

# ***DELIVERING MORE AND BETTER JOBS***

***The North East Local Enterprise  
Partnership Review***

***March 2014 to March 2015***



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# WELCOME

Welcome to our 2014 - 2015 Annual Review

Over the last twelve months we've seen real change happening in the North East. With record employment levels - now at 70.2% - and the largest employment rate increase in the country at 3.2%, we are rapidly closing the gap and realising the North East's potential.

During this period the North East LEP has also evolved - moving from a focus on strategic leadership to delivering an ambitious plan for long term and sustainable economic growth.

A defining moment in this journey was the publication of our Strategic Economic Plan. The plan articulates with clarity and purpose how we will meet the challenges set out in Lord Adonis's Independent Economic Review, bringing partners from the private and public sector together to make the North East a place where more businesses invest, grow and prosper. It demonstrates how through leadership, innovation and investment we will overcome the barriers and drive growth across the North East. Focussing on six themes, innovation; business support and access to finance; skills; economic assets and infrastructure; employability and inclusion; and transport and digital connectivity, it sets out plans to realise a common ambition of growth.

Since its launch in March 2014 the Economic Plan has become the core of our work, attracting £330m in funding from Government as part of the North East Growth Deal. The Growth Deal was a significant achievement for us and the North East. Through it we secured the fourth highest Growth Deal in the country - endorsing our approach and providing investment for innovation, skills, business support, transport, developing our economic assets and supporting inclusive growth. It also enables us to attract substantial private and public investment and deliver up to 5,000 jobs.

The North East innovation story is also gaining momentum - including the appointment of our first Innovation Director - Hans Möller. Two more national Catapult centres, Satellite Catapult and Digital Catapult, are located in the area, Science Central's the 'CORE' has opened its doors this year, and we continue to invest in innovation projects including new hyperbaric testing facilities on the banks of the Tyne - the first commercial facility of its kind in the world, the first FabLab in the North East and a new centre for innovation in formulation.

The £460m European funding programme will bring great opportunities in the next year. Through our European Strategy we will continue to help shape and influence how these monies are invested, ensuring that they support the vision of the Economic Plan.

We will also be launching JEREMIE 2 and the North East Growth Hub. Building on the success of JEREMIE1, JEREMIE2 will provide £160m in venture capital funding to support North East businesses invest and grow. The Growth Hub will streamline information on business support and access to finance, with a strong focus on collaboration and peer to peer support.

Improving our approach to inward investment as a region is also a priority. Bringing together the public and private sector is essential to its success - we've made a good start but there's more to do and we will continue to drive the agenda.

We have achieved a lot - through our small, dedicated and talented executive team and alongside our board members and partners, - the challenges and opportunities of the last 12 months have been met with enthusiasm and commitment. The next year looks extremely busy and we will continue to build the momentum and deliver more and better jobs for the North East.

Paul Woolston  
Chair

Helen Golightly  
Chief Operating Officer

# WHAT WE DO

## ACHIEVING THE NORTH EAST'S ECONOMIC POTENTIAL

### Strategic Economic Plan

In March 2014 we submitted the North East Strategic Economic Plan to Government.

The Economic Plan is at the core of our work. It sets out how we can transform the North East economy creating long term growth and delivering more and better jobs for everyone. Focussing on six key themes it creates a common ambition for all North East businesses and organisations.

#### Innovation

Creating competitive advantage through innovation - building a platform for local businesses to contribute to their own future with the support to excel in whatever area they choose.

#### Business Support & Access to Finance

Providing the framework for business to access the information, advice and finance they need to thrive and grow.

#### Skills

Improving the North East skills base - making sure every subsequent workforce has the right skills to support business growth and to move forward in the most self-sufficient way.

#### Economic Assets and Infrastructure

Developing the areas in which businesses can invest and grow, and people can train and excel.

#### Employability & Inclusion

Sourcing the skills from within the North East by supporting those who can't easily access training and employment.

#### Transport & Connectivity

Creating the best networks - connecting the North East to the national and international economy.

The plan was produced with the potential of the North East firmly in mind. Drawing on a strong evidence base and building on the recommendations of the North East Independent Economic Review led by Lord Andrew Adonis. It details how we will work, together with partners, businesses and communities in an innovative, proactive and cohesive way to deliver detailed plans for each of its six cross cutting themes, creating the right environment for growth and investment across all sectors.



### European Funding Strategy

Submitted to Government in June 2014, our European Funding Strategy has been developed with a wide range of partners, and is a key tool for delivering the Economic Plan.

Focussing on creating smart, sustainable and inclusive growth, the European Funding Strategy sets out a framework for ERDF, ESF, EAFRD and Youth Employment Initiative funds for principal themes: Innovation; SME competitiveness; Broadband infrastructure; Low carbon and green infrastructure; Employability; Social inclusion; Skills.

