



Vision 2030

Sustainable Community Strategy for Gateshead

Strong communities at the heart of Vision 2030



**GATESHEAD
STRATEGIC
PARTNERSHIP**

Vision 2030

Sustainable Community Strategy for Gateshead

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DIFFERENT FORMATS

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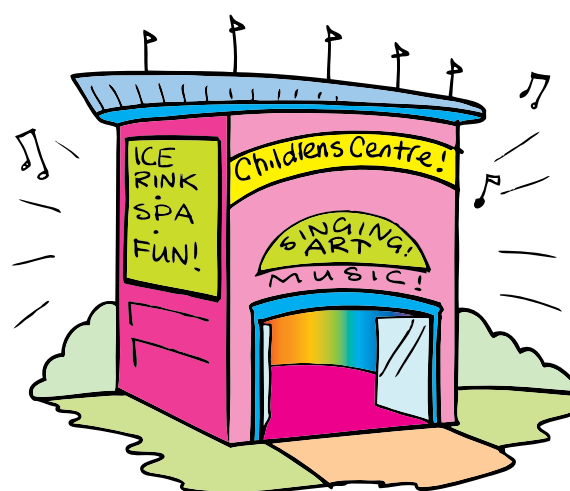
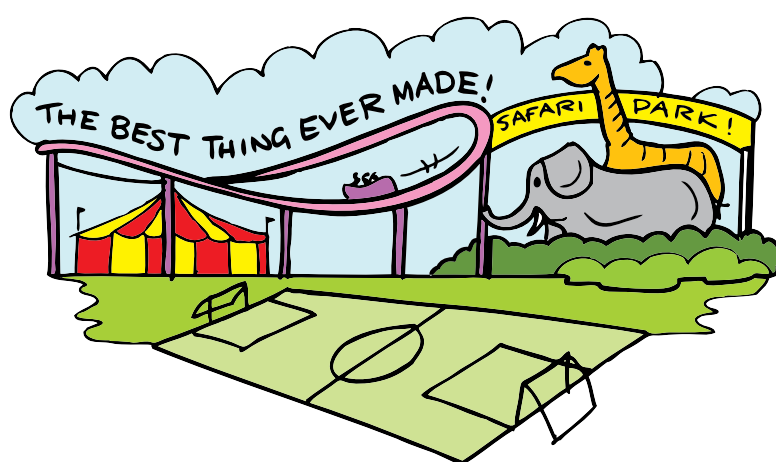
A Message from the Chair of Gateshead Strategic Partnership, Mick Henry



Vision 2030 is Gateshead Strategic Partnership's ambitious Sustainable Community Strategy. Sustainable communities are at the heart of Vision 2030 - this is our statement of intent to make Gateshead the best place to live, work and visit. It is meant to inspire our public, private, voluntary and community sector partners in Gateshead to achieve a step change improvement in the Borough. It is based upon 6 'Big Ideas' which are our aspirations and have been developed through debate, discussion and visioning with people in Gateshead.

Vision 2030 sets the direction and focus for our Local Area Agreement (LAA) which is the delivery plan for this strategy. We will review delivery and progress annually to make sure we are meeting the needs and aspirations of our communities. To ensure this happens we will develop a simplified performance framework and have clear accountability for all partners. Progress will be reported to, and monitored by, local people and Gateshead Strategic Partnership.

The ideas in this strategy are visionary - they are what people have told us matters to them. Can we achieve them? This is our challenge for the coming years. We have always aimed high in Gateshead and seized opportunities. This strategy continues our journey to make Gateshead the best place to live, work and visit.



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

Preparing Vision 2030



Gateshead's Sustainable Community Strategy

What is a Sustainable Community Strategy?

The Local Government Act 2000 places a duty on all local authorities to ensure that a Sustainable Community Strategy is in place that sets the strategic vision for the area and that it is prepared in consultation with partners.

Gateshead Strategic Partnership (GSP) has spent nearly a year talking to local people, public, private and voluntary sector agencies to identify and agree this long term vision and ambition for the future. Over 5,300 people have been directly involved and engaged in this process.

The realisation of Vision 2030 will make a difference to the local people of Gateshead. The strategy identifies clear outcomes, priorities and targets that support our vision and responds to what local people have told us is important.

It will help partners to:

- continuously work together to make sure services are relevant to local people and value for money
- explore new ways to maximise the impact of services
- develop effective solutions and increase capacity
- set the direction and priorities for the Local Area Agreement; and
- clearly align resources with priorities.



The Evidence Base

To start the process for the Sustainable Community Strategy, Gateshead's Area Profile was produced as an evidence base. The Area Profile is an Audit Commission project that has been piloted for the last two years in local areas and with national key stakeholders. It aims to build a detailed picture of quality of life and local services using indicators of local quality of life, context statistics and local residents' and service users' views on quality of life.



This detailed picture of quality of life and local services was then used to carry out a series of consultation and engagement events which involved over 5,300 people:

- Engagement events with key stakeholders, residents and businesses - twelve events attracting over 1,200 local people and service providers
- Engagement events with children and young people (over 60 local children aged between 2 - 16)
- Four local Business Focus Groups
- Five Expert Panels attracting over 120 partners
- Direct consultation with residents through Council News and the Council website to promote the successes of the current Community Strategy and ask for their views on future priorities
- Distribution of 5,000 postcards asking for people's views on the future for Gateshead
- An interactive website for all 191,500 residents
- Empower Gateshead and Gateshead Council held over 23 events in neighbourhoods for local residents, attracting over 580 people.

The findings from these events were analysed independently and led to the development of 6 Big Ideas to be taken forward for the next phase of the development of the strategy:

- City of Gateshead
- Gateshead goes Global
- Creative Gateshead
- Sustainable Gateshead
- Active and Healthy Gateshead
- Gateshead Volunteers

In order to develop the ideas, workshops were then held for each of the Big Ideas as well as a workshop on Physical Regeneration. These workshops involved key stakeholders in Gateshead and the Region and their purpose was to agree outcomes, pathways and targets for each of the Big Ideas.

