



Total Place in Gateshead, South Tyneside and Sunderland

Paul Robinson

Head of Policy, Performance & Partnerships
South Tyneside Council

Total Place

Communicating with hard-to-reach and vulnerable groups

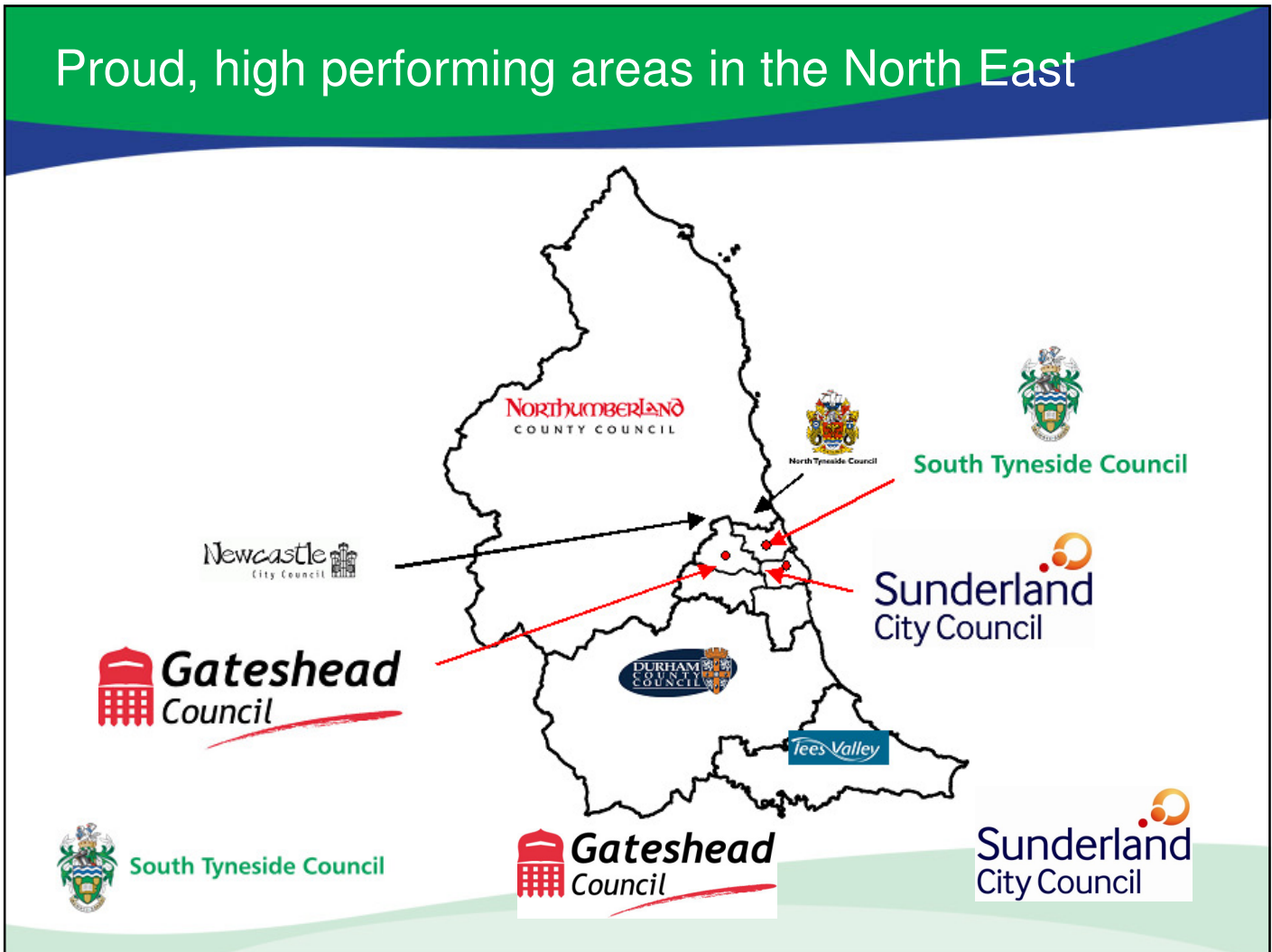
