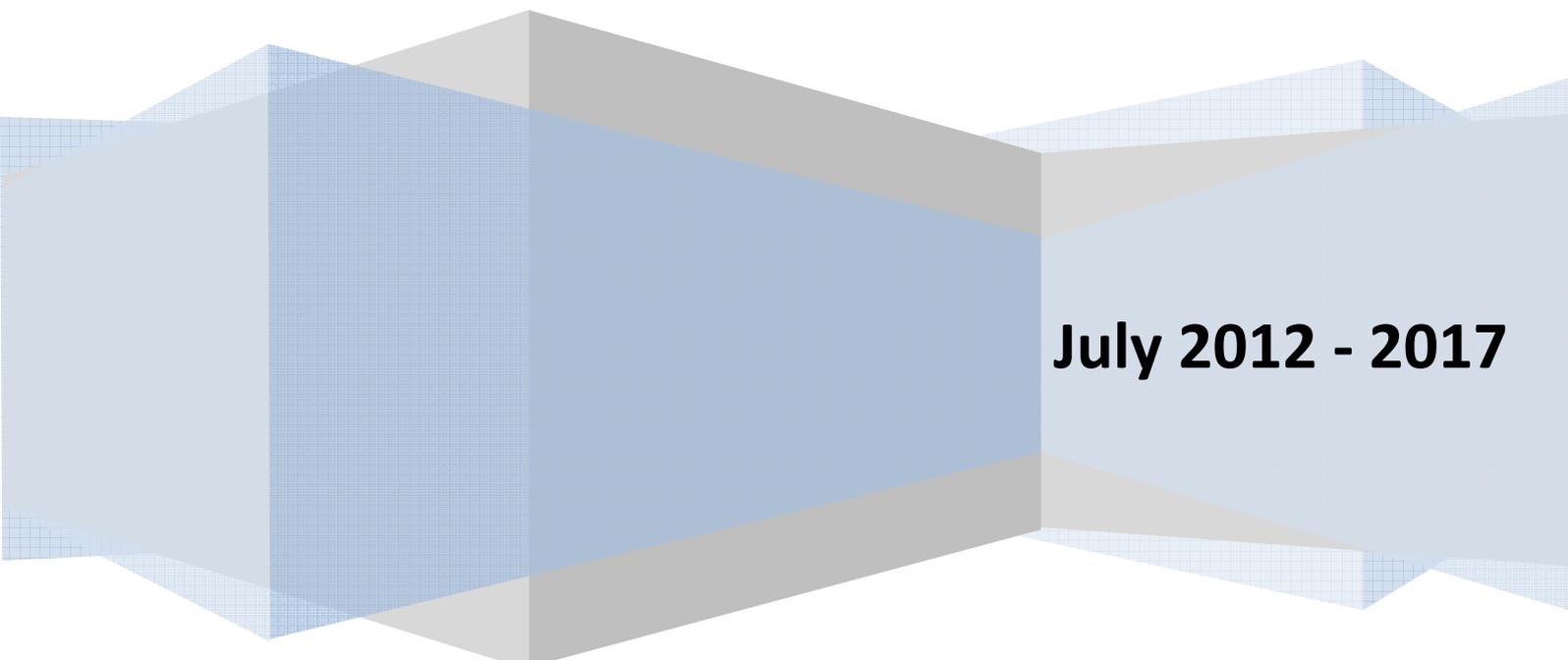


Gateshead Strategic Needs Assessment

Produced by Gateshead Council

Chief Executive's Department



July 2012 - 2017

Gateshead Strategic Needs Assessment 2012 - 2017

Contents:

Page	Title
3	Executive Summary
4	What is a Strategic Needs Assessment?
6	Appendix 1: Strategic Needs Assessment Development Structure
7	Appendix 2: Full Gateshead Strategic Needs Assessment

Executive Summary

Emerging Priorities - What is the SNA telling us?

The full Assessment can be found at Appendix 2, including an assessment of the intelligence, evidence, experience and analysis. The priorities identified through the Assessment, which include the Council's Equalities Objectives, are set out below.

SNA Priorities	
People: <ul style="list-style-type: none">• Financial exclusion• Child poverty• Low skills levels and low wage economy• Inequality in educational achievement• Need stronger and independent communities• Health inequalities - need to add years to life and enhance quality of life• High levels of need for care and support amongst some older and vulnerable people• Need to safeguard children, young people, older and vulnerable people	Place: <ul style="list-style-type: none">• Need a broader business base• Underperformance in Rural Economy• Housing need and lack of competitiveness• Low levels of energy efficient homes• Reducing carbon emissions and becoming more sustainable• Connectivity is poor – more affordable and sustainable transport; high speed broadband• Need better quality environments• Need better quality open and green spaces
Equality Objectives: <ul style="list-style-type: none">• Diversity and equality within the workforce• Narrow the attainment gap of vulnerable young people• Support more people into employment to improve economic, digital and financial inclusion• Improve activity to safeguard vulnerable adults and raising awareness of hate crime and domestic violence• Deliver targeted support to carers – BME carers, LGBT carers, young people who are carers and carers within the Jewish community• Improve take up of social care and health support amongst BME communities• Promote positive emotional and mental health amongst school age population	

Moving forward - Corporate Plan and performance management

The main role of the Assessment is to inform future policy and priorities. The emerging needs have therefore been used to develop the new Corporate Plan for the Council and beyond this, the management of performance and the development of Strategic Indicators. This is the first time that an assessment of need on a wider scale has been undertaken. The approach will be developed further including:

- greater involvement of partners, particularly making use of intelligence held by partner organisations which can provide a rich source of intelligence in specific areas where the Council may have gaps
- development of an e-intelligence platform which will bring together data and intelligence in an accessible way
- identifying an appropriate approach and timescales for review
- developing appropriate governance arrangements that make the best use of resources, and ensure accountability and join up across partner organisations

What is a Strategic Needs Assessment?

The purpose of the Gateshead Strategic Needs Assessment is to provide an evidence base of the key socio-economic needs in the Borough. It is used to inform policy and resource delivery, specifically informing the Council's Corporate Plan and potentially Vision 2030.

Within Gateshead a number of assessments are already undertaken. These are based on a range of data, intelligence and analysis including customer insight, views of local people and councillors, socio-economic and demographic data. Collectively the intelligence and assessments form the building blocks of the Assessment (see appendix 1) and build a more strategic picture of need, along with evidence about what works.

These include:

- Health and Social Care Assessment
- Local Economic Assessment
- Safer Gateshead Strategic Assessment
- Children Gateshead including Child Poverty
- Environmental assessments and intelligence including: Local Development Framework and Core Strategy; Environmental sustainability including - Green Infrastructure Study; climate change; Strategic Housing Market Assessment; Neighbourhood Assessment; Transport assessment
- Assessment of cross cutting issues e.g. welfare reform; ageing population etc
- Other intelligence e.g. local/ area knowledge; data, research etc

The Equality Duty and the Strategic Needs Assessment

The Equality Act 2010 requires the Council to comply with the Equality Duty, which came into force in April 2011. The General Duty requires the Council to have due regard to the need to Eliminate unlawful discrimination, harassment and victimisation; Advance equality of opportunity and; Foster good relations. The Specific Duties require the Council to publish and prepare objectives it considers necessary to further any of the aims of the General Duty.

The Council published draft equality objectives in April. An assessment of equality needs was incorporated into the Strategic Needs Assessment approach to ensure that issues were considered together, rather than separately. The Assessment therefore includes the Council's Equality Objectives for 2012-13, which set out further work the Council has assessed it should undertake to meet its legal and moral obligations. The priorities identified through the Assessment, which include the Equality Objectives for the Council, are set out in the Executive Summary of this document.

Linking to the Joint Strategic Needs Assessment

Local authorities and the NHS are under a statutory duty to produce a Joint Strategic Needs Assessment (JSNA). Public health transition work undertaken by the Council and the PCT identified the need to align existing needs assessments to the JSNA to maximise its use and impact.

JSNA work had begun to develop links across other assessments through consideration of wider determinants of health e.g. economy, education and community safety. It was recognised, however, that there are other key areas that combined with the JSNA, would provide a more robust picture for Gateshead in the form of the Strategic Needs Assessment. The Strategic Needs Assessment incorporating the JSNA will fulfil the requirements of the authorisation process for the Clinical Commissioning Group in October 2012.

Developing the Strategic Needs Assessment – Approach and methodology

The following principles underpin the approach adopted:

- To improve the analysis and interpretation of data and information.
- To streamline and align intelligence from thematic needs assessments to provide a more complete view of key needs and challenges, together with evidence about how best to address these needs.
- To have a key role in informing the refresh of the Corporate Plan as an integral part of the policy, planning and improvement framework.
- To help to identify commissioning priorities and resource allocation.
- The Joint Strategic Needs Assessment represents one of the main building blocks that underpin the Strategic Needs Assessment.
- Priorities will be clearly evidenced through a robust assessment process linking across all thematic areas.

The methodology employed is based on a vigorous approach developed by Sir Muir Gray, Chief Knowledge Officer to the NHS, and used in previous approaches to the Joint Strategic Needs Assessment. This has enabled issues to be analysed in a vigorous and consistent manner:

- Intelligence (data)

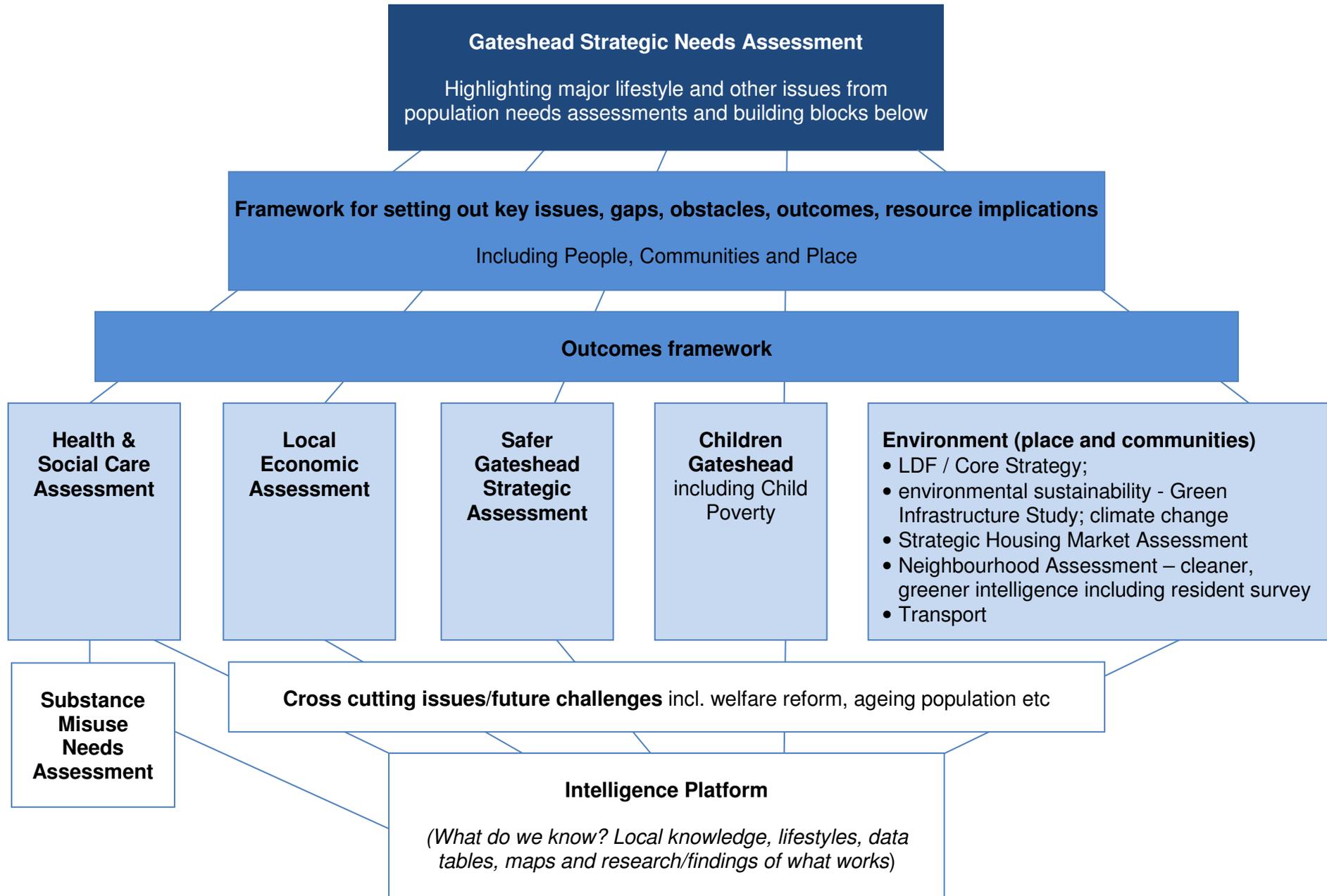
Intelligence gathering through the various needs assessments formed a crucial part of the development of the Strategic Needs Assessment. This has included developing the intelligence platform, undertaking a mapping exercise of existing needs assessments and understanding the different approaches being used.

- Analysis and evidence (research)

The key findings were analysed using a common approach which also considered evidence of what works in tackling the issues identified. Effective interventions for improvement in order to achieve outcomes featured as a key part of the assessment process. This builds on the approach and methodology that has been used successfully for the Joint Strategic Needs Assessment in previous years.

- Experience (of professionals, practitioners, managers and communities)

The draft Strategic Needs Assessment was discussed at a workshop which was attended by over 50 representatives from Gateshead Council, the Primary Care Trust, and GVOG Chief Officers Group. Attendees debated and challenged the draft findings. These were then used to refine the list of needs.



Key Issue 1: Commissioning services for adults to increase life expectancy

Outcome We Are Aiming To Achieve (where do we want to be?): Gateshead’s residents can expect to live to the same age as people in the rest of the country - Vision 2030, Active and Healthy Big idea improve opportunities for an ageing population to support vitality and well-being;

Why is this important? (Including impact on wider thematic areas such as health)	Where are we now and where would we be if no action was taken?	How does this impact on inequalities and communities & neighbourhoods	Policy guidance and local views
<p>Cancer and cancer screening</p> <ul style="list-style-type: none"> ➢ One of major killers in the region ➢ Cancer mortality will be higher among population groups with lower uptake of health screening programmes. ➢ In medium to long term (10 to 20 years) hospital admissions will be reduced if uptake of cervical, breast and bowel cancer screening can be increased now. ➢ High cost to health service and social services and society <p>Respiratory disease</p> <ul style="list-style-type: none"> ➢ Gateshead 135 deaths a year (7% of all deaths). ➢ Only 30% of deaths occur under age 75. ➢ Nationally, 5% of hospital admissions are due to respiratory diseases ➢ Responsible for significant proportion of sickness absence. ➢ Air quality issues can also be a factor 	<p>Cancer and cancer screening</p> <ul style="list-style-type: none"> ➢ 30% of deaths are due to cancer (England 27%) ➢ Uptake of screening services among people with learning disability is lower than general uptake. ➢ Rate of early deaths (under 75 years) due to all cancers is falling both in Gateshead and England. ➢ Gap between Gateshead and England rates narrowed over past 10 years ➢ 28% of cancer deaths due to lung cancer (England 21%) ➢ Incidence likely to increase with knock-on effect of obesity ➢ Breast cancer – 45 deaths per year, higher than average mortality rate ➢ Oral cancer accounts for 4% of all UK cancer cases . <p>Respiratory disease</p> <ul style="list-style-type: none"> ➢ Over 5000 Gateshead people with COPD on GP registers (2.5% prevalence (England 1.6%)) ➢ Mortality rate is 1.5 times that of England as a whole. ➢ 13,500 people diagnosed with asthma - prevalence 6.6% (England 5.9%). Prevalence falling slowly, ➢ COPD prevalence falling slightly until 08/09 but is expected to rise by 2020 with 10,000 people affected. 	<p>Cancer and cancer screening</p> <ul style="list-style-type: none"> ➢ Travellers can be difficult to access for both screening and follow-up of abnormality ➢ Homeless people difficult to access for screening and follow-up ➢ Significant variation in deaths across the borough. ➢ Variation in screening uptake across the borough ➢ Cancer - More prevalent in lower socio-economic groups ➢ Oral cancer – highest incidence in vulnerable groups less likely to visit dentist <p>Respiratory disease</p> <ul style="list-style-type: none"> ➢ Variation across borough: 76 hospital admissions due to respiratory disease among the population of Whickham South and Sunniside (lowest among the 22 wards) compared to 254 among the population of Lobley Hill and Bensham 	<ul style="list-style-type: none"> ➢ Cancer screening inequalities emerged in health equity audit. ➢ Cancer a major concern of voluntary/ community sector ➢ Range of national cancer guidelines (Department of Health website) ➢ Range of national guidance (Department of Health website) ➢ <i>Integrated Strategic and Operational Plan</i> ➢ <i>Gateshead Director of Public Health Annual Report 2009</i> ➢ <i>Gateshead DPH report 2009/10</i> ➢ Respiratory conditions - One of the Health Inequalities National Support Team 8 priority interventions ➢ Specifically asked by NST to include excess winter deaths

