

Stretch Targets Delivery Plans

Children and Young People

1. Increase the number of schools achieving Healthy School status

LAA/C&YP01: The percentage of schools achieving the new healthy schools standard	
Lead Agency	Healthy Schools' Management Group
Contact	Ann Johnson
Links to key strategies and plans	<ul style="list-style-type: none"> ▪ Northumberland Children and Young people Plan – 'Having a Life' ▪ National Healthy Schools Programme Headline Plan 2006/07
Priority areas/groups	<ul style="list-style-type: none"> ▪ Schools with free school meals (fsme) 20% and above ▪ Schools with high rates of teenage conceptions ▪ Schools within communities with high crime and disorder rates
Key activities/interventions	<ul style="list-style-type: none"> ▪ Targeted support for SRE, and Blyth in particular ▪ Targeted assertiveness training ▪ Peer mentors ▪ Food in Schools training cascaded

2. Reduce the teenage conception rate

LAA/C&YP02a: The number of teenage conceptions in Northumberland	
Lead Agency	Teenage Pregnancy Team
Contact	Karen Rowell
Links to key strategies and plans	<ul style="list-style-type: none"> ▪ Children & Young Peoples Plan ▪ Northumberland Teenage Pregnancy Strategy/Plan ▪ Connexions Plan ▪ Northumberland Health Schools Programme
Priority areas/groups	<ul style="list-style-type: none"> ▪ Young people who are looked after ▪ Blyth Valley & Wansbeck

Key activities/interventions	<ul style="list-style-type: none"> ▪ Sex & Relationships Education ▪ Teen specific contraceptive services ▪ Improved support to teenage parents ▪ Media campaign
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3. Improve Key Stage 2 attainment in South East Northumberland

LAA/C&YP03a: The percentage of pupils in Ashington, Bedlington and Blyth gaining level 4+ in English and Maths at Key Stage 2	
Lead Agency	Schools and Family Support
Contact	Tony Mays
Links to key strategies and plans	<ul style="list-style-type: none"> ▪ Children and Young Peoples Plan – Having a Life ▪ School Improvement Service Plan ▪ Excellence Cluster Service Plan
Priority areas/groups	<ul style="list-style-type: none"> ▪ Pupils in Key Stage 2 in First and Middle Schools in Ashington, Blyth and Bedlington
Key activities/interventions	<ul style="list-style-type: none"> ▪ All middle schools below the floor targets are on the School Intervention and Support Programme and national strategy consultants are working in the school ▪ Longer term solutions are being sought in Blyth where some of the performance is lowest – focussing on transition from Y4 to Y5 and collaborating more on curriculum planning and planning and teaching and learning. Work on parental involvement and literacy skills in Blyth and Hirst ▪ Greater alignment: a) with Excellence Partnership and also Wansbeck NRF initiative, giving more support to LAA stretch target and b) between the national strategies work of the primary leadership programme and the LA support through SISF ▪ Supporting schools with assessment and cross moderation through better use of performance data. Better understanding across the county of progress from Y2 to Y4 and Y4 to Y6 is helping to focus support

LAA/C&YP03b: The percentage of pupils in Ashington, Bedlington and Blyth gaining level 5 in English and Maths at Key Stage 2	
Lead Agency	Schools and Family Support
Contact	Tony Mays
Links to key strategies and plans	<ul style="list-style-type: none"> ▪ Children and Young Peoples Plan – Having a Life ▪ School Improvement Service Plan ▪ Excellence Cluster Service Plan
Priority areas/groups	<ul style="list-style-type: none"> ▪ Pupils in Key Stage 2 in First and Middle Schools in Ashington, Blyth and Bedlington
Key activities/interventions	<ul style="list-style-type: none"> ▪ All middle schools below the floor targets are on the School Intervention and Support Programme and national strategy consultants are working in the school