24 Feb 2010



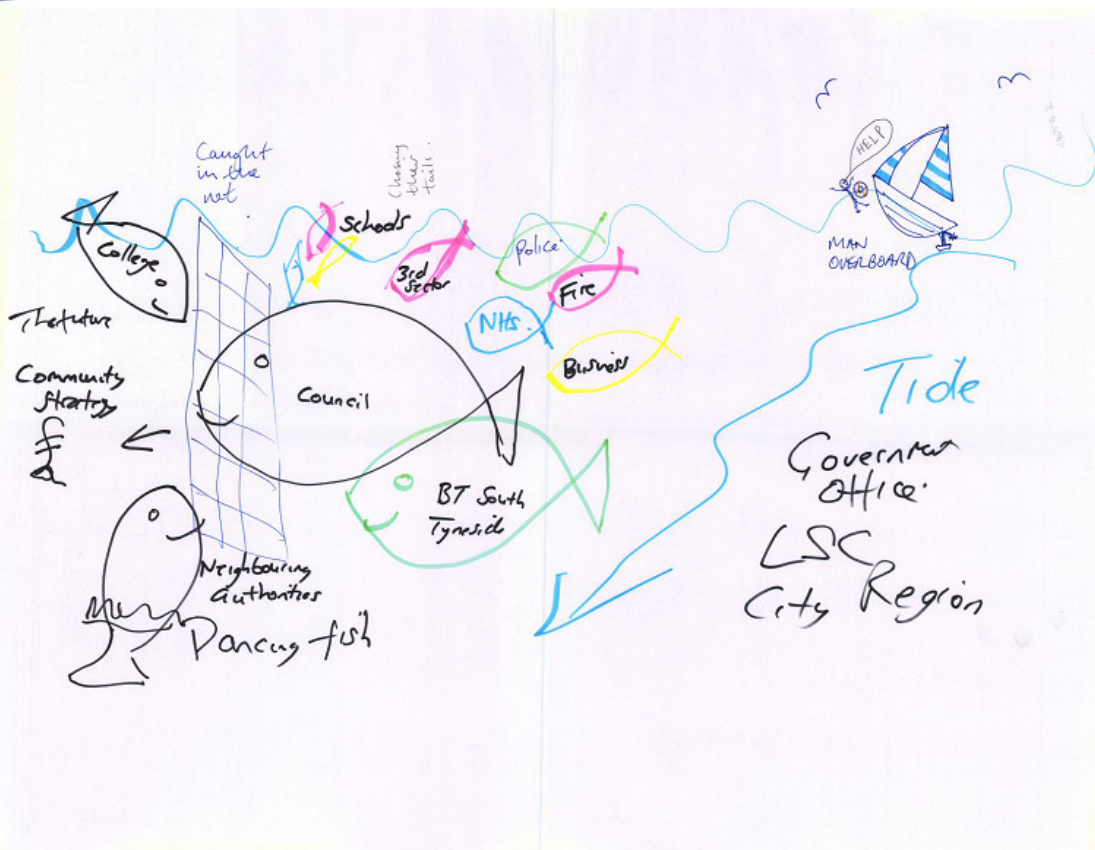
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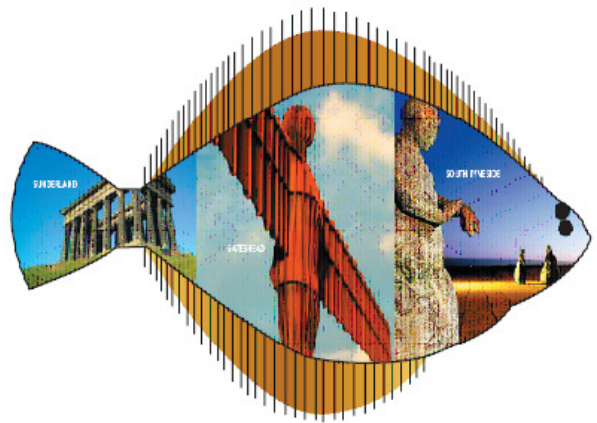
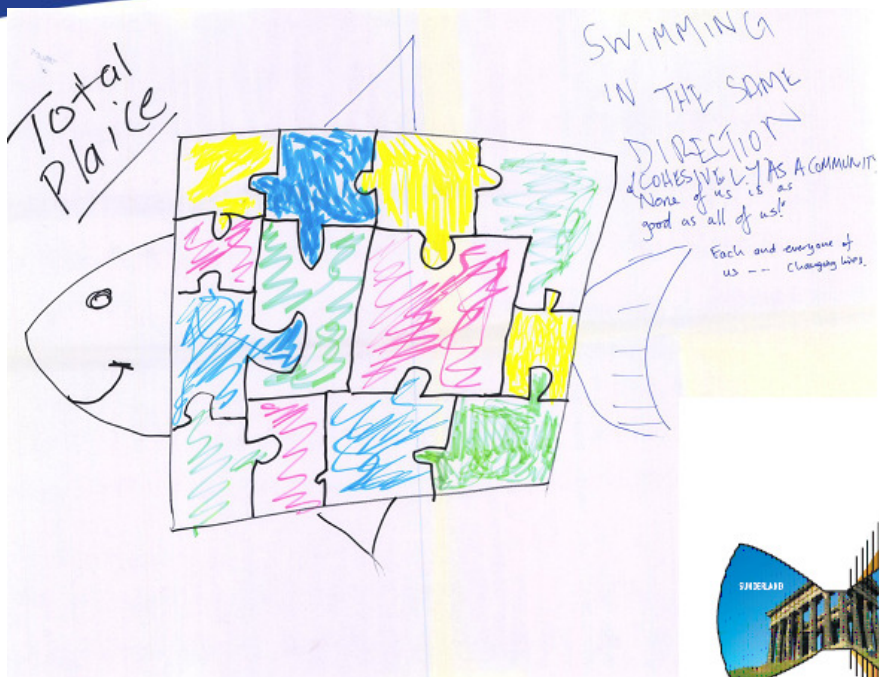
Proud, high performing areas in the North East



'As Is'



'To Be'