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Why is this important? (Including impact on wider thematic areas such as health)	Where are we now and where would we be if no action was taken?	How does this impact on inequalities and communities & neighbourhoods	Policy guidance and local views
<p>Excess winter deaths</p> <ul style="list-style-type: none"> ➢ Fuel poverty and poor housing are linked to: <ul style="list-style-type: none"> • heart attacks, strokes, • respiratory conditions • mental problems. <p>Circulatory diseases and diabetes</p> <ul style="list-style-type: none"> ➢ Over a third of all Gateshead deaths are due to CHD, stroke or related diseases, so number of years of life lost is also high. ➢ 600 emergency and 300 planned hospital admissions each year in Gateshead due to CHD. ➢ Reduction in mortality/morbidity will have a positive effect on size of economically active population, a key issue for Gateshead, which will have a higher dependence ratio than England in future. ➢ Leg ulcers (especially common in diabetics) can be costly to treat if not identified early. 	<p>Excess winter deaths</p> <ul style="list-style-type: none"> ➢ 119 excess winter deaths 07/08, 103 in 08/09, 62 in 09/10 ➢ Problem likely to increase: <ul style="list-style-type: none"> • increases in fuel costs force more households into fuel poverty; • Rise in proportion of the population over 60 with biggest growth in those 80-84 and 90 and over – the biggest users of social care services. • Cutbacks in service provision/grants <p>Circulatory diseases and diabetes</p> <ul style="list-style-type: none"> ➢ 9,500 people in Gateshead currently diagnosed with CHD. ➢ Average prevalence \geq 4.6% Gateshead (Eng 3.4%). ➢ 4,400 people diagnosed as having had a stroke. Prevalence of stroke 2.2% in Gateshead (Eng 1.7%). ➢ 33,000 people in Gateshead on disease register for high blood pressure (rate 16%, Eng 13%). True rate could be nearly double this. ➢ Around 9,200 people diagnosed with diabetes ➢ Predicted prevalences in 2020: <ul style="list-style-type: none"> ○ CHD: 12,000 people ○ Stroke: 5,000 people ○ Diabetes: 15,000 people 	<p>Excess winter deaths</p> <ul style="list-style-type: none"> ➢ Worse in conditions of poverty and poor housing ➢ Significantly worse for disadvantaged groups: those in fuel poverty, many elderly and alone, often in old and poorly heated and damp homes. ➢ Housebound in particular suffer anxiety around paying fuel bills ➢ Significantly worse in central area, with much older housing stock <p>Circulatory diseases and diabetes</p> <ul style="list-style-type: none"> ➢ 19% of the life expectancy gap between Gateshead and England for males and 32% for females is a result of higher rates of mortality due to all circulatory disease. ➢ Prevalence of diagnosed CHD among GP Practice populations in Gateshead in 2010 varies from 3.0% to 7.0%. ➢ Delayed diagnosis for certain groups with access difficulties, e.g. learning disabled, travellers, homeless 	<ul style="list-style-type: none"> ➢ Tackling fuel poverty LAA NI 187 ➢ Excess winter deaths investigation ➢ Excess winter deaths - major concern of voluntary /community groups ➢ PCT Strategic Plan ➢ Circulatory disease picked up in 6 of the Health Inequalities National Support Team priority actions ➢ NHS Health Checks, Gateshead Action Plan (under development) ➢ Range of national heart disease guidelines etc (Department of Health website) ➢ <i>Strategy for improving oral health across NHS SoTW 2008-11</i> ➢ Range of local authority requirements around housing conditions ➢ <i>Gateshead Private Sector Housing Renewal strategy</i> ➢ Gateshead housing strategies

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Why is this important? (Including impact on wider thematic areas such as health)	Where are we now and where would we be if no action was taken?	How does this impact on inequalities and communities & neighbourhoods	Policy guidance and local views
<p>Falls in houses</p> <ul style="list-style-type: none"> ➤ High proportions of falls (stairs, baths , between levels) in elderly result in serious harm ➤ High costs to health services ➤ High costs to social services 	<p>Falls in houses</p> <ul style="list-style-type: none"> ➤ Nearly 1100 admissions to hospital following fall in 2008/09, people aged 65+ (rate 2710 per 100,000, England only 2130 per 100,000) 	<p>Falls in houses</p> <ul style="list-style-type: none"> ➤ Elderly are particularly vulnerable to falls ➤ Those living in older housing stock are exposed to greater risks of falling and greater likelihood of more severe outcomes 	

Effective Interventions
<p>Cancer and cancer screening</p> <ul style="list-style-type: none"> ➤ <i>Person-centred Health Action Planning at the following life stages: transition from secondary education with a process for ongoing referral; Leaving home to move into residential service; Moving home from one provider to another; Moving to an out of area placement; Changes in health status, e.g. period of out-patient or in-patient care; On retirement; When planning transition for those living with older family carers.</i> ➤ <i>Adopt good practice from Department of Health guidance document “Equal access to breast and cervical screening for disabled women” and from Inclusion Health Evidence Pack.</i> ➤ <i>Promote and develop: bowel cancer screening, people aged 70-75; breast cancer screening in extended age group; promote self-awareness in young men re testicular cancer</i> ➤ <i>Lifestyle - Stopping smoking and obesity prevention</i> ➤ <i>Early detection and treatment</i> ➤ <i>Voluntary sector services for whole families</i> ➤ <i>Equal access and uptake of dental services</i> <p>Respiratory disease/excess winter deaths</p> <ul style="list-style-type: none"> ➤ <i>Decent homes programmes for public and private sector stock; implementation of <u>Gateshead Private Sector Housing Renewal strategy</u>; Improvement of poor quality housing – see ‘The Real Cost of Poor Housing. See also Chartered Inst of Environmental Health website; affordable warmth schemes and Decent Homes requirements; Warmzone; Improvement of energy efficiency, particularly in private sector stock; Government Warmzone programme for boiler replacement; Insulation of ‘hard to treat’ solid wall properties</i> ➤ <i>Reduction of smoking prevalence.</i> ➤ <i>NICE guidance on COPD; Pulmonary Rehabilitation Group (NICE CG12 – 1.2.10, 1.2.10.4) a multi-disciplinary rolling programme including coping strategies, anxiety management, relaxation and patient education.</i> ➤ <i>Domiciliary OT assessment and rehabilitation (NICE CG12 – 1.2.18, 1.2.18.5, 1.2.18.14, 1.3.4, 1.3.4.2.) for over 18s.</i> ➤ <i>Expert patient programmes</i> ➤ <i>Clinical management plans implemented by Community Matrons; Influenza immunisation; Health service: Improved chronic disease and self-care management.</i> <p>Circulatory diseases and diabetes</p> <ul style="list-style-type: none"> ➤ <i>For the most disadvantaged fifth of Local Authority areas, primary and secondary prevention of CVD could reduce the life expectancy gap by 6% for males and 7% for females.</i>

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Effective Interventions

Doubling the capacity of smoking cessation clinics could reduce the gap by a further 1% for both males and females. This, however, assumes that rates of intervention will remain the same in other areas. Increasing the coverage of effective interventions will have implications for the PCT's prescribing budget.

- *Rapid access chest pain clinic at Queen Elizabeth hospital established within past five years.*
- *Measurement and control of blood pressure.*
- *Appropriate use of preventive prescription drugs.*
- *Podiatry or foot technician service, e.g. for diabetics (identification of leg ulcers before become serious)*
- *Lobbying for reduction of salt and fat in manufactured food*
- *Appropriate deployment of dietitians (in specialist clinics, e.g. diabetes, coeliac disease)*
- *Secondary prevention clinics in primary care to ensure appropriate use of preventive drugs and improve patient education and self-management*
- *Primary prevention screening – NHS checks offered in all GP surgeries and some pharmacies and workplaces*
- *Local Enhanced Service (LES) agreements in place for smoking cessation, weight management and exercise on referral*
- *Systematic structures being developed to ensure effective treatment for atrial fibrillation to reduce stroke risk available to all who need them.*

Falls in houses

- *decent homes programmes for public and private sector stock; implementation of Gateshead Private Sector Housing Renewal strategy*
- *Improvement of poor quality housing (see also Chartered Inst of Environmental Health website – many publications re effect of poor housing on health)*
- *Basic risk assessments made by visiting front line staff, with clear reporting lines so that further professional assessment and actions can be taken*
- *Enforcement of HHSRS Category 1 hazards*
- *The Council's Accreditation Standard for private rented properties*
- *Podiatry or foot technician service (identification of foot problems that cause people to wear comfortable but unsafe footwear)*

What opportunities are there to help us to achieve our outcome? (including current and future opportunities that would help to achieve our outcome)

- *CCG taking forward - through both commissioning from acute and 'raising the bar in primary care' – work to address more systematically disease management, focusing on :
CVD (including diabetes, stroke, heart failure and arrhythmia), cancer and COPD*
- *NHS Health Checks*
- *Falls Reablement programme*
- *Excess winter deaths (housing and cold) programme*
- *Director of Public Health Report – focus on cancer, increasingly important proportion of the life expectancy gap (now that heart disease is reducing)*
- *Selective Licensing of Landlords and continued engagement with private landlords, through the Gateshead Private landlords Association (GPLA) and the Council's Accreditation Scheme*

Key Issue 2: Commissioning services for adults to add life to years

Outcome We Are Aiming To Achieve (where do we want to be?): Gateshead's residents can expect to remain healthy in later years – Active and healthy big idea improving opportunities for an ageing population informed by research and innovation in products and services to support vitality and well-being; Ensure residents are involved in healthy initiatives and benefit from the best possible facilities; promote active and healthy lifestyles; promote active and healthy lifestyles including in schools; Access to and benefits of participatory art and cultural activity for older people (as recommended by the mental health foundation) with impact in terms of mental and physical wellbeing

Why is this important? (Including impact on wider thematic areas such as health)	Where are we now and where would we be if no action was taken?	How does this impact on inequalities and communities & neighbourhoods	Policy guidance and local views
<p>Mental health</p> <ul style="list-style-type: none"> ➤ Years of life lost – comparatively high due to young (20-45) age of most suicides. age-standardised years of life lost rate 27 per 10,000 population, (2003-05) (Eng 28) ➤ Hospital admissions mainly for severe/ enduring problems. ➤ High impact on primary care - depression a major reason for GP visits. ➤ Drugs budgets very high. ➤ 40 per 1000 people of working age claim benefits for mental or behavioural problems (significantly higher than England's 25). ➤ Gateshead's dependence ratio (ratio of older people to people of working age) will be higher than England's in future so the effect of common mental health problems on employability and time lost due to sickness absence is more important for Gateshead. ➤ NE rates of prescribing antidepressants higher than national. ➤ High rates of benefits claimed due to mental/behavioural problems, and high rates of sickness absence ➤ Bereavement can cause serious problems <p>Dementia</p> <ul style="list-style-type: none"> ➤ 10% of deaths in men over 65 and 15% of deaths in women over 65 may be attributed to dementia. ➤ Admissions to hospital where dementia is the primary diagnosis account for only a small 	<p>Mental health</p> <ul style="list-style-type: none"> ➤ Over 30,000 Gateshead people were on disease register with depression in 2009/10 (rate 18.8%, compare England 10.9%) ➤ Estimated 10-15% of people 65+ years suffer from depression nationally (between 3,400 and 5,000 older people). By 2015 this will rise to 3,700-5,600 (+10%) if prevalence remains same. Severe depression: 1,000 - 1,700 older people 65+ now, increasing by 10% by 2015 to 1,100 - 1,900 (+10%). ➤ Rate of claiming benefits due to mental and behavioural problems – 34 per 1,000 population working age (England rate 24 per 1000) ➤ 80 emergency hospital admissions each year due to self-harm among CYP under 19 years, with 60 nationally. ➤ Currently 244 people aged 16-24 with a mental health problem in Gateshead receive a service as well as 362 people aged 65+ <p>Dementia</p> <ul style="list-style-type: none"> ➤ Prevalence increases with age and the number of older people in Gateshead is increasing. ➤ 1181 people on dementia register in 2009/10 (0.59% prevalence, significantly higher than England's 0.45%) 	<p>Mental health</p> <ul style="list-style-type: none"> ➤ Higher rates of prevalence of depression in areas of Central and East Gateshead where levels of socio-economic disadvantage are highest. ➤ Increased rate of mental health issues in lesbian, bisexual, gay and transgender population ➤ Increased prevalence amongst offenders and ex-offenders ➤ Ex-servicemen and war veterans suffer more mental health problems ➤ High prevalence in migrants <p>Dementia</p> <ul style="list-style-type: none"> ➤ People who suffer from Alzheimer's are supported by social care rather than health care and means- tested for the 	<ul style="list-style-type: none"> ➤ OSC Inequalities Review. ➤ Mental health major concern of voluntary/ community sector ➤ Gateshead Emotional health and well-being action plan ➤ SoTW suicide prevention strategy ➤ Gateshead Director of Public Health Annual Report 2009 ➤ <i>Gateshead DPH report 2009/10</i> ➤ General mental health needs assessment ➤ BME mental and emotional health needs assessment ➤ LGBT mental health needs assessment ➤ Assessment of health needs of offenders and ex-offenders ➤ Health of migrants ➤ NHS South of Tyne and Wear Mental Health Model of Care ➤ <i>Integrated Strategic and Operational Plan</i>

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Why is this important? (Including impact on wider thematic areas such as health)	Where are we now and where would we be if no action was taken?	How does this impact on inequalities and communities & neighbourhoods	Policy guidance and local views
<p>proportion of the estimated total number of people who suffer from the condition. These are the most severe cases.</p> <ul style="list-style-type: none"> ➤ Generally affects people 65+ years although there are some working age adults affected. An increase in the number of sufferers will mean a larger number of people of working age who will have full or part-time caring responsibility. ➤ Significant cost to social services (the Gateshead area is 10th out of 152 areas for identification of dementia sufferers although this could reflect better diagnosis). ➤ Older people also tend to have other health and social care issues which can mean they have very complex needs which need to be addressed. <p>Smoking, alcohol and drug use (adults)</p> <ul style="list-style-type: none"> ➤ Smoking - leading cause of premature death and disease (particularly lung cancer, stroke, respiratory disease, oral cancer). ➤ Smoking in pregnancy - serious health risks to unborn child (respiratory problems, low birth weight, cot death, etc.) ➤ Pre-operative smoking cessation leads to shorter length of hospital stay; smoking cessation leads to fewer emergency admissions for acute cardiovascular events ➤ Estimated cost of helping Gateshead smoker to quit: £265; average cost medical interventions £17k per life year gained ➤ 55 deaths/ year in Gateshead attributable to 	<p>but Estimates suggest that in 2005 in Gateshead, 2,300 people aged 60 years and over suffer from dementia.</p> <ul style="list-style-type: none"> ➤ Gateshead appears to have a higher prevalence of vascular dementia than elsewhere in the country, probably reflecting the high rates of risk factors. This might increase the overall numbers of people with dementia with a significant minority under 65. ➤ By 2015 prevalence will increase by 14% to 2,600. ➤ Rising trend in admissions to hospital <p>Smoking, alcohol and drug use (adults)</p> <ul style="list-style-type: none"> ➤ 20% mothers smoking throughout pregnancy - below NE average but significantly higher than England's 14%) ➤ 33% of Gateshead's population smokes – much higher than England average and not much lower than highest estimated prevalence in the country (35%) ➤ Rate of hospital admission due to alcohol related harm in 2009/10 - 2526 per 100,000 population (England 1743) ➤ 10 recorded drug-related deaths in 2009, 3rd highest rate in the region. ➤ Marked upward trend in alcohol-attributable hospital admission rates, both males and females. ➤ 32% of adults binge drink weekly or more often compared to only 20% across England. 	<p>services they receive, instead of receiving free NHS care.</p> <ul style="list-style-type: none"> ➤ increased isolation, poorer access to mainstream services, e.g. physical healthcare, less consultation and involvement in services than others. ➤ Rates on GP registers vary between practices ➤ Risk factors such as CHD/stroke are more common in deprived areas <p>Smoking, alcohol and drug use (adults)</p> <ul style="list-style-type: none"> ➤ Strong correlation between areas of high smoking prevalence and areas of low educational attainment. ➤ Higher rates smoking and substance misuse in LGBT population and in ➤ Higher rates smoking and substance misuse in migrants ➤ Uptake of stop smoking services varies across the borough ➤ Variations within Gateshead in proportion of adults binge 	<ul style="list-style-type: none"> ➤ <i>National Dementia Strategy: joint commissioning strategies for Sunderland, South Tyneside and Gateshead</i> ➤ Dementia a major concern of voluntary/community groups ➤ Ex-service personnel needs assessment ➤ PCT Local Delivery Plan. ➤ National priority (PSA 14) ➤ Regional strategy, smoking in pregnancy. ➤ National and LAA targets re reduction of smoking rates. ➤ Regional Public Health Strategy – <i>Better Health, Fairer Health</i> ➤ Drugs - concern raised in voluntary and community consultation ➤ <i>Strategy for improving oral health across NHS SoTW 2008-11</i>

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Outcome We Are Aiming To Achieve (where do we want to be?): Gateshead’s residents can expect to remain healthy in later years – Active and healthy big idea improving opportunities for an ageing population informed by research and innovation in products and services to support vitality and well-being; Ensure residents are involved in healthy initiatives and benefit from the best possible facilities; promote active and healthy lifestyles; promote active and healthy lifestyles including in schools; Access to and benefits of participatory art and cultural activity for older people (as recommended by the mental health foundation) with impact in terms of mental and physical wellbeing

Why is this important? (Including impact on wider thematic areas such as health)	Where are we now and where would we be if no action was taken?	How does this impact on inequalities and communities & neighbourhoods	Policy guidance and local views
<p>alcohol.</p> <ul style="list-style-type: none"> ➢ Alcohol - significant cause hospital attendance (illness, A&E) ➢ Alcohol consumption linked to falls in older people. ➢ Unsafe alcohol consumption affects employability - of particular importance to Gateshead because of increasing dependence ratio, which will be higher in future ➢ Substance misuse can lead to homelessness ➢ Substance misuse linked to poor dental health <p>Sexual health</p> <ul style="list-style-type: none"> ➢ The health complications of Chlamydia include infertility, ectopic pregnancy and Pelvic Inflammatory Disease. ➢ STIs will not affect employability except in terms of absenteeism. However, this may be significant as most STIs occur among adults in the 16-44 years age band. <p>Obesity</p> <ul style="list-style-type: none"> ➢ Obesity poses a major public health challenge and risk for future health, well-being and life expectancy in Gateshead. ➢ Annual cost of Inactivity: to English economy - £8.3bn to NHS - £1bn - £1.8bn 	<p>Sexual health</p> <ul style="list-style-type: none"> ➢ Mortality due to cervical cancer low (<5 deaths per year) ➢ 142 HIV-infected people seen for care in Gateshead in 2009 – rising trend ➢ 363 diagnoses of chlamydia in 2009 in Gateshead ➢ Gateshead’s uptake rate of cervical screening in 2010 slightly higher than England’s. ➢ STIs in people aged 55+ rising <p>Obesity</p> <ul style="list-style-type: none"> ➢ 29% Gateshead adults eat five portions of fruit and vegetables each day – increasing trend, higher than England ➢ Fewer than half of adults in Gateshead take minimum recommended level of exercise 	<p>drinking weekly or more often, but most wards are among 10% of all wards in England with highest estimated rates.</p> <ul style="list-style-type: none"> ➢ When substance misuse leads to homelessness, problems of homelessness apply – reduced educational attainment and employability as well as poorer health <p>Sexual health</p> <ul style="list-style-type: none"> ➢ Incidence of STIs at PCT level is not available and this makes an accurate assessment of health inequalities difficult. ➢ HIV/AIDS and sexual health difficulties common in refugees, asylum seekers and other migrants, along with cultural difficulties in accessing services ➢ HIV/AIDs prevalence higher in gay population <p>Obesity</p> <ul style="list-style-type: none"> ➢ Closely linked to deprivation, Gateshead therefore expected to have high levels of overweight and obese people. ➢ Healthy eating less prevalent in 	<ul style="list-style-type: none"> ➢ PCT Local Delivery Plan. ➢ National Drug Strategy ➢ National priority (PSA 14) ➢ ‘You’re Welcome’ guidance ➢ <u>local community safety strategic assessment</u> ➢ Place survey ➢ Smoking -concern raised in voluntary and community consultation ➢ Gateshead Alcohol Harm Reduction Strategy ➢ National priority (PSA 14) ➢ Chlamydia incidence priority area for people under 25 years in the 2007 APA ➢ NICE guidance CG43: Guidance on prevention, identification, assessment and management of overweight and obesity in adults and children ➢ <i>Healthy Weight:</i>

