



South Tyneside Council

**Live healthy**  
**South Tyneside**

# Health & Wellbeing Strategy Progress Update

**Health & Wellbeing Board**

18<sup>th</sup> June 2025

**Live healthy** **South Tyneside**



# Live healthy South Tyneside

Our Health and Wellbeing vision:

"Work in partnership to improve the health, wellbeing and quality of life for children, adults and families and reduce health inequalities, to help people live longer and healthier lives."

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South Tyneside Council



## Best start



## Financial security



## Well-being & social connectivity



## Safe and healthy places



## All residents live and age well

Every child and young person has opportunities to thrive and reach their full potential

A thriving, sustainable and inclusive local economy in which the benefits and opportunities are distributed fairly across all communities

Cohesive and vibrant communities where all members feel included, valued, and supported

Settings that help people to be healthy and make the most of the good things around them

Residents live and age well by preventing, delaying, and reducing the burden of long-term conditions and the development and consequences of frailty

- Child development strategy for school readiness
- Adolescent health offer to improve their relationships and wellbeing
- Women's health strategy implemented

- Services tackling financial hardship
- Working with partners to tackle in-work poverty
- Lived experience of poverty into decision-making
- Influence government policy on poverty action
- Increase sustainable and healthy jobs

- Preventative and early intervention approach
- Person-centred approach to mental health treatment
- Suicide and self-harm reduction
- Children & young people long-term health conditions support

- Safe and sustainable homes
- Increase belonging and connection
- Adapt & mitigate climate change

- Predict & prevent serious conditions and diseases
- Active, purposeful and independent communities
- Proactive models of care
- Happy, healthy older people
- Population Health Management (PHM) model in service redesign

## CROSS CUTTING THEMES

### Fair delivery of service

Evaluate and understand and mitigate inequalities in access, delivery, uptake and impact

### Public involvement and community engagement

Continually engage and partner with the public and communities to co-produce services fit for their purposes

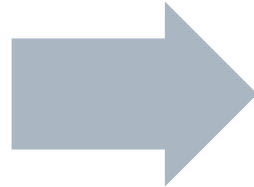
# Successes



South Tyneside Council

## Giving every child and young person the best start

**Priority:** To develop and implement a child development Strategy to ensure every child is ready for school



**Mapping of the existing speech and language offer** in South Tyneside was completed.

A proposal to commission additional resources to cover early years through to adolescence was presented and agreed.

**Speech and Language UK were commissioned** to provide the holistic package of support with funding from LA, ICB and STSFT.

**Task and Finish group is working on the draft strategy to be completed by Autumn 2025.**

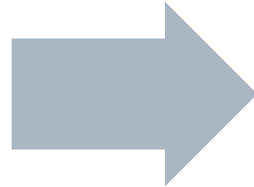
# Update



South Tyneside Council

## Giving every child and young person the best start

**Priority:** To establish an adolescent health offer to maximise young people's awareness, understanding, skills and ability to access services to improve their relationships and wellbeing.



A working group is established to review models and approaches to determine what could be offered in South Tyneside.

Results from the **Health-related Behaviour questionnaire** will be shared to provide insight into the health and wellbeing needs of our young people.

# Update



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**Giving every child and young person the best start**

**Priority:** To scope the relevant issues from the Women's health strategy to be led by the alliance



**Work is ongoing to identify key issues for South Tyneside to focus on.**

**The ICB have established a women's health team and likely to establish and Women's Health Alliance.** Information will be shared with the Best Start Alliance where appropriate. Key issues to be reviewed include pregnancy, post natal care, contraception and reproductive health, menopause etc.

**Additional investment has been identified to increase women's access to Long-Acting Reversible Contraception (LARC) via GP's.**

# Successes

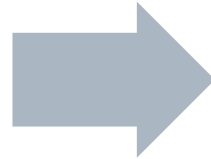
## Financial security to lead healthy, fulfilling lives



South Tyneside Council

**Priority:** Support residents in financial hardship and join-up local services

**Action:** Increase visibility of digital inclusion and engagement activity to drive ability of residents to access the digital economy



**The multi-agency Diginet group has been re-established** and has mapped digital skills training available in the borough. This – along with wider digital support - is included in the soon to be printed **Digital Directory**.

The **Council and ST Pledge organisations** have committed to **repurposing and donating devices** (coordinated through Inspire).

**Funding has been secured from the North East CA** to support **5 South Tyneside community groups** to continue/enhance their **digital skills and inclusion offer**.