A North East LEP Area Shadow ESIF Sub Committee has been established to inform local strategic thinking and approval of local European Structural and Investment Fund (ESIF) project applications. Chaired by Paul Woolston it brings together partners to drive forward the Strategy's objectives and outcomes.

# WHAT WE DO

## EVALUATING THE NORTH EAST ECONOMIC GROWTH & POTENTIAL

### Understanding a Changing Economy

Understanding the North East's economy, growth and potential is a central part of our work. By analysing the latest economic data and identifying trends we are able to ensure that our plans are founded in evidence, can be monitored and achievable.

In the last year we have seen record figures for the North East economy - with record high employment, now at 70.2%, economic output and labour productivity levels. Not only this but GVA per head and labour productivity (GVA per hour worked) grew at one of the fastest rates in the country. And this growth is being sustained. Over the last two years 50,000 more people are employed in the North East and 24,000 fewer unemployed people, with unemployment falling by 2.1% to 7.8% - the lowest level since 2008. There are also 44,300 fewer people claiming out of work benefits, a 46% decline and 26,000 more people active in the labour market.

Most significantly we are closing the national gap in employment rate; since 2012 this has fallen from 4.3% to 3.1% and excluding London we have the largest employment rate increase in the country at 3.2 percentage points (3.3 for London), with a growth rate of 4.7% in comparison to 2.7% nationally. The majority of this growth is from the private sector. Private sector jobs now make up almost four fifths of all employment in the region, a proportion which is steadily increasing and is now comparable to the UK total.

It is not just that we are creating more jobs though. A lot of these jobs are better jobs in that they are being created in higher value added activities. This is represented through the productivity figures in which Gross Added Value (GVA) and hours worked grew by 14% between 2009 and 2012. No other region has had a greater increase. Growth in high value added manufacturing and other sectors such as scientific and technical sectors explains a great part of this - for example labour productivity in manufacturing went up by 50% in the last seven years.

More productive jobs will help create sustainable growth for the North East economy. This will be achieved through higher wages, with wages for low, medium and high earners already catching up with the rest of the country. More productive workers are also helping private firms go further, with the North East being the only English region to have a consistently positive trade balance in the last three years - i.e. we export more than we import - making the North East a great to be an employer and to be employed.

### A Responsive Strategy For Growth

Understanding the North East's economic growth and potential has enabled us to develop responsive strategies to maximise the economic potential. One area that is particularly pertinent is improving the local skills supply. With a growing economy there is increasing demand for high skilled labour, but our current skills base has a greater proportion of lower skilled and unskilled people. And, whilst we have above average GCSE attainment 5+ A to C grades, including English and Maths, the area has relatively lower A level attainment and the second lowest application rate for further education in the country.

We have used detailed analysis of the current skills provision and sector growth and job forecasting to prioritise skills provision, investment and resource to create frameworks through European funding. Our programmes, such as the North East Skills Pilot and apprenticeship support, will help the skills supply be responsive to both economic and employment needs, ensuring employers in key sectors are able to react to future growth opportunities.





# Delivering more and better jobs

The North East Local Enterprise Partnership is responsible for the delivery of the North East Strategic Economic Plan - a plan that will ensure the local economic ambition can and will grow. Through delivering the Strategic Economic Plan we will make the North East a place where more businesses invest, grow and prosper, delivering more and better jobs for everyone.

The economic plan is the core of our business - it creates a common ambition that is clearly defined, evidenced based, grounded and achievable. We win investment to support it and with partners champion its potential locally, nationally and internationally.

Through the economic plan we will provide better support for business growth, encourage innovation, improve skills and employability and deliver better infrastructure across the North East.



## NORTH EAST STRATEGIC ECONOMIC PLAN

### Bringing investment to the North East

We champion the North East, working with partners to win investment, including:

**£330m North East Growth Deal** - £290m funding secured in July 2014 and an additional £40.6m in January 2015 to support capital projects across the North East.

**£460m\* European Structural and Investment Funds** - funding for the 2014 - 2020 European Programme to support the delivery of the economic plan through shared vision and understanding providing a framework for more investment in line with the European aspiration for smart, sustainable and inclusive growth.

**£55m North East Investment Fund** - a capital loan funding that includes £25m Growing Places funding and £30m Regional Growth Fund.

**£175m City Deals** - £90m Newcastle and Gateshead City Deal to support infrastructure programme across key sites and Sunderland and South Tyneside City Deal including £5m for an International Advanced Manufacturing Park and £80m for a new bridge over the River Wear.

\*approximate due to fluctuations in exchange rates

**Supporting business growth:**  
Providing the framework for businesses to access the support, guidance and finance they need to grow.