Key Issue 2: Commissioning services for adults to add life to years

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Why is this important? (Including impact on wider thematic areas such as health)	Where are we now and where would we be if no action was taken?	How does this impact on inequalities and communities & neighbourhoods	Policy guidance and local views
<ul style="list-style-type: none"> ➤ Total economic lifetime value (health care costs saved and improved health-related quality of life generated by doing sport £11,400 - £45,800 per person ➤ The estimated annual cost to the NHS in Gateshead of treating diseases related to overweight and obesity is £64.3million, expected to rise to £68.7million by 2015 <p>End-of-life care</p> <ul style="list-style-type: none"> ➤ Emotional and mental stress <p>Affects families and carers as well as individual patients</p>	<ul style="list-style-type: none"> ➤ The % of Leisure Active Card Users in Gateshead has increased over recent years: 2009 17.5% 2010 19.6% 2011 20.4% ➤ Attendances of swimming overall in the Borough have increased following the re-development of the swimming pools, despite the removal of the free swimming initiative. From January – July 2010 there were 137,200 swimming attendances, for the same period in 2011, there were 162,750. ➤ Participation in sport and physical activity ➤ Estimates suggests that perhaps 28% of Gateshead's population could be obese ➤ Obesity remains one of our biggest challenges. In 09/10 22% children in Year 6 were obese which is significantly higher than England's average. (19%). <p>End-of-life care</p> <ul style="list-style-type: none"> ➤ 62% of Gateshead residents died in hospital during 2009-2010, above the national average of 57%. ➤ 20% died at home, which is slightly above the national average of 19% and has remained stable for the previous 3 years. <p>Infant mortality</p> <p>Infant mortality rates are higher than the national average. (5.2 per 1,000 as compared to 4.7), 2009 teenage pregnancy rate of 42.1 (per 1000 15-17 years olds) is the lowest in Tyne & Wear and lower than the national (3.8) figure</p>	<p>areas of socio-economic disadvantage</p>	<p><i>Healthy Lives</i></p> <ul style="list-style-type: none"> ➤ <i>Overweight and obesity strategy</i> ➤ <i>OSC Review of Obesity2011</i> ➤ <i>The Big Shift</i> ➤ Healthier communities advisory group ➤ <i>SoTW obesity strategy action planning initiative profile</i> ➤ Healthier Communities Overview and Scrutiny Committee ➤ SoTW strategic plan2010-2015 “Making South of Tyne and Wear healthy for you“ ➤ DOH “The End Of life Strategy for England”(2008) ➤ NHS Next stage review “High Quality Care for All (2008) ➤ Substance misuse needs assessment under development

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Why is this important? (Including impact on wider thematic areas such as health)	Where are we now and where would we be if no action was taken?	How does this impact on inequalities and communities & neighbourhoods	Policy guidance and local views
<p>Supporting a focus on Personalisation and shifting services towards preventing people from becoming ill and needing support are becoming increasingly important, particularly with an ageing population</p> <p>The aging population is placing greater pressures on social care services. Number of people aged 65 and over is projected to grow by nearly a third over the next 20 years with the biggest growth in those 80-84 and 90+. There will also be significant growth amongst those groups of older people who are at</p>	<p>Physical disability and Sensory Impairment</p> <ul style="list-style-type: none"> ➤ Estimated 10.2% of the population in Gateshead have a moderate or severe physical disability ➤ While number of younger people with a physical disability is set to remain constant, the number of people with a sensory impairment will increase significantly because of an ageing population ➤ Prevalence of sight loss amongst adults in Gateshead is expected to increase by 26% from 2010 to 2020 and to double by 2050. ➤ 1.1% are registered as deaf or hard of hearing in March 2010. This is one of the highest in the region, but could indicate success in registering people. ➤ Transition of young people with a disability in adult social care <ul style="list-style-type: none"> – 1.2% of children are severely disabled – 0.5% have a severe learning disability – 7% have some form of disability <p>The 2001 census showed 11% of the population provided some form of unpaid care. 2.8% were providing over 50 hours a week of unpaid carer – above the national average. 65% rated their own quality of life as poor or very poor. 48% felt being a carer had impacted upon their own health.</p>	<p>Not much is known about the needs of carers in groups such as BME communities, lesbian, gay or transgender groups</p>	

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Why is this important? (Including impact on wider thematic areas such as health)	Where are we now and where would we be if no action was taken?	How does this impact on inequalities and communities & neighbourhoods	Policy guidance and local views
<p>most risk of requiring additional support.</p> <p>54% of the total gross budget for all adult social care is spent older people.</p> <p>Gateshead also spends a relatively high amount on nursing and residential care and is in excess of the 40% deemed to be realistic by the DfH</p> <p>Unit costs for all services apart form meals and direct payments are higher than comparator authorities</p> <p>Older people constitute the biggest single group of adult social care users and the group where unless action is taken, demand will grow the most over the coming years. Reducing the need for adult social care through commissioning is therefore a priority</p>	<p>Gateshead Carers Association survey in 2011 found that 70% of carers were women with age ranges from 16 to over 80. 70% were aged between 50 and 80.</p>		

Effective Interventions

Mental health

- *Choice of pharmacological or psychosocial treatment (cognitive behavioural therapy) should be offered to service users when presenting with anxiety or depression after a period of watchful waiting (NICE guides ref CG22 and CG23). No evidence to say what appropriate balance between therapies is; currently no easy way of measuring what the balance is .*
- *Layard Report nationally called for an increase in availability of psychosocial therapies but noted that they were no cheaper than pharmacological interventions.*
- *Government Green Paper "In work, better off" notes the effectiveness of the Pathways to Work initiative which provides tailored support for disabled people seeking work and has been piloted in Gateshead. Clients in the pilot areas have been 7% more likely to have found a job after 18 months. The paper contains a proposal to roll out the programme nationally.*
- *Dept of Health (2010): Confident communities, brighter futures: a framework for mental well-being*
- *Development of appropriate patient pathways and other recommendations from South of Tyne and Wear Mental Health Model of Care (2010, <http://www.sotw.nhs.uk/content.aspx?id=698>)*

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Effective Interventions

- *Provision of places where sufferers can go*
- *Help and encouragement into voluntary work if not paid employment*
- *Use of voluntary sector organizations, e.g. for ex-servicemen, bereavement support*
- *Advocacy to ensure people have control and to resolve complex problems*
- *Clear pathways and integrated service provision, as in NHS South of Tyne and Wear Mental Health Model of Care*
- *Delivery of Decent Homes Programme(private and public sector)*
- *Access to and benefits of participatory art and cultural activity for older people (as recommended by the mental health foundation) with impact in terms of mental and physical wellbeing*

Dementia

- *NICE guidance gave approval for certain prescription drugs within clinical guidelines. Result has been rapid increase in dispensing of these drugs. Guidance recommends the following therapies and treatments other than prescription drugs: structured group cognitive stimulation programmes; alternative therapies such as aromatherapy, multi-sensory stimulation or music/dance therapy; cognitive behaviour therapy for people with dementia who additionally suffer from depression or anxiety. This may include their carers; Sensory stimulation therapies for anxiety e.g. reminiscence therapy or animal-assisted therapy*
- *New housing models of care based on extra care are needed; More choice of supported, flexible housing, specific to dementia*
- *Special extra care schemes – limited number of 2-bedroomed places exist*
- *Provision of activities, outings, etc. and improvement of standards for those in residential care*
- *Inclusion of people with dementia and their carers in decision-making and in service delivery*
- *Advocacy/information provision – to help to identify and access appropriate services (including accompaniment to appointments), to deal with carer conflict etc.*
- *Support for carers, including in early stages*

Smoking, alcohol and drug use

- *Intensive stop-smoking support for pregnant women as well as general stop smoking services. Resource provision for rapid adoption of NICE guidance*
- *Multi-agency tobacco control work; adoption of best practice; support from peers or workers with personal knowledge of addiction problems*
- *Access to preventive dental services*
- *Range of interventions to address alcohol misuse at varying levels of severity, from brief interventions by GPs/ other health professionals to community or inpatient detoxification.*
- *Integrated specialist substance misuse services; potential use of funding from Supporting People*
- *Extended health promotion activity, including alcohol awareness campaigns (especially for parents/young people.*
- *Recommendations of annual NTA needs assessment to be taken forward through the risk and resilience structure.*
- *Dual diagnosis – links with mental health services*
- *Use of voluntary sector services to provide support/intervention/prevention*
- *See Gateshead Alcohol Harm Reduction Strategy*

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Effective Interventions

Sexual health

- Increase uptake of cervical screening and increase promotion of national chlamydia screening programme and numbers screened. Chlamydia LES planned for early 2011 would be further supported by direct GP support through primary care sexual health scheme
- Some STIs are diagnosed within traditional primary care settings e.g. GP surgeries – would benefit from better support to GPs in diagnosis/treatment/referral of STI by appointment of community health advisers/introduction of primary care scheme.
- Better access to information; using GIN for guidelines/information leaflets/standardised record keeping and coding (GIN needs promoting amongst GPs)
- Extended health promotion activity
- Flexible accessible clinics; separate clinics specifically designed for young people

Adult obesity

- Primary care monitoring
- Increasing uptake of physical activity
- Extended health promotion activity, including lobbying
- Exercise on prescription
- Innovative schemes
- Actions outlined in SoTW obesity strategy action planning initiative profile

End-of-life care

- Care pathways approach – integrated care
- Use of Advance Care Planning
- Whole family/carer support, during illness and later in bereavement groups, etc.
- Involvement of voluntary sector, particularly Marie Curie

What opportunities are there to help us to achieve our outcome? (including current and future opportunities that would help to achieve our outcome)

- Health and Well-being Board developing new Health and Well-being strategy
- Public health transition includes establishment of a public health commissioning group, which will work to integrate commissioning and lifestyle services as indicated in *Healthy Lives Healthy People* with LA commissioning of adults and children's services
- Awaiting decision re application for Creative People Places fund which will give local communities the opportunity to commission arts and cultural activity

Key Issue 3: Commissioning services for adults and communities to tackle inequalities in health

Outcome We Are Aiming To Achieve (where do we want to be?): Reduced gap in life expectancy between Gateshead and England and within Gateshead - Active and Healthy Big Idea

Why is this important? (Including impact on wider thematic areas such as health)	Where are we now and where would we be if no action was taken?	How does this impact on inequalities and communities & neighbourhoods	Policy guidance and local views
<p>Reducing isolation in older people</p> <ul style="list-style-type: none"> ➤ Isolation may lead to malnutrition and health problems, including depression and dementia. Contact with health and social care systems is delayed until a crisis is reached. Data to pinpoint this problem are not currently available. ➤ If 'older people' is defined as 50+, isolation may be a factor contributing to worklessness. <p>Provision of decent homes and suitable accommodation</p> <ul style="list-style-type: none"> ➤ Poor housing can exacerbate or cause respiratory diseases and mental health problems. ➤ Heating costs, particularly for the elderly on low incomes, can lead to poverty and associated problems. Elderly people can suffer or die from hypothermia. (See table 1.3.2 above) ➤ Poor housing can lead to serious falls, particularly in the elderly (see table 1.3.5 above) ➤ Lack of appropriate support can result in people having to leave their homes <p>Neighbourhoods with the lowest life expectancy</p> <ul style="list-style-type: none"> ➤ Lower life expectancy ➤ Loss of opportunity for education and employment ➤ High death rates due to lung cancer make a large contribution to the life expectancy gap and smoking is a key contributory risk factor. <p>Migrants</p> <ul style="list-style-type: none"> ➤ Poor overall physical health and mental health 	<p>Reducing isolation in older people</p> <ul style="list-style-type: none"> ➤ 17.6% of Gateshead households occupied by single older people in 2006, 3rd highest in region. Across district, proportion varies from <10% to > 20%. ➤ Proportion of over 65s projected to rise by 25% between 2008 and 2025 (to 42,000 people). Even more dramatic - expected rise in population aged 85+, increasing to 4,600 by 2015, then to 6,600 by 2025 (74% up from 2008). <p>Provision of decent homes and suitable accommodation</p> <ul style="list-style-type: none"> ➤ Higher than average proportion of private rented dwellings fail to meet Decent Homes Standards (53% vs England 44%) ➤ 96% of care leavers were in suitable accommodation in 2008/09 ➤ 68% of adult with learning disabilities were in settled accommodation in 2009/10 <p>Neighbourhoods with the lowest life expectancy</p> <ul style="list-style-type: none"> ➤ Life expectancy at birth in Gateshead is currently 76 years for males and 81 years for females. This compares to 78 years and 82 years for males and females respectively across England. <p>Migrants</p> <ul style="list-style-type: none"> ➤ Estimates of numbers range but, for example, up to 	<p>Reducing isolation in older people</p> <ul style="list-style-type: none"> ➤ Wide variation across Gateshead in proportions of population of retirement age, from < 15% to >25%. ➤ Increased difficulties for those with sensory disability (particularly sight loss) or physical disability <p>Provision of decent homes and suitable accommodation</p> <ul style="list-style-type: none"> ➤ Poorer families much more affected by costs of heating or insulation. ➤ More poor quality housing in poorer areas of borough. ➤ Older people significantly more risk of falls ➤ Those with mobility problems might have difficulty with stairs and inappropriate housing <p>Neighbourhoods with the lowest life expectancy</p> <ul style="list-style-type: none"> ➤ Lowest life expectancy areas have been identified as targets for specific action. <p>Migrants</p> <ul style="list-style-type: none"> ➤ Many health inequalities arising 	<ul style="list-style-type: none"> ➤ <i>Gateshead DPH report 2009/10</i> ➤ <i>Under Pressure – Audit Commission Report</i> ➤ Gateshead Emotional health and well-being action plan ➤ Isolation in older people is serious concern for many consultees, including VCS ➤ Gateshead Older People's Strategy ➤ Health impact assessment on older people's strategy ➤ Decent homes and suitable accommodation are major concern of VCS consultees ➤ LAA NI 187 ➤ Strategic housing market assessment ➤ Housing needs and care assessment – older people's aspirations ➤ Vulnerable persons housing gap analysis ➤ Government targets to reduce inequalities

Key Issue 3: Commissioning services for adults and communities to tackle inequalities in health

Outcome We Are Aiming To Achieve (where do we want to be?): Reduced gap in life expectancy between Gateshead and England and within Gateshead - Active and Healthy Big Idea

Why is this important? (Including impact on wider thematic areas such as health)	Where are we now and where would we be if no action was taken?	How does this impact on inequalities and communities & neighbourhoods	Policy guidance and local views
<p>issues, incl. post-traumatic stress disorder</p> <ul style="list-style-type: none"> ➤ Poor oral health ➤ Difficulties with access to services. Failure to attend hospital appointments is common. ➤ Problems of discrimination and abuse. ➤ Risk of poverty and exclusion. ➤ Increased use of some services, including maternity services in some groups. <p>Homelessness</p> <ul style="list-style-type: none"> ➤ Increased mental health problems ➤ Increased physical problems, e.g. oral health or problems related to cold ➤ Lower uptake of screening programmes ➤ Lower educational attainment <p>Travellers</p> <ul style="list-style-type: none"> ➤ Lower uptake of screening programmes ➤ Poorer general health <p>Vulnerable adults eligible for community care services - violence, abuse and neglect</p> <ul style="list-style-type: none"> ➤ Physical health problems, including outcomes of physical violence ➤ Mental/emotional health problems 	<p>1000 entered the borough in 2005/06</p> <p>Homelessness</p> <ul style="list-style-type: none"> ➤ 365 eligible homeless and in priority need in 2009/10 ➤ Rate of households accepted as homeless and in priority need is higher than national average <p>Vulnerable adults eligible for community care services - violence, abuse and neglect</p> <ul style="list-style-type: none"> ➤ 300 alerts in 2009/10. ➤ Rising trend (due in part to growing awareness of adult safeguarding issues) 	<p>from poverty. (See left hand column)</p> <ul style="list-style-type: none"> ➤ Ethnicity and language differences are other key determinants of ill health and poor access to health and social services. Some arrive already at risk of poor health because of life experiences, which in turn mean they are less able to access help or seek treatment, and thus reinforce their marginalisation. <p>Homelessness</p> <ul style="list-style-type: none"> ➤ Problems compounded for minority groups and for children <p>Travellers</p> <ul style="list-style-type: none"> ➤ Access to services support (screening, GP, dentist, etc.) ➤ Follow-up treatment often hard to organize <p>Vulnerable adults eligible for community care services - violence, abuse and neglect</p> <ul style="list-style-type: none"> ➤ Victims twice as likely to be female ➤ Victims twice as likely to aged 	<ul style="list-style-type: none"> ➤ Low life expectancy - major councillor concern and VCS ➤ <i>Integrated Strategic & Operational Plan PCT</i> ➤ Migrant health assessment toolkit (PHO). ➤ General mental health needs assessment ➤ BME health needs assessment ➤ Health of migrants ➤ <i>Strategy for improving oral health across NHS SoTW 2008-11</i> ➤ LGBT health needs assessments ➤ No Secrets (DH 2000) ➤ Safeguarding Adults (ADASS 2005). ➤ Gateshead Safeguarding Adults Board ➤ Government targets to reduce inequalities ➤ Vulnerable groups needs assessments ➤ <i>The Joint Review of Commissioning of Services for People with Learning Difficulties and Complex Needs.</i>

Key Issue 3: Commissioning services for adults and communities to tackle inequalities in health

Outcome We Are Aiming To Achieve (where do we want to be?): Reduced gap in life expectancy between Gateshead and England and within Gateshead - Active and Healthy Big Idea