**15 local organisations** are now signed up to be a **Good Things Foundation Data Bank**.

**Digital South Tyneside** (a Council working group) are leading the development of a **Digital Inclusion Strategy**.

The Policy & Insight Team have launched a '[digital exclusion](#)' page on [Our South Tyneside Data Observatory](#), bringing together data and evidence on DI to support decision making.

# Successes

## Financial security to lead healthy, fulfilling lives



South Tyneside Council

**Priority:** Continue to influence regional and national Government by highlighting the issues of poverty in South Tyneside

**Action:** Continue to work closely with the North East Child Poverty Commission to ensure South Tyneside's voice is reflected; & Work closely with the North East Combined Authority on the rollout and expansion of the Child Poverty Prevention Programme and make the case for more resources



**South Tyneside's Child Poverty Strategy** was agreed by Full Council in March – the first in the North East.

The Council's Anti Poverty Strategy Coordinator has been **working closely with North East CA colleagues** to input into the **regional Child Poverty Strategy** (set to launch in July). Focus groups with young people and families in South Tyneside have also taken place to inform the content of the strategy.

**£113k of funding has been secured from the North East CA for the 'Budget Bites' initiative** in 20 schools, **welfare advice** in 12 schools, a further **200 baby boxes**, and an **expansion of the reducing the cost of the school day pilot** into a further 8-10 schools.



# Successes

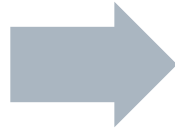
## Financial security to lead healthy, fulfilling lives



South Tyneside Council

**Priority:** Create and support opportunities to hear and learn from people with lived experience and embed this into decision-making

**Action:** Study, understand and implement the actions of the Poverty Truth Commission when it is published



Progress is being made on the **Poverty Truth Commission** with further **funding secured and a steering group established** to guide the work.

**Community commissioners are now in place and meet regularly.** Recruitment of civic commissioners has begun and due to be confirmed over the Summer.

**Inspire are working closely with the Poverty Truth Network to learn from other places undertaking PTCs.** Recent engagement includes the creation of a Brown Envelope Code which provides a set of standards for communication around bills, debts, benefits and services. The Council are examining this to ensure that letters are understandable and exacerbate the mental health of people experiencing poverty.

**The public launch of the Commission is planned for 30<sup>th</sup> September 2025.**



# Successes

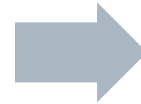


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## Good mental well-being and social connectivity across the life course

**Priority:** Embed a person-centred approach to mental health treatment and ensure that people are receiving evidence-based interventions which are having a noted positive impact on the overall wellbeing

**Action:** Enhance the offer for mental health support in primary care



**Enhanced Primary Care Offer** - Several partners have come together as one united team at Bedewell, supporting individuals to access services best suited to their needs without "referrals" or "handoffs". This service sees integration of professionals working across mental health, learning disabilities and neurodiversity. Evaluation to take place and be shared with Alliance approx. Nov'25  
More information can be sought from Tracy Hutchinson, ICB.

**Proactive Care** Several agencies using Primary Care records to target those with higher risk of mental health difficulties, delivering proactive interventions, using an MDT approach. More information can be sought from Everest Mthombeni, ICB.

**Priority:** Embed a person-centred approach to mental health treatment and ensure that people are receiving evidence-based interventions which are having a noted positive impact on the overall wellbeing

**Action:** Implement All-age Mental Health Strategy action plan



**High Intensity Users** - early stages of mobilising a wrap-around support service aimed at children and young people aged 16-25 who have been in contact with ED with a non-medical, mental health need.

**111 (option 2)** - service provides an urgent response for people who consider themselves to be in a mental health crisis. The service reported in April that they were under pressure, receiving approximately twice the number of anticipated calls each month. The service is looking to align Crisis clinicians to the service to support with the initial triage process.

**Crisis offer** – a steering group has been established to look at improving the experience of autistic adults within A&E and with the Psychiatric Liaison Team.

**Text Crisis Line** – a soft launch” took place March. Some work around the interface with the 111 (option 2) service is ongoing, before activity can begin to build visibility of the service across South Tyneside.