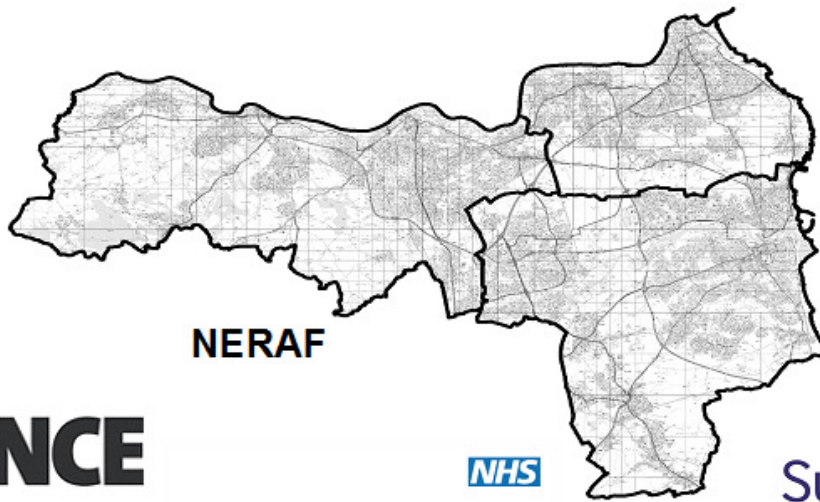


Total Place = Total Partnership



Total Policing

MATRIX



NERAF



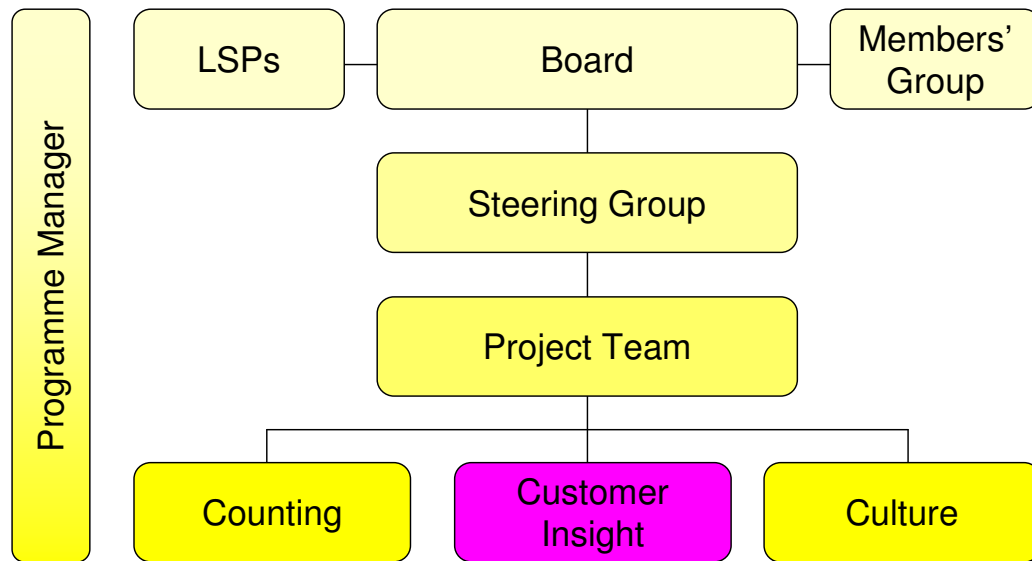
NHS South of Tyne and Wear

-serving Gateshead Primary Care Trust, South Tyneside Primary Care Trust and Sunderland Teaching Primary Care Trust



South Tyneside Council

1 Pilot Governance for 3 areas



Why Alcohol and Drugs?

Focus on outcomeswith wider partnerships working

- Frequent drugs and alcohol misuse (NI 115)
- Reduce Domestic violence (NI 32)
- Reduce child poverty (NI 116)
- Reduce obesity in young people (NI 56)
- Reduce teenage pregnancy (NI 112)
- Reduce young people re-offending (NI 111)
- Reduce perception of ASB (NI 17)
- Reduce serious acquisitive crime (NI 16)
- Reduce all age all cause mortality (NI 120)
- Increase financial efficiencies (NI 179)



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'Hard to reach' groups



Proposed Way Forward

1. Hot spot People and Place

- Town Centres & Neighbourhoods
- High Activity Customers
 - – changing attitudes about acceptable behaviours



2. Consolidate marketing campaigns

3. Integrated offender management (inc single assessment)

4. Evaluate a South of Tyne partnership approach and de-duplicate

- Commissioning?
- CDRPs?
- Treatment Services?
- Trading Standards?
- Other shared services

...& Young
People

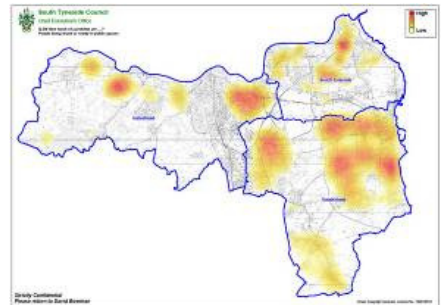


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Hot Spots: People and Place

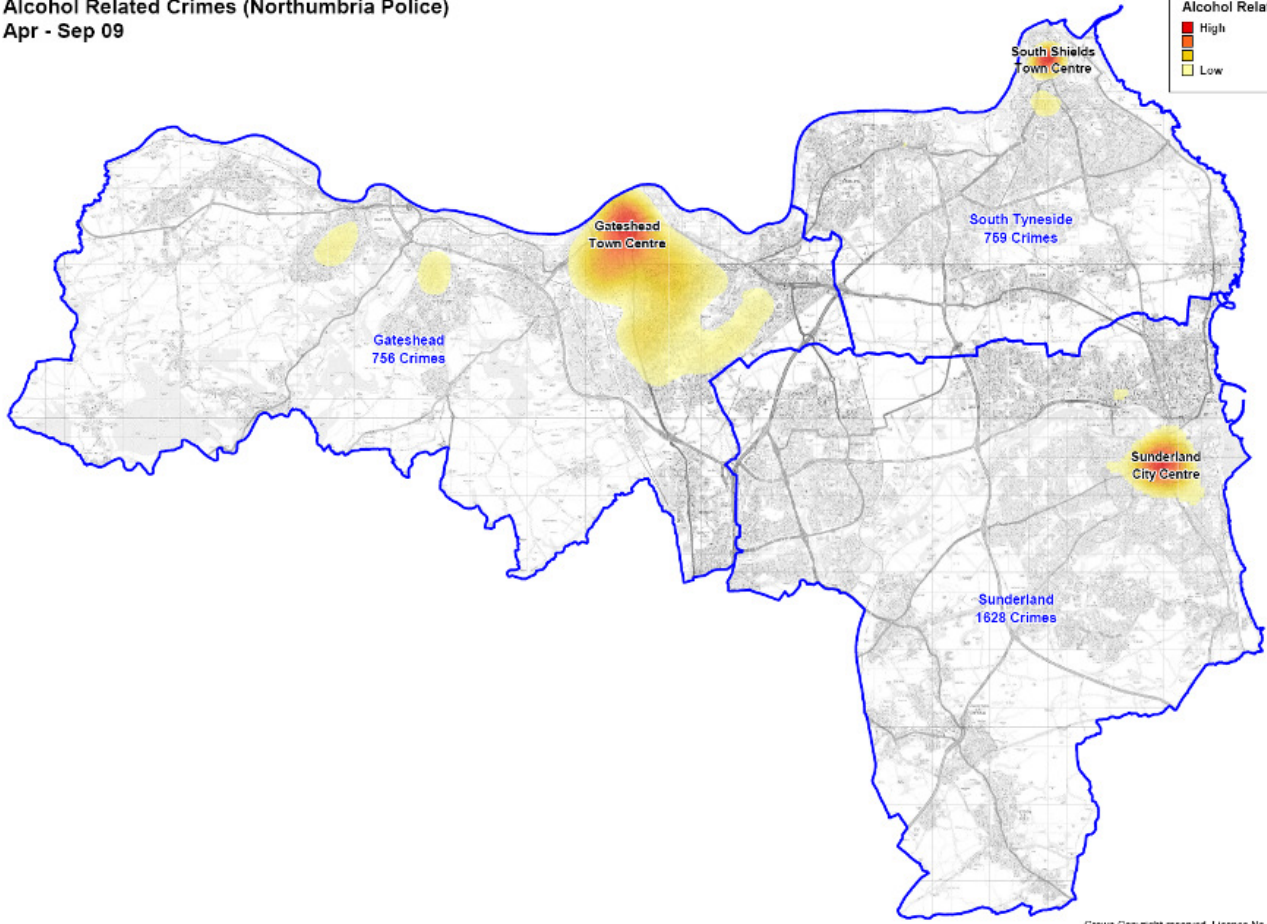
Aims:

- **Map current delivery, compare and contrast approaches across areas**
- **Better sharing & use of client information**
- **Coordinated family centred approach to tackling those most in need of help**
- **Understand & work with communities**



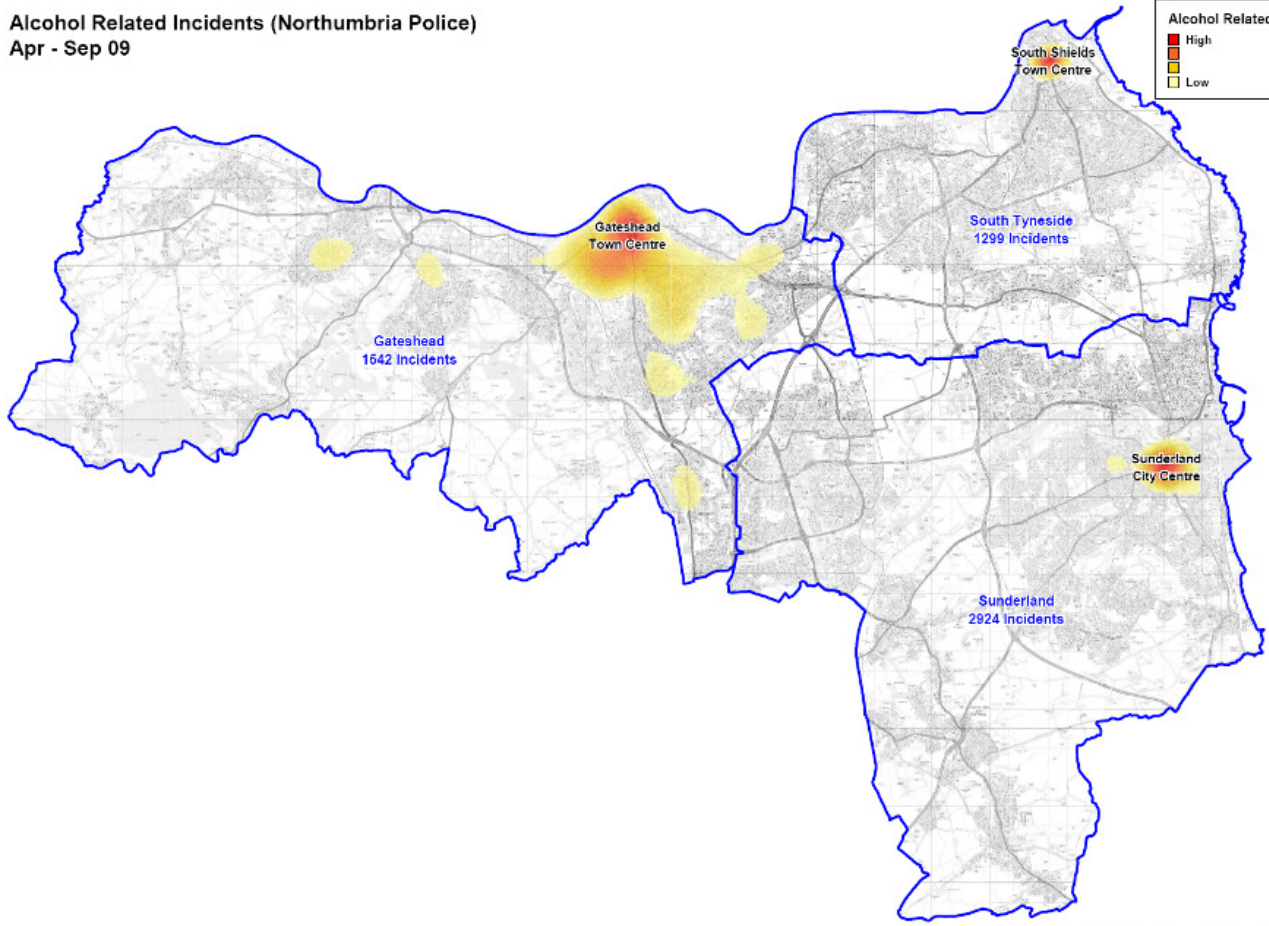
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Alcohol Related Crimes (Northumbria Police)
Apr - Sep 09