Why is this important? (Including impact on wider thematic areas such as health)	Where are we now and where would we be if no action was taken?	How does this impact on inequalities and communities & neighbourhoods	Policy guidance and local views
<p>Reducing vulnerability to poor health through identifying needs of vulnerable individuals and groups</p> <ul style="list-style-type: none"> ➤ Vulnerable groups tend to experience poorer health ➤ poorer access to appropriate services and good housing <p>Older family carers of people with learning disabilities</p> <ul style="list-style-type: none"> ➤ Many family carers experience poor emotional and physical health. Problems can be exacerbated when the carers are, themselves, older. ➤ Family carers cannot always take advantage of educational or job opportunities <p>Adults with learning disabilities</p> <ul style="list-style-type: none"> ➤ High levels of mental health problems, respiratory disease, physical disability and heart problems ➤ 3 times more likely to die from respiratory disease. ➤ Coronary heart disease 2nd most common cause of death. ➤ Up to a third have physical disability. ➤ 27% report mental health problems ➤ An estimated half of families caring for someone with profound intellectual and multiple disabilities receive no care from outside the family. 	<p>Older family carers of people with learning disabilities</p> <ul style="list-style-type: none"> ➤ The profile of carers shows that they are becoming older <p>Adults with learning disabilities</p> <ul style="list-style-type: none"> ➤ Estimated number of people 18+ with severe learning disability – 642 ➤ Estimated number of people of all ages with mild to moderate learning disability – 5,114 ➤ Only 5.4% of Gateshead’s adults with learning disabilities were in employment at their latest review (England 6.4%) ➤ People with a learning disability are living longer and the proportion of older people with a learning disability is expected to grow 	<p>65 or older</p> <ul style="list-style-type: none"> ➤ Largest number of cases relates to people with physical disability <p>Reducing vulnerability to poor health through identifying needs of vulnerable individuals and groups</p> <ul style="list-style-type: none"> ➤ Poorer health, poorer educational, work-related and social outcomes. <p>Older family carers of people with learning disabilities</p> <ul style="list-style-type: none"> ➤ Carers unable to take advantage of educational or job opportunities suffer poorer health associated with low incomes <p>Adults with learning disabilities</p> <ul style="list-style-type: none"> ➤ See also ‘direct impacts’ ➤ Difficulties accessing services lead to later diagnosis. ➤ Access to jobs more difficult, leading to financial problems. ➤ Inequalities increased for those with profound intellectual and multiple disabilities. Problems include discrimination and prejudice ➤ Those with low IQ might not 	<ul style="list-style-type: none"> ➤ NHS South of Tyne and Wear Mental Health Model of Care ➤ Inclusion Health ➤ <i>Learning Disabilities and Primary Care</i> ➤ North East Learning Disabilities Self Assessment ➤ <i>Raising our sights: services for adults with profound intellectual and multiple disabilities</i> ➤ Older carers of people with LD - concern raised in consultations with voluntary groups ➤ <i>People with LD - surveys</i> ➤ <i>LD Consultations with service users</i> carried out for annual Gateshead partnership self-assessments ➤ Regional Offender Health Commissioning Team requirement ➤ <i>Inclusion Health Cabinet Office</i> ➤ Assessment of health needs of offenders ➤ Offender health - concern raised by VCS

Key Issue 3: Commissioning services for adults and communities to tackle inequalities in health

Outcome We Are Aiming To Achieve (where do we want to be?): Reduced gap in life expectancy between Gateshead and England and within Gateshead - Active and Healthy Big Idea

Why is this important? (Including impact on wider thematic areas such as health)	Where are we now and where would we be if no action was taken?	How does this impact on inequalities and communities & neighbourhoods	Policy guidance and local views
<p>Ex-prisoners</p> <ul style="list-style-type: none"> ➢ Drug related deaths and suicide cause significant years of life lost, although numbers are small. ➢ Prison population largely young, male, socially deprived, inner city. ➢ Prisoners – very high levels of mental illness. Males in remand: personality disorder (78%), functional psychosis in past year (10%), neurotic disorder in the past week (59%). ➢ 6/10 prisoners are functionally illiterate, which impacts on their employability and social functioning. ➢ In 2005-6, 89 Gateshead adults sentenced to prison by magistrates, occupying 10 places over the year between them, cost £350k. 13 juveniles sent to custody, cost £200k. Crown Court placed 150 adults in prison, cost £6m. <p>Autistic spectrum disorder in adults</p> <ul style="list-style-type: none"> ➢ Increased prevalence of mental health problems; ➢ Increased likelihood of behavioural problems, 	<p>Ex-prisoners</p> <ul style="list-style-type: none"> ➢ 150,000 people go through prison in a year ➢ Prison population continues to rise as a result of policies related to criminal justice. <p>Autistic spectrum disorder in adults</p> <ul style="list-style-type: none"> ➢ In long term, prevalence not expected to rise ➢ People aged 18-64 – estimated number with ASD – 	<p>meet supported housing requirements or qualify for care or support – many problems with housing tenancy failure and instability</p> <ul style="list-style-type: none"> ➢ Often on benefit and living in more deprived areas, encountering discrimination and prejudice ➢ Mental health needs might fail to be recognised <p>Ex-prisoners</p> <ul style="list-style-type: none"> ➢ Prisoners - very high proportions of adverse life events (e.g. 43% in an institution as a child, 30% experienced violence at home, 30% bullying, 47% homelessness, 55% serious money problems). ➢ Almost 25% of probation service clients known to the service in 2005-6 came from Dunston & Teams and Felling. ➢ Prisoners/ ex-prisoners and families form poorest 1% of population in terms of overlapping forms of deprivation. 	<p>consultees</p> <ul style="list-style-type: none"> ➢ Statutory guidelines on autism ➢ Autism raised in consultations with voluntary sector ➢ Autistic spectrum disorder assessment ➢ Regional Joint Health OSC - recommendations re ex-service personnel ➢ Ex-service personnel - raised in VCS consultations ➢ Ex-service personnel needs assessment ➢ Jewish community needs assessment ➢ GP survey re hospital discharge ➢ Patients' questionnaires re hospital discharge ➢ Hospital discharge - voluntary sector concern ➢ One Core Strategy

Key Issue 3: Commissioning services for adults and communities to tackle inequalities in health

Outcome We Are Aiming To Achieve (where do we want to be?): Reduced gap in life expectancy between Gateshead and England and within Gateshead - Active and Healthy Big Idea

Why is this important? (Including impact on wider thematic areas such as health)	Where are we now and where would we be if no action was taken?	How does this impact on inequalities and communities & neighbourhoods	Policy guidance and local views
<p>including aggression, anxiety, hyperactivity</p> <ul style="list-style-type: none"> ➤ Increased prevalence of eating disorders ➤ Increased prevalence of sensory problems <p>Ex-service personnel</p> <ul style="list-style-type: none"> ➤ Disproportionate rate of mental health problems ➤ Greater proportions with physical disabilities <p>Patients on discharge from hospital</p> <ul style="list-style-type: none"> ➤ Inadequate discharge procedures can increase likelihood of hospital readmission ➤ Lack of information to GPs or social services can lead to problems in care, medication, etc. 	<p>1,178</p> <p>Ex-service personnel</p> <ul style="list-style-type: none"> ➤ In the last two years, 5620 service leavers indicated preference to settle in the North East (from the Humber to the borders) ➤ Ex-service population average age 63 years, (compared 47 years adult population) ➤ Over half report long-term illness/ disability ➤ A war veteran counselling service -seeing 36 veterans June 2010, developing capacity to see another 30 per year. 	<p>Ex-service personnel</p> <ul style="list-style-type: none"> ➤ Ex-service personnel in the criminal justice system have even greater problems ➤ Mental health problems more prevalent ➤ Early service leavers experience greater mental health difficulties <p>Patients on discharge from hospital</p> <ul style="list-style-type: none"> ➤ Literacy levels affect understanding of discharge information 	

Effective Interventions

Reducing isolation in older people

- *Most effective interventions involve educational or support input Educational and social activity group interventions that target specific groups can alleviate social isolation and loneliness among older people. Also involvement in cultural and artistic social activity group interventions.*
- *Access to services and activities addressing social isolation and loneliness is variable ; services are often not tailored to the needs of the most lonely and isolated; older people are rarely involved at the design stage. These issues need to be addressed.*
- *Meeting older peoples' housing needs and aspirations by providing a choice of affordable, community located homes for life with support packages to maintain independence.*
- *Further development of universal services, bearing in mind that web-based services not always accessible to older people*
- *More use of voluntary sector for provision of places where older people can socialise – especially as trend is towards reduction of day centres*
- *Involvement in voluntary/community activity*
- *Direct contact with isolated people to ascertain what services would benefit them – e.g. provision of cleaning services, library service, hairdressing*
- *Adoption of beneficial schemes – e.g. befriending systems (Age Concern), day centres (Age Concern), Pets as Therapy*

Key Issue 3: Commissioning services for adults and communities to tackle inequalities in health

Outcome We Are Aiming To Achieve (where do we want to be?): Reduced gap in life expectancy between Gateshead and England and within Gateshead - Active and Healthy Big Idea

Effective Interventions

➤ *Support for people aged 50+ seeking work*

Provision of decent homes and suitable accommodation

➤ *Improvement of poor quality housing; (see also Chartered Inst of Environmental Health website – many publications re effect of poor housing on health); Warmfront grants; Warmzone; Decent Homes requirements in public and private sectors; Remediation of faults (can also be highly cost-effective)*

➤ *Implementation of Gateshead private sector housing renewal strategy*

➤ *Financial Assistance (loans and grants) towards private sector Decent Homes improvement works*

➤ *“Helping hands” North East Home Loans Partnership – Develops regional policy guidance and, subject to Local Authority funding, loan administration services through ‘5 Lamps*

➤ *Appropriate support can prevent people having to leave their homes (see JSNA 2011 section 6.5)*

Engagement in further education, employment or training on leaving school

➤ *Encouragement to participate*

➤ *Provision of training schemes*

Neighbourhoods with the lowest life expectancy

➤ *Collection and analysis of small area statistics to monitor and identify target areas. Identification essential prerequisite to service development*

Migrants

➤ *Full assessment of scale of problem. Needs assessment of specific groups.*

➤ *Recommendations from NEPHO studies (see Annex 3.88)*

Homelessness

➤ *Provision of suitable accommodation for homeless 16-17 year-olds*

➤ *Support to private tenants to help secure and sustain tenancies*

Vulnerable adults eligible for community care services - violence, abuse and neglect

➤ *raise awareness, knowledge and understanding of abuse and neglect in order that communities and organizations know how to respond effectively and coherently*

➤ *ensure that each organization has systems in place that evidence that they discharge their functions in ways that safeguard “vulnerable” adults*

➤ *recommendations from Safeguarding Adults Board Annual Report 2009-10*

Reducing vulnerability to poor health through identifying needs of vulnerable individuals and groups

➤ *Gateshead has been successful in family pathfinders bid – will target the most vulnerable families*

Older family carers of people with learning disabilities

➤ *Supported accommodation to provide independence (including aging carers)*

➤ *Well managed, resourced and trained social work workforce*

➤ *Stakeholder approach to planning, involving young people and their families at each stage of the process*

➤ *Effective housing solutions through partnership working and commissioning tailored housing accommodation and services – requires robust data on short, medium and long term need, also needs proactive planning to allow succession more than once*

➤ *Provision of short breaks/respite*

➤ *Advocacy to ensure the cared-for are supported to use independence sooner*

➤ *Clear pathways and integrated service provision, as in NHS South of Tyne and Wear Mental Health Model of Care*

Key Issue 3: Commissioning services for adults and communities to tackle inequalities in health

Outcome We Are Aiming To Achieve (where do we want to be?): Reduced gap in life expectancy between Gateshead and England and within Gateshead - Active and Healthy Big Idea

Effective Interventions

Adults with learning disabilities

- *Examples of action in Inclusion Health Action Pack*
- *Recommendations in Raising our sights: services for adults with profound intellectual and multiple disabilities*
- *Achieve 100% of GP practices offering annual health assessments for people with learning disabilities*
- *Emphasis on early diagnosis, early planning and support*
- *Clear communication, clear pathways and integrated service provision, as in NHS South of Tyne and Wear Mental Health Model of Care*
- *Advocacy for people who have learning difficulties or are vulnerable, but don't meet 'FACS' criteria so have no support.*

Ex-prisoners

- *Continuity of care for those leaving prison, especially where drugs, alcohol, smoking and mental health problems are involved.*
- *Ensuring access to primary care for diagnosis of chronic conditions and infections and access to sexual health services*
- *Provision of information about consequences of risky behaviour*
- *The first few days in custody and the first few days after release are high-risk times. Re-settlement and employment are key aspects of the strategy to reduce re-offending.*
- *Early intervention and prevention work carried out by area-based teams*

Autistic spectrum disorder in adults

- *Prevalence information known to be inadequate but good information is necessary to allow planning of services. Proper assessment of scale of problem and needs is essential, as is full assessment of services available*

Ex-service personnel

- *Information is inadequate – ex-service personnel not always properly identified. Joint working between armed forces and agencies essential to identify these vulnerable groups*
- *Specifically designed services, especially for mental health problems*
- *Addressing whole family, not solely the ex-service person*
- *Clear pathways and integrated service provision, as in NHS South of Tyne and Wear Mental Health Model of Care*

Patients on discharge from hospital

- *Seamless discharge procedures*
- *Provision of clear, complete information for GPs and social care services and provision of clear, understandable information for patients*
- *Recommendations in Gateshead LINK hospital discharge report*

What opportunities are there to help us to achieve our outcome? (including current and future opportunities that would help to achieve our outcome)

- *Tackling inequalities will be an important part of the new Health and Well-being Strategy, through: action for health with our communities; place shaping to create health and well-being; and integrated commissioning.*
- *Integrated Offender Management Programme – progress can be built on to improve outcomes for ex-offenders*

Key Issue 4: Integrated commissioning of services for older people with long term conditions

Outcome We Are Aiming To Achieve (where do we want to be?): Older people with long term conditions experience seamless services and the resources going into those services are used efficiently Vision 2030 Active and Healthy Big idea

Why is this important? (Including impact on wider thematic areas such as health)	Where are we now and where would we be if no action was taken?	How does this impact on inequalities and communities & neighbourhoods	Policy guidance and local views
<ul style="list-style-type: none"> ➤ Patients and clients experience disjointed services, unnecessary duplicate visits ➤ services duplicated – wasting resources ➤ Forecast growth in numbers of older people ➤ Increasing number with dementia – significant user of services ➤ Significant hospital and residential admissions, disturbing for patients and also very costly ➤ Older people could be significant users of leisure facilities, open spaces ➤ Poverty, including fuel poverty ➤ Need for housing repair, equipment provision, etc. 	<ul style="list-style-type: none"> ➤ Population 65+: 34.1k in 2010, forecast 38.8k by 2020 ➤ over 18k people 65+ have limiting long term illness, expected increase 25% by 2020 ➤ anticipated increase of over 50% in number of dementia sufferers by 2010 ➤ Social services expenditure on older people exceeds £46m per annum ➤ 2,007 per 100,000 older people receiving residential care ➤ 620 per 100,000 older people receiving nursing home care 	<ul style="list-style-type: none"> ➤ Older people can become isolated, with associated mental health problems; ➤ Those with long term conditions might have reduced access to services (health, social and leisure, etc) ➤ Long term illness might have resulted in very low income in old age, with associated problems of poverty 	<ul style="list-style-type: none"> ➤ National guidance for Health and well-being Boards ➤ JSNA 2011 ➤ Commissioning for personalised care (Gateshead Council's strategy for commissioning adult social care services 2011-2014) ➤ Gateshead PCT Integrated Strategic Operating Plan 2011 ➤ NHS South of Tyne and Wear Transforming Rehabilitation (Nov 2011). ➤ GatNet intentions

Effective Interventions

- Robust, integrated joint planning, streamlined communications, multidisciplinary teams with key worker for patient
- Preventive measures to avoid hospital stay including screening, health checks, good patient management and self-management, encouragement and facilities for healthy activity
- Risk assessment (general practice and social services)
- Use of telemedicine, telehealth, telecare
- Housing adaptations, provision of equipment, etc, to allow clients to stay in own homes

What opportunities are there to help us to achieve our outcome? (including current and future opportunities that would help to achieve our outcome)

- The increasing imperative towards joint or integrated planning provides opportunities for identifying and reducing duplication of services and assessing more straightforward pathways for patients or clients
- Housing improvement schemes and other reablement schemes to help people stay in own homes
- Ongoing work in general practices to assess numbers of patients suffering from more than one long term condition

Key Issue 5: Safeguarding children and young people

Outcome We Are Aiming To Achieve (where do we want to be?): Children are safe Active and Healthy Big Idea

Why is this important? (Including impact on wider thematic areas such as health)	Where are we now and where would we be if no action was taken?	How does this impact on inequalities and communities & neighbourhoods	Policy guidance and local views
<ul style="list-style-type: none"> ➤ Many children in Gateshead are born into difficult environments – cultures of dependency, low aspiration, poor health and issues such as domestic violence. ➤ Where families can't cope, agencies need to be prepared to step in and take children into the care of the local authority. ➤ We also need to ensure that our communities are safe, secure and cohesive in order to create the right environment for success for our children, young people and their families. 	<p>Overall our performance shows improvements in many areas, however, there are continuing challenges including:</p> <ul style="list-style-type: none"> ➤ Numbers of looked after children remain high (currently 376 children). ➤ Rising levels of children becoming subject to child protection plans (currently 181 children). ➤ The prevalence and impact of domestic violence, alcohol and drug abuse in families. Last year, 334 children were involved in the Multi Agency Risk Assessment Conference (MARAC) process, as a result of domestic violence. ➤ Road accidents are still a major cause of death of children 5-15 nationally <p>The evidence indicates a need to shift the balance of provision towards a focus on prevention and early intervention. If we don't, demand on specialist and crisis services will only increase. Although we recognise that there will always be a need for specialist intervention, we believe that by identifying issues earlier and providing timely and suitable support, this will ensure that problems do not escalate and become entrenched.</p>	<p>A key challenge is the particular issues faced by families with multiple needs where traditional ways of working do not seem to work.</p> <p>Government has indicated that there are 600 of these families in Gateshead (meeting at least five specific criteria –</p> <ul style="list-style-type: none"> ➤ no one in family in work ➤ living in poor or overcrowded housing ➤ no parent with qualifications ➤ mother has mental health problems ➤ at least one parent with a longstanding illness, disability or infirmity ➤ a low income ➤ an inability to afford a number of food, clothing items. 	<ul style="list-style-type: none"> ➤ Munro Review: Final Report: A child centred system ➤ Graham Allen's Review – Early Intervention – Smart Investment ➤ Graham Allen Review – Early Intervention – Next steps ➤ Children Gateshead: Plan for Children, Young People and Families in Gateshead 2011-13

Effective Interventions

- Family Intervention Project approach which involves intensive case work with families in tackling the complex issues that families can face.
- Team around the family approach - Joined up working between social workers, area based teams and other partners to support the varied and complex needs of families through common assessment framework.

What opportunities are there to help us to achieve our outcome? (including current and future opportunities that would help to achieve our outcome)

- Government's Troubled Families initiative launched Dec 2010 – early intervention programme– will focus on a more targeted and joined up approach and will help to avoid duplication –we will work with colleagues in housing, health, voluntary sector etc.
- European Social Fund Project - Support for Families with Multiple Problems - project to tackle entrenched worklessness by progressing multi-generational families with multiple

Key Issue 5: Safeguarding children and young people

Outcome We Are Aiming To Achieve (where do we want to be?): Children are safe Active and Healthy Big Idea

What opportunities are there to help us to achieve our outcome? (including current and future opportunities that would help to achieve our outcome)

- problems closer to employment – working with colleagues in economic development – referring families
- Further development of Think Family approach -(looking at the issues of the family as a whole - – opportunity to further engage with adult services/partners – use of Common Assessment Framework.