**Leadership** - providing leadership through the Business Support Board  
**North East Growth Hub** - delivering a new digital service to help businesses find the support and finance they need to start, grow and prosper.  
**Access to Finance** - ensuring funding streams are available and fit for purpose  
**Rural Growth Network** - supporting rural business needs

**Encouraging innovation:**  
Creating competitive advantage through innovation - matching what's needed with what's possible.

**Leadership** - providing leadership through the Innovation Board  
**Super Innovation Network** - growing the North East's highly engaged and pro active innovation networks  
**Competitive advantage through smart specialisation** - catalytic competitions to understand and encourage sector growth potential through innovation  
**£m capital investment** - investing in capital projects through the North East Growth Deal

**Improving skills:**  
Improving the North East skills base, working with partners to close the skills gap.

**Leadership** - providing leadership through the Employment and Skills Board  
**North East Education Challenge** - working with partners to raise educational attainment in North East schools  
**Skills Pilot** - ensuring skills provision meets the skills needs of business  
**£m capital investment** - investing in capital projects through the North East Growth Deal  
**Youth Employment Programme** - driving up youth employment  
**Apprenticeship Hub** - supporting more businesses employ apprentices

**Delivering better infrastructure:**  
Working with partners to create the best infrastructure networks.

**£m capital investment schemes** - investing in capital projects and transport schemes through the North East Growth Deal  
**North East Enterprise Zone** - managing and supporting investment in the North East Enterprise Zone  
**North East Investment Fund** - funding capital projects across the North East

### Building a stronger future together

The success of long term economic growth for the North East will be driven and delivered by businesses and organisations working together to achieve a common goal: We work with our partners to deliver projects and programmes that will create the right environment for growth.

# FUNDING

## SECURING FUNDING & INVESTMENT FOR GROWTH

### North East Growth Deal

In July 2014 we secured £289.4m funding to the North East through the North East Growth Deal as well as an additional £40.6m in January 2015.

The total £330m Growth Deal provides a substantial funding package to take forward our plans for growth and to support the delivery of the Economic Plan. The investment will create up to 5,000 new jobs and bring in an additional £130m in public and private investment.

The £330m is the fourth highest allocation in the country and provides funding for each of the themes within our Economic Plan, investing in projects around innovation, skills, business support, transport, developing economic assets and supporting inclusive growth. The Deal will deliver more and better jobs by:

#### Investment in economic assets and transport

Funding for a comprehensive package of investment to ensure the North East has the infrastructure and facilities to support inward investment and regional growth. For example, allowing companies involved in supplying Hitachi Rail Europe to locate close to its new facilities at Merchant Park, and a project to create rural 'enterprise hubs' providing flexible workspace for small businesses.

#### Investment in Innovation

Funding for a number of projects to support technological advances in key industries, helping the North East achieve its innovation vision and become an exemplar in Smart Specialisation and open innovation. For example, Sunderland Enterprise and Innovation Hub, which will provide the first 'FabLab' in the North East.

#### Investment in business support

Funding for a new North East Growth Hub to ensure that North East businesses get access to the right support, advice and guidance and at the right time.

#### Investment skills

Funding and commitment to support improving educational attainment and training available to local people in skills which are important for growing sectors including advanced manufacturing, offshore and subsea, and low carbon energy technologies.

We have been working with partners to develop full business cases and delivery plans for each of these projects.

### Sunderland South Tyneside City Deal

In June 2014 we signed the Sunderland and South Tyneside City Deal in partnership with Sunderland and South Tyneside Councils.

The Deal provides investment of £5m for the development of an International Advanced Manufacturing Park and more than £80m to build a new bridge over the River Wear.

The Deal will bring around 5,200 new jobs to the area and an estimated £295m in private sector investment in advanced manufacturing.



# FUNDING

## INVESTING IN THE NORTH EAST'S FUTURE



### North East Investment Fund

Since 2012 our North East Investment Fund has invested £55m in capital projects across the North East LEP area.

The capital loan fund, which supports projects that specifically encourage local economic growth and create jobs, is a combination of £25m Growing Places funding and £30m Regional Growth Fund allocation.

Between 2012 and 2015 we invested £38m of funds drawing in around £142m of direct economic activity and create around 1,400 direct jobs. In the last year we have committed an extra £18 m which will bring in over £30m in private investment and will create over 1100 jobs.

