

North Tyneside Council

Adult Social Care Strategy

2025–2026



North
Tyneside
Council

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Foreword

We proudly introduce North Tyneside Council's Adult Social Care Strategy 2025–2026, which outlines how we will develop support for adults with care needs, and their carers.

In common with most local authorities, we have a rapidly ageing population, a higher number of residents with support needs, financial pressures, and recruitment and retention challenges in the social care sector.

To address these challenges, prevention is key: empowering people of all ages to live included lives, close to the people they love, in homes they can call their own. We have significant strengths in this area, and our strategy will build upon these. Supporting people to stay safe and well in their own homes for longer will allow us to concentrate our resources on excellent support for those who need it.

The strategy is built on three core themes: empowering people; support and safeguarding; and effective and efficient services. By focussing on these areas, we aim to create a North Tyneside where everyone can live a fulfilling life, feel safe and supported, and access high quality care and support.

Whilst this strategy focuses on what Adult Social Care will do, we need to work together to address our challenges. Successful prevention and well-coordinated support relies upon partnerships across public services and the community sector. We will strengthen these relationships to achieve our ambitions.

Above all, we will work in solidarity with the people we support. We will invite more residents than ever to work with us to improve and innovate – creating services for the people of North Tyneside, by the people of North Tyneside.

We look forward to working with you to deliver these commitments.



Councillor Janet Hunter
Cabinet Member, Adult Social Care



Eleanor Binks
Director of Adult Services

Our borough

Total population: **211,769**¹

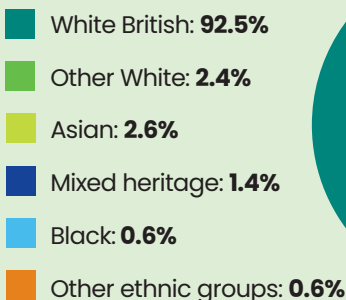
We now have more residents aged 65+ than under 18:

0-17: 20% **18-64: 59%** **65+: 21%**

Between 2020 and 2030, our population will have increased by 4.7%, with fewer children and more older people:

0-17: ↓ 2.2% **18-64: ↑ 0.7%**
65-74: ↑ 16.2% **75+: ↑ 30.8%**

Ethnic diversity²



Deprivation

128/317

Our borough was ranked **128th** in the Indices of Multiple Deprivation (1st is most deprived)³

Health inequalities

9.3% of our residents live in the **10%** most deprived neighbourhoods in England

Older people living in poverty

35% in our most deprived areas
3.9% in our least deprived areas

Life expectancy in our most deprived areas⁴

11.4 years less for men
9.9 years less for women



Adult Social Care Demand

2023/24 vs 2022/23:

- Contacts with Adult Social Care: **↑ 3%**
- People receiving short-term support: **↑ 3.7%**
- People receiving long-term support: **↑ 4.7%**
- Older people living in nursing care homes: **↑ 20%**
- Safeguarding concerns received: **↑ 21%**

Performance highlights

- Lower than average %** of working age service users living in care homes⁵
- Higher than average %** of older people still at home 91 days after discharge from hospital⁶
- 3rd lowest %** of people 65+ needing long-term community care in the North East⁷
- 3rd highest %** of adults with learning disabilities living in their own home or with family in the North East⁸
- Reducing people waiting for home care from **c.200 to c.15** in the last 2 years
- Good value: **5% lower spend per head** than the North East average⁹

¹ ONS - 2023 Mid-year population estimate

² ONS - Census 2021

³ English Indices of Deprivation 2019

⁴ North Tyneside Overview of Health and Wellbeing, December 2023

⁵ Adult Social Care Outcomes Framework 2022/23

⁶ ASCOF 2022/23

⁷ ASCOF 2022/23

⁸ ASCOF 2022/23

⁹ ASC Activity & Finance Comparator Report, NHS England



Introduction

Adult Social Care supports over 4,000 North Tyneside residents each year to live in safety and with dignity. We are proud of our strengths:

- A committed, well-supported workforce, with North Tyneside rated in the top 5 employers of social workers in the country in the 2024 Employer Standards Health Check
- Coordinating swift hospital discharges, supporting more older people than average to return to live at home
- A lower than average proportion of working age adults living in care homes
- A higher than average proportion of people with learning disabilities living in their own homes
- Delivering good value for money, with a lower spend per head of population than the regional average.