Key Issue 6: Tackling Poverty

Outcome We Are Aiming To Achieve (where do we want to be?): Children are free from poverty City of Gateshead, Sustainable Gateshead, Creative Gateshead Big Ideas

Why is this important? (Including impact on wider thematic areas such as health)	Where are we now and where would we be if no action was taken?	How does this impact on inequalities and communities & neighbourhoods	Policy guidance and local views
<p>There is much evidence that child and family poverty leads to cycles of deprivation, with poor children tending to become poor adults who then go on to have poor children. It tends to mean that children are:</p> <ul style="list-style-type: none"> ➤ Less likely to succeed at school ➤ More likely to suffer from poor health ➤ Less likely to secure a good job as an adult ➤ More likely to offend ➤ Less likely to access cultural and leisure ➤ More likely to be taken into care. 	<p>Gateshead has 24.3% of children living in poverty, (9,600). The national figure is 20.9% and the North East average is 24.0%.</p> <p>Gateshead Commission on Child and Family Poverty identified the following recommendations for action, based on the challenges of increasing incomes and in supporting families and communities:</p> <ul style="list-style-type: none"> ➤ Redesigning services to focus on intensive support to those in need ➤ Focusing on how partners can build capacity in communities ➤ More integration of services around the needs of families ➤ A greater focus on prevention and early intervention ➤ Focus on financial inclusion, reducing debt and improving access to credit <p>The current recession puts families at greater risk of poverty. If no action is taken there will be even more children in poverty, leading to worse outcomes in adulthood and entrenching disadvantage over time & across generations, which has costs for individuals and society alike.</p>	<ul style="list-style-type: none"> ➤ The majority of those children in poverty are in lone parent families. ➤ Child poverty is concentrated in central and eastern Gateshead. ➤ Low levels of earnings are a significant factor in Gateshead ➤ The four wards with the highest levels of child poverty are: Felling (48.8%); High Fell (41.4%); Deckham (41.2%) and Dunston & Teams (35%). 	<ul style="list-style-type: none"> ➤ Child Poverty Act 2010 ➤ Gateshead Commission on Child Poverty Report ➤ Welfare Reform Bill ➤ Marmot Review ➤ Healthy Lives Healthy People ➤ Children Gateshead: Plan for Children, Young People and Families in Gateshead 2011-13

Effective Interventions

- Multi- agency work to develop the Financial Inclusion Strategy – e.g. workshops to understand more about managing money, debt awareness, promoting the right attitudes towards money and much more.
- Early effective support to families who are struggling through teams around the family and other intensive work with families.
- Money matters initiative in secondary schools – personal finance education
- Affordable Warmth programmes

Key Issue 6: Tackling Poverty

Outcome We Are Aiming To Achieve (where do we want to be?): Children are free from poverty City of Gateshead, Sustainable Gateshead, Creative Gateshead Big Ideas

What opportunities are there to help us to achieve our outcome? (including current and future opportunities that would help to achieve our outcome)

- New Children and Families Plan provides the strategic framework for child poverty work (single plan with children and families plan).
- Welfare Reform Bill – work with colleagues – housing, finance, economic development to respond to impact on local families.
- Economic Development – potential joint work around financial inclusion – illegal money lending etc – educational programmes through work with families, parenting courses, training for frontline staff.
- Children’s centres as the delivery model for employment support – e.g. sessions to help parents develop skills to get into work
- Developing capacity within communities –building skills, champions within communities – e.g. community mentors, development of social enterprises.

Key Issue 7: Starting and staying healthy and safe

Outcome We Are Aiming To Achieve (where do we want to be?): Children and young people are healthy and safe Active and Healthy Gateshead Big Idea

Why is this important? (Including impact on wider thematic areas such as health)	Where are we now and where would we be if no action was taken?	How does this impact on inequalities and communities & neighbourhoods	Policy guidance and local views
<p>Ill-health and unsafe or risky behaviour can reduce children and young people's future prospects in life, affecting ability to succeed at school and find employment. It can also affect their self-esteem and their underlying mental health.</p>	<p>By most measures health and wellbeing in Gateshead is improving although there are health issues continuing to affect our children & young people:</p> <ul style="list-style-type: none"> ➤ Obesity remains one of our biggest challenges. In 09/10 22% children in Year 6 were obese which is significantly higher than England's average. (19%). ➤ Infant mortality rates are higher than the national average. (5.2 per 1,000 as compared to 4.7), ➤ 2009 teenage pregnancy rate of 42.1 (per 1000 15-17 years olds) is the lowest in Tyne & Wear and lower than the national (3.8) figure. ➤ 80 emergency hospital admissions each year due to self-harm among CYP under 19 years, with 60 nationally. ➤ The number of first time entrants (youth offending) continues to fall and reoffending is below the national average and lowest regionally. <p>No action would mean reduced life expectancy for greater numbers of children and widen inequality gap.</p> <ul style="list-style-type: none"> ➤ Road accidents are still a major cause of death of children 5-15 nationally 	<ul style="list-style-type: none"> ➤ Inequalities in health remain widespread, with people in the poorest areas living on average 7 years fewer than those in the richest areas. ➤ We still have a significant gap between our health and the average for England. ➤ There is a correlation between low income and obesity in childhood. This is significant for areas like Gateshead, which have a higher than average proportion of low income households. <p>Areas in four wards (Bridges, Felling, Lobley Hill & Bensham, Dunston & Teams and Pelaw & Heworth), have significantly higher rates of teenage conception.</p>	<ul style="list-style-type: none"> ➤ Healthy Lives Healthy People ➤ Marmot Review ➤ Child Poverty Act ➤ Gateshead Commission on Child and Family Poverty ➤ Gateshead Health Strategy ➤ Children Gateshead: Plan for Children, Young People and Families in Gateshead 2011-13

Effective Interventions

- Resolution and a triage approach involving police, prevention staff and YOT has been an effective strategy to reduce the number of young offenders
- Risk and resilience approach to tackling issues including sexual health, teenage pregnancy and substance misuse. It is based on early identification and intervention, underpinned by understanding that emotional health impacts on risk taking behaviour. The approach seeks to promote and support resilience.
- Family Nurse Partnership preventative programme for first time mothers, sex education programmes, healthy schools programme.
- Signposting services and people working with children at risk of offending/becoming disengaged in to mainline services and activities such as leisure, libraries, sports clubs

What opportunities are there to help us to achieve our outcome? (including current and future opportunities that would help to achieve our outcome)

- Crime Prevention workers will be part of the new Family Support team offer following Family Support Review
- Development of new drug and alcohol strategy

Key Issue 7: Starting and staying healthy and safe

Outcome We Are Aiming To Achieve (where do we want to be?): Children and young people are healthy and safe Active and Healthy Gateshead Big Idea

What opportunities are there to help us to achieve our outcome? (including current and future opportunities that would help to achieve our outcome)

- Development of new Health and Wellbeing Board
- Work with colleagues in health – GPs, health visitors etc to ensure services reach groups where service take up is low
- With PCT – review health visiting and school nursing services

Key Issue 8: Attainment, Achievement and Ambition

Outcome We Are Aiming To Achieve (where do we want to be?): Children in Gateshead achieving highly and the gap is narrowed in outcomes in educational attainment. Creative Gateshead Big Idea

Why is this important? (Including impact on wider thematic areas such as health)	Where are we now and where would we be if no action was taken?	How does this impact on inequalities and communities & neighbourhoods	Policy guidance and local views
<p>Education gives children the best chance of success. It enables them to have a choice in their destiny - selecting a fulfilling job, shaping the society around them and enriching their inner life.</p> <p>Evidence shows that the achievement gap between rich and poor widens at the beginning of primary school and gets worse as children and young people move through the education system.</p> <p>Different types of educational experience also help to raise attainment including cultural learning opportunities.</p> <p>Different cultural and creative experiences which improve aspiration and self esteem are highly relevant for those young people for whom formal education does not work</p>	<p>There is significant change in the way education is planned and managed. Performance in our schools continues to be above what might be expected given the circumstances and context of Gateshead. However, we need to ensure we narrow the gap in educational attainment and provide support for children with additional needs. Government policy is to provide renewed focus on a more academic curriculum and to reposition vocational education and training.</p> <ul style="list-style-type: none"> ➤ KS 2 results in 2011 were 5% points higher than nationally. ➤ Results at GCSE 5 A*-C inc English & Maths was 60.3% against 58.9% nationally. In terms of looked after children this was 14.7% (provisional) 38% in the cohort have special educational needs ➤ 3 secondary schools have become academies and a further 2 so will be academies by March 2012. 	<p>Vulnerable children and young people are at risk of falling behind (needs of children with disabilities, those with special educational needs, Looked after children, those on free school meals.</p>	<ul style="list-style-type: none"> ➤ Education White Paper Importance of Teaching ➤ Review Early Years Foundation ➤ Narrowing the Gap Review ➤ Children Gateshead: Plan for Children, Young People and Families in Gateshead 2011-13

Effective Interventions

- *educationGateshead* provides a range of support services to schools – school improvement in early years, primary, secondary, behaviour and attendance improvement, SEN, virtual school for looked after children.
- Henley Review of cultural education which recognises its intellectual rigour and practical skills and inclusion in national curriculum and English Bacc and initial Government investment of £15 million into a number of initiatives related to the sector which aim to inspire young people to engage in cultural activities.
- Using Northern Cultural Ambassadors Network (NCAN) to provide better communication networks to ensure CYP have equality of access to information re the regional cultural offer

What opportunities are there to help us to achieve our outcome? (including current and future opportunities that would help to achieve our outcome)

- Changing role as more schools become academies – need to refocus services to support the role of schools in driving forward achievement – development of new strategic agreement with schools – as “commissioners” or “providers” of services
- Post 16 review being undertaken
- SEND Pathfinder – new single assessment process for health, education and social care.

Key Issue 9: Reduce the harm caused by substance misuse

Outcome We Are Aiming To Achieve (where do we want to be?): Active and Healthy Big Idea

Why is this important? (Including impact on wider thematic areas such as health)	Where are we now and where would we be if no action was taken?	How does this impact on inequalities and communities & neighbourhoods	Policy guidance and local views
<ul style="list-style-type: none"> ➤ Alcohol plays a major part in offending behaviour. ➤ Gateshead is one of the worst performing local authorities in terms of alcohol misuse. ➤ There has been an increase in drug-related deaths since 2007. ➤ The impact of drugs and drug-use in Gateshead often heightens the perception and fear of crime. 	<ul style="list-style-type: none"> ➤ Alcohol-related hospital admissions, although decreasing, is higher in Gateshead than SOTW. Two thirds of admissions are males. ➤ The proportion of violent crime linked to alcohol has increased; alcohol is present in 51% of all recorded violence. ➤ Unlike drugs, alcohol misuse appears to be a one substance problem. ➤ Heroin is the most prevalent substance in Gateshead. ➤ Fall in numbers claiming to use opiates; increase in alcohol and cannabis misuse. ➤ Methadone use has increased and features highly in the number of drug-related deaths. ➤ There has been a decrease in the use of heroin as first choice drug however this could be attributed to the decline in the purity and quantity of heroin coming into the region. ➤ Increase in the number of unplanned discharges from alcohol treatment. ➤ Drugs played an influencing role in 5% of recorded crime but the actual figure is likely to be much higher. 	<ul style="list-style-type: none"> ➤ High rates of deprivation are often a proxy indicator of high alcohol-related harm rates. ➤ Rate of alcohol-related hospital admissions highest in Felling – over 1½ times the Gateshead average. ➤ Lower numbers of young people entering alcohol treatment – peak age for those entering treatment is 30-39yrs. ➤ Higher numbers of clients engaged in drug treatment from Bridges, Low Fell and Deckham – and mirrors areas with higher than average crime rates. ➤ Possibility for substance misuse to increase in current economic climate. 	<ul style="list-style-type: none"> ➤ Safer Gateshead Strategic Assessment. ➤ 2011 Local Alcohol Profiles for England (LAPE)

Effective Interventions

<ul style="list-style-type: none"> ➤ Media campaign focusing on the dangers of mixing drugs and alcohol ➤ Work ongoing with Queen Elizabeth Hospital A&E staff to capture those presenting at A&E following a suspected alcohol-related assault ➤ Pro-active targeting of drug-related offences. ➤ Education work ongoing with local schools and SMART

What opportunities are there to help us to achieve our outcome? (including current and future opportunities that would help to achieve our outcome)

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Key Issue 10: Community Safety - protect vulnerable victims and communities

Outcome We Are Aiming To Achieve (where do we want to be?): Protect and Support Vulnerable Victims and Communities Active and Healthy Gateshead and City of Gateshead Big ideas

Why is this important? (Including impact on wider thematic areas such as health)	Where are we now and where would we be if no action was taken?	How does this impact on inequalities and communities & neighbourhoods	Policy guidance and local views
<ul style="list-style-type: none"> ➤ There are certain communities, neighbourhoods and individuals that appear to suffer from disproportionate levels of crime and ASB. ➤ Problems of speeding traffic – evidence collected as part of the British Crime Survey again suggests that this is seen as an important form of anti-social behaviour by communities; 	<ul style="list-style-type: none"> ➤ The number of victims has fallen by a fifth in the past year – chance of being a victim in Gateshead is at its lowest ever level. ➤ Proportion of repeat victims has increased. ➤ Domestic-related incidents have increased by 10%. ➤ Increase in reported hate-related incidents, although this can be attributed to increased awareness of the ARCH Hate Crime reporting system. ➤ The peak age band for all victims is 25-29 years – and is a similar proportion to previous years. ➤ Metal theft continues to pose a significant problem – accounting for at least 6% of crime across Northumbria during the strategic period. ➤ The proportion of victims classed as repeats has increased from 11% to 13%, but mainly relates to commercial victims. 	<ul style="list-style-type: none"> ➤ High rates of victims reside in Central and Inner West Neighbourhood Management Area. ➤ Areas with higher rate of victims directly correlate with areas of high deprivation/unemployment. ➤ Those identified as Asian or Asian British are over represented by four times. 	<ul style="list-style-type: none"> ➤ Safer Gateshead Strategic Assessment.

Effective Interventions

- Vulnerable Victims database has been developed and piloted in the Inner West to effectively identify and support vulnerable and repeat victims.
- Victim Champion funded by Safer Gateshead to provide support to victims.

What opportunities are there to help us to achieve our outcome? (including current and future opportunities that would help to achieve our outcome)

- The Vulnerable Victims database is to be rolled out across the Borough – victims will be discussed at both Neighbourhood Tasking and Safer Neighbourhoods Groups.
- The Safer Communities team is now more closely linked with the Adult Safeguarding team, offering a greater opportunity to identify and protect the most vulnerable individuals within the Borough.

Key Issue 11: Community Safety lower fear of crime

Outcome We Are Aiming To Achieve (where do we want to be?): Lower the Fear of Crime and Anti-social Behaviour City of Gateshead and Sustainable Gateshead Big Ideas

Why is this important? (Including impact on wider thematic areas such as health)	Where are we now and where would we be if no action was taken?	How does this impact on inequalities and communities & neighbourhoods	Policy guidance and local views
<ul style="list-style-type: none"> ➤ Crime and ASB continues to fall – the chance of being a victim of crime in Gateshead is at its lowest ever level. ➤ Potential for crime and ASB to increase given current economic climate. 	<ul style="list-style-type: none"> ➤ Crime has fallen by 13% between Oct-10 and Sept-11 and ASB has fallen by 15% (compared to Oct-09 – Sept-10). ➤ The perception of crime and ASB does not mirror the actual levels recorded. It is important to continue to reinforce the message that Gateshead is a safe place to live, work and visit. ➤ 81% of residents feel their council area is safe. This is the second lowest figure for the Northumbria Force area. ➤ 19% of residents feel their area has got better. This figure is slightly better than the Northumbria Force area but significantly lower than last year. Residents in East Gateshead are most positive – a quarter of residents surveyed in East NMA feel their area has got better. ➤ Only 15% of Gateshead residents feel their area has got worse in the last 12 months. However this figure changes when broken down by NMA. A quarter of those surveyed in Central Gateshead feel their area has got worse. ➤ Gateshead is consistently one of the best performing CDRPs throughout England. 	<ul style="list-style-type: none"> ➤ Higher rates of crime and ASB in Central Neighbourhood Management Area. ➤ Crime in Bridges ward accounts for 15% of all crime in Gateshead. 	<ul style="list-style-type: none"> ➤ Safer Gateshead Strategic Assessment.

Effective Interventions

- The Safer Neighbourhoods Groups process has been implemented to enhance our partnership approach to tackling Community Safety in Gateshead.
- The worst affected neighbourhoods for crime and ASB have been identified and will be addressed through Safer Neighbourhoods process, and interventions including Selective Licensing of landlords, and engagement and enforcement activity

What opportunities are there to help us to achieve our outcome? (including current and future opportunities that would help to achieve our outcome)

- Further development of the Safer Neighbourhoods process to continuously improve partnership working.
- Further work around the Safer Communities Survey will enable us to identify and tackle specific perceptions for crime and ASB (e.g. young people’s perceptions vs older people’s perceptions).

Key Issue 12: Community Safety - Reduce re-offending

Outcome We Are Aiming To Achieve (where do we want to be?): Reduce Re-offending – City of Gateshead and Sustainable Gateshead Big Ideas

Why is this important? (Including impact on wider thematic areas such as health)	Where are we now and where would we be if no action was taken?	How does this impact on inequalities and communities & neighbourhoods	Policy guidance and local views
<ul style="list-style-type: none"> ➤ We have a statutory duty to reduce re-offending in Gateshead. 	<ul style="list-style-type: none"> ➤ Three quarters of offenders charged or cautioned between Oct-10 and Sept-11 have previously been arrested at another point in time. ➤ Over a quarter of all individuals charged or cautioned between Oct-10 and Sept-11 have committed at least one other offence. ➤ Over a third of all Probation clients have a high or very high risk of reconviction. ➤ A very small number of offenders are responsible for committing approximately 10% of all crime in Gateshead. ➤ The number of first time entrants into the Youth Offending Team has fallen 9% compared to last year. ➤ The vast majority of offenders reside in the Borough – Felling, Dunston and Teams, Bridges, High Fell and Deckham all have higher than average rates of offending. ➤ Over a third of all offenders do not reside in Gateshead, yet are responsible for 10% of all crime. This suggests the need to work closely with neighbouring authorities. ➤ Given the current economic climate there is the potential for an increase in the number of repeat and first time offenders. 	<ul style="list-style-type: none"> ➤ The key risk factors that influence offending behaviour include education, training and employment and relationships and attitudes. ➤ Areas with higher rate of offending directly correlate with areas of high deprivation/unemployment. 	<ul style="list-style-type: none"> ➤ Safer Gateshead Strategic Assessment.

Effective Interventions

➤ Integrated Offender Management (IOM) framework has been launched and helps provide a multi-agency approach to managing the most prolific offenders in the Borough.