	<ul style="list-style-type: none"> ▪ Longer term solutions are being sought in Blyth where some of the performance is lowest – focussing on transition from Y4 to Y5 and collaborating more on curriculum planning and planning and teaching and learning. Work on parental involvement and literacy skills in Blyth and Hirst ▪ Greater alignment: a) with Excellence Partnership and also Wansbeck NRF initiative, giving more support to LAA stretch target and b) between the national strategies work of the primary leadership programme and the LA support through SISP ▪ Supporting schools with assessment and cross moderation through better use of performance data. Better understanding across the county of progress from Y2 to Y4 and Y4 to Y6 is helping to focus support
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LAA/C&YP0?: The number of schools in Ashington, Bedlington and Blyth where less than 65% of pupils achieve level 4+ at Key Stage 2	
Lead Agency	Schools and Family Support
Contact	Tony Mays
Links to key strategies and plans	<ul style="list-style-type: none"> ▪ Children and Young Peoples Plan – Having a Life ▪ School Improvement Service Plan ▪ Excellence Cluster Service Plan
Priority areas/groups	<ul style="list-style-type: none"> ▪ Pupils in Key Stage 2 in First and Middle Schools in Ashington, Blyth and Bedlington
Key activities/interventions	<ul style="list-style-type: none"> ▪ All middle schools below the floor targets are on the School Intervention and Support Programme and national strategy consultants are working in the school ▪ Longer term solutions are being sought in Blyth where some of the performance is lowest – focussing on transition from Y4 to Y5 and collaborating more on curriculum planning and planning and teaching and learning. Work on parental involvement and literacy skills in Blyth and Hirst ▪ Greater alignment: a) with Excellence Partnership and also Wansbeck NRF initiative, giving more support to LAA stretch target and b) between the national strategies work of the primay leadership programme and the LA support through SISP ▪ Supporting schools with assessment and cross moderation through better use of performance data. Better understanding across the county of progress from Y2 to Y4 and Y4 to Y6 is helping to focus support

4. Reduce the number of young people not in education, employment or training

LAA/C&YP04a: The number of 16-18 year olds not in education, employment or training (NEET)	
Lead Agency	Connexions Partnership
Contact	Austin McNamarra
Links to key strategies and plans	<ul style="list-style-type: none"> ▪ Children and Young People's Plan ▪ Connexions Partnership Business Plan ▪ Youth Offending Service, Teenage Pregnancy Service and Leaving Care plans ▪ 14-19 Strategy and individual 14+ Partnership plans

	<ul style="list-style-type: none"> ▪ Partnership Agreement with every high & special school and with Northumberland College ▪ Removing Barriers to Work strategy / delivery plan ▪ Some LSP plans (e.g. Wansbeck Initiative NRF projects) ▪ FACT Integrated Youth Services Strategy
Priority areas/groups	<ul style="list-style-type: none"> ▪ The key priority areas are currently Wansbeck, Blyth Valley and Amble, as they are the areas where the NEET figure is significantly higher than the County average. ▪ There is also a focus on those areas where the range of provision is inadequate, mainly as a result of a shortage of Work-Based Learning places, e.g. Cramlington, Bedlington. ▪ The key priority groups are those young people who are unemployed and "actively seeking", some of whom are further disadvantaged by no or low qualifications or by learning difficulties (especially those without a Statement of Special Needs). ▪ This is in addition to targeted work with young people in certain "named categories", i.e. teenage parents, care leavers, young carers, young offenders, substance misusers. ▪ There are also those young people who are NEET and not currently "actively seeking" but who still require support.
Key activities/interventions	<ul style="list-style-type: none"> ▪ As the duration of "unemployment" is approx. 12 weeks on average, we have developed the N-gage project to enable young people in that position to maintain and develop their employability skills ▪ An awareness campaign has been launched to broaden the ownership of the NEET target by helping partner organisations to understand the complexities of the issue and to recognise the contribution they can make to solving the problem ▪ The "Making a Difference" statistical analysis (published by Connexions for 2004 and 2005), together with other management information, is being used to inform planning of provision and curriculum development ▪ Connexions and the new LSC Partnership Team are developing a joint NEET strategy and action plan ▪ NEET action plans are being developed at locality level, and in some cases they are being linked to the adult worklessness agenda ▪ Discussions are underway with FACT and NSP to develop a more "joined up" approach ▪ Connexions, through its Employment Services Co-ordinator, is strengthening its links with employers and sector skills councils in order to develop new employment opportunities, including apprenticeships