# Successes

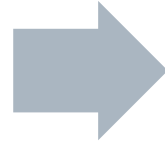


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## Safe and healthy places to live, learn, and work

**Priority:** to increase the proportion of people living in safe and sustainable homes

**Action:** Develop and implement Homelessness prevention and strategy

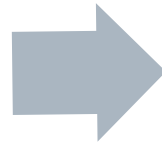


Launched in November 2024, Oasis Community Housing, in partnership with Gateshead Council, provide South Tyneside with two bed spaces in an **emergency housing project** with Oasis Community Housing based in Gateshead. South Tyneside also has **five units of 'housing first' support within South Tyneside, to accommodate those rough sleeping or at risk of rough sleeping**. Individuals are referred into these via the councils Housing Options Service. Oasis also provides a **joint outreach service** for people sleeping rough across the two local authority areas. This includes regular early morning sweeps of hot spot areas for rough sleeping and responding to reports made either via Streetlink.com or via other channels.

As well as continuing to develop these models South Tyneside is invested in working with partners to develop other accommodation models; assisting in providing accommodation to individuals who need continued support to move into safe, affordable sustainable homes.

**Priority:** to increase feeling of belonging and security in communities

**Action:** To increase accessibility of and access to our natural and physical infrastructure for recreation



**A range of South Tyneside schools are either delivering School Streets or working Sustrans to part in active travel initiatives.** These include Learn to Ride sessions, Big Walk and Wheel competitions, Eco-Clubs, 5-minute walk zone and persuasive poster sessions, and Dr Bike.

Further engagement ongoing with WHiST and Bright Futures to do some targeted sessions around active travel, safe journey planning, and doing led-walks.

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Adding years to life and life to years

# Successes

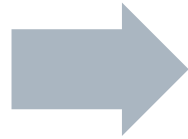
All residents live and age well



South Tyneside Council

**Priority:** To adopt a Population Health Management (PHM) model in service redesign, by utilising data to design and improve the health of our population

**Action:** South Tyneside and Sunderland Population Health Hub



In April 2025, a **successful workshop was held**, bringing together **stakeholders from local health and care organisations** to discuss systemic challenges and plan the development of the Hub.

The Group developed a **longer long-term vision of embedding population health management (PHM) into routine practice**, focused on **equity, collaboration, and data-informed decision-making**.

**For the next six months, the Hub will prioritise two projects demonstrating PHM in action**, apply the PHM cycle to service redesign, and **build system enablers** such as training, data infrastructure, and community engagement.

**Next steps include forming project teams, creating support groups, and reconvening in July to assess progress.**

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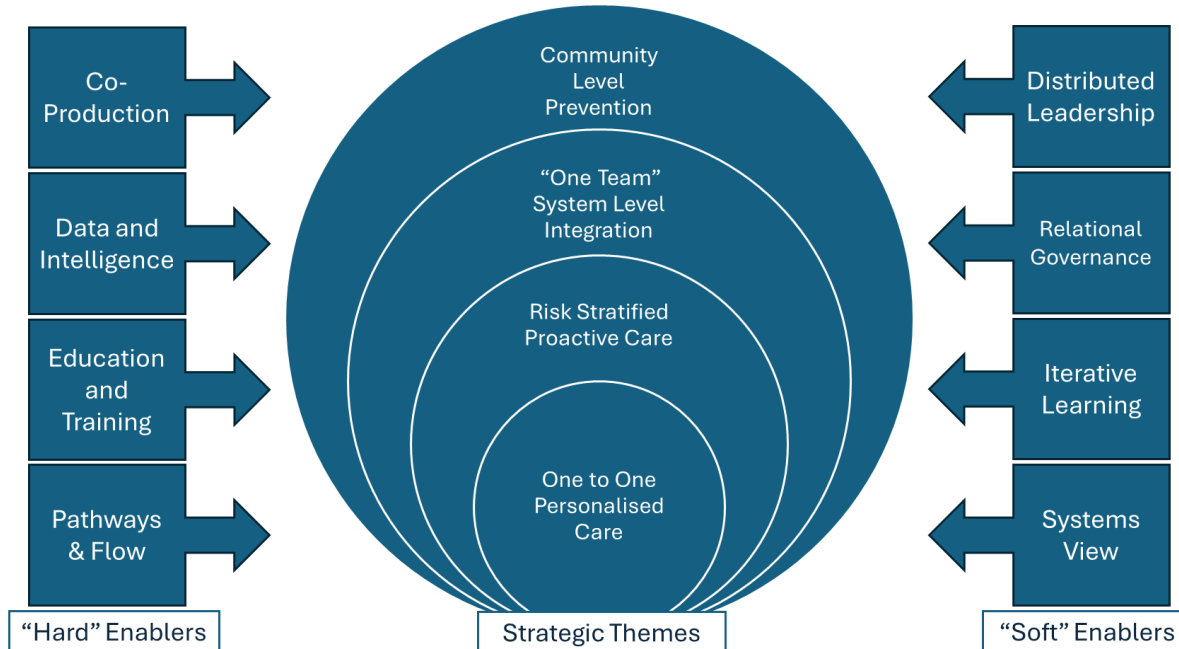
# Successes