However, we face significant challenges from a rapidly ageing population, more young people with highly complex needs for support, financial pressures and recruitment challenges.

Our strategy focuses on prevention: supporting people to lead included lives, without needing social care support for as long as possible. However, when people do need support, we'll also ensure this is timely, proportionate and personalised, supporting a good quality of life. In turn, this will prevent needs from increasing further.

Our strategy comes at a time of significant change. The new Government and a mayoral election in 2025 will bring fresh priorities for Adult Social Care. This strategy will be in place for a focused period of two years, building foundations for a subsequent strategy to lead our work until the end of the decade.

This will:

- Align with new policy agendas
- Complement the work of key partners
- Be co-designed with residents with needs for support and those who care for them.



Strengths, challenges and opportunities

Challenges

- Higher numbers of people requiring support
- Increasing complexity of care needs
- More concerns about abuse and neglect
- Financial pressures
- Recruitment and retention challenges



Strengths

- Committed, well-supported colleagues
- A strong prevention offer
- Well-regarded in-house support services
- Investing in our workforce

Strengths

- **Committed, well-supported colleagues**
 - We were ranked one of the top 5 employers of Social Workers in England, in the 2024 Employer Standards Health Check.
- **A strong prevention offer**
 - We provide a range of support to stay well and respond to crisis.
 - Welfare Assistance, Care Call, the Care & Connect social inclusion team, and Gateway Access Plus support people with a wide range of needs to get through a crisis and prevent needs from developing further.
- **Well-regarded in-house support services**
 - Our in-house services receive excellent customer feedback:
 - Our Reablement teams help people living with physical disabilities, frailty, learning disability and mental health issues to regain independence and stay living at home.
 - The Community Rehabilitation service supports people to optimise their independence at home, or retain their abilities whilst in a care home temporarily.
 - Our Loan Equipment Service provides speedy access to the equipment people need to live more independently.
 - Our CQC 'Good'-rated Shared Lives service supports people with a learning disability to live in family settings.
- **Investing in our workforce**
 - We invest in training the next generation of social workers and occupational therapists, as well as supporting new managers, ensuring a strong professional workforce.
 - The North Tyneside Care Academy is promoting social care as a career of choice.

Challenges

- **Higher number of people requiring support**
 - As our population ages, the demand for care and support services is rising. There will be 31% more people aged 75+ in 2030 than in 2020.
 - We must support the NHS to maintain patient flow, in the face of record pressures on acute and mental health hospitals.
- **Increasing complexity of care needs**
 - More people are living with complex health conditions: there was a 20% rise in older people requiring nursing care between 2022/23 and 2023/24.
 - We have increasing numbers of young people requiring high-cost, specialist support.
- **Increase in concerns about abuse and neglect**
 - Adult safeguarding referrals increased by 21% between 2022/23 and 2023/24, continuing an upward trend over the past four years.
- **Financial pressures**
 - Increasing demand, plus a period of high inflation, placed significant pressure on budgets.
- **Social care recruitment and retention**
 - We have struggled to recruit new workers, particularly to social work and frontline care roles.



Opportunities

• Technology and equipment

- Digital technology can prevent the need for care services, keep people safe in their own homes for longer, and reduce loneliness.
- Equipment can reduce people's need for intrusive forms of care, enabling the care workforce to meet more people's needs.
- Advances in IT will enable better communication and efficient working, focusing our workers' time on people over administration.