What opportunities are there to help us to achieve our outcome? (including current and future opportunities that would help to achieve our outcome)

- Troubled Families initiative
- Further development of the IOM framework
- Community Payback
- Implementation of Restorative Justice in Gateshead (details of the approach to be adopted TBC)

Key Issue 13: Economic Growth - Improve Economic Performance, Enhance business competitiveness, innovation encourage investment and job creation, promote entrepreneurship and business start up

Outcome We Are Aiming To Achieve (where do we want to be?): City of Gateshead – Attract quality employers, providing employment opportunities; Gateshead goes Global – Retain university graduates and increase the number of graduate enterprises; Attract international investment; Sustainable Gateshead – Secure investment and job creation in priority areas

Why is this important? (Including impact on wider thematic areas such as health)	Where are we now and where would we be if no action was taken?	How does this impact on inequalities and communities & neighbourhoods	Policy guidance and local views
<ul style="list-style-type: none"> ➤ Improving local economic performance contributes to NELEP (North Eastern Local Enterprise partnership) wide growth, and to improving economic wellbeing and living standards of local people. ➤ UK trading conditions will remain difficult, with only limited growth of around 1% expected in 2012. ➤ Future UK growth is predicted to be in knowledge based and creative sectors, Gateshead needs to focus on growth in these areas, whilst continuing to encourage growth in traditional sectors to meet the skills base of the current working age population. ➤ High numbers of JSA claimants illustrates a lack of suitable employment opportunities. ➤ Encouraging business specialisation is vital to improving GVA, through working with universities to promote innovation and help businesses bring new products to market. ➤ Whilst manufacturing is likely to contract further, it will continue to provide significant future levels of employment in Gateshead. Diversification of existing businesses and growth of new manufacturing opportunities is therefore essential to improve future economic performance. ➤ Encouraging entrepreneurship will help create a flexible market led economy and encourage the growth of high quality jobs. ➤ Creative industries, business services and distributive trades are the sectors seen to have 	<ul style="list-style-type: none"> ➤ Increasingly, companies operate in international markets. Without activities to promote economic growth the people and businesses of Gateshead will become less competitive. ➤ No growth in the working age population is predicted over the next 20 years, though this is largely due to an ageing population ➤ Although growing, Gateshead’s knowledge sector is smaller than other areas. Without action to stimulate this, these areas are unlikely to grow significantly. ➤ The lack of graduate retention will impact further on business start up levels and knowledge industries needed for future growth ➤ High levels of people claiming health related benefits limits economic performance and competitiveness and reduces life chances. ➤ There is a much lower proportion of people with higher levels skills in Gateshead (and the LEP/Region) than other areas. We cannot attract knowledge companies to Gateshead without meeting their need for highly-skilled employees. ➤ Youth unemployment is high in Gateshead. Improving the sustainability of the business base will help enhance employment opportunities and retain Graduates within the local economy ➤ Vacancy levels are 2/3rds of pre-recession levels illustrating limited opportunities. ➤ In Gateshead in particular more than half a million overnight visitors spent in excess of 668,000 nights travelling for leisure or to attend meetings and conferences with 6.8 million visiting for the day. In total 	<ul style="list-style-type: none"> ➤ Gateshead has significantly higher than average levels of deprivation with poorer health levels, health inequalities and lower skills levels. Future growth will need to ensure that all local people have the opportunities to realise their potential and help to reduce inequality ➤ Helping people to overcome barriers to employment such as health inequalities will help offset zero growth in the working age population needed to meet the predicted growth to 2030 of around 5,000 jobs. ➤ Both low levels of education and low levels of employment are strongly linked to ill-health, particularly mental ill-health ➤ Improving economic performance will help reduce Child Poverty by improving the income of households and families. 	<ul style="list-style-type: none"> ➤ Local Growth White Paper ➤ Green Investment Bank ➤ Localism Act ➤ 1PLAN ➤ LDF ➤ Welfare Reform Bill ➤ Rural Growth Review

Key Issue 13: Economic Growth - Improve Economic Performance, Enhance business competitiveness, innovation encourage investment and job creation, promote entrepreneurship and business start up

Outcome We Are Aiming To Achieve (where do we want to be?): City of Gateshead – Attract quality employers, providing employment opportunities; Gateshead goes Global – Retain university graduates and increase the number of graduate enterprises; Attract international investment; Sustainable Gateshead – Secure investment and job creation in priority areas

Why is this important? (Including impact on wider thematic areas such as health)	Where are we now and where would we be if no action was taken?	How does this impact on inequalities and communities & neighbourhoods	Policy guidance and local views
<p>the greatest growth potential. Over the next 20 years, the council should continue to invest in Baltic Business Quarter and Gateshead Quays to enhance the office, commercial, tourism and leisure potential of the area.</p> <ul style="list-style-type: none"> ➤ Continued diversification of the skills base is essential to meet the needs of Gateshead businesses and the wider NELEP area, where residents may access knowledge based jobs. ➤ Thriving rural communities are equally important, with the growth of rural businesses essential for sustainable rural communities. ➤ Public sector job losses are expected to impact on the North East, with subsequent ill-effects on general and mental health, and so private sector growth will be needed to offset this in order to support the long term economy 	<p>these visitors contributed £466 million to the economy of Gateshead. This expenditure helps to directly support 5,500 jobs in the tourism sector in Gateshead and a further 1,479 in the supply chain bringing total employment to more than 7,000.</p>		

Effective Interventions
<ul style="list-style-type: none"> ➤ Private Sector Decent Homes Programme ➤ Provision of good quality housing offer to meet needs and aspirations of existing and potential residents, and addressing housing market failure Promotion of Arts Award People to improve aspiration, develop creative skills and improve employability ➤ Promotion of Arts Award People to improve aspiration, develop creative skills and improve employability

What opportunities are there to help us to achieve our outcome? (including current and future opportunities that would help to achieve our outcome)
<ul style="list-style-type: none"> ➤ Gateshead Town Centre regeneration, encourage investment especially creative and knowledge based businesses ➤ There are opportunities arising from the ADZ proposal being considered by the Government ➤ Linking with schools and education to develop the skills needed for businesses to grow and thrive ➤ Exploit green growth opportunities including CHP ➤ Working with universities to promote innovation and help businesses bring new products to market is essential. ➤ Housing Market Renewal Programme – Joint Venture

Key Issue 14: Economic Infrastructure, Improve the economic environment, through working with public and private sector partners to develop, implement and fund regeneration projects.

Outcome We Are Aiming To Achieve (where do we want to be?): City of Gateshead – Improve the housing offer consistent with our city aspirations; Attract quality employers, providing employment opportunities; Creative Gateshead – Increase digital infrastructure and accessibility to the use of it;

Why is this important? (Including impact on wider thematic areas such as health)	Where are we now and where would we be if no action was taken?	How does this impact on inequalities and communities & neighbourhoods	Policy guidance and local views
<ul style="list-style-type: none"> ➤ Increasingly businesses are operating in a global market and need the right environment in which to operate. This includes a skilled workforce, housing and transport infrastructure and premises and other amenities to attract and retain businesses. ➤ There is a need to grow new markets and opportunities utilising our economic assets, and focusing on areas of growth e.g. low carbon; creative and cultural industries, the rural economy and advanced manufacturing. ➤ Poor economic performance is linked to deprivation and poor health ➤ Working more closely with neighbours e.g. Newcastle and across the NELEP is increasingly important. Collaborating on the use of key assets such as renewable energies creates high level jobs which Gateshead residents can access. ➤ Creating and influencing the environment for growth is needed to help make Gateshead competitive in the longer term. This can be achieved through for example regenerating key areas such as Gateshead town centre and Gateshead Quays. ➤ Next Generation (broadband) Access (NGA), with superfast speeds is essential if local businesses are to compete globally. ➤ Improving the accessibility of the urban core and capacity of the A1 at key pressure points is important to tackle congestion and improve regional, national and international links, which support regeneration. 	<ul style="list-style-type: none"> ➤ The business base comprises mainly small businesses, with 86% of firms employing fewer than 20 people, although 2.2% of businesses employ more than 100 people compared to a national average of 1.5% ➤ The borough has around 99,000 jobs. The number of jobs/working age population (or Job density) is 0.80, which is much higher than the NE and GB average, illustrating the borough's ability to attract and create jobs ➤ The proportion of knowledge-based businesses has increased since 1997 to 15%. However, this remains the lowest in Tyne & Wear and THE sub-region, trailing far behind the figure of 22% for Newcastle and below the GB average of 21.8%. ➤ There is a lack of suitable larger detached homes to attract people to Gateshead, which could impact on longer term growth prospects and inward investment opportunities. However lower than average house prices can be an attractive prospect to those seeking to re-locate ➤ Most of Gateshead's employment space is industrial (91%) with office use accounting for just 9%, the lowest proportion in Tyne & Wear. This suggests an imbalanced economy. ➤ 15% of Gateshead's employment stock is vacant, including 25% of all office units. ➤ There is a relatively large proportion of older units, with around 75% of factory units built before 1971. ➤ Although Gateshead is reasonably well served by broadband coverage, the speeds do not support modern business practices or customer demand ➤ Although well connected through the East Coast 	<ul style="list-style-type: none"> ➤ Infrastructure needs to consider the needs of diverse communities for example helping to connect people in rural areas to employment opportunities. ➤ Poor infrastructure contributes to difficulties in access to health and social services as well as employment 	<ul style="list-style-type: none"> ➤ Local Growth White Paper ➤ Localism Act ➤ Regional Growth Fund ➤ LDF / Core Strategy ➤ One Core Strategy Objectives 1, 2,3,4,9 and 10 ➤ Policy CS6: Employment and economic growth priorities ➤ Policy CS7: Employment Land Portfolio ➤ Policy CS8: Use of Employment Land for alternative uses ➤ Policy CS9: Leisure, Culture and Tourism ➤ Policy CS10: Retail and Centres ➤ Policy CS11: Existing Communities ➤ Policy CS12: Delivering New Homes ➤ Policy CS13: Ensuring a Balanced Housing Stock ➤ CS Policy 17 ➤ Policy CS25: Transport Networks

Key Issue 14: Economic Infrastructure, Improve the economic environment, through working with public and private sector partners to develop, implement and fund regeneration projects.

Outcome We Are Aiming To Achieve (where do we want to be?): City of Gateshead – Improve the housing offer consistent with our city aspirations; Attract quality employers, providing employment opportunities; Creative Gateshead – Increase digital infrastructure and accessibility to the use of it;

Why is this important? (Including impact on wider thematic areas such as health)	Where are we now and where would we be if no action was taken?	How does this impact on inequalities and communities & neighbourhoods	Policy guidance and local views
<ul style="list-style-type: none"> ➤ The low carbon economy offers significant growth potential for manufacturing and construction. Specifically, opportunities to develop a town centre district heating scheme and a major low carbon housing retrofit scheme known as 'Green Deal' are being explored alongside proposals for 36,000 new homes. ➤ Regenerating local centres is an essential part of developing services within communities and maintaining neighbourhood sustainability. Proposals are in place to develop Felling, Blaydon & Birtley Town Centre, creating in excess of 500 new jobs across the three areas. In addition to this, the Trinity Square development in Gateshead's town centre it set to create over 1,000 new jobs ➤ Housing growth is needed to meet economic needs & generate a critical mass of people to help drive improved performance. ➤ Importance of cultural regeneration to Gateshead has been recognised in the past in developing economic growth, continuing this would help to build on existing good work and make the most of opportunities to enhance further growth. 	<p>Mainline to some areas of the UK it is vital that the NE is connected to a high speed rail network</p> <ul style="list-style-type: none"> ➤ Improvements are also needed to the A1 to alleviate congestion and improve connectivity ➤ The limited range and availability of house types restricts the housing options for inward investors and upwardly mobile residents. Often people will move from the borough to access suitable homes reducing spend in the local economy. 		<ul style="list-style-type: none"> ➤ Employment Land Review ➤ Population and Economic Growth Projections ➤ Office Needs Study

Effective Interventions

- JVV
- Cultural regeneration

What opportunities are there to help us to achieve our outcome? (including current and future opportunities that would help to achieve our outcome)

- While the Enterprise Zone will not have a Gateshead location in the long term, its close proximity will provide opportunities for highly qualified Gateshead residents.

Key Issue 14: Economic Infrastructure, Improve the economic environment, through working with public and private sector partners to develop, implement and fund regeneration projects.

Outcome We Are Aiming To Achieve (where do we want to be?): City of Gateshead – Improve the housing offer consistent with our city aspirations; Attract quality employers, providing employment opportunities; Creative Gateshead – Increase digital infrastructure and accessibility to the use of it;

What opportunities are there to help us to achieve our outcome? (including current and future opportunities that would help to achieve our outcome)

- Encouraging better use of economic assets in rural areas will create opportunities for economic growth
- Transport improvements to improve traffic flow and relieve congestion
- Ensure broadband capacity to meet the needs of new and existing businesses
- Gateshead Town Centre and the development of local centres offers a number of opportunities for jobs growth
- The One Core Strategy proposes to develop 15,000 new homes by 2030, to deliver the long-term aspiration of a Gateshead population of at least 200,000.
- Gateshead's LDF policy pathway will also ensure a 5 year land supply targets for employment, with a minimum of 12.4ha per year maintained across NewcastleGateshead, mainly for warehousing and manufacturing, as well as increasing digital infrastructure delivery to all businesses and residents.
- The One Core Strategy will encourage an increase in affordable housing provision, including larger affordable family housing, with at least 15% of dwellings to be affordable where developments consist of 15 or more dwellings.
- Gateshead's LDF also identifies key employment areas, which will be protected for employment use to support and maximise employment generating potential.
- Importance of Coatsworth Road Town Heritage Initiative
- Proposals to develop 36,000 new homes will help to deliver the long-term aspiration of a combined Gateshead and Newcastle population of at least 500,000.

Key Issue 15: Economic Inclusion, Maximise the number of residents in employment, enhance third sector capacity and support social enterprises to develop, increase self employment, address debt and promote financial capability

Outcome We Are Aiming To Achieve (where do we want to be?): City of Gateshead - more economic opportunities in our rural areas e.g. through tourism; Creative Gateshead – Increase learning opportunities by increasing apprenticeships as a progression route into learning and employment; Work in partnership to promote further and higher education in Gateshead; Create long term employment opportunities for people in neighbourhoods of greatest need; Increase digital infrastructure to improve social inclusion

Why is this important? (Including impact on wider thematic areas such as health)	Where are we now and where would we be if no action was taken?	How does this impact on inequalities and communities & neighbourhoods	Policy guidance and local views
<ul style="list-style-type: none"> ➤ There is a need to tackle worklessness, improve skills levels and attract talented people to satisfy the predicted long-term employment growth. ➤ Promoting financial inclusion will help residents to achieve long-term aspirations for themselves, improving life chances addressing child poverty and helping to create sustainable communities and places. ➤ It will reduce the dependency culture and help overcome the impact of zero growth in the working age population at a time of predicted job growth (by2030) by increasing the numbers of local people who will be economically active. ➤ This work also contributes to good health with those in employment generally being healthier including, particularly, improved mental health ➤ The impact of the recession and welfare reform will result in reduced spending power in Gateshead, impacting on local economic performance. ➤ Benefit dependency, particularly Incapacity Benefit/Employment Support Allowance claimants and high levels of unemployment, including youth unemployment impact on the local economy. Addressing these can help to stimulate growth by providing a workforce that is healthy and attractive to employers ➤ A poorly skilled workforce limits access to job opportunities, meaning that many are only able to access lower skilled, lower paid jobs. Higher 	<ul style="list-style-type: none"> ➤ To achieve Vision 2030 we need to tackle people's views and aspirations in terms of employment and the life chances this brings ➤ With 38% of residents living in the most deprived communities in England and only 7% living in the least deprived areas, Gateshead is one of the most financially excluded areas in the UK. ➤ In 2009, approx 11% of households had an income under £5k p.a, almost double the GB figure of 6.2%. ➤ 22% of adults have 'poor' literacy skills compared to a national average of 16% and 63% have 'poor' numeracy skills, again compared to a national average of 46%. ➤ The number of people in employment in March 2011 stood at 84, 700 or 67.7% of the working age population. ➤ Over 5,000 less people in employment than June 2008. ➤ The borough has higher than average levels of unemployment than many parts of the UK. Leaving change to market forces would mean missed opportunities to influence market development and secure sustainable long terms growth. ➤ There are approximately 2,000 unemployed young people aged 18-24. A long term lack of employment opportunities will limit life chances. ➤ Level 2 attainment at Year 11 has risen steadily in the borough in recent years. The 2011 Gateshead average of 60.1% and 87.9% is higher than the national average of 58.3% and 78.8% and the North East average of 56.5% and 84.3% respectively. 	<ul style="list-style-type: none"> ➤ Gateshead is the 43rd most deprived area of England out of 326 (IMD 2010) ➤ It has higher than average levels of child poverty at 24.3% compared to 20.9% for England ➤ Those in the working age population will see the greater impact of welfare reform including families and this could result in greater focus being needed on certain groups ➤ Higher rates of deprivation are linked to lower skilled people and worklessness issues ➤ Higher rates of deprivation are linked to poor health outcomes ➤ Potential issues around repeat offenders ➤ Most deprived areas tend to be around the urban core, although there is risk for some in more rural areas to become more socially excluded from employment opportunities ➤ High levels of unemployment are linked to poor health outcomes, particularly around mental health 	<ul style="list-style-type: none"> ➤ Welfare Reform Bill ➤ Local Growth White Paper ➤ Localism Act ➤ The Work Programme ➤ Rural Growth Review

Key Issue 15: Economic Inclusion, Maximise the number of residents in employment, enhance third sector capacity and support social enterprises to develop, increase self employment, address debt and promote financial capability

Outcome We Are Aiming To Achieve (where do we want to be?): City of Gateshead - more economic opportunities in our rural areas e.g. through tourism; Creative Gateshead – Increase learning opportunities by increasing apprenticeships as a progression route into learning and employment; Work in partnership to promote further and higher education in Gateshead; Create long term employment opportunities for people in neighbourhoods of greatest need; Increase digital infrastructure to improve social inclusion

Why is this important? (Including impact on wider thematic areas such as health)	Where are we now and where would we be if no action was taken?	How does this impact on inequalities and communities & neighbourhoods	Policy guidance and local views
<p>skilled jobs are needed to re-balance the economy, however this would mean that a more highly skilled labour force would need to be achieved</p> <ul style="list-style-type: none"> ➤ There is a need to continue to encourage the growth of jobs at all skills levels to mirror the current low skills attainment of the population. 	<ul style="list-style-type: none"> ➤ 7.9% of Gateshead residents achieved three or more A*/A grades, performing better than the North East of 7.6% but compares poorly against 12.8% in England. ➤ There has been a 29% increase in the number of residents in apprenticeships in Gateshead in 2010/11 academic year. ➤ Latest figures (2009) suggest that 25% of children in Gateshead are living in poverty, up from 23.6% in 2008. ➤ Limited access to bank accounts and credit facilities can leave residents financially excluded, facing higher living costs and exposed to loan sharks. Potential for increases in illegal money lending / door step borrowing which often incur very high interest rate levies ➤ Welfare reform could mean greater potential for more households to incur rent and Council Tax arrears, while the changes would have an impact on the income of local people and potentially the wider economy. Around two-thirds of Gateshead tenants currently have their housing benefit credited directly to rent accounts and when this is paid directly through Universal Credit there could be potential issues with financial management ➤ Through Council Tax Localisation, the protection for Council Tax support for pensioners and other vulnerable groups (which make up about 50% of current claimants in Gateshead) means that the 10% reduction will fall onto the working age population who could see their support reduce by 20% or more. ➤ Provision of cultural and creative apprenticeships has helped to engage some and improve prospects for financial inclusion 		

Key Issue 15: Economic Inclusion, Maximise the number of residents in employment, enhance third sector capacity and support social enterprises to develop, increase self employment, address debt and promote financial capability

Outcome We Are Aiming To Achieve (where do we want to be?): City of Gateshead - more economic opportunities in our rural areas e.g. through tourism; Creative Gateshead – Increase learning opportunities by increasing apprenticeships as a progression route into learning and employment; Work in partnership to promote further and higher education in Gateshead; Create long term employment opportunities for people in neighbourhoods of greatest need; Increase digital infrastructure to improve social inclusion

Effective Interventions

- A core employment support offer dovetailed with mainstream contracts to help overcome multiple barriers to work.
- Self employment and social enterprise support offer.
- Work in partnership with agencies across Gateshead to improve access to affordable credit and reduce high levels of debt
- Multi organisations approach to reducing illegal money lending.
- Provision of volunteering opportunities, including those in creative settings

What opportunities are there to help us to achieve our outcome? (including current and future opportunities that would help to achieve our outcome)

- Greater working with schools linking to educational outcomes at an earlier stage linked to employer needs
- Better co-ordination of core council offer with external contracts (e.g. Work Programme, Youth Contract and ESF Children and Families.)
- Exploration of ways to develop higher-level jobs (Level 4) in Gateshead (and across the NELEP area) and encourage employers to appoint the growing number of Gateshead residents with these higher-level skills using new Government initiatives
- Continue to develop job opportunities across all skills levels to meet the current skill base of the working age population.