This strategy is a result of the agreed vision and priorities identified through this consultation process.



What is Vision 2030?



Our Vision for Gateshead is ...

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

What does this mean?

‘Unlocking Potential’ ...

What do we want Gateshead to look and feel like in 2030?

“Gateshead? Not so long ago you were more likely to see orchids in Iceland as trendy journalists on Tyneside. Now Islington’s finest can’t get enough of the place ... how is it that Gateshead, a far from affluent inner city area, has had them? The answer is Gateshead impresses everyone with its passion, focus and planning.

Not only do the area’s cultural provisions enable everyone to get involved, but there is a community spirit that runs through the area that is quite astonishing.”

The Times

Gateshead has undergone a journey of transformation over the last 20 years. Our journey has been based on a long term vision and commitment to unlocking the potential of Gateshead. This picture of change is impressively illustrated through some of Gateshead’s achievements ...

- In 1987, unemployment in Gateshead was 17%, today it is 4%
- There has been significant growth in new businesses, illustrating investment and entrepreneurship in Gateshead. Between 1994 and 2003, the business rate in Gateshead grew by 12.3%, making Gateshead the only place in the north east region to keep up with the national average
- Gateshead was not a well known tourist destination 20 years ago ... NewcastleGateshead was voted *the* favourite English City Break destination by Guardian readers in 2003, 2004, 2005 and 2006
- Gateshead’s reputation has grown nationally ... £500 million has been invested in Gateshead Quays alone in the last 10 years; internationally renowned artists increasingly use Gateshead as a stage for their work



- The Metrocentre is Europe's largest shopping centre and is visited by 24 million shoppers a year
- The population has grown in Gateshead year on year since 2003 ... for the first time in 20 years, population decline has been reversed.

Unlocking the potential to 2030 ...

Our focus for the future which is outlined in this strategy is one which continues to accelerate this transformation for Gateshead ... one which focuses on *people and place*.

Our vision for the future ...

- **Local people with high aspirations and opportunities to achieve ...**
delivered through quality education, training and employment opportunities for young and old through public, private and voluntary sector organisations
- **High rates of emotional and physical wellbeing ...** a healthy and happy population. We will achieve this through encouraging and promoting healthy lifestyles and narrowing the gap of inequality across Gateshead
- **Sustainable and thriving communities ...** communities of people and place. We will do this through focusing on neighbourhoods which are well designed, sustainable, offer choice and are diverse
- **Prosperous communities with a focus on creativity and the environment ...**
We will do this through creating the conditions for business opportunities and sustainable growth in the Borough. Gateshead will be a place that continues year on year to attract and grow talent and ambition

By 2030, Gateshead will be an economically thriving city which is focused on people ... unlocking the potential of our local residents by giving opportunities and nurturing aspirations.



What you said ...

What should Gateshead look and feel like in 2030?

“Global impact and global business environment - with local rewards”

“Known for its ambition and innovation in environmental sustainability”

“Business and jobs that attract graduates from around the world”

“Active older citizens and a growing population”

“A safe place with lots of meeting places”

“A strong volunteering community, developing our skills and creating sustainable communities”

“Thriving economy with rewarding jobs”

“Civic pride and a strong sense of identity”

“Residents living long and healthy lives”

“A Cosmopolitan community which is bustling, diverse and vibrant”

“Creative centre for excellence”

“Sustainable vibrant neighbourhoods at the heart of Vision 2030”

“Traffic free with innovative transport solutions - free public transport”

This ambitious picture of Gateshead is Vision 2030. The pathways and targets for improvement in this Strategy aim to achieve this Vision.



How do we get there?

Looking back - what have been our achievements through the Community Strategy 2004 - 07?

Some of the main achievements of the previous Community Strategy have been:

- Developed strong community spirit
- Increasing diversity
- International recognition
- Excellent educational attainment
- More businesses in Gateshead, a consistent year on year increase
- Continuous reduction in crime
- Significant reductions in teenage pregnancy
- Significant reductions in unemployment
- Cleaner, Greener, Safer Gateshead

Significant progress has been made. However, looking at trends and projections for the future, significant challenges emerge. We have two choices, two scenarios:

- Scenario 1 **Do nothing**
- Scenario 2 **Vision 2030, 6 Big Ideas, more radical interventions**

Scenario 1 Do nothing

If we stand still, projections for the future for Gateshead are:

- **An increasing ageing population** - Government projections to 2029 show a 32% increase in our population of local people over the age of 60. We have enabled more and more people to live independently, but health remains an issue for our older populations.
- **Incremental population growth reliant on unforeseen opportunities** rather than planned growth. The Office of National Statistics predicts population growth of 3,500 by 2029, however this is based on uncharacteristic population growth over the last 3 years.
- **Educational attainment up to 16 continues to improve and young people are more engaged** ... but there is a gender gap in attainment levels and post 16 education is below the national average.
- **Obesity in young people continues to rise** and engagement in sport and activity of adults is below the national average.
- **A relatively low base of skills** - 22% of adults have literacy skills classed as 'poor' and 12% of adults have a University degree in Gateshead.
- **An economy that is underperforming compared to the rest of the UK and Europe.** Unemployment is currently reducing (4%), however in some neighbourhoods unemployment is 12%. At present, 60% of households have less than £20,000 income. Will the future continue this trend of a dominance of relatively low paid employment and low entrepreneurship in Gateshead?
- **Overall levels of crime have reduced**, but antisocial behaviour is still a major issue affecting the perceptions of residents.
- **Improvements have been made in recycling**, but performance lags behind the national average as households continue to produce more waste.
- **Gateshead is likely to continue to grow as a place to visit** expenditure by overseas visitors to Tyne and Wear has grown by £8 million in the last few years and there were an extra 600,000 visitors to NewcastleGateshead in 2004. However, by 2030, will this place an increased pressure on the road network?
- **The significant and unacceptable gap in life expectancy across the Borough**, and between Gateshead and the best in England, will continue to increase.
- **Changing levels of engagement** - As people increasingly believe that knowing your neighbours does not matter and that looking after yourself is more important than looking after the community some commentators, such as the Henley Centre, have forecast a longer term trend of increasing disengagement, with a continuing decline in voting and in involvement with public services.