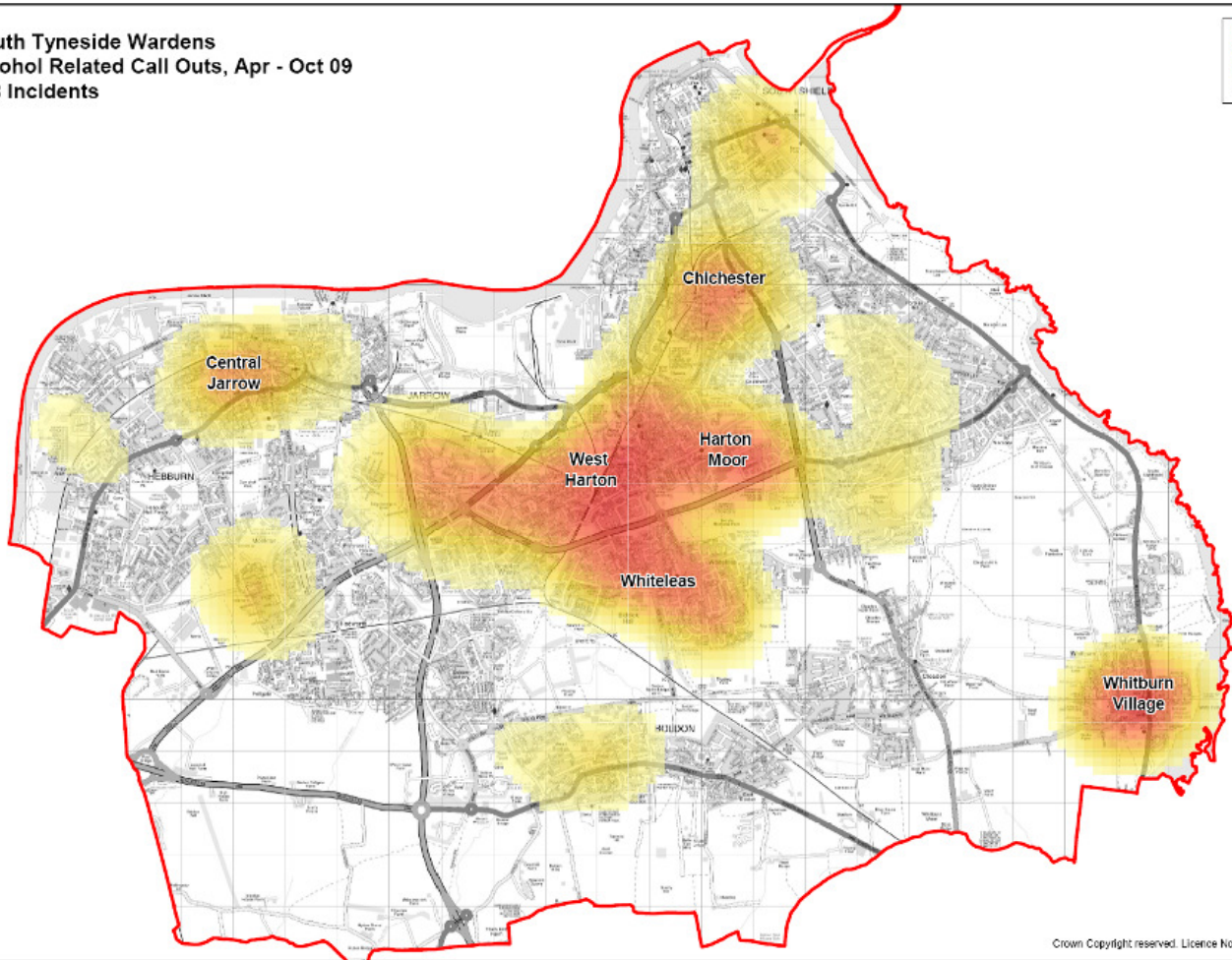


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Alcohol Related Incidents (Northumbria Police)
Apr - Sep 09



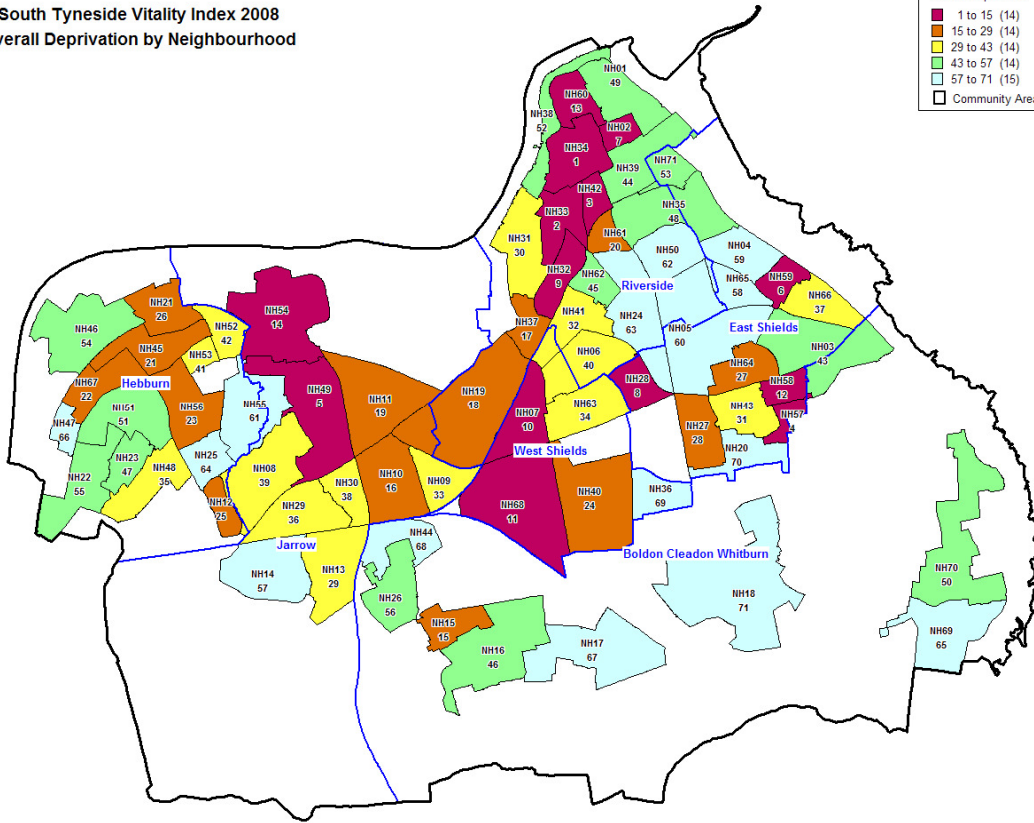
South Tyneside Wards
Alcohol Related Call Outs, Apr - Oct 09
388 Incidents