Key Issue 16: A local housing offer incorporating choice and quality meeting needs and aspirations

Outcome We Are Aiming To Achieve (where do we want to be?): Vision 2030 Sustainable Gateshead Big Idea by improving and protecting our local environment so that Gateshead is the best place to live and work; Wide variety of attractive housing supporting sustainable and cohesive communities; City of Gateshead with a buzzing and vibrant central Gateshead with comprehensive housing retail and leisure. The vision for housing supports this: Local People who live in good quality, affordable homes, which meet their changing needs and are located within pleasant, safe and sustainable communities

Why is this important? (Including impact on wider thematic areas such as health)	Where are we now and where would we be if no action was taken?	How does this impact on inequalities and communities & neighbourhoods	Policy guidance and local views
<p>Housing has a key role to play in supporting the needs of people who live in, or wish to move to, Gateshead. This includes:</p> <ul style="list-style-type: none"> - Improving peoples health; - Tackling the financial exclusion of some of our poorest households; Building ‘respect’ and community cohesion within our neighbourhoods; Contributing to climate change targets on CO2 emissions for a better environment; and, Supporting educational attainment and economic growth. <p>Independence for disabled or elderly residents</p> <p>Addressing homelessness</p> <p>It is extremely important that the Gateshead residential offer provides a choice of quality accommodation in sustainable locations to meet people’s current and future needs and aspirations.</p> <p>A range of housing tenure, type and size that attracts employers and employees to the area.</p> <p>Within the Urban Core, the promotion of residential development as part of mixed use schemes is needed to develop the areas and support economic growth.</p> <p>There is a challenge to deliver the target number of new houses to support the desired growth and ambition of retaining and attracting economically active residents whilst not causing market failure in more vulnerable areas. It also provides</p>	<p>The evidence base highlights that a better range and quality of housing is needed to improve the housing offer to support both regeneration and economic growth strategies. Making use of existing housing stock to best effect and securing efficient settlement patterns that include access to affordable and convenient transport is also key.</p> <p>Using council land to deliver homes for sale, shared ownership and rent via JVV</p> <p>As people tend to remain in their family home even after children have grown up and left, there are issues with under-occupation of family sized homes. This affects both home owners as well as tenants. Evidence suggests the need to ensure a high proportion of new housing (60%) that is suitable and attractive to families, with a target of more than 20,000 new homes to have three or more bedrooms increasing the supply of mid-market and upper market homes, particularly detached houses.</p> <p>A lack of housing that is appropriate for older people and adaptable to changing needs could result in more older people going into nursing homes, incurring longer term greater costs for individuals as well as to the public. Increasing the choice of suitable accommodation for the increasingly older population including 2 and 3 bedroom bungalows, sheltered accommodation and Extra Care accommodation.</p> <p>Trends show that in recent years following the global recession, house prices as well as sales have fallen. Affordability is however still an issue, particularly for first</p>	<p>Mono tenure estates can also lead to a lack of income mix in areas which can impact on the sustainability of areas.</p> <p>A lack of supply, including new affordable homes, in some areas can impact on the ability of local people to remain within their communities.</p> <p>Poor quality housing can affect people’s life chances – leading to poor educational attainment, poor health and poor job prospects. For example overcrowding leads to an increase in respiratory problems and potential for increased risk of the spread of infectious disease.</p> <p>Those with disabilities may have difficulties accessing particular forms of housing and could be restricted in their choice of accommodation.</p> <p>A lack of affordable housing can leave some economically excluded from decent housing options.</p> <p>Some groups may have particular housing issues and needs such as</p>	<ul style="list-style-type: none"> ➤ One Core Strategy ➤ Strategic objectives: 1,2,3,4,11,12,13 ➤ One Core Strategy Policies: ➤ CS11: Existing Communities ➤ CS12: Delivering New Homes ➤ CS13: Ensuring a Balanced Housing Stock ➤ CS14: Accommodating Travelling Groups ➤ Jewish Community Survey ➤ Strategic Housing Market Assessment ➤ Welfare Reform Act ➤ Housing Strategy 2007-12 ➤ Private Sector Housing Renewal Strategy ➤ Planning Policy Statement 3 ➤ Localism Act ➤ Government’s Housing Strategy ➤ Local Investment Plan ➤ Core Strategy Policy 17

Key Issue 16: A local housing offer incorporating choice and quality meeting needs and aspirations

Outcome We Are Aiming To Achieve (where do we want to be?): Vision 2030 Sustainable Gateshead Big Idea by improving and protecting our local environment so that Gateshead is the best place to live and work; Wide variety of attractive housing supporting sustainable and cohesive communities; City of Gateshead with a buzzing and vibrant central Gateshead with comprehensive housing retail and leisure. The vision for housing supports this: Local People who live in good quality, affordable homes, which meet their changing needs and are located within pleasant, safe and sustainable communities

Why is this important? (Including impact on wider thematic areas such as health)	Where are we now and where would we be if no action was taken?	How does this impact on inequalities and communities & neighbourhoods	Policy guidance and local views
<p>opportunities for apprenticeships and getting people back into the labour market.</p> <p>House building and improvement provide wealth and employment in the region. Local businesses are able to benefit from this market as part of the supply chain.</p> <p>As the population ages the housing offer needs to be able to accommodate the changing needs of older people so they can remain in their homes for longer and reduce the impact on primary and secondary health care.</p> <p>Poor quality housing a key determinant of physical and mental health and therefore investment is key to improving public health and life expectancy.</p> <p>Retrofitting existing building and delivering highly sustainable new homes will support goals around reducing fuel poverty and will help meet climate change targets.</p>	<p>time buyers as lenders are requiring larger deposits. Requiring all housing developments of 15 or more dwellings to provide at least 15% as affordable housing.</p> <p>Without action there is a potential mis-match between the housing offer and what people want. This can lead to a surplus of properties which can lead to a wider environmental impact on neighbourhoods. This could also mean that people may not move into the area resulting in population loss and bring other consequences including more empty properties and anti-social behaviour.</p> <p>Consideration is needed as to current housing policy given the content of the Welfare Reform Act and its implications re under-occupation. (18%) tenants of working age who claim housing benefit under-occupy their homes under the definitions in the agreed Act</p>	<p>Gypsy and traveller groups. Provision will be made for travelling groups at our existing site. Where required, additional sites for Gypsies and Travellers and Travelling Showpeople will be identified or considered.</p> <p>The One Core Strategy, with greater detail being provided within the MSGP DPD, will also ensure that adequate provision will be made for travelling groups, with emphasis upon the existing site within Gateshead, and any additional sites that may be required being suitable located to jobs, schools and other facilities.</p> <p>Some communities are seeking to expand, although a lack of accommodation or land for new accommodation can make this difficult.</p>	

Effective Interventions
<ul style="list-style-type: none"> ➤ Housing Renewal activity – replacing poor quality low demand stock with new homes or securing property improvement. ➤ Working with housing associations to deliver new affordable homes including those funded via the Homes and Communities Agency (HCA); ➤ 20,000 homes now meet the ‘Gateshead Standard’, which exceeds standards set by national government. ➤ Selective landlord licensing and property accreditation to improve quality in the Private rented sector; ➤ Delivering new supported and specialist accommodation including 45 new extra flats at Harlow Green. ➤ Work has started on building up to 154 new homes in Kibblesworth, 94 of which will be affordable supported by over £4.5 million HCA grant.

Key Issue 16: A local housing offer incorporating choice and quality meeting needs and aspirations

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Effective Interventions

- Work to bring empty properties back into use, and secure improvements whilst properties are empty.

What opportunities are there to help us to achieve our outcome? (including current and future opportunities that would help to achieve our outcome)

- The Housing Joint Venture company to deliver 2, 500 sustainable homes including a high proportion of affordable homes over 19 years.
- Delivering the targets set in the draft core strategy
- Gateshead Council Advisory Group work on housing policy implications following enactment of Welfare Reform Bill.
- Gateshead's LDF will facilitate the regeneration of empty and derelict properties, and see the demolition of unviable housing stock. The One Core Strategy seeks to aid the provision of a net addition of 12,455 homes across Gateshead by 2030, as well as ensuring that 15% of housing developed is affordable.
- New Homes Bonus (CLG)
- Empty Homes Funding (HCA)
- The One Core Strategy seeks to promote development of housing to meet the needs of specific groups through Lifetime Homes and wheelchair accessible homes, detailed standards of which will be further defined within the Making Spaces for Growing Places DPD.
- There will be an increase in provision of choice of housing for the elderly population and provision of purpose built student accommodation.
- Alongside this, Gateshead's LDF will encourage the improvement of existing neighbourhoods, to make Gateshead a more attractive place to live.
- To ensure that there will be a suitable mix and choice of housing available across Gateshead, the One Core Strategy recommends that new housing development should consist of: 10% 1 bed properties, 30% 2 bed properties, 30% 3 bed properties; and 30% 4+ bed properties. Details on the allocation of sites and requirements in terms of the number of affordable housing will be made available in the Making Spaces for Growing Places DPD.

Key Issue 17: Enhancement of place - built environment

Outcome We Are Aiming To Achieve (where do we want to be?): Ensuring communities are attractive, safe and sustainable and provide a sense of place for all. This is firmly rooted in Vision 2030 Sustainable Gateshead Big Idea by improving and protecting our local environment so that Gateshead is the best place to live and work; City of Gateshead with a buzzing and vibrant central Gateshead with comprehensive housing retail and leisure; Creative Gateshead with Gateshead's heritage and culture recognised and preserved

Why is this important? (Including impact on wider thematic areas such as health)	Where are we now and where would we be if no action was taken?	How does this impact on inequalities and communities & neighbourhoods	Policy guidance and local views
<p>Development promotes and positively contributes to creating a healthy and equitable living environment by:</p> <ul style="list-style-type: none"> ➤ avoiding adverse impacts, including from noise, ground instability, ground and water contamination and air quality; ➤ avoiding negative impacts on residential amenity; ➤ promoting and facilitating healthy lifestyles; ➤ providing good access to health and leisure facilities; <p>It is imperative that the development and use of land protects, preserves and enhances the quality of the natural, built and historic environment. Having the right built environment is crucial in attracting people into the area, encouraging population growth and the visitor economy. Both are important for long term economic growth.</p> <p>A poor built environment can impact on physical and mental health problems. Accessible buildings and areas are important for those who have physical disabilities to enable them to be socially included, in terms of homes, employment opportunities and access to leisure and culture.</p> <p>The built environment is an important influence on crime, health, education, inclusion, community cohesion and well-being.</p> <p>The development of the urban core will enable more families to live in this area, improving opportunities</p>	<p>There is a very genuine threat of long term population decline and changing demographics - decades of population decline have now stopped, but there are low birth rates and an ageing population.</p> <p>Demand on health and social services caused by an ageing population and changing demographics, particularly relating to spatial distribution of older members of the population</p> <p>The historic mix and design of housing and subsequently neighbourhoods and communities within Gateshead appears to be out of balance in places with the needs and aspirations of local communities across some areas.</p> <p>Derelict and contaminated land (brownfield sites) has been an issue for the industrialised and urban areas of the North East including Gateshead and Newcastle. The redevelopment of such areas poses significant challenges.</p> <p>Some communities in Gateshead experience poor quality public realm, land/ streetscapes and built environment generally, diminishing the sense of quality of place and ultimately peoples' wellbeing. There are areas where development detracts from the local character of areas.</p> <p>The Council has 10 leisure facilities, 5 with a pool. Improvements to leisure facilities have resulted in an increase in users the % of Leisure Active Card Users in Gateshead has increased over recent years:</p>	<p>Development promotes and positively contributes to creating an equitable living environment by considering the equality and diversity requirements of residents and the local communities demonstrating how this has been achieved in their Design and Access statement.</p> <p>Development that generates the need for community facilities and services will be required to make contributions towards the provision for new facilities or improvement of existing facilities.</p> <p>The UK's Sustainable Development Strategy⁴ suggests that some of the most deprived areas often bear the burden of some of the worst environmental impacts. These include dereliction, contaminated land, lack of greenspace, industrial pollution, risks of flooding and poor air quality.</p> <p>The environment has an important role in providing opportunities for a high quality of life for everyone</p>	<ul style="list-style-type: none"> ➤ One Core Strategy ➤ Urban Core Area Action Plan ➤ Green Infrastructure Strategy ➤ Planning Policy Guidance ➤ Climate Change Strategy ➤ Policy CS17: Promoting Good Place Making ➤ Policy CS18: Climate Change ➤ Policy CS19: Green Infrastructure and the Natural Environment ➤ Policy CS21: Flood Risk and Water Management ➤ Policy CS23: Waste ➤ Core Strategy Objectives 1 and 6 ➤ Urban Design SPD ➤ Housebuilder Alterations and Extensions SPD

Key Issue 17: Enhancement of place - built environment

Outcome We Are Aiming To Achieve (where do we want to be?): Ensuring communities are attractive, safe and sustainable and provide a sense of place for all. This is firmly rooted in Vision 2030 Sustainable Gateshead Big Idea by improving and protecting our local environment so that Gateshead is the best place to live and work; City of Gateshead with a buzzing and vibrant central Gateshead with comprehensive housing retail and leisure; Creative Gateshead with Gateshead's heritage and culture recognised and preserved

Why is this important? (Including impact on wider thematic areas such as health)	Where are we now and where would we be if no action was taken?	How does this impact on inequalities and communities & neighbourhoods	Policy guidance and local views
<p>for new neighbourhoods. It is important that the Urban Core contains the services required to support a wide range of households.</p> <p>The built environment supports mixed use to cater for different groups. Local shopping and service provision in smaller frontages or single shops away from the identified centres can provide an important service to the local community.</p> <p>In order to support economic aspirations and graduate retention the provision of purpose built student accommodation in sustainable locations with excellent public transport and/or pedestrian and cycling linkages to educational campuses is crucial.</p> <p>Key to quality of place is successful place making that incorporates high quality urban design.</p> <p>Public art linked to the environment has been successful in the past and continuation of this could help improve environmental outcomes in the future. Seeking opportunities for percentage for art in new developments is an important element of this</p>	<p>2009 17.5% 2010 19.6% 2011 20.4%</p> <p>Attendances of swimming overall in the Borough have increased following the re-development of the swimming pools, despite the removal of the free swimming initiative. From January – July 2010 there were 137,200 swimming attendances, for the same period in 2011, there were 162,750.</p> <p>23,915 people attended a sporting activity.</p>	<p>and enhance the wellbeing of people to reduce inequalities such as life expectancy which varies between affluent areas and more deprived areas, with some of the most deprived areas suffering lower than average life expectancy.</p>	

Effective Interventions

- Redevelopment of Gateshead Town Centre is helping to create new jobs
- Block Improvement Scheme Programme
- Selective Landlord Licensing
- Targeted enforcement activity to prevent properties having a detrimental impact on visual and residential amenity.
- Role of public art and cultural activity/festivals/community activity to enhance, animate and promote the built environment

Key Issue 17: Enhancement of place - built environment

Outcome We Are Aiming To Achieve (where do we want to be?): Ensuring communities are attractive, safe and sustainable and provide a sense of place for all. This is firmly rooted in Vision 2030 Sustainable Gateshead Big Idea by improving and protecting our local environment so that Gateshead is the best place to live and work; City of Gateshead with a buzzing and vibrant central Gateshead with comprehensive housing retail and leisure; Creative Gateshead with Gateshead's heritage and culture recognised and preserved

Effective Interventions

➤ Encouraging communities to develop strong, local arts and cultural activities to enhance and celebrate a sense of place and value Gateshead's urban and rural environment

What opportunities are there to help us to achieve our outcome? (including current and future opportunities that would help to achieve our outcome)

- The redevelopment of Gateshead Town Centre and the Baltic Business Quarter present opportunities to further enhance the built environment in Gateshead in accordance with the Vision for the local area
- Gateshead's LDF is the policy pathway to ensure that development and use of land protects, preserves and enhances the quality of the natural, built and historic environment as well as promotes and facilitates healthy lifestyles
- The Urban Design SPD provides the opportunity to ensure developers develop a high quality, sustainably designed built environment. In addition this will play a role in reducing crime and encouraging community cohesion.
- Gateshead's LDF will further encourage provision of a mix and choice of housing to accommodate students and the increasing older population.
- The Making Spaces for Growing Places will include policies to ensure development avoids adverse impacts from noise and air pollution, as well as issues surrounding contaminated land and ensuring the balance between development needs and enhancing/sustaining the historic environment.

