

Making Gateshead a place where everyone thrives

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Chief Executive



Developing a new Policy driven approach

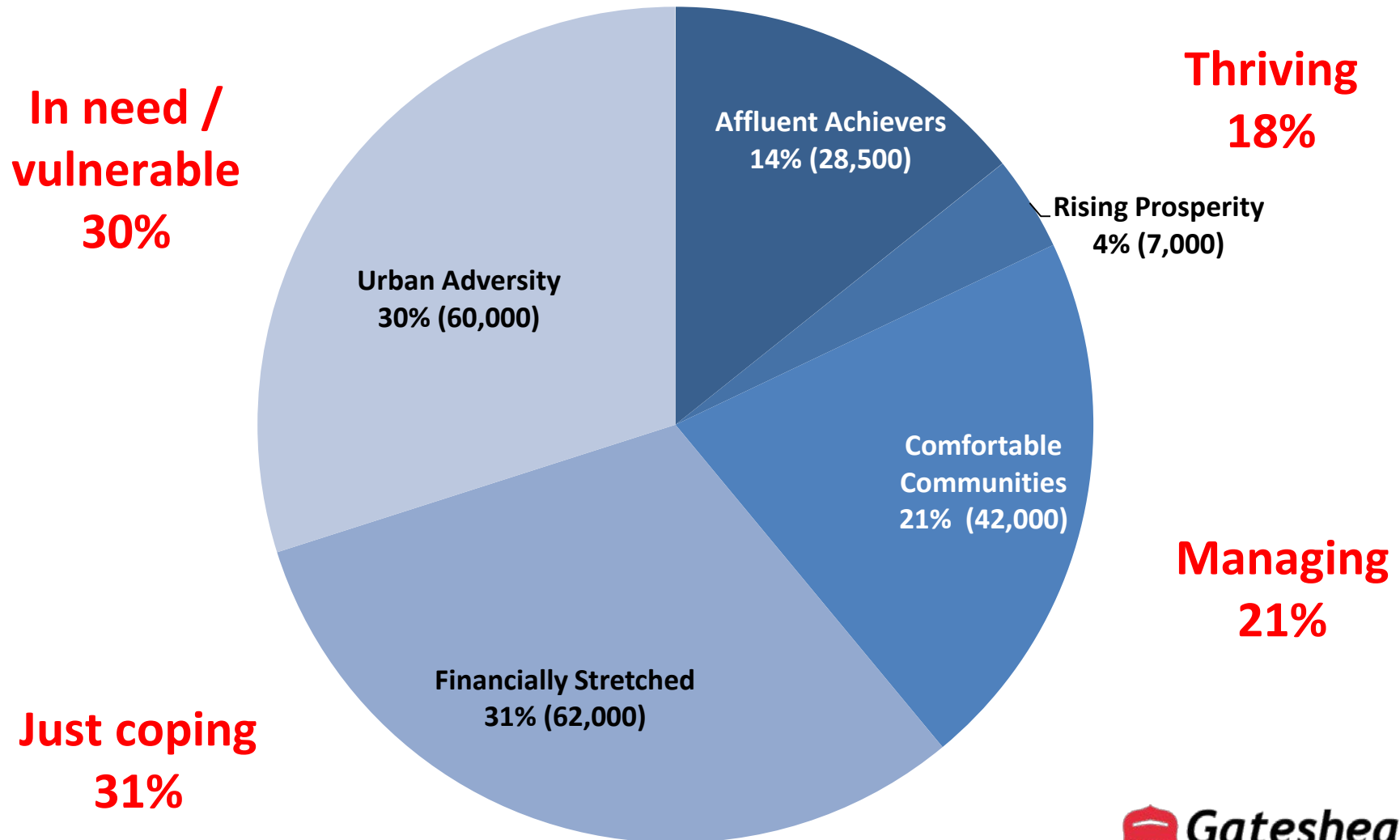
This work was guided and shaped by: -

- Changes in organisational leadership
- Chief Executive review
- Peer challenge
- Work with our Cabinet
- Councillor engagement
- Evidence

Evidence Base

Gateshead Acorn 2016 Categories

% of population



Thriving **32,500 (18%)**

Financially comfortable, home owning, good life expectations

Managing **42,000 (21%)**

Stable families, average income, mainly owner occupier

Just coping **62,000 (31%)**

Low income, potentially some benefits, some health issues,
lower price housing

In need **60,000 (30%)**

Social rent, low cost private rent, low income/benefits, poor
health

Making Gateshead a place where everyone thrives



We want Gateshead to be a place where everyone thrives



We know that over 50% of people and families in Gateshead are either managing or just coping and over 30% are in need or in vulnerable situations. We want to change those statistics and aim to make Gateshead a place where everyone thrives.





We know that the vast majority of people in Gateshead care about the community they live in. They don't want to live in a community along side people who are struggling and they want to help and support and do something about that!



Council pledges

We have developed five pledges to help guide our decision making:

- Put people and families at the heart of everything we do
- Tackle inequality so people have a fair chance
- Support our communities to support themselves and each other
- Invest in our economy to provide sustainable opportunities for employment, innovation and growth across the borough
- Work together and fight for a better future for Gateshead



A call to action

How **you (partners)** can get involved...

Examples include:

- Recognise that issues cross different organisations
- Share expertise, information and knowledge
- Integrate service into co-ordinated packages and focus on those most in need
- Champion Gateshead and put people at the heart of all we do



It's your Gateshead Get involved