South Tyneside Council
South Tyneside Vitality Index 2008
Overall Deprivation by Neighbourhood

South Tyneside Vitality Index 2008	
Overall Deprivation	
1 to 15 (14)	1 to 15 (14)
15 to 29 (14)	15 to 29 (14)
29 to 43 (14)	29 to 43 (14)
43 to 57 (14)	43 to 57 (14)
57 to 71 (15)	57 to 71 (15)
	Community Area Forum



Place

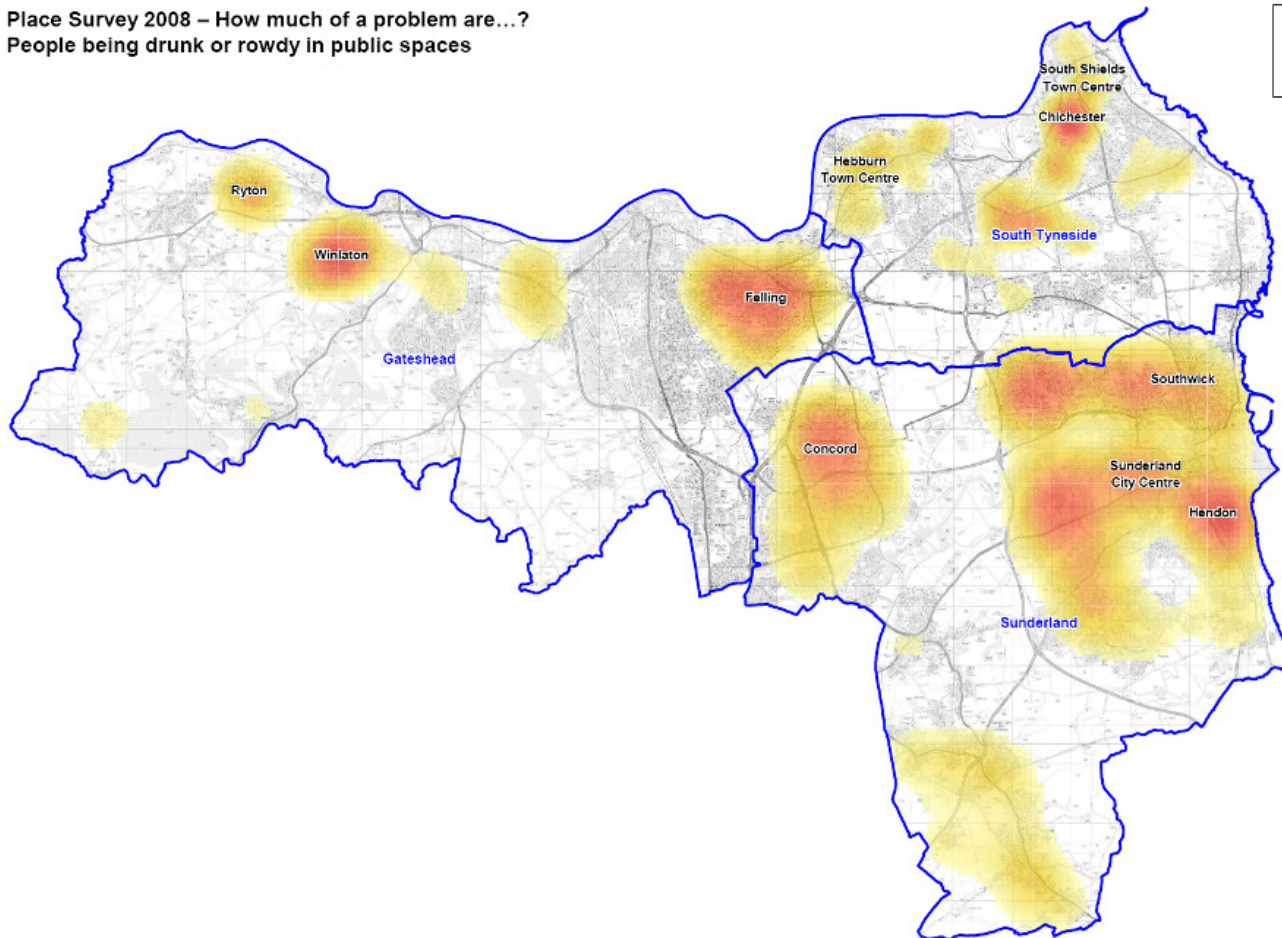
- **The information shows: -**
 - High numbers of Police incidents & crimes concentrated around major town centres, not neighbourhoods
 - Wardens data shows hot spots in neighbourhoods which aligns with public perception
 - High levels of alcohol related incidents in our most deprived communities