These projects include:

**Neptune Test Centre** - £5m investment in a new hyperbaric testing facility on the North Bank of the River Tyne

**Live Theatre** - £2m investment in Live Works, a new scheme to develop the Newcastle Quayside

**Vantec Europe** - £1m investment to support the development of a new warehouse facility at Vantec to meet new contract needs

**Ravensworth Property Developments LLP** - £900,000 investment in Portobello Trade Park, the first new speculative light industrial space in Gateshead for more than six years

**Arch, The Northumberland Development Company** - £1.2m investment in Blyth Commissioners Quay - new contemporary office space for the offshore and energy sector

**North Tyneside Council** - £5.9m investment for extensive infrastructure works and new incubator space on the Swan Hunters Enterprise Zone site

**Arch, The Northumberland Development Company** - £1.4m investment in a new hotel development at Commissioners Quay, Blyth

**Shepherd Offshore** - £4.7m investment for the development of a wet dock to create new testing facilities for the offshore and subsea sectors

A number of projects supported by the North East Investment Fund are already completed and repaying to create more opportunities for funding. These include Blyth Workspace and Teal Farm Park, who welcomed their first tenants this year.

### European Funding

The first European Structural and Investment Fund calls for project applications were published in March 2015. Working with Government we have helped shape these local calls to align with our European Strategy and Economic Plan priorities. These initial calls meet the urgent need of funding in specific areas around innovation, business support, employability and youth employment initiative (County Durham only).

Working in partnership with Tees Valley Unlimited we are also developing a new £160m JEREMIE2 venture capital fund.

The new programme will build on the success of JEREMIE1, which has invested around £110m and secured more than £120m investment from the private sector. JEREMIE2 is set to bring together EU Structural funds, legacy returns and financing from the European Investment Bank.

In June 2014 we also negotiated a new Assisted Areas map (areas where Government can offer additional financial support to businesses under European Commission state aid rules) ensuring that areas with the strongest opportunities to drive growth and benefit deprived areas were included.



# INNOVATION

## CREATING COMPETITIVE ADVANTAGE

### Driving the Innovation Agenda

We are quickly becoming recognised for our leading edge approach to innovation, driving collaboration within the North East, supporting inward innovation engagement and gaining national recognition and investment. We will continue to champion and drive innovation focussing on leadership, communication and collaboration.

#### Leadership

In December 2014 we set up a new Innovation Board, bringing innovation partners together to provide strategic leadership. Chaired by Professor Roy Sandbach, its membership includes representatives from innovation hubs and networks, universities and innovation-centric businesses.

In March 2015 we appointed Hans Möller as our first Innovation Director. With more than 25 years experience of leading innovation in IT companies, creating start-ups and establishing Ideon as Sweden's first and most successful science park, he is ideally placed to lead the strengthening of innovation structures and programmes in the North East.

### A Collaborative Innovation Platform

In October 2014 we hosted the first Venturefest North East in partnership with Innovate UK and the Knowledge Transfer Network. It provided a new open innovation platform helping to promote and accelerate the commercialisation of innovative ideas. Delivered by Newcastle Science City, the conference brought together over 500 delegates to hear from innovation experts including Google UK's Product Manager Joe Faith, as well as the opportunity to attend workshops and pitch for finance. We are currently planning Venturefest North East 2015.

### Investing in New Innovation Facilities

We have successfully secured funding for all of our six priority innovation projects through our Local Growth Deal, which will be delivered through partners over the next few years. The projects are:

**Centre for Innovation in Formulation**, led by the Centre for Process Innovation (CPI) and to be based at NETPark.

**Low Carbon Energy centre** at Newcastle Science City, providing low carbon, low cost energy and electricity for tenants of the site.

**Newcastle Life Sciences Incubation Hub** to be based at Newcastle University, The Hub will include lab and office space to support businesses in life sciences and related sectors.

**NETPark Infrastructure Phase 3**, to open up a further 30 hectares of development land at the highly successful innovation park.

**Sunderland Enterprise and Innovation Hub**, hosted at Sunderland University. The Hub will include the first 'FabLab' in the North East, incubation spaces and workshop, office and laboratory space.

**National Centre for Healthcare Photonics**, to develop and commercialise photonics based therapies. The facility will be led by CPI part of the High Value Manufacturing Catapult.



### Securing an Innovation Led Future

Working with our partners we have helped bring two more national Catapults to the area – Centres for the Satellite Catapult and Digital Catapult. Both are leading the way in pioneering new approaches in their field. The Satellite Catapult offers North East companies the opportunity to tap into the UK's multibillion pound space sector, and the Digital Catapult will lead on projects around the controlled delivery and security of data, helping to deliver new business models which can drive growth from the big data revolution.

Together we have also secured a new University Technical College – the Northern Futures University Technical College - to offer new opportunities for young people to develop the right skills for careers of the future through specialising in Information Technology and Healthcare Sciences.

# BUSINESS SUPPORT

## GROWING LOCAL BUSINESS

### Simplifying Business Support

Making sure businesses get better