Scenario 2 Greater interventions to achieve Vision 2030

Scenario 2 identifies strategic interventions for Gateshead Strategic Partnership which are based upon 6 Big Ideas. These are ambitious, aspirational and bold to tackle the challenges we face. They are:

- **City of Gateshead**

City of Gateshead is about achieving the qualities of great cities around the World in terms of design, growth, natural resources, people and culture.

- **Gateshead goes Global**

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

- **Creative Gateshead**

Local people that can access a breadth of creative experiences and opportunities. In all spheres of life, creativity can help make Gateshead look great, as well as promoting further entrepreneurship and a better quality of life for residents.

- **Sustainable Gateshead**

Sustainability can be applied to all aspects of life, work and communities. To ensure a sound future for Gateshead, economic prosperity, making the best use of resources and an attractive local environment are the fundamental building blocks for a Sustainable Gateshead.

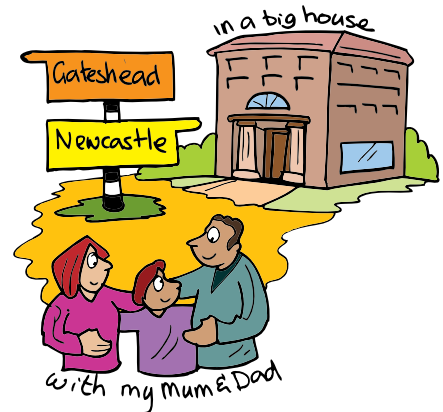
- **Active and Healthy Gateshead**

Health is fundamental to well-being and long life. Health is determined by many factors. Within Gateshead we want to create the healthiest communities in the country providing opportunities and encouragement for all and positively influencing the factors affecting health.

- **Gateshead Volunteers**

Gateshead Volunteers is about enabling everyone to make a recognised contribution to their community. Volunteering is something that can benefit both the individual and the wider community. Through Gateshead Volunteers, we want to maximise the potential of volunteering in Gateshead.

These big ideas are all linked and support one another and are underpinned by strong communities.



Gateshead in 2030 - from consultation held with children aged 6-16 years old

The rest of this strategy is based on Scenario 2, it identifies interventions and improvements to achieve Vision 2030.

City of Gateshead



City of Gateshead is not just about achieving city status. It is about achieving the qualities of great cities around the world in terms of design, growth, natural resources, people and culture. We want to draw on these qualities and blend them with the history and uniqueness of Gateshead to be a place where people want to live, work, visit and do business with.

Outcomes

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

Where we are now

- Improved national and international profile through culture and sport
- More students relocating to Gateshead
- Design Centre for the North now being developed
- Baltic Business Quarter now being developed
- Trend in population decline reversed

What do we want to achieve - Our Improvement Targets

Improvement Targets

- By 2030, Gateshead's population is 200,000, an increase of 7,000 from 2007
- By 2030, diversity in Gateshead has grown, with new populations now at 15% an increase of 10% since 2007
- By 2030, 75% of adults will be qualified to NVQ Level 3 and above
- By 2030, 80% of residents in full time employment will earn over £20,000 per annum (at today's prices)
- By 2030, the economic activity rate for working age population is well above the national average

Pathway to achieving Vision 2030

2030

- Internationally linked, high speed rail terminal opens in Gateshead
- Whole River Tyne frontage from Ryton to Bill Quay is enhanced and includes build development along with nature conservation and recreation. The riverside route promotes accessibility for pedestrians and cyclists
- Lowest ever crime rate - one third of that in 2007

2020

- Cash free public transport for all Gateshead residents
- Regionally significant carbon neutral city centre in Gateshead
- Eco Innovation Gateshead - a tourist destination
- Publicly owned ICT network in place
- Free Internet access for all Gateshead residents
- Integrated transport system which manages demand and growth
- Quayside and Baltic Business Quarter complete
- City status achieved (2012)
- Design Centre for the North opens in Gateshead
- Competition for best community festival in Gateshead is launched
- Vibrant new Central Gateshead shopping area completed

2010

- New Local Development Framework is in place - statutory land use plan with increased housing targets
- New policy agreed - new housing to meet Code for Sustainable Homes
- Unique Gateshead citizenship programme designed by adults and children is launched in schools
- A partnership with local businesses is launched to develop and support international links
- Next phase of Quayside development commences
- Begin implementation of Town Centre development
- Strategy agreed for talent attraction and retention - including managed economic migration to ensure a diverse workforce

2007

Gateshead goes Global



In the 21st century we are increasingly affected by the world around us and are able to appreciate the impact we have on others around the world. Gateshead goes Global seeks to maximise the opportunities of globalisation for local benefit and local reward - 'Think Global - Act Local' and to recognise our role in the international community. Ultimately Gateshead will benefit from an internationally linked economy which responds to international markets that is cosmopolitan both reflecting the residents who live here and also is outward looking to other cultures.