• Integration

- The formation of Integrated Care Systems provides opportunities to further integrate health and social care.
- Integration will promote coordinated working with health partners, whilst retaining a social care identity focused on holistic support and social inclusion.

• North Tyneside Care Academy

- North Tyneside Care Academy brings the social care sector together to attract the workforce needed to meet future demand.
- The Care Academy is leading the creation of a cross-sector Workforce Strategy, which will drive collaboration in recruitment and training.

• Care Quality Commission Assurance and Sector-Led Improvement

- Care Quality Commission assurance has inspired local authorities to further collaborate, improve and innovate.
- Regional improvement activity allows us to learn from best practice and work together to address shared challenges.



Our vision and values

The commitments in this strategy are built upon our vision and values.

Vision

We have a shared vision across Children's Services and Adult Social Care, committing to support North Tyneside residents throughout their lives:

"Making North Tyneside an even greater place for children, young people and adults to thrive; where all, including those who are disadvantaged or disabled, have the best possible life."

Values

The Council values underpin everything we do, built on inclusion, respect, and a commitment to innovation:



We listen



We care



We are ambitious



We are good value for money

Outcomes

We want our residents to agree that the following statements reflect how they feel about their life. Known as the "5 I" outcomes, they represent the building blocks of a good quality of life:



**I AM
SAFE**

**Free from harm
and abuse**



**I AM
HEALTHY**

**Choosing
healthier lifestyles**



**I HAVE
OPPORTUNITIES**

**Living the life
I want**



**I HAVE
A VOICE**

**An active citizen
with influence**



**I AM
HAPPY**

**Resilient and
enjoying life**

All of the commitments in this strategy aim to support our residents to achieve these outcomes.

Working together

This strategy is built on:

Our North Tyneside Plan, 2021–2025

Adult Social Care leads delivery of the Council Plan's key theme of 'A Caring North Tyneside'.

Equally Well, 2021–2025

North Tyneside's joint health and wellbeing strategy, combatting inequalities.

Ageing Well Strategy, 2020–2025

North Tyneside's strategy to support older residents to remain healthy, active and connected.

This strategy will align with:

Better Health and Wellbeing for All, 2023–2030

The regional Integrated Care System's approach to delivering equity in health outcomes.

North Tyneside Commitment to Carers, 2024–2029

North Tyneside's approach to improving support for people who care for family and friends.

North Tyneside Autism Strategy, 2021–2026

North Tyneside's commitments to developing support for people who are neurodivergent.

North Tyneside Children and Young People's Plan

Setting out how we enable children and young people to achieve their full potential.



Shaping our priorities

Our priorities have been shaped by:



Feedback from customers and partners

- Over 300 people with care and support needs, carers, professionals, and members of the public influenced this strategy through face-to-face discussions and questionnaires
- Ongoing interviews about people's experiences of Adult Social Care, completed by Healthwatch North Tyneside
- Findings from the annual Caring in North Tyneside surveys
- Results from the Adult Social Care Survey and Survey of Adult Carers in England.



Performance data

- Local and national data about demand, activity and outcomes
- Audit of care records.



Sector-led improvement

- Peer reviews from experts
- Audits by senior staff from other local authorities
- Regional work to share best practice and drive innovation.



Care Act 2014 duties

- Promote wellbeing
- Prevent, reduce and delay need for support
- Assess the needs of adults with care and support needs and carers
- Meet eligible needs for support
- Ensure choice and quality of services locally
- Prevent abuse and neglect.



Key aims

This strategy is underpinned by three key aims, describing what people with care and support needs and carers need for a good quality of life. They were created by our Inspire Adult Social Care Improvement Forum, a group of people with lived experience of our services.



Empowering people

We believe everyone deserves a fulfilling life. We want everyone in North Tyneside to feel connected to others, with a sense of purpose, and opportunities to do things they enjoy. By facilitating these, we will support our residents to reach their full potential, and prevent needs from developing further.