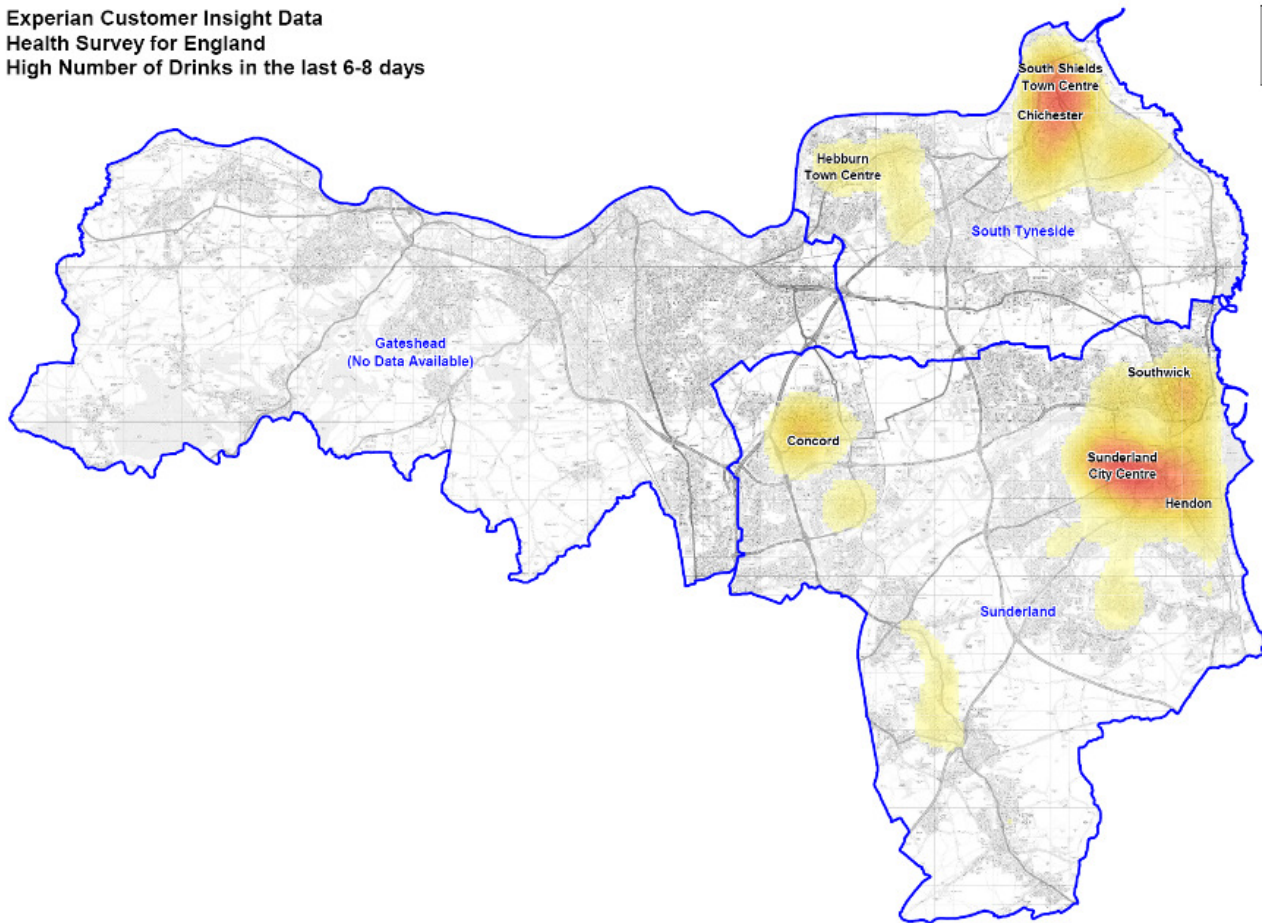
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Place Survey 2008 – How much of a problem are...?
People being drunk or rowdy in public spaces



Experian Customer Insight Data
Health Survey for England
High Number of Drinks in the last 6-8 days



People: Experian Mosaic Customer Insight

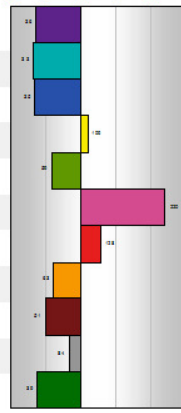
Mosaic Public Sector Group Profile



Your area or file: Alcohol Related Incidents Date: 19/02/2010
 Comparison area or file: Local Authorities - South Tyneside (Population)

Mosaic Public Sector classifies all citizens in the United Kingdom by allocating them to one of 61 Types and 11 Groups. The Groups and Types in these profiles paint a rich picture of UK citizens in terms of their socio-economic and socio-cultural behaviour.

Mosaic Public Sector Groups	Your area/file	%	Comp.	%	Pen. %	Index
A Career professionals living in sought after locations	122	1.37	5,692	3.79	2.14	36
B Younger families living in newer homes	232	2.61	11,891	7.78	1.98	33
C Older families living in suburbia	217	2.44	10,427	6.94	2.08	35
D Close-knit, inner city and manufacturing town communities	1,825	20.49	28,160	18.75	6.48	109
E Educated, young, single people living in areas of transient populations	31	0.35	889	0.59	3.49	59
F People living in social housing with uncertain employment in deprived areas	1,600	17.97	12,289	8.18	13.02	220
G Low income families living in estate based social housing	3,639	40.86	47,877	31.87	7.60	128
H Upwardly mobile families living in homes bought from social landlords	723	8.12	19,436	12.94	3.72	63
I Older people living in social housing with high care needs	254	2.85	8,404	5.59	3.02	51
J Independent older people with relatively active lifestyles	259	2.91	5,227	3.48	4.96	84
K People living in rural areas far from urbanisation	3	0.03	130	0.09	2.31	39
Total	8,905	100	150,222	100	5.93	100