Outcomes

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

Where we are now

- World-class sports, visual and performing arts venues - BALTIC Centre for Contemporary Art, The Sage Gateshead and Gateshead International Stadium
- International profile raised through Waterfront Communities project
- Centre of global excellence in computer gaming
- Developing proposals for a wi-fi Central Gateshead

What do we want to achieve - Our Improvement Targets

Improvement Targets

- By 2030, a 25% increase in international cultural events hosted in Gateshead
- By 2015, 30% of young people gaining grade A* - C in a language subject (other than English)

Pathway to achieving Vision 2030

2030

- Annual World Trade Festival - supported by developing world communities
- Target sectors and businesses for international growth
- All schools achieve Fairtrade status

2020

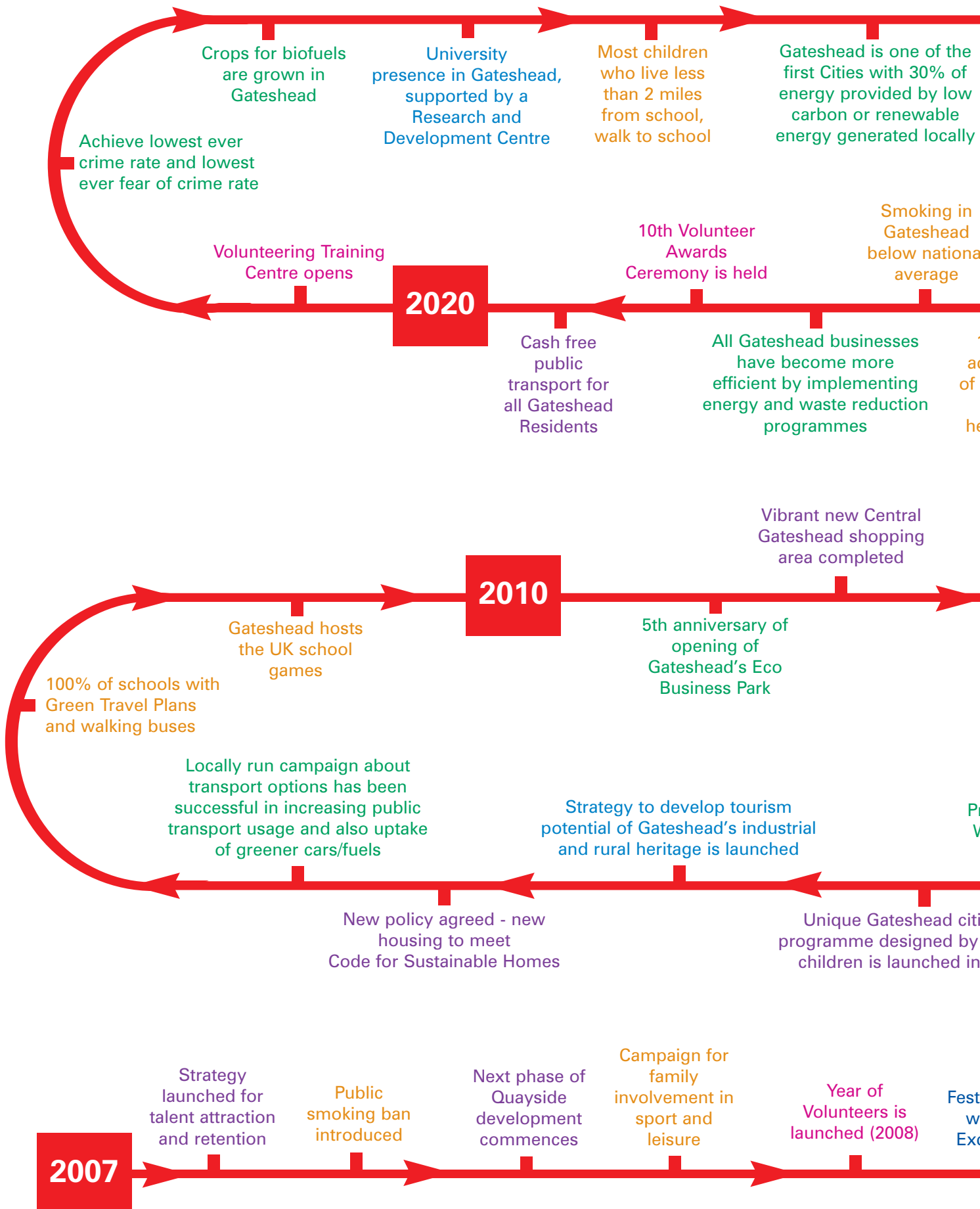
- Branding within Gateshead reflects the diversity of cultures and languages of the people who live here
- More local businesses will be successful in achieving trade and export awards
- Language provision in childrens centres, schools and adult learning is jointly promoted as part of skills for life
- Work with three EU transnational projects to support delivery of Vision 2030
- Establish international links to support delivery of Sustainable Gateshead
- Fairtrade city schools programme launched
- Festival started to link in with 2008 Centre of Excellence for Culture
- International exchange programme for young people and adults is launched
- Launch strategy for talent attraction

2007



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

Pathway to achieving Vision 2030



KEY

- City of Gateshead
- Creative Gateshead
- Active & Healthy Gateshead
- Global Gateshead
- Sustainable Gateshead
- Gateshead Volunteers

2030



Creative Gateshead



Local people that can access a breadth of creative experiences and opportunities. Creativity offers lots of opportunities to improve Gateshead and the lives of our residents. In all spheres of life, creativity can help make Gateshead look great, as well as promoting further entrepreneurship and a better quality of life for residents.

Outcomes

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

Where we are now

- Regeneration of the Quays
- Iconic buildings, The Sage Gateshead, BALTIC Centre for Contemporary Art and Gateshead Millennium Bridge
- High performing schools
- Public Service Academy in partnership with the NHS and Further Education
- National Training Award in partnership with New Vision

What do we want to achieve - Our Improvement Targets

Improvement Targets

- By 2012, all Gateshead residents and businesses have free access to internet
- By 2017, a 25% increase of visitors at our heritage and cultural sites
- By 2030, 90% of residents feel they have a sense of identity and belonging with Gateshead
- By 2020, the percentage of young people who have gone onto further education exceeds the national average
- Reduce number of 16-18 year olds not in education, employment or training
- By 2020, 65% of local people agree that they are able to participate in decision making

Pathway to achieving Vision 2030

2030



- University presence in Gateshead, supported by a Research and Development Centre

2020



- All new homes are built with new technology infrastructure integrated into them
- Growth in Eco and knowledge based sectors has significantly increased the number of higher skills level jobs available in Gateshead
- Flourishing apprenticeship and advanced trades skills courses are now attracting young people and re-trainers from around the region
- Increased delivery of public services using digital technologies
- Business development idea swap site a worldwide hit - intellectual property is protected
- Increased accessibility for lifelong learning opportunities
- Newsletter and marketing for students and graduates about opportunities of returning to live and work in Gateshead