Healthier Communities and Older People

5. Increase the number of mothers breastfeeding

LAA/HC&OP01a: The percentage of new mothers initiating breast feeding in Northumberland	
Lead Agency	Northumberland Care Trust
Contact	Helen Robinson
Links to key strategies and plans	<ul style="list-style-type: none"> ▪ Northumberland Children and Young people Plan – ‘Having a Life ▪ Every Child Matters ▪ National Service Framework –Standard 1 and 11 ▪ Obesity Strategy
Priority areas/groups	<ul style="list-style-type: none"> ▪ All pregnant women including young parents and those in “harder to reach” groups such as those living in more disadvantaged socio-economic areas. ▪ Women and their families who live in the more rural areas of Northumberland such as North Tyne and North Northumberland where issues relating to isolation and rural deprivation are more acute.
Key activities/interventions	<ul style="list-style-type: none"> ▪ Promoting and working towards the UNICEF Baby Friendly Accreditation award. ▪ To build on current strategy to promote breastfeeding in Northumbria NHS premises through out Northumberland with a particular focus on mandatory staff training. ▪ Work in schools ▪ Antenatal education ▪ Health Visitor and Midwife education ▪ Extending and sustaining the peer support educator programme ▪ Breastfeeding business friendly award

LAA/HC&OP01b and LAA/HC&OP01c: The percentage of new mothers initiating breast feeding in Blyth and Wansbeck	
Lead Agency	Northumberland Care Trust
Contact	Helen Robinson
Links to key strategies and plans	<ul style="list-style-type: none"> ▪ Northumberland Children and Young people Plan – ‘Having a Life ▪ Every Child Matters ▪ National Service Framework –Standard 1 and 11 ▪ Obesity Strategy

Priority areas/groups	<ul style="list-style-type: none"> ▪ All pregnant women including young parents and those in “harder to reach” groups such as those living in more disadvantaged socio-economic areas.
Key activities/interventions	<ul style="list-style-type: none"> ▪ As Northumberland plus development of work with Fathers and Grandparents

LAA/HC&OP01d: The percentage of new mothers breast feeding at 6 weeks in Northumberland	
Lead Agency	Northumberland Care Trust
Contact	Helen Robinson
Links to key strategies and plans	<ul style="list-style-type: none"> ▪ Northumberland Children and Young people Plan – ‘Having a Life ▪ Every Child Matters ▪ National Service Framework –Standard 1 and 11 ▪ Obesity Strategy
Priority areas/groups	<ul style="list-style-type: none"> ▪ All pregnant women including young parents and those in “harder to reach” groups such as those living in more disadvantaged socio-economic areas. ▪ Women and their families who live in the more rural areas of Northumberland such as North Tyne and North Northumberland where issues relating to isolation and rural deprivation are more acute.
Key activities/interventions	<ul style="list-style-type: none"> ▪ Promoting and working towards the UNICEF Baby Friendly Accreditation award. ▪ To build on current strategy to promote breastfeeding in Northumbria NHS premises through out Northumberland with a particular focus on mandatory staff training. ▪ Work in schools ▪ Antenatal education ▪ Health Visitor and Midwife education ▪ Extending and sustaining the peer support educator programme ▪ Breastfeeding business friendly award

LAA/HC&OP01e and LAA/HC&OP01f: The percentage of new mothers breast at 6 weeks feeding in Blyth and Wansbeck	
Lead Agency	Northumberland Care Trust
Contact	Helen Robinson
Links to key strategies and plans	<ul style="list-style-type: none"> ▪ Northumberland Children and Young people Plan – ‘Having a Life ▪ Every Child Matters ▪ National Service Framework –Standard 1 and 11 ▪ Obesity Strategy

Priority areas/groups	<ul style="list-style-type: none"> All pregnant women including young parents and those in “harder to reach” groups such as those living in more disadvantaged socio-economic areas.
Key activities/interventions	<ul style="list-style-type: none"> As Northumberland plus development of work with Fathers and Grandparents

