

Wellbeing Framework for the North of Tyne

Q Community Presentation

10 May 2022

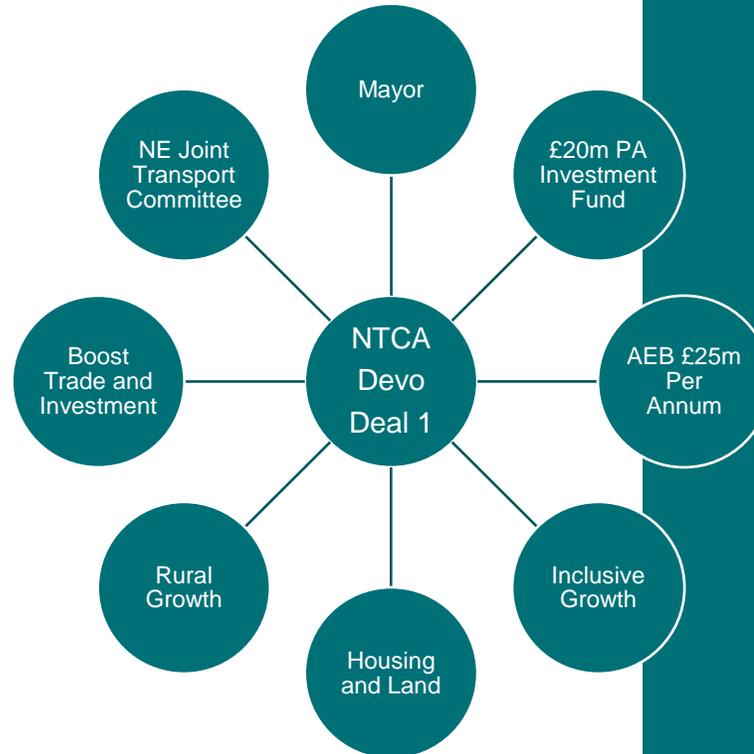
@NorthTyneCA

#WellbeingNorthofTyne



The North of Tyne Combined Authority

North East corner of England, bordering Scotland
with city, coast and countryside all combined



NTCA Devolution Deal:

- £1.1 billion GVA
- 10,000 new jobs
- £2.1 billion leverage

Impacts: Hardest on the most vulnerable

Snapshot of covid economic impacts in the North of Tyne



The impact so far has been felt by citizens, businesses and places. For example:

15,000
more people on
unemployment
benefits since March.
Up by over 60%

**29% of
workforce was
furloughed**
Making the post-furlough
period even more critical

**Young particularly
vulnerable:**
Disproportionately
furloughed apprenticeships
and training schemes down

Footfall has partially
recovered. But still around
**25-30% down
from pre-covid
levels**

The North of Tyne has place-specific vulnerabilities which will shape the nature recovery:

A lower base-line before
covid: employment,
business density,
productivity and public
and private R&D

A diverse economy,
with some sectoral
vulnerabilities e.g. oil
and gas, auto

Experience of long tail
of previous recessions,
with a fragile economy
and labour market

Rural and coastal
communities with
specific challenges -
including over-reliance
major employer/sector

But... We are confident about our recovery.

The basis for us to pivot towards a sustainable and inclusive future economy is here:

Keeping and creating
jobs - the investments
proposed in this deal can
unlock up to 30,000
new jobs

World-leading
health, digital, R&D,
cultural and knowledge-
economy assets - which
we capitalise

Green economic
recovery - with clean
energy R&D,
manufacture and
generation which is
already world-leading

Vibrant communities
and a quality of life
that is enviable -
building on city, coast and
countryside connectivity



Why consider a wellbeing framework in the North of Tyne?