2010



- Role models and mentors from Gateshead residents and business people work in schools to encourage greater take up of higher and further education
- Increase uptake of lifelong learning by older people resulting in improved quality of life
- Develop an internet site where ideas for innovation and service improvement can be logged
- 10th anniversary of the Angel of the North
- Strategy to develop tourism potential of Gateshead's industrial and rural heritage is launched
- History and culture of Gateshead included in Gateshead Citizenship programme
- Heritage and diversity of Gateshead's culture documented

2007

Sustainable Gateshead



Sustainability can be applied to all aspects of life, work and communities. To ensure a sound future for Gateshead, economic prosperity is a fundamental building block for Gateshead. Making the best use of resources and energy as well as reducing and recycling the waste we create will bring benefits both locally and make a global contribution. To develop and maintain sustainable communities the local environment, including housing, needs to be attractive and meet the needs and aspirations of local people and business.

Outcomes

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

Where we are now

- Current recycling rates are at 22%
- Quaylink buses, linking Gateshead Quays and Town Centre to Newcastle Quayside and City Centre run on electricity (hybrid)
- Economic activity rate is 76.5%
- Gateshead International Business Centre, incorporating photovoltaic panels, is nurturing young creative businesses
- The first eco-excellent rated homes in Gateshead will start to be built in 2007
- 300 hectares of wildlife habitat created or restored since 1990

What do we want to achieve - Our Improvement Targets

Improvement Targets

- By 2025, Gateshead achieves Carbon Neutral status
- By 2020, at least 50% of waste will be recycled
- By 2030, consumption of energy by Gateshead residents falls by 20%
- By 2020, 100% of public transport and public sector fleet vehicles are using cleaner fuels
- By 2030, the Gross Value Added (size of the economy) in Gateshead is above the national average
- By 2030, the overall benefits rate for the worst wards in Gateshead will have reduced by 10%
- By 2030, all residents in Gateshead are functionally literate and numerate and are qualified to at least NVQ Level 2
- Increase percentage of residents satisfied with public transport provision

Pathway to achieving Vision 2030

2030



- Gateshead is one of the first Cities with 30% of energy provided by low carbon or renewable energy generated locally
- Crops for biofuels are grown in Gateshead
- Achieve lowest ever crime rate and lowest ever fear of crime rate

2020



- At least 50% of waste in Gateshead is recycled
- All Gateshead businesses have become more efficient by implementing energy and waste reduction programmes
- All communities have leisure, health, education and shopping facilities available locally or online
- All new homes built in Gateshead are carbon neutral
- 5th anniversary of opening of Gateshead's Eco Business Park
- Top 100 businesses have sustainable procurement practices
- Comprehensive joined up diversionary schemes, including work, skills and leisure activities in place, to prevent offending

2010



- Local Development Framework with housing strategy that will ensure affordable housing for those who need it as well as a complete housing offer to attract people to live in Gateshead
- Locally run campaign about transport options has been successful in increasing public transport usage and also uptake of greener cars/fuels
- Promote South Tyne and Wear Joint Municipal Waste Strategy
- New Eco Marketing strategy for doing business in Gateshead is launched
- Develop Friends of Groups for parks and wildlife areas
- Planning advice published for installing green technology
- Regional micro-renewable planning toolkit adopted

2007

Active and Healthy Gateshead



Health is fundamental to well-being and long life. Health is determined by many factors including lifestyle choices like physical activity, nutrition and smoking, social and community networks and other influences such as housing, work and environment. Within Gateshead we want to create the healthiest communities in the country providing opportunities and encouragement for all and positively influencing the factors affecting health. Our 'natural assets' are our local people - a healthy and active population is our competitive advantage. Key to this will be changing environment, lifestyles and behaviours so that wherever you live in Gateshead, whoever you are, you will live the longest and healthiest lives in England.

Outcomes

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

Where we are now

- High quality public services for health and social care
- Leading champion of smoke free campaign
- Above national average reductions in teenage pregnancy

What do we want to achieve - Our Improvement Targets

Improvement Targets

- By 2010, children's participation in physical activity will be 2 hours school time and 2 hours outside curriculum
- By 2010, 100% of Gateshead schools have Travel Plans and all primary schools have a walking bus
- By 2017, no child should be the primary carer of a vulnerable relative
- By 2021, an overall reduction in the percentage of residents dependent on drugs, alcohol and smoking
- By 2030, Gateshead is at the top of the life expectancy tables in England
- By 2030, Gateshead has the lowest death rate in England
- By 2030, Gateshead has the lowest rate of people unable to work due to ill health in England
- By 2030, Gateshead will be the most active community in England
- Reduce number of under 18 pregnancies
- Reduce the percentage of Year 6 children who are obese
- By 2030, all residents who experience mental health problems or emotional distress will have access to a range of interventions. Access will be within one week of referral and the individual will have their needs assessed and their care planned with measurable outcomes

Pathway to achieving Vision 2030

2030



- Gateshead top of life expectancy table
- Cleaner, greener Gateshead encourages people to be more active
- Lowest obesity rate in UK
- Most children who live less than 2 miles from school, walk to school
- Most people feel safe to go out at night
- Most residents satisfied with health and support services
- By 2025 we have achieved equality for disabled people
- Smoking in Gateshead below national average
- All people in deprived areas to have access to community cafe/kitchens or help with cooking skills
- All older people who are able are engaged in physical activity

2020



- By 2020, comprehensive integrated network of cycle routes
- 100% coverage across Gateshead of Community hubs - community, health and activity centres
- Increased range of choice in physical activity in schools, a minimum of 6 are non-standard sports and games
- Public transport system 'fit for purpose' for older people
- Young people from Gateshead volunteering to support the Olympics
- All people will have access to '7 steps to healthy eating' training
- 150th anniversary of Blaydon Races
- Health trainers available to all who want to improve their health
- New and refurbished leisure centres across the Borough
- Completion of Gateshead International Stadium
- Major health education programme in schools and community hubs launched - 'Your Health, Your Life'
- Tailored health services to neighbourhoods targeting disadvantaged areas