6. Reduce mortality rate by circulatory disease in people aged under 75 years

LAA/HC&OP02a: The mortality rate for circulatory disease in people aged under 75 years per 100,000 in Blyth	
LAA/HC&OP02b: The mortality rate for circulatory disease in people aged under 75 years per 100,000 in Wansbeck	
Lead Agency	Care Trust
Contact	Dr Mike Lavender
Links to key strategies and plans	<ul style="list-style-type: none"> Heart Statistics Health Survey for England 2003 - Volume 2: Risk factors for cardiovascular disease NICE guidelines - Essential hypertension: managing adult patients in primary care, North of England Hypertension Guideline Development Group http://www.nice.org.uk/pdf/CG018fullguideline.pdf British Hypertension Society Guidelines: Guidelines for management of hypertension 2004—BHS IV http://www.hyp.ac.uk/bhs/pdfs/BHS_IV_Guidelines.pdf
Priority areas/groups	<ul style="list-style-type: none"> Residents of Wansbeck and Blyth who are at high risk of CVD. – smokers, obese family history. Targeting the heard to reach and first degree relatives of those at high risk or with a recently diagnosed CVD event
Key activities/interventions	<ul style="list-style-type: none"> Increase the number of individuals screened for Cardiovascular disease in general practice and community venues (such as Pharmacists) Increase the percentage of hypertensive patients with good blood pressure control in general practice Increase the number of individuals accessing stop smoking services through increased service capacity Increase the number of individuals accessing and using effective exercise on referral schemes Increase the number of individuals accessing and using effective healthy eating and weight reduction schemes available at pharmacies and other community venues to improve the diet and weight reduction

Safer and Stronger Communities

7. Reduce volume crime

LAA/S&SC01: The level of volume crime in Northumberland	
Lead Agency	Six District and Borough Crime and Disorder Reduction Partnerships
Contact	Stuart Douglass
Links to key strategies and plans	<ul style="list-style-type: none"> ▪ 6 District and Borough Crime and Disorder Reduction Partnership 3 Year Crime and Drug Strategies
Priority areas/groups	<ul style="list-style-type: none"> ▪ Northumberland Residents / High Crime Wards and Districts (Wansbeck , Blyth valley, all Town Centre wards) ▪ Youth Disorder ▪ Violent Crime ▪ Criminal Damage ▪ Domestic Violence
Key activities/interventions	<ul style="list-style-type: none"> ▪ Targeted Campaigns i.e. Drunken Violence and Disorder (DVD) campaigns and 'Wipeout' (Criminal damage) ▪ Graffiti Initiative ▪ Positive Futures youth (sports) diversion schemes

8. Reduce fear of anti-social behaviour and alcohol related disorder

LAA/S&SC02a: The percentage of respondents to the Crime Survey who consider anti-social behaviour to be a problem	
Lead Agency	Northumberland County Council
Contact	Stuart Douglass
Links to key strategies and plans	<ul style="list-style-type: none"> ▪ 6 District and Borough Crime and Disorder Reduction Partnership 3 Year Crime and Drug Strategies
Priority areas/groups	<ul style="list-style-type: none"> ▪ Fear of Crime and Anti Social Behaviour ▪ Vulnerable Members of local communities
Key activities/interventions	<ul style="list-style-type: none"> ▪ Perception Survey ▪ Anti Social Behaviour Problem Solving ▪ Anti graffiti initiative ▪ Anti Social Behaviour Orders ▪ Enforcement publicity

9. Enhance the quality, effectiveness and efficiency of local authority service delivery

LAA/S&SC02b: The percentage of respondents to the Crime Survey who consider alcohol related disorder to be a problem	
Lead Agency	Northumberland County Council
Contact	Stuart Douglass
Links to key strategies and plans	<ul style="list-style-type: none"> ▪ 6 District and Borough Crime and Disorder Reduction Partnership 3 Year Crime and Drug Strategies, Northumberland Drug and alcohol strategy,
Priority areas/groups	<ul style="list-style-type: none"> ▪ Fear of Crime and Anti Social Behaviour ▪ Vulnerable Members of local communities
Key activities/interventions	<ul style="list-style-type: none"> ▪ Perception survey ▪ Drunken Violence and Disorder Campaigns ▪ Enough and Off Limits campaigns, pubwatch etc / problem solving

LAA/S&SC06a: The percentage of respondents to the Best Value Survey who are satisfied with their council (all council average)	
Lead Agency	County and District Communication Officers Group, Northumberland County Council
Contact	Sharon McKee
Links to key strategies and plans	The above group has been asked to look at how this measure can best be delivered.
Priority areas/groups	
Key activities/interventions	