- Type 35 Young people renting hard to let social housing often in disadvantaged inner city locations
- Type 36 High density social housing, mostly in inner London, with high levels of diversity
- Type 37 Young families living in upper floors of social housing
- Type 38 Singles, childless couples and older people living in high rise social housing
- Type 39 Older people living in crowded apartments in high density social housing
- Type 40 Older tenements of small private flats often occupied by highly disadvantaged individuals



South Tyneside ²

Type 39 Older people living in crowded apartments in high density social housing	689	7.74	4384	2.92	15.72	265
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People: Customer Insight

- **2008 Place Survey shows over 33% residents expressed concern about alcohol and drugs related problems**
- **Public perception of drunk/rowdy behaviour affecting many neighbourhoods across the three areas**
- **2009 Big Drink survey shows that around 85% of people drink alcohol across the area**
- **Experian Mosaic Customer Insight shows that high levels of alcohol are consumed in our most deprived areas**
- **Use Experian Mosaic Customer Insight to target resources towards community groups at most risk**
- **More effective focus in hotspots – early intervention**



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Culture Change

- We must change social acceptance of high alcohol consumption & drugs availability
- How can we influence individuals, neighbourhoods and wider communities to change their behaviour?



Culture Change

Real community engagement

- Elected Members
- Children, schools and parents
- Neighbourhood policing, trading standards
- Neighbourhood groups
- Housing associations

**TOTAL Everybody – together,
focused, committed to change!**



South Tyneside Council

Community Involvement Strategy

- Communities of Common Interest
- Partners who make up our LSP
- Local community Groups
- Voluntary sector groups
- Residents
- Elected members

A Stronger Voice through Opportunity and Choice

Our Community Involvement Strategy for South
Tyneside



 South Tyneside Council

 South
Tyneside Homes

 choose
South Tyneside CC25

South Tyneside 
Primary Care Trust



South Tyneside Council

Communication is key

We asked...



we asked...

you said...
"keep our council tax as low as possible"

we did...
achieved the lowest council tax rise in 10 years and continue to provide value for money services

You said....

 South Tyneside Council

We'd love to hear from you, why not give us a call on 0191 424 7337 or visit www.southtyneside.info

We did....

In SOUTH TYNESIDE we're passionate about working together to deliver better services for you



we asked...

you said...
Help older people feel more secure in their homes

we did...
Provided security checks, smoke alarms, warnings about bogus callers and SmartWater identification for valuables

We'd love to hear from you, why not call us on 0191 427 7000 or visit www.southtyneside.info

 South Tyneside Council

Delivering better working for you

Communities at the heart



onview
The community magazine for South Tyneside
September 2007

Be proud...

 South Tyneside Council

www.southtyneside.info

Community Network

3rd Sector led Community Network



Speak & Be Heard

Speak & Be Heard

Six Themed Groups:

-  Jobs and Enterprise
-  Children & Young People
-  Housing, Environment & Transport
-  Safer & Stronger Communities
-  Independent & Healthy Lives
-  Culture & Well-being

A new initiative has been developed to enable local people to have more of a say in decisions which affect them in their communities.

Regular meetings and consultation events will take place across the Borough to seek views, opinions, concerns and ideas across a range of topics and anyone can attend.

There are a number of ways that people can become involved in 'Speak and Be Heard' including attending meetings and consultation events or by emailing: info@speakandbeheard.org.uk



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Early Intervention

Objectives:

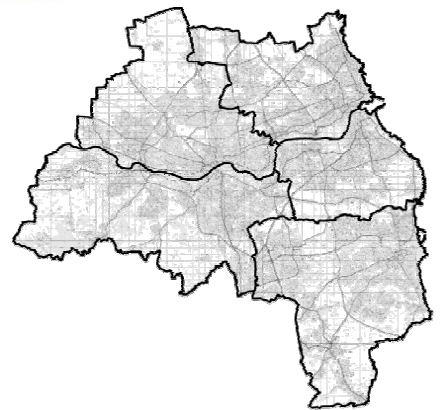
- Agree an integrated approach with greater information sharing
- Reduce costs - which engagement routes produce the best VFM outcomes?
- Will redirecting resources from treatment to early intervention result in long term financial and social benefits?

Eliminate duplication by strong leadership



Geography – testing proposals in different areas

- Trying new ideas
 - North East?
 - Tyne and Wear?
 - South of Tyne and Wear?
 - Wider Local Authority Areas?
 - Neighbourhoods in each area?
 - **Families and individuals, especially ‘hard to reach’?**



Share
Learn &
Improve



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Total Place learning so far

What's going well

- Partnerships
- Commitment
 - Whitehall & Town Hall
- Creativity
- Hard work

Challenges

- Time
- Complexity
- Letting go
 - Control (inc data)
 - Budgets
 - People



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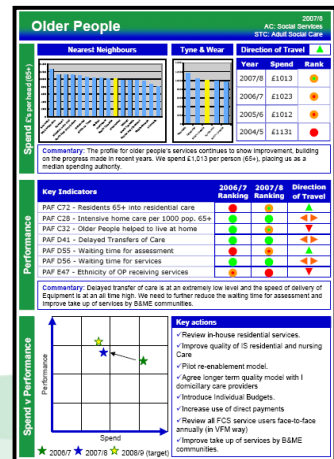
Share
Learn &
Improve

Help from Whitehall

- A continued partnership with Govt, funding flexibilities
- Updated pricing policy and subsequent resources needed for intervention
- Help localities Standardise screening & assessment processes
- Reduce burden of performance reporting and management



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Help Ourselves

- Think Family!...its people that make a place
- Target those in most need
- Streamline processes and funding streams
- Join things up
 - Data sharing, Assets and delivery
 - Teams and activity
- Test Early intervention and evaluate
- Use mainstream services better
- **Funding will be reduced but that does not mean immediate cuts!**



South Tyneside Council

Strong Community
Leadership

A better future...



...and it is **people**
that improve quality of
life in an area



...for South Tyneside's people!

Questions and discussion



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