2010



- Improve partnership working to improve sexual health in Gateshead
- Gateshead hosts the UK school games
- 100% of schools with Green Travel Plans and walking buses
- Local Development Framework process to map access to food retail and plan new retail facilities accordingly
- Map demand for and availability of community cafes/kitchens
- Campaign for family involvement in sport and leisure
- 10 year programme promoting health is launched
- Robust health impact assessment for all new development required - including cycle and walking routes
- Undertake a health impact assessment of Vision 2030
- Public smoking ban introduced

2007

Gateshead Volunteers



Gateshead Volunteers is about enabling everyone to make a recognised contribution to their community. Volunteering is something that can benefit both the individual and the wider community. The range of volunteering opportunities is extremely broad from coaching a local football team to reading with children at school or sitting on the board of a charity or residents committee. Through Gateshead Volunteers, we want to maximise the potential of volunteering in Gateshead for both individuals and the wider community. The third sector - voluntary, community and social enterprise sectors are important to Gateshead now and in the future.

Outcomes

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

Where we are now

- Excellent history and commitment of people in Gateshead being involved in Duke of Edinburgh Awards
- Many residents involved in Tenants and Residents Associations, Community Associations, Gateshead Voluntary Organisation Council's Volunteer Centre and Gateshead Community Network
- GNVQ in Volunteering already established
- There is much current activity and interest in voluntary work, however this is not always recognised for its contribution to making communities strong

What do we want to achieve - Our Improvement Targets

Improvement Targets

- By 2012, increase the number of people achieving GNVQ in Volunteering
- By 2015, one million hours of volunteering target is reached
- By 2020, 500 businesses in Gateshead are involved in volunteering
- By 2015, 90% of Gateshead's youth organisations and schools signed up to the volunteering framework.

Pathway to achieving Vision 2030

2030

- Gateshead is the volunteering capital of the UK
- 20th Anniversary of Gateshead Volunteering Awards ceremony is held at The Sage Gateshead
- Volunteering Training Centre opens

2020

- Strategy for virtual volunteering in place
- 10th Volunteer Awards Ceremony is held
- Recognition of equal value for the contribution of volunteers by service providers, businesses and employers
- GSP pilots Gateshead's Corporate Social Responsibility Policy
- Volunteering within social enterprises promoted

2010

- Dedicated mentoring managers
- Investors in Volunteers Programme is promoted and 20 major organisations are accredited
- Volunteering experience placement to run in addition to work experience placement
- Volunteering is a core module in Gateshead Citizenship Programme
- Promotion of GNVQ accreditation in volunteering
- Back to work through volunteering scheme is launched
- Develop volunteering framework
- 'Strong Communities' volunteer scheme helps to reduce the fear of crime
- Year of Volunteers is launched (2008)

2007

Our Regeneration Strategy - Development Framework of Vision 2030



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

The map opposite sets out in broad terms the areas for development. This includes a **Waterfront Corridor** - a mixed use growth corridor along the Tyne Gorge from Ryton to the coast. The river frontage will be enhanced including further development, while safeguarding where relevant for nature conservation and recreation, providing access where possible. A **Cultural Corridor** from Newcastle to the Angel of the North via Gateshead Quays, Gateshead Town Centre, Shipcote and Saltwell, Birtley and Kibblesworth will be further developed to add richness and variety to the lives of residents and visitors.

Our hubs

Specific areas identified for development include:

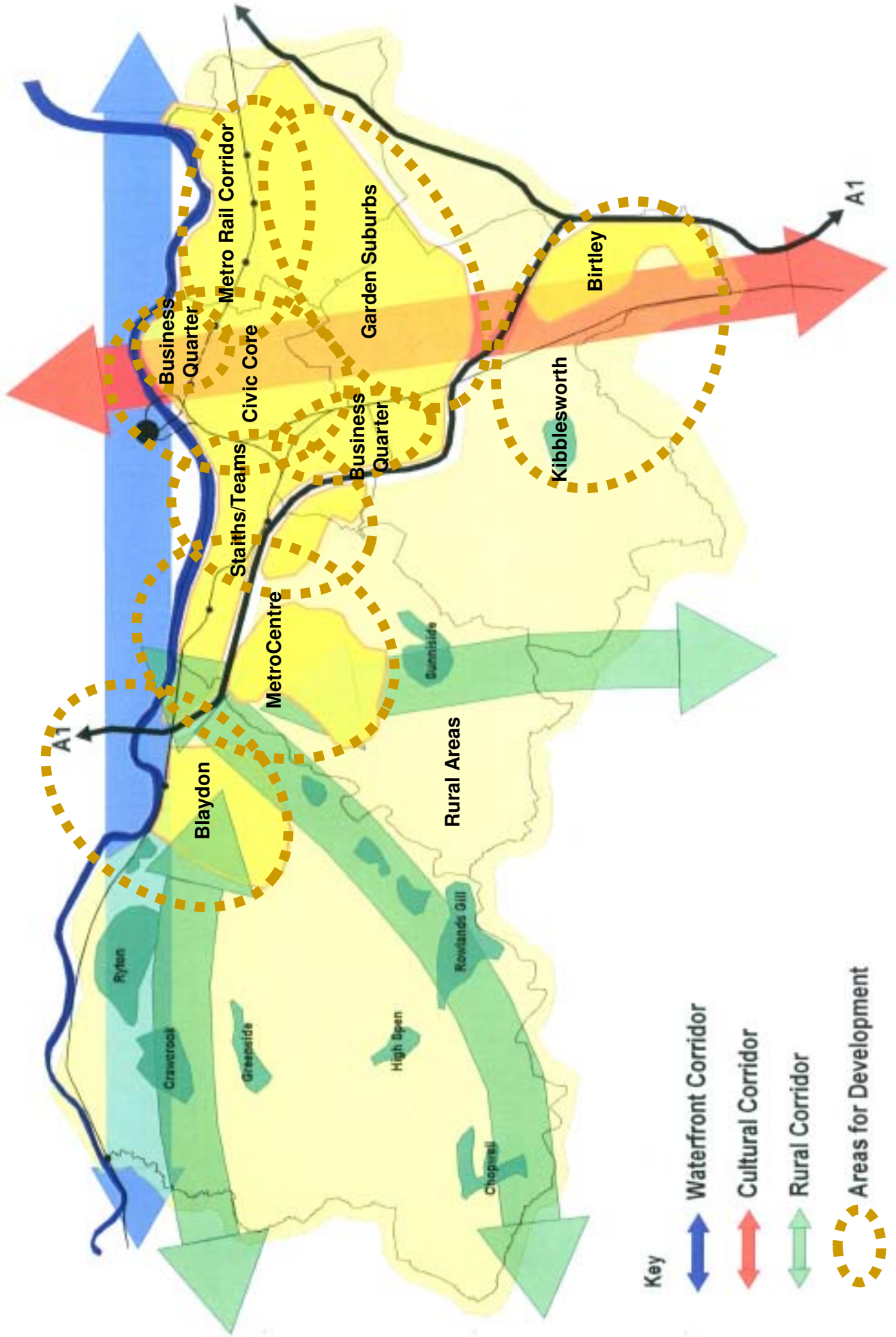
Rural corridors to the west and south which provide access to tourist attractions and healthy recreation for cyclists and walkers. Rural settlement clusters will provide attractive places to live and serve their communities.