All residents live and age well



South Tyneside Council

Care Closer to Home South Tyneside



**Priority:** Living well – cross cutting

**Action:** Care closer to home



During 2024/25 South Tyneside ran three workshops to **support the establishment of a new 'Care Closer to Home' programme**, which reports into the Care Closer to Home Group and the Living Well Alliance:

**Workshop 1** – Develop our Vision narrative identifying what we want the system to look and feel like in 5 years' time for residents and staff.

**Workshop 2** – Develop our thematic priorities and enablers to support delivery of our vision.

**Workshop 3** – Develop our action plans for 2025/26, identifying the key deliverables, leads and timescales for delivery over the next 12 months.

**Work is now progressing across the identified 4 priority areas, with leads in place and working groups established.**

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# Challenges

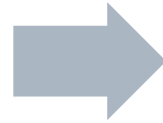
## Financial security to lead healthy, fulfilling lives



South Tyneside Council

**Priority:** Enable organisations across South Tyneside to work together to address in-work poverty

**Action:** Work with anchor in the borough to reduce barriers to financial security amongst their employees / reduce in work-poverty



While the Council pays the Real Living Wage as an employer, **there are real challenges around being able to adopt Real Living Wage status** given the financial implications of this being a requirement within procurement specifications. A working group of officers continue to examine this, but financial pressures mean this is hard to do.

**We know that this is a key focus of the North East Mayor** with NECA likely to push for the North East to be the first Real Living Wage region.

**Priority:** Make South Tyneside a place where sustainable and healthy jobs are available

**Action:** Build on our strengths in the green economy, advanced manufacturing, social care, and tourism, and capitalise on emerging opportunities



The [Immigration White Paper](#) was published in May 2025 and sets out the government's intentions to "move the UK away from a dependence on overseas workers to fulfil our care needs", expressing concerns about the Adult Social Care visa.

**The Government has announced it will end overseas recruitment for social care visas.**

In their response to the White Paper, ADASS highlighted the need to "**attract people with the right values and skills into this rewarding career**", calling on the Government to "**commit to a workforce strategy which provides proper pay, career progression and training, comparable with the NHS**".

As of September 2024, 15% of South Tyneside's care workers were foreign nationals (225 people). 86.7% of non-British care workers (195 people) are non-EU nationals, whereas the remainder (30 people) are from the EU ([Skills for Care](#)).

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# Challenges



South Tyneside Council

## Good mental well-being and social connectivity across the life course

**Priority:** Facilitate a preventative and early intervention approach to maintain good mental wellbeing and social connections

**Action:** Increase the opportunities for education, training and employment for people with mental health conditions, learning disabilities and neurodiversity



**Supported Internships pathway is due to come to an end.** Supported Internships enable individuals with an EHCP to study at college at the same time as being supported within a work placement. The aim of the programme is for individuals to move onto employment or to a further placement within STC. This programme has been delivered under a government grant, but this is due to come to an end. **Update 18.06.25: the funding support from Internship Works which was due to come to end (which supports the Council to develop the programme) has not been extended until April 2026**

**Priority:** Facilitate a preventative and early intervention approach to maintain good mental wellbeing and social connections

**Action:** Development of a new operating model for the community learning disability team that is assured through local health and care system governance



**Intensive Support Team** – co-produced intensive support team for people with complex needs. Needs led rather than diagnosis led. Mobilisation meeting due to take place end of May '25. The establishment of the Intensive Support Team (IST) is a direct response to long-standing challenges in meeting the needs of people with learning disabilities and/or autism who experience crises, complex behaviours, or are at risk of avoidable hospitalisation. This population frequently encounters fragmented services, delayed interventions, and inappropriate escalation into restrictive or out-of-area care settings.

**Community Needs Led Team** - the team is designed for people who are neurodivergent, autistic, have learning disabilities, or have complex needs that would benefit from specialist multi-disciplinary support, irrespective of formal diagnosis.