- Since the French-Government commissioned Stiglitz-Sen-Fitoussi Report ("Beyond GDP" 2009), there has been a shift in understanding about social progress: more than just 'health and wealth', it includes our homes & relationships, our ability to participate & to make choices about our lives, our access to local services & green space, and more...
- A wellbeing framework enables governments to understand what matters to people and to track progress towards a set of wellbeing goals.
- A wellbeing framework also encourages policy development that recognises and seeks to address interconnected issues (poverty, mental health, loneliness, climate change & participation) rather than treating them in isolation.
- Building a wellbeing approach to pandemic recovery aligns with NTCA's vision and its ambitions to achieve 'zero carbon zero poverty'.
- By developing and adopting a wellbeing framework, North of Tyne aimed to become one of the first Combined Authority's in England to commit to embedding wellbeing in decision-making processes.



Our vision for the North of Tyne is of a dynamic and more inclusive economy, one that brings together people and opportunities to create vibrant communities and a high quality of life, narrowing inequalities and ensuring that all residents have a stake in our region's future.

**North of Tyne Combined Authority
Corporate Plan 2021-22**

Building a Roundtable for Wellbeing in the North of Tyne

- After a successful event in December 2020, the NTCA began working with Carnegie UK to explore a wellbeing approach in the North of Tyne
- We adopted the 'Roundtable methodology' recommended by Stiglitz-Sen-Fitoussi and used previously by Carnegie UK in supporting governments in Scotland and Northern Ireland to build wellbeing frameworks
- The NTCA & Carnegie UK brought together 12 specialists from across sectors and areas to support this work: co-chaired by **Professor Mark Shucksmith OBE (Newcastle University & Carnegie UK trustee)** and **Sarah McMillan (Assistant Director of Policy, Northumberland County Council)**. Crucially it was independent of NTCA.
- The Roundtable met four times between May and October 2021. They gathered and considered a wide range of evidence on what matters to people living and working in the North of Tyne. They used this evidence to develop ten wellbeing outcomes. And they worked with the Centre for Thriving Places to build a set of indicators to measure progress towards these outcomes
- The NTCA's Inclusive Economy Board provided governance and oversight throughout the process; the Board is now responsible for implementation of the framework under delegated authority from NTCA's Cabinet



Carnegie UK believe that **collective wellbeing** happens when **social**, **economic**, **environmental** and **democratic** wellbeing outcomes are seen as being equally important and are given equal weight. This model was used by the Roundtable to inform their approach.

Gathering evidence on what matters to people in the North of Tyne

- The Roundtable recognised the importance of understanding what matters for wellbeing locally and developed a structured approach to gathering and considering evidence, consisting of the following components:
 - **Policy & literature review** – covering international evidence on wellbeing thinking and practice and the NTCA's own strategic documents
 - **Call for evidence** – open for eight weeks and promoted widely by the NTCA and partners.
 - **Community-led consultations** – working through a small number of established VCSE organisations to engage communities in the discussion (with a focus on voices that are often less heard in decision making)
 - **You Gov survey** – to fill gaps in evidence gained through the three preceding stages and help to prioritise wellbeing outcomes
- From this evidence, the Roundtable developed a set of ten wellbeing outcomes, which together provided a route map for enhancing **social**, **economic**, **environmental** and **democratic** wellbeing for people living in the North of Tyne.
- After selecting outcomes, the Roundtable worked with the Centre for Thriving Places to develop a set of indicators to measure progress towards each area of wellbeing.





"Climate change can be a lower priority for families on low incomes [...] They need to be shown how tangible actions & changes will improve their lives & their immediate surroundings."

"People ordinarily do not have a voice in decisions that affect them [...] people are reluctant to voice their opinions and views as they have previously gone unheard..."



"As many of the statutory services closed or went on-line during Covid, our service users suffered more poor mental health and isolation."

"It is terrible to see how many people are living in poverty in a region which has the potential to be affluent."