- Blaydon- the hub of the west - a distinctive riverside town serving the rural areas
- Metro Centre urban area - contemporary urban environment
- Staiths/Teams - 21st Century living
- Civic Core - affordable urban living and family housing in a vibrant town centre
- Business Quarters - high value local jobs for local people
- Metro Rail Corridor - high density residential housing in high quality neighbourhoods
- Garden Suburbs - lower density family orientated neighbourhoods
- Birtley and Kibblesworth - hub of the south
- Rural Areas - clusters of sustainable settlements

We will promote development activity that supports the regeneration of Gateshead's urban centre and surrounding rural areas, where it:

- Supports a more sustainable pattern of settlement
- Attracts investors to central Gateshead
- Creates a Borough made up of distinctive, attractive, inclusive places
- Provides an integrated approach that relieves already congested areas
- Conserves valued rural landscapes, whilst maximising their economic potential

Development Framework of Vision 2030





Our neighbourhoods

Successful neighbourhoods will be important to everyone. **Housing** developments across the whole Borough will provide well designed, good quality, environmentally friendly homes with more choice to serve people's different needs and priorities. A range of homes from executive houses to affordable accommodation to serve our diverse population will be available. Accommodation will be developed to cater for the ever increasing student population.

In all areas, **crime** will be designed out, with family friendly environments created with green spaces where people will meet and socialise. Detailed attention will be given to the creation of such **high quality open spaces**. They need to be attractive, safe, accessible, interesting and aid movement between other spaces. High environmental standards will be adopted in the design and maintenance of the spaces and more natural areas will be created to encourage wildlife. **Public art** will continue to be important in all developments.

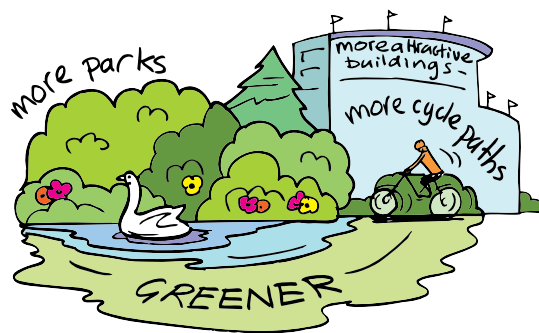
The hubs of each community need to offer the right mix of educational, retail, faith, health and cultural amenities, brought together in a well designed manner, so they act as a real **focus for the community** they serve.

The primary areas for **employment** need to be developed or redeveloped as appropriate, to meet the needs of an economy becoming more service led and catering for the increasing growth of indigenous businesses.

In **Central Gateshead**, in order to keep the area congestion free and **pedestrian friendly**, major changes to the existing infrastructure will be required. Innovative methods of transport will be introduced, particularly in this Central area that will make access along the river corridor easier.

An **integrated transport** system will provide quality, affordable public transport, making access to all parts of the Borough and the wider region easier, bringing major economic benefits.

By 2030, not only will Gateshead be known as an economically thriving city at the heart of the North East region of England, but also as an incredibly well designed and beautiful place.



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

Gateshead Strategic Partnership - Delivering the Vision



How we will deliver Vision 2030?

History

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

The membership of the Gateshead Strategic Partnership is wide, incorporating:

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

Gateshead Strategic Partnership has continued to strengthen and grow. In 2007 it undertook a review (a 'Peer Review' by IDeA, Solace Enterprises and Warwick University) of the way it worked to ensure that it is fit for purpose and fit for the future.