Effective and efficient services

We believe that people with care and support needs and carers should have timely support, delivered by skilled workers who are passionate about what they do. Support must be tailored to each person's needs and wishes, allowing them to live the life they want. By investing in our workforce, using technology, and streamlining processes, we will deliver excellent support which is fit for the future.

Support and safeguarding

By developing care to meet our population's changing needs, and improving quality, we will make North Tyneside an even better place to live for people with support needs. We will combat abuse and neglect, so everyone in North Tyneside can live without fear or harm. We will ensure the rights of our most vulnerable residents are promoted, with timely action to make sure that their care is proportionate, safe and effective.

Priorities



Empowering people

A good life

A good life is one where people feel valued, connected, and included. It involves more than just meeting basic needs; it's about having a sense of purpose, opportunities to engage in meaningful activities, and the financial stability to participate fully in society. When people feel empowered and supported, they are more likely to have good mental and physical health, reducing the need for care and support services.

We will:

- Continue support to address financial crisis and poverty.
- Create more social opportunities to address loneliness.
- Provide increased access to advice in our more deprived areas.
- Provide targeted support for people with the highest barriers to health services, work and education.

We will know we have made a difference by:

- ✓ Reducing the number of repeat requests for crisis financial support.
- ✓ Increasing the proportion of adults with care and support needs and carers who report having as much social contact as they would like.
- ✓ Reducing safeguarding concerns and emergency services responses for people working with the Gateway Access Plus team.



Choice and control

Knowledge is power, so people have a right to receive accurate, accessible information which enables them to make informed choices about their own lives. Where people have a support plan, direct payments can offer more choice about how needs are met, and by whom.

We will:

- Improve the range and accessibility of online information.
- Expand face-to-face advice options.
- Give people more choice about their support by increasing use of Direct Payments.

We will know we have made a difference by:

- ✓ Improving service user and carer satisfaction about the accessibility and helpfulness of information and advice.
- ✓ Increasing the proportion of contacts made with Adult Social Care online.
- ✓ Growing the number of people attending Adult Social Care drop-ins in Community Hubs.
- ✓ Increasing the number of Direct Payments.

Caring for carers

Around 10% of the North Tyneside population care for family and friends. Too often this takes a toll on carers' health and wellbeing. We will take a 'whole family' approach to support, because good outcomes for people with care and support needs relies upon the wellbeing of those who care for them.

We will:

- Invite carers to train our workforce and develop our services.
- Increase options for carers to take breaks.
- Align specialist carer support with our teams.

We will know we have made a difference by:

- ✓ Increasing the number of carers receiving carers assessments.
- ✓ Improving feedback about social care support in the Caring in North Tyneside surveys.
- ✓ Improving feedback about carers' quality of life and satisfaction with social services in the Survey of Adult Carers in England.

Effective, efficient services

Brilliant basics

Our North Tyneside Council Customer Promise is 'We listen' and 'We care'. These statements also reflect the heart of social work and occupational therapy's professional values. People with care and support needs and carers tell us that getting these basics right is crucial: timely intervention and reliable support, delivered by knowledgeable and caring workers.

We will:

- Increase assessments for equipment and adaptations.
- Revise our processes to assess people's needs more swiftly.
- Co-design a new approach to assessment with people with care and support needs.
- Invite people with care needs and carers to train our workforce in outcome-focused assessment and care planning.
- Provide extra training where needs are growing, e.g. dementia and neurodivergence.

We will know we have made a difference by:

- ✓ Reducing waiting times for equipment and adaptations.
- ✓ Reducing waiting times for social care assessments.
- ✓ Decreasing the number of overdue reviews.
- ✓ Improving service user and carer satisfaction in the Adult Social Care Survey and Survey of Adult Carers in England.
- ✓ Improving feedback from Lived Experience Feedback Interviews.

Best start in adult life

Entering adult life is a challenging time for any young person, but particularly for people with care and support needs. We will be ambitious for young people, listening to them and their families about what they want from adulthood, and coordinating a timely, smooth transition from children's to adult services.