What We Heard: Snapshots

Social wellbeing

- Impact of COVID-19: isolation, financial uncertainty, disruption to community facilities & support services
- Housing, transport, digital exclusion, physical health, domestic abuse

Economic wellbeing

- Unemployment, low wages, lack of access to 'good work'
- Welfare system challenges

Environmental wellbeing

- Wide range of issues from climate breakdown and flooding, to housing and transport, to recycling and litter
- Challenge of engaging communities in climate action which appears more remote from everyday concerns

Democratic wellbeing

- Lack of engagement and lack of trust in democratic processes
- Lack of diversity / representation in decision making bodies

The Inclusive Economy Board's Wellbeing Framework for the North of Tyne

Our vision

The North of Tyne is a place with a dynamic and more inclusive **economy**, one that brings together people and opportunities to create vibrant communities and a high **quality of life**, narrowing **inequalities** and ensuring that all residents have a stake in our region's **future**.

Our wellbeing outcomes

We are all able to access education so that we achieve our potential	We all have access to good quality jobs and fair work
We are all able to access health, care and other services so that we live long and healthy lives	We all have enough money to meet our needs, like heating, eating and housing
We all have good quality homes in safe, welcoming communities	We have the infrastructure and support that we need to succeed
All our communities, businesses and governments take responsibility for tackling the climate crisis	We are all valued and treated with respect by each other and our human rights are upheld
We all have access to a good quality local environment and live in neighbourhoods free from pollution and other environmental problems	We all have a voice in decisions that affect our communities and in the public services we use

Implementing the Wellbeing Framework

The Roundtable made the following recommendations to NTCA Cabinet. That it:

- **adopts** the wellbeing framework and commits to work towards delivering the wellbeing priorities of people who live and work in North of Tyne, as described in the wellbeing outcomes.
- **communicates** the wellbeing framework to people who live and work in North of Tyne, through ongoing involvement and engagement.
- **embeds** a wellbeing approach to decision making across the region, through engaging local governments, agencies and stakeholders in delivering its wellbeing outcomes.
- **reports** on progress and **reviews** its approach at regular intervals, according to its understanding about wellbeing generated from the indicator set and public engagement.

"By adopting these recommendations in their entirety the Roundtable believes that the NTCA can embed a wellbeing approach to the pandemic recovery that will improve the lives of people throughout the region."

Recommendations: NTCA's Next Steps

The Framework is intended to help institutions and organisations across the North of Tyne and beyond to acknowledge, identify and enact policies and programmes that work towards our area's shared wellbeing outcomes. In practical terms for NTCA this has meant:

- 1. Cabinet formally adopting** the proposed Wellbeing Framework on behalf of the Combined Authority
- 2. Embedding** this understanding of wellbeing into NTCA decision-making through the following specific actions:
 - Adding **additional guidance** on wellbeing to NTCA Cabinet reports' inclusive economy section
 - Integrating into regular monitoring and reporting by NTCA's **insights and data team**
 - Use NTCA's existing **communications** channels to promote the findings and themes of the work
- 3. Regularly reporting and reviewing progress** to the Inclusive Economy Board and annually to Cabinet on how the vision for wellbeing is taking effect across our area.
- 4. Oversight and implementation** of the framework occurring under the direction of the Cabinet Member, the Mayor and the Managing Director.

The Roundtable for Wellbeing in the North of Tyne

Prof Mark Shucksmith OBE (Co-chair)	Newcastle University / Carnegie UK Trustee and NTCA Inclusive Economy Board member
Sarah McMillan (Co-chair)	Assistant Director of Policy, Northumberland County Council
Andrea Malcolm	Executive Director of People, Homes & Communities, Bernicia
Behnam Khazaeli	Senior Public Health Manager, North Tyneside Council
Emma Ward	Research, Evidence & Analysis Programme Manager, North East Local Enterprise Partnership
Jennifer Wallace	Director, Carnegie UK
Laura Seebohm	Executive Director of External Affairs, Changing Lives
Leigh Mills	Head of Inclusive Growth, North of Tyne Combined Authority
Liz Robinson	Public Health Manager, Northumberland County Council
Lorna Smith	Assistant Director of Public Health (Acting), Newcastle City Council
Miatta Fahnbulleh	Chief Executive, New Economics Foundation
Robin Fry	Chief Executive, VODA

Thank You!



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