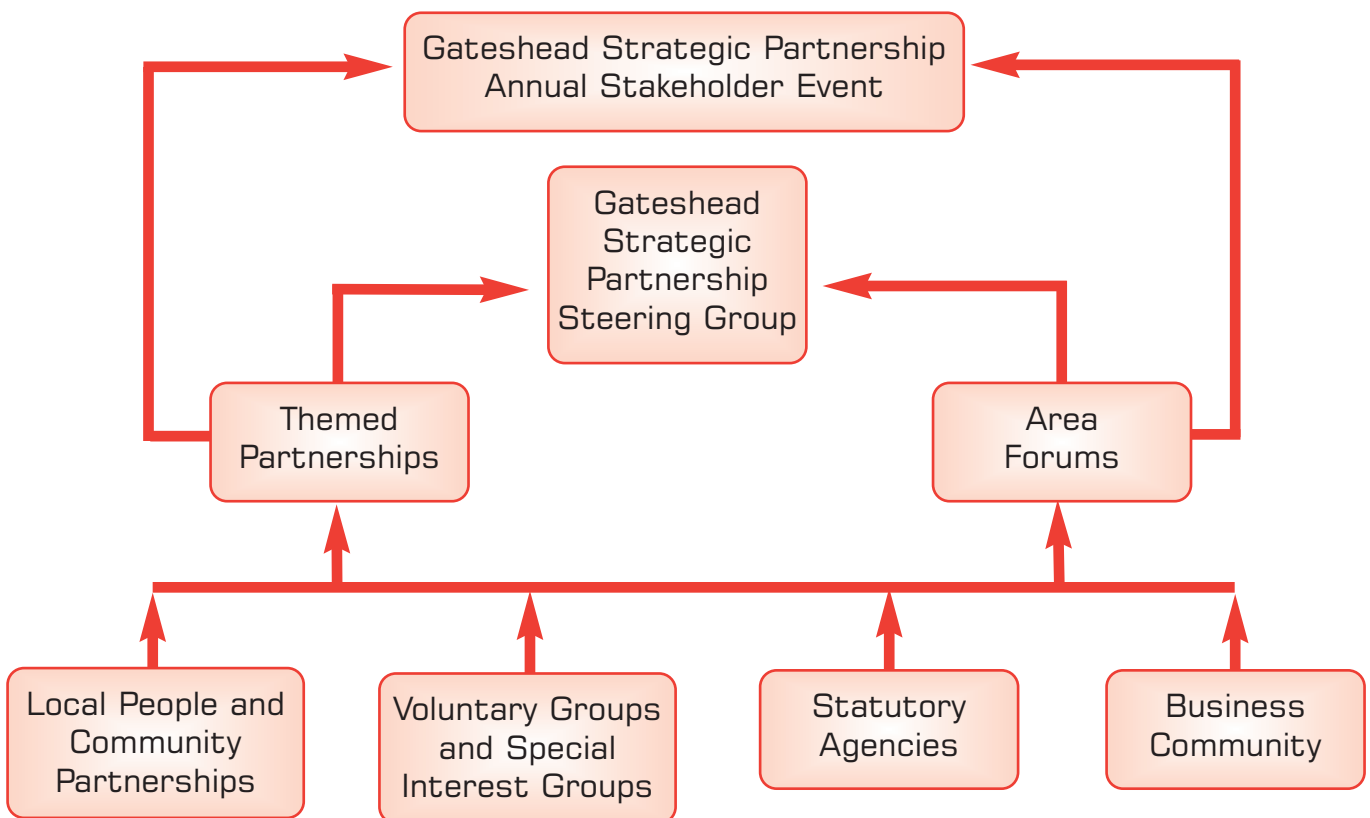




The shape and structure of Gateshead Strategic Partnership

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

The Structure is:





Gateshead Strategic Partnership Peer Review

In March 2007, the Improvement and Development Agency (IDeA) undertook a Peer Review Assessment of Gateshead Strategic Partnership and Vision 2030. The Review was based on the LSP Peer Challenge model developed through a partnership between SOLACE Enterprises, Warwick University Business School Local Government Centre and the IDeA.

The review included a self assessment, review of background documentation along with interviews and focus groups with members from all levels of the GSP.

The Peer Review made the following recommendations:

- **Following the development of Vision 2030, the GSP needs to take the opportunity to translate it into an effective vehicle for shaping Gateshead over the next generation by:**
 - gaining real buy in, commitment and ownership of the vision
 - ensuring that the partnership structure is appropriate and effective for delivering the vision - rationalising of theme partnerships, join up of GSP, Gateshead Council's Area Forums, Overview and Scutiny Committees and Cabinet
 - exploring options for more extensive sharing of resources (including budgets) and joint commissioning
- **Delivering the Local Area Agreement (LAA) by:**
 - exploring ways of giving greater incentives to partners to deliver LAA targets
 - focusing on key LAA targets and outcomes around remaining strategic challenges
 - aligning to Vision 2030
- **Delivering the neighbourhoods agenda more effectively by:**
 - ensuring effective Area Forums
 - improving the use of neighbourhood intelligence
- **Engrain a more robust and challenging approach to the performance of services by:**
 - rolling out the new partnership performance management system
 - more extensively joining up partners performance information and challenging performance information to a greater extent
- **Making community engagement more effective:**
 - taking a more structured approach to co-ordinating consultation
 - improving the co-ordination of engagement



National context

Central Government has set out several opportunities for the GSP to deliver more effectively. These include:

- Place shaping and convener of public services, a greater focus on localities
- Revised national performance management framework based around 200 national priorities
- A more focused Local Area Agreement including 35 (+ 18 DfES) national improvement targets along with local targets - delivering Vision 2030
- Alignment of Vision 2030, LAA and partners' own corporate plans
- Duty to co-operate gives us an opportunity to continue to widen and deepen partnership working

Vision 2030 Performance Management

We will review delivery and progress annually as well as reviewing Vision 2030 every three years to make sure we are meeting the needs and aspirations of our communities. To ensure this happens we will develop a simplified performance framework with clear accountability. Improvement targets and the Pathway to help us achieve Vision 2030 will be updated and amended accordingly. Progress will be reported to, and monitored by, local people and Gateshead Strategic Partnership

Vision 2030 sets the direction and focus for our Local Area Agreement (LAA) which is the delivery plan for this Strategy. This will be monitored (and progress reported) on a six monthly basis.

If you would like more information about Vision 2030 or Gateshead Strategic Partnership contact:

Alison Rigg
Chief Executive's Department
Civic Centre
Regent Street
Gateshead NE8 1HH

Tel: 0191 433 2026
Email: alisonrigg@gateshead.gov.uk



**GATESHEAD
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PARTNERSHIP**