We will:

- Improve our processes for multi-agency working.
- Invest in dedicated leadership to enable timely, coordinated planning for transition to adult services.
- Agree shared principles for a smooth transition with young people and their families – then work together to achieve these goals.

We will know we have made a difference by:

- ✓ Allocating young people to adult workers sooner.
- ✓ Finalising plans further in advance of young people turning 18.
- ✓ Findings from multi-agency quality checks, with improved feedback from young people and their families.



Effective, efficient services

Back to baseline

There is a crucial window of opportunity to regain independence following an illness or accident. We will support as many people as possible to remain at home after an illness or accident. If people do need to stay in a care home temporarily, we will support them to get back home swiftly.

We will make the most of modern technology, supporting people with care and support needs to live safely at home, and to remain both independent and connected to others. We will also promote technology which supports professionals to focus time on human interaction over administration.

We will:

- Renew the technology we use to keep people safe at home.
- Trial new technology to reduce administrative tasks for social care staff.
- Provide more intensive support for people in hospital and short-term residential care to return home.
- Establish a dedicated review team, making sure people have the support they need to stay at home for longer.

We will know we have made a difference by:

- ✓ Improving the functionality of the Care Call system.
- ✓ Increasing the proportion of older people at home 3 months after a hospital admission.
- ✓ Reducing the number and duration of short-term residential care placements.
- ✓ Improving staff satisfaction scores and productivity.



Support and safeguarding

Respecting rights

Some of our residents with the greatest needs for support are unable to make decisions about their care and where they live. Sometimes people need to be detained for mental health treatment to prevent them from coming to harm.

Any decision to restrict someone's freedom is a serious one, so there are legal safeguards to make sure this is truly necessary. Adult Social Care workers take the lead on these difficult but vital decisions.

We will:

- Revise our processes for Deprivation of Liberty authorisations.
- Train more workers to act as Best Interests Assessors.
- Recruit and train more workers to complete Mental Health Act Assessments.
- Increase court work training for social workers.

We will know we have made a difference by:

- ✓ Reducing waiting times for Deprivation of Liberty authorisations
- ✓ Training and retaining more Approved Mental Health Professionals.
- ✓ Reducing the backlog of applications to the Court of Protection.

Preventing abuse and neglect

Everyone has the right to live free of abuse or neglect. We must provide timely, effective support to prevent and stop this, and ensure people have responsive support to recover from its effects.

We will:

- Streamline safeguarding administration, to focus workers' time on making people safe.
- Focus training in line with local trends in abuse and neglect.
- Develop new approaches to make sure lessons are learned if people suffer harm.
- Provide more multi-agency quality assurance, making sure services work together to safeguard people.
- Develop professionals' skills in providing trauma-informed support.
- Enable more people who have survived abuse to shape our ways of working.

We will know we have made a difference by:

- ✓ Increased timeliness in completing safeguarding enquiries.
- ✓ An increased proportion of people who have experienced abuse will tell us that the outcomes they wanted from their support were achieved.
- ✓ Improved findings from safeguarding audits.

Right care, right place

Excellent support enables people to live the life they want. For many people this includes living in a place they can call home, close to people they care about, with proportionate, skilled support to live safely and with dignity.

We will:

- Increase the quality monitoring of care services.
- Develop new care options to meet the changing needs of our residents.
- Promote recruitment, retention and training of the social care workforce through North Tyneside Care Academy.

We will know we have made a difference by:

- ✓ Increasing quality monitoring visits, with improved scores.
- ✓ Improving service quality feedback from people with care needs and carers.
- ✓ Including people with lived experience of social care and carers in service design, procurement and quality monitoring.
- ✓ Decreasing turnover and vacancies in the workforce.



At its heart

At the heart of our strategy are three central priorities, vital to achieving our ambitions for North Tyneside: designing services alongside people with lived experience, working in partnership with other public services and community groups, and developing a skilled, committed and ambitious workforce.