Key Issue 18: Enhancement of natural environment

Outcome We Are Aiming To Achieve (where do we want to be?): Vision 2030 Sustainable Gateshead Big Idea by improving and protecting our local environment so that Gateshead is the best place to live and work; City of Gateshead with a buzzing and vibrant central Gateshead with comprehensive housing retail and leisure; Creative Gateshead with Gateshead’s heritage and culture celebrated, enhanced and promoted

Why is this important? (Including impact on wider thematic areas such as health)	Where are we now and where would we be if no action was taken?	How does this impact on inequalities and communities & neighbourhoods	Policy guidance and local views
<p>Ensuring that development and the use of land protects, preserves and enhances the quality of the natural, environment is a priority within the One Core Strategy. The natural environment is an essential component of quality of place is also fully recognised.</p> <p>Providing a network of quality green spaces that are safe, usable, connected and accessible for all is important to local people and in achieving a range of benefits including improving biodiversity.</p> <p>Green and open spaces have recognised physical and mental health benefits for local people and developments, such as allotments can help people to exercise through gardening while producing fresh healthy food for consumption.</p> <p>Green infrastructure will be expected to be multifunctional and must include climate change mitigation or adaptation measures such as surface water storage, contribution to sustainable drainage systems, urban cooling and carbon sinks. They can also contribute to improving air and water quality as well as using tree planting to reduce noise.</p> <p>An attractive environment is an important feature for Gateshead in attracting visitors and boosting the visitor economy. It can also help to encourage more people to relocate to Gateshead contributing to population growth.</p>	<p>Gateshead has many good quality green space, parks and woodland. The Borough has won national awards for many of its areas such as Saltwell Park and has had success in introducing Red Kites to the area.</p> <p>Gateshead has higher than average levels of obesity and suffers from health inequalities. Access to a quality natural environment can help to improve both physical and mental health.</p> <p>Not all residents are able to benefit from access to the environment in the same way. Some areas are more urban and lack of access to and quality of open spaces has been identified as important issues for the Core Strategy to address.</p> <p>There is a need to protect and enhance biodiversity and geodiversity, and reduce fragmentation of habitat networks.</p> <p>The new developments in some growth areas pose new challenges and threats with regard to flood protection and prevention.</p> <p>Green infrastructure in NewcastleGateshead is not wholly fit for purpose and past development has sometimes impacted negatively by removing or severing green corridors that link to green spaces and nearby countryside. The Green Infrastructure Strategy seeks to address this.</p> <p>The Tyne & Wear Green Belt will continue to form a wide</p>	<p>Communities in more urban areas can have less access to open space than more rural areas</p> <p>Some open and green space areas may not feel safe to residents, particularly at night and may deter some groups such as older people or women from accessing the some natural environment areas.</p> <p>The UK’s Sustainable Development Strategy⁴ suggests that some of the most deprived areas often bear the burden of some of the worst environmental impacts. These include dereliction, contaminated land, lack of greenspace, industrial pollution, risks of flooding and poor air quality. As an area with higher than average levels of deprivation, this could be an issue in some parts of Gateshead.</p> <p>The health inequalities in Gateshead including higher levels of obesity mean that the use of the natural environment so improve or encourage better health is important alongside the promotion</p>	<ul style="list-style-type: none"> ➤ Green Infrastructure Strategy ➤ Climate Change Strategy ➤ Planning Policy Guidance ➤ One Core Strategy objectives 6/7/8 ➤ Policy CS17: Promoting Good Place Making ➤ Policy CS18: Climate Change ➤ Policy CS19: Green Infrastructure and the Natural Environment ➤ Policy CS21: Flood Risk and Water Management ➤ Policy CS23: Waste ➤ Durham Biodiversity Action Plan <p>The quality of the natural environment is important to local people. The last residents’ survey in 2009 found that 28% felt that parks and open spaces were important in making somewhere a good place to live. 58% made use of Gateshead’s parks and</p>

Key Issue 18: Enhancement of natural environment

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Why is this important? (Including impact on wider thematic areas such as health)	Where are we now and where would we be if no action was taken?	How does this impact on inequalities and communities & neighbourhoods	Policy guidance and local views
<p>Environmental activities are a useful tool for engaging with communities as they are often very localised, provide volunteering opportunities and are able to secure buy in from local residents to wider regeneration.</p> <p>Developments will be required to ensure that green infrastructure assets are protected, enhanced and / or newly provided taking account of identified needs and opportunities.</p> <p>Improving the look of the environment also includes improving environmental cleanliness.</p>	<p>band of protected land around NewcastleGateshead although some green belt area may be identified for further discussion, and investigatory work in line with the Core Strategy and to meet Gateshead's housing needs</p> <p>Three of the four cleanliness standard targets were met:</p> <ul style="list-style-type: none"> ➤ Performance against the detritus standard target of 7% was met. The levels of detritus at year end were 5.0% lower than the target set of 7%. ➤ Performance against the graffiti standard target of 3.5% was met. The levels of graffiti at year end were 2.0% lower than the target set of 3.5%. ➤ Performance against the fly posting standard target of 2.25% was met. The levels of fly posting at year end were 0% lower than the 2.25% target set. ➤ The target for the litter standard of 3% was missed with performance at 4%. 	<p>of healthy active lifestyles and access to fresh and local food.</p>	<p>open spaces at least once a month. More recently the Council's consultation on the 2012/13 and 2013/14 budget demonstrated strong support for parks and open spaces with 75.4% stating this to be important.</p>

Effective Interventions

- A Street Action Enforcement Team has been introduced to tackle a wide range of place based environmental anti-social behaviour such as dog fouling, litter and fly tipping. This is providing a targeted approach to environmental enforcement action
- Neighbourhood Pride has helped to engage communities and businesses in taking more responsibility in improving the local environment
- Animate parks and open spaces via events and cultural activity creating a sense of vibrancy and pride

What opportunities are there to help us to achieve our outcome? (including current and future opportunities that would help to achieve our outcome)

- The Green Infrastructure Delivery Plan will help to improve linkages between areas using the natural environment
- The Green spaces activities which will be linked into the Green Infrastructure Plan should introduce new methods of improving the green spaces in Gateshead.
- Gateshead's LDF policies will see the identification of, and enhancement of, Gateshead's strategic Green Infrastructure network, which would be expected to be multifunctional, through supporting the needs of people, plants and animals. The One Core Strategy seeks to improve access to open space for Gateshead residents
- PPG17 Assessments will identify open spaces and identify targets for requirements of additional open space across the Borough.
- Gateshead's LDF policies will also encourage new developments to respond positively to, and enhance local characteristics and respond to climate change mitigation and adaptation.

Key Issue 19: Environmental sustainability – waste management, energy and climate change

Outcome We Are Aiming To Achieve (where do we want to be?): Vision 2030 Sustainable Gateshead Big Idea by ensuring a sound future for Gateshead, improving and protecting our local environment so that Gateshead is the best place to live and work; A Borough where the choice to be environmentally sustainable for residents and businesses is easy City of Gateshead with a buzzing and vibrant central Gateshead with comprehensive housing retail and leisure; Creative Gateshead with Gateshead’s heritage and culture recognised and preserved

Why is this important? (Including impact on wider thematic areas such as health)	Where are we now and where would we be if no action was taken?	How does this impact on inequalities and communities & neighbourhoods	Policy guidance and local views
<p>Gateshead, through the Joint Municipal Waste Management Strategy has targets for recycling 45% of its waste by 2015 and 50% by 2020. It also aims to meet the following targets for recovery of municipal waste of 67% by 2015 and 75% by 2020.</p> <p>Recycling reduces the amount of landfill needed. Landfill sites can be detrimental to health both directly and in reducing recreational land available. It also helps to reduce Co2 emissions.</p> <p>Achieve 50% recycling target by 2020 and a recovery target of 75% whilst facing reduced budgets under austerity measures Alternate weekly collections could help to increase recycling.</p> <p>It is now broadly accepted that there will be significant climate change consequences over the coming decades arising from greenhouse gases already released as a result of man-made activities, as well as those emissions likely to be associated with planned growth.</p> <p>It is imperative that we reduce CO₂ emissions from new development and future growth whilst adapting to the issues, mitigating adverse impacts and take advantage of the opportunities presented by climate change.</p> <p>There is a need to limit greenhouse gas contributions to climate change as well as tackling issues around pollution and air quality which can</p>	<p>Target to achieve 50% recycling by 2020. Interim target of 45% recycling rates by 2015. Vision 2030 Sustainable Gateshead Big Idea.</p> <p>Currently the recycling rate is 34.6%. It is projected that AWC's will also help raise this. Beyond that, it will require additional waste initiatives to improve performance.</p> <p>Latest projections suggest that by the end of this century the UK will have parts that are warmer and drier, other parts that have wetter winters, less snowfall and an increased risk of flooding.</p> <p>Without action carbon emissions would most likely increase, contributing to worldwide harmful climate change.</p> <p>Flood risk in Gateshead is a complex issue and can arise from many potential sources. Gateshead currently has some areas that are prone to flooding.</p> <p>NI 188 (climate change adaptation) has been abolished but have achieved level 4.</p> <p>Gateshead has adopted a Sustainable Energy Action Plan, which shows that energy consumption in homes is falling (4% drop between 2005 – 2008), and borough-wide emissions (homes, employers, transport) has dropped by 5% from 2005 – 2008. The Plan also identifies the opportunity to save 280,000 tonnes of carbon savings, or 23.5%, between 2005 – 2020.</p> <p>Initiatives have reduced Gateshead's carbon emissions by</p>	<p>Some areas of Gateshead are likely to be particularly affected by adverse climate change potentially those at risk of flooding.</p> <p>There are some vulnerable groups who could potentially be at greater risk of fuel poverty such as older people and those on low incomes.</p> <p>Some vulnerable groups may be more at risk if Gateshead experiences some of the expected impacts of climate change e.g. temperature increases. And a bigger impact in urban areas, though urban cooling techniques could mitigate this.</p> <p>Recycling is easy and can be done by everyone regardless of their status. However, historically there was a link between lower socio economic status and poorer recycling habits.</p> <p>AWC's will potentially affect the larger households more adversely, but this is offset by the free second recycling bin policy, and application for a second residual</p>	<ul style="list-style-type: none"> ➤ One Core Strategy ➤ Gateshead Climate Change Strategy ➤ Sustainable Energy Action Plan ➤ Policy CS17: Promoting Good Place Making ➤ Policy CS18: Climate Change ➤ Policy CS19: Green Infrastructure and the Natural Environment ➤ Policy CS21: Flood Risk and Water Management ➤ Policy CS23: Waste Core Strategy Objectives 1,4,8,9 and 10 ➤ The current Joint Municipal Waste Management Strategy sets out the position and targets for waste management. <p>The local environment is a key priority for residents and is consistently highlighted in residents' surveys and in the recent</p>

Key Issue 19: Environmental sustainability – waste management, energy and climate change

Outcome We Are Aiming To Achieve (where do we want to be?): Vision 2030 Sustainable Gateshead Big Idea by ensuring a sound future for Gateshead, improving and protecting our local environment so that Gateshead is the best place to live and work; A Borough where the choice to be environmentally sustainable for residents and businesses is easy City of Gateshead with a buzzing and vibrant central Gateshead with comprehensive housing retail and leisure; Creative Gateshead with Gateshead’s heritage and culture recognised and preserved

Why is this important? (Including impact on wider thematic areas such as health)	Where are we now and where would we be if no action was taken?	How does this impact on inequalities and communities & neighbourhoods	Policy guidance and local views
<p>have impacts on the environment and on individuals through health issues.</p> <p>Environmental sustainability also has wider impacts. Fuel poverty, through poor energy use, can impact greatly on quality of life and can result in poorer health for vulnerable groups</p> <p>Other adverse impacts can include poorer health through temperature increases which affect vulnerable groups, and can increase issues such as with pests and disease while flooding can also have an impact on both physical and mental health.</p> <p>There is a need to change behaviour so that it becomes easier to become more sustainable and reduce carbon dioxide emissions from energy use and incorporating renewable or low carbon energy sources.</p>	<p>15% over four years (2005 – 2009).</p> <p>Gateshead Council has developed a Carbon Management Plan aiming to reduce carbon emissions by 35-40% by 2014 and the Council achieved Carbon Trust Standard in Dec 2009. Transport has a role in reducing emissions.</p>	<p>waste bin for families of 6 or more</p>	<p>budget consultation.</p> <p>Consultation on the Climate Change Strategy also demonstrated the importance of the issue to residents</p>

Effective Interventions

- Warmzone has had particular success helping to insulate 26,000 homes and will continue to target homes with poor energy efficiency.
- Construction completed of nine eco homes on Durham Road and five have already been sold
- Sound communications to persuade and encourage people to recycle more
- A degree of environmental enforcement is possible (as a last resort) to help tailor resident behaviours, e.g. spot fines, FPN’s, non-removal of wheeled bin contents, contamination notices placed upon recycling bins that contain residual waste items
- Alternate Weekly Collections

What opportunities are there to help us to achieve our outcome? (including current and future opportunities that would help to achieve our outcome)

- Economic growth opportunities through green growth and advancement of new technologies in energy management, renewables etc Business opportunities will be generated by the climate change strategy New opportunities need to be maximised linking skills development, training to employment opportunities.
- The Housing Joint Venture company to deliver 2, 500 sustainable homes over 19 years.

Key Issue 19: Environmental sustainability – waste management, energy and climate change

Outcome We Are Aiming To Achieve (where do we want to be?): Vision 2030 Sustainable Gateshead Big Idea by ensuring a sound future for Gateshead, improving and protecting our local environment so that Gateshead is the best place to live and work; A Borough where the choice to be environmentally sustainable for residents and businesses is easy City of Gateshead with a buzzing and vibrant central Gateshead with comprehensive housing retail and leisure; Creative Gateshead with Gateshead's heritage and culture recognised and preserved

What opportunities are there to help us to achieve our outcome? (including current and future opportunities that would help to achieve our outcome)

- District Heating Project presents opportunities to reduce carbon and energy use
- After 2013, Warmzone could be linked to the new housing retrofit/green deal for homes scheme.
- Gateshead's LDF has the key theme of sustainability supporting all of the requirements as set out in policies.
- The One Core Strategy requires that consideration of Flood Zones, and development should avoid at risk areas, or make use of sustainable mitigation methods such as Sustainable Drainage Systems.
- The One Core Strategy also stipulates that development proposals must address the impacts of climate change, and will ensure that measures, such as new development must meet the 'very good' BREEAM standard, and the standard of Code for Sustainable Homes is met.
- Gateshead's LDF seeks to encourage development of renewable or low carbon energy solutions, and encourages connection to a committed decentralised energy source.
- Targets as identified within the One Core Strategy include; All buildings to be zero carbon by 2019, with schools to be zero carbon by 2016 and public sector buildings by 2018 and for development to meet the code for sustainable homes level 4 by 2013 and level 5 by 2016
- Alternate Weekly Collections will be implemented from March 2012.
- Energy from Waste from the Joint Municipal Waste Management Strategy treatment facility. Improved HWRC at Campground with education centre.
- Global warming, climate change, recycling and Environmental Sustainability in general are all still very topical news and this helps to raise overall awareness.
- Commissioning by PCT – Funding to improved health through warm homes

Key Issue 20: Affordable and sustainable transport options improving connectivity

Outcome We Are Aiming To Achieve (where do we want to be?): City of Gateshead – managing traffic congestion and improving accessibility in support of growth and regeneration. Sustainable Gateshead – reducing harmful emissions and local environmental impacts from transport. Active and healthy Gateshead – a safe transport system which achieves high levels of walking and cycling. Gateshead goes global – effective national and international connections by rail, road, air and sea.

Why is this important? (Including impact on wider thematic areas such as health)	Where are we now and where would we be if no action was taken?	How does this impact on inequalities and communities & neighbourhoods	Policy guidance and local views
<ul style="list-style-type: none"> ➤ Increasing traffic congestion poses a threat to the future successful and sustainable regeneration of Gateshead. Problems are already evident on the A1 and in the urban core, affecting major regeneration areas; ➤ Transport, and in particular road traffic, remains a major contributor to carbon emissions and air quality problems; ➤ Traffic can have a major detrimental impact on local communities through, for example, congestion or speeding, resulting in severance and a less safe and pleasant environment; ➤ Walking and cycling are important in promoting high levels of physical activity and reducing the health problems associated with inactivity and obesity; ➤ Road accidents continue to be a source of death and physical injury; ➤ Transport provides links to national and international markets necessary for economic success. 	<ul style="list-style-type: none"> ➤ Economic recession has resulted in a reduction in traffic congestion in recent years. However major problems remain and economic recovery will see a significant worsening of these; ➤ Predictions are for a 12% decrease in speed in the morning peak on main routes by 2021 across Tyne and Wear, with a 34% decrease on the A1; ➤ In spite of relatively low car ownership levels, carbon emissions from transport in Tyne and Wear are above the national average as a proportion of total emissions ➤ The Air Quality Management Area in Gateshead town centre is a consequence of emissions from road traffic; ➤ Levels of cycling in Tyne and Wear are the lowest in England, albeit they have increased significantly in recent years (27% growth 2004-2009); ➤ There have been major reduction in the numbers killed and seriously injured n Gateshead’s roads (39% reduction 1994-98 to 2010); ➤ Public transport use in Tyne and Wear has decreased significantly. There was a 59% decrease in bus travel and 34% fall in Metro travel over the period 1985/6 – 2005/6. More recent trends are harder to discern because of the boost to concessionary journeys resulting from the introduction of free travel for the elderly. 	<ul style="list-style-type: none"> ➤ Young people, the elderly and women rely heavily on public transport and therefore are disproportionately affected by reductions in service/increases in fares; ➤ Specific communities and neighbourhoods, especially in the inner area, are particularly affected by congestion and air quality problems; ➤ Rural areas tend to be worst affected by declining public transport services. 	<ul style="list-style-type: none"> ➤ LDF/core strategy/IDP; ➤ Local Transport Plan; ➤ Proposed devolution of major transport scheme funding; ➤ Metro reinvigoration; ➤ Nexus bus strategy; ➤ Local Sustainable Transport Fund; ➤ Trunk road programme.

Effective Interventions

- Local Transport Plan investment has been successful in reducing delays to buses, increasing levels of cycling and reducing road accidents;
- Tyne and Wear Urban Traffic Management and Control system is improving management of road network to reduce congestion;
- Travel planning can be effective in reducing unnecessary car use for specific developments/organisations;
- Local Sustainable Transport Fund key component monies seek to build on effective measures based around travel to school;
- Regional road safety analysis is supporting more effective targeting of action;

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Effective Interventions

- Child safety training, Bike It etc support independent, healthy travel for young people;
- East Gateshead bus partnership has provided a more effective basis for co-ordination of and involvement in the delivery of bus services;
- S106 developer contributions have allowed development of bus services such as QuayLink and the Metro Centre shuttle.

What opportunities are there to help us to achieve our outcome? (including current and future opportunities that would help to achieve our outcome)

- Targeted road pricing/tolling to deliver major infrastructure/services;
- Proposed devolution of major transport scheme funding;
- Nexus' bus strategy is investigating use of Quality Contracts or enhanced bus partnerships;
- Lobbying of Government to deliver improvements to A1.