The rebranding from “Community Learning Disabilities Team” to “Community Needs-led Team” signifies a shift toward accessibility, inclusion, and alignment with a broader population of need. This evolution was shaped through co-production with people with lived experience, families, and practitioners. Mobilisation meeting due to take place in May 2025.



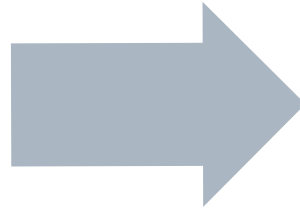
# Fair Delivery of Services



South Tyneside Council

**Priority:** To enable our communities to live actively, purposefully and independently

**Action:** Health Literacy



**Governance and planning arrangements have been established**, with a **new Health Literacy post** in place to support a housing project in 2025/26.

**Collaboration is underway with ST communications** to schedule watermark training, and monthly training sessions have been planned through to December 2025.

**Initial engagement with the housing team has begun**, including arrangements for shadowing.

Efforts are ongoing with Director of Public Health and the communications team to gain senior leadership support, **including input in to a briefing note and the delivery of a health literacy presentation to senior managers, elected members, and leadership sessions**, supported by a video endorsement.

**Work has also started on forming a Community of Practice Steering Group.**



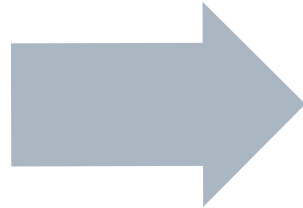
# Fair Delivery of Services



South Tyneside Council

**Priority:** Facilitate a preventative and early intervention approach to maintain good mental wellbeing and social connections

**Action:** Commission a service whereby the provider will work in partnership with the ICB, system partners and other 3<sup>rd</sup> Sector Providers and the enhanced primary health team to target people known to be inclusion health to support people and services to reconnect



**Reconnect** is a service designed to help people from inclusion health groups who are at higher risk of presenting with mental health needs to make links with important services such as GP practices, mental health services, drug and alcohol services.

**The focus of service is to ensure access is fair and care is individualised**, enabling all to have a positive experience and acceptance of the need to implement reasonable adjustments to sustain engagement.

In addition, the service will support people to ensure that their voices are heard within the system and feedback to core themes and learning for the system

# Public Involvement & Community Engagement



South Tyneside Council

## Recent examples include:

- **As part of the 'reducing the cost of the school day' pilot, surveys are administered to gather the views of staff and parents.** This is used to inform the suggestions within the audit and final report around potential interventions the school could implement.
- **As part of a planned campaign to increase uptake of Free School Meals, a parents group were consulted to ensure the correct messaging.** This resulted in changing of wording and layout.
- **The good progress being made on the Poverty Truth Commission,** with a public launch planned for the Autumn.
- **Short Breaks** - the service model has been approved by ICB leadership, following receiving support from South Tyneside Alliance Committee in December 2024. **Benefits to individuals and families include** access to inclusive, joyful breaks that reflect choice, identity, and belonging, improved carer resilience and ability to sustain care, personalised support with communication, sensory needs, and confidence-building, emergency help available during critical times; and memory tools, photo books, and positive shared experiences that reinforce personhood.

# Cross-Alliance Work



South Tyneside Council

## Recent examples include:

- Working closely across Alliances, partners ( who received a presentation at South Tyneside Partnership) and the Combined Authority, on **three key schemes to help reduce economic inactivity; Trailblazer, Accelerator and Connect to Work.**
- The **Living Well Alliance and Adults Mental Health, Learning Disabilities, Autism and Neurodiversity Alliance** are working on a range of joint initiatives including:
  - Development and prototyping of a proactive, personalised health and care planning model for people with complex needs, co-ordinated and delivered through multi-disciplinary teams, focusing on care home residents with anxiety
  - Diabetes and pre-diabetes education programme for those with a learning disability, using structured education as a method to improve health outcomes

# Asks of the Board



South Tyneside Council

- **To agree to updates at future Board meetings on the following developments:**

- The Council has undertaken an in-work poverty audit and is currently digesting the results and considering how in-work poverty audits could be expanded to Pledge members. This audit has also been rolled out to school staff **(Priority 2, Action 4)**
- Any plans partners may have around the Real Living Wage **(Priority 2, Action 4)**
- A potential event is being planned with businesses via the Business Investment Team in July to work with larger businesses and their HR Directors on retaining employees and recruiting a diverse workforce **(Priority 5, Action 15)**