Co-production

Co-production involves professionals sharing power with people who draw on care and support, so they have genuine influence on how services are delivered. Co-production features throughout our priorities, demonstrating our commitment to making Adult Social Care a service for the people of North Tyneside, by the people of North Tyneside.

We will develop co-production by:

- Creating more opportunities for people with care and support needs to influence change across Adult Social Care.
- Inviting people with lived experience to co-design the next Adult Social Care strategy.
- Ensuring we listen to minority groups, to make sure that Adult Social Care services are accessible to all our communities.

Partnerships

Many of the aims in our strategy cannot be achieved alone. Adult Social Care will continue to strengthen its partnerships with other council directorates, the NHS, Public Health, the voluntary and community sector and wider public services to deliver on these commitments.



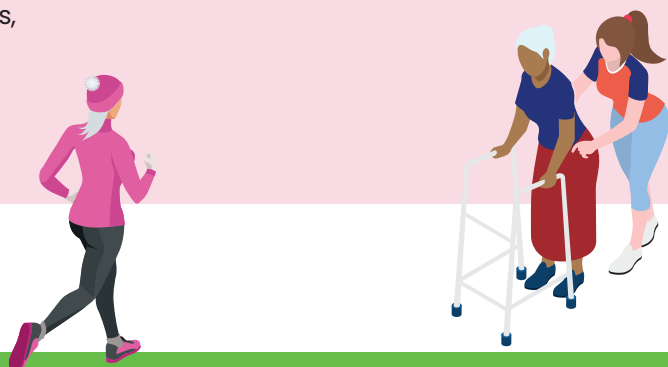
Workforce

Adult Social Care needs skilled, dedicated people to deliver the support our residents deserve. Supported by a cross-sector Workforce Strategy, we will nurture and develop our workforce by:

- Promoting social care as a career of choice.
- Developing our apprenticeships, placements, and training offer.
- Investing in specialist support for integrated working and practice development.

We will know we have made a difference by:

- ✓ Reducing staff turnover.
- ✓ Improving feedback in our team surveys.
- ✓ Increasing the number of colleagues enrolled on training programmes.



Ensuring progress

A strategy is only effective if it leads to progress. Each priority will have an oversight group, led by a senior manager.

How will progress be monitored?

Actions and targets for each priority will be published in the annual Directorate Action Plan, with progress measured on a quarterly basis.

Oversight will be provided by the Director of Adult Services and the Cabinet Member for Adult Social Care, and scrutinised by the Caring Sub-Committee.

Progress will be reported into several strategic partnership boards, including the Safeguarding Adults Board and Health and Wellbeing Board, ultimately overseen by the North Tyneside Strategic Partnership.



How can I get involved?

People with an interest in Adult Social Care can get involved with:

Healthwatch North Tyneside

Healthwatch is the independent voice for North Tyneside residents using health and social care services.

They have flexible opportunities to share your views, or get more involved as a regular volunteer.

Visit healthwatchnorthtyneside.org.uk

Or phone: 0191 263 5321

Inspire Adult Social Care Improvement Forum

Inspire is a group of people with lived experience of adult social care input, who develop services alongside decision makers from the council.

Email: ASCCommissioning@northtyneside.gov.uk

Or phone: 0191 643 5935

North Tyneside Carers' Centre Adult Carer Forum

North Tyneside Carers' Centre invite carers to develop their services, and influence the wider support system supporting carers

Email enquiries@ntcarers.co.uk

Or phone: 0191 249 6480

Learning Disability Care Forum

The Learning Disability Care Forum brings carers for people with a learning disability together with decision makers to shape support services.

Email: ASCCommissioning@northtyneside.gov.uk

Or phone: 0191 643 5935

If you need us to do anything differently, including providing this information in another language or format, please contact the Social Care Contact Centre.

Tel: 0191 643 2777 Or email:

childrenandadultscontactcentre@northtyneside.gov.uk