LAA/S&SC06b: The percentage of respondents to the Best Value Survey who are satisfied with their council's complaint handling (all council average)	
Lead Agency	Communications Team, Northumberland County Council
Contact	Sharon McKee
Links to key strategies and plans	The above group has been asked to look at how this measure can best be delivered.
Priority areas/groups	
Key activities/interventions	

LAA/S&SC06c: The percentage of service requests dealt with at the first point of contact

Lead Agency	Community and Environmental Services, Northumberland County Council
Contact	John Nicholson
Links to key strategies and plans	This measure forms part of the Pathways to Services project which is being developed jointly with district authorities. Proposals will be clearer when the project scoping exercise is complete.
Priority areas/groups	
Key activities/interventions	

LAA/S&SC06d: The increase in the number of service requests and payment transactions processed online

Lead Agency	Community and Environmental Services, Northumberland County Council
Contact	John Nicholson
Links to key strategies and plans	This measure forms part of the Pathways to Services project which is being developed jointly with district authorities. Proposals will be clearer when the project scoping exercise is complete.
Priority areas/groups	
Key activities/interventions	

Economic Development and Enterprise

10. Increase the employment rate

LAA/ED&E01a: The gap between the employment rate in Northumberland and the overall England rate	
Lead Agency	Northumberland Removing Barriers to Work Strategic unit
Contact	Sandra Brydon
Links to key strategies and plans	▪ -
Priority areas/groups	<ul style="list-style-type: none"> ▪ Wansbeck, Blyth Town, Berwick. ▪ Wards / Super Output Areas in Northumberland with the worst labour market position ▪ Hardest to reach groups, including long term unemployed, lone parents, the over 50s, people with health problems and disabilities, ethnic minorities and people lacking qualifications.
Key activities/interventions	<ul style="list-style-type: none"> ▪ Secure additional Single Programme funding to and implement Wansbeck Works! Multi-agency model ▪ Introduce new ESF funded Advisory services across the County to improve services to workless people ▪ Develop and implement DWP Pathways to Work programme ▪ Develop and implement Blyth Valley Employability Strategy ▪ Test new approaches to tackling worklessness through Action Research projects ▪ Support and encourage new RBtW initiatives in the County ▪ Work with partners to maximise contribution of public sector to the worklessness agenda e.g. via Partnership Accord ▪ Build capacity within the Voluntary and Community Sector to provide services and support to workless people

11. Increase the number of new businesses starting and surviving 12 months

LAA/ED&E02: The number of new businesses starting through Business Link and surviving 12 months	
Lead Agency	Business Link for Northumberland
Contact	Elaine Inglis, Head of Operations
Links to key strategies and plans	<ul style="list-style-type: none"> ▪ Northumberland Enterprise Strategy ▪ Regional Economic Strategy ▪ Government Action Plan for Small Business (DTI) ▪ Creating an Enterprise Culture; Understanding the National Mission, Enterprise Insight (2004)
Priority areas/groups	<ul style="list-style-type: none"> ▪ Spatial priorities are Wansbeck and Berwick (areas that are performing most poorly) ▪ Target groups are; young people, women, those in deprived communities

Key activities/interventions

- Additional Single Programme and ERDF resource targeted at Berwick and Wansbeck for 2006/07
- Start up counsellors employed full time in each District
- Networking events targeted at women
- Intensive start up support targeted at residents with disabilities, delivered through Pinetree Trust
- Creation of Enterprise Learning Network in high schools
- Additional pre-start sessions (Single Programme / ESF funded) delivered across the County.

Cross Cutting Issues

12. Increase capacity of electricity generated from renewable resources

LAA/CC/01: Reducing greenhouse gas emissions	
Lead Agency	Northumberland Renewable Energy Group, Regeneration Division, NCC
Contact	Clive Fagg
Links to key strategies and plans	<ul style="list-style-type: none"> ▪ Northumberland Renewable Energy and Energy Efficiency Strategy
Priority areas/groups	<ul style="list-style-type: none"> ▪ Private Households ▪ Local communities ▪ Local businesses
Key activities/interventions	<ul style="list-style-type: none"> ▪ Bio mass (wood burning) promotion ▪ General awareness raising campaigns ▪ Events aimed at householders to promote smaller scale generation such as solar panels ▪ Partnership activities with Business Link to address the energy consumption demand of local businesses ▪ Consultancy exercise to establish more robust baseline data and develop suitable ongoing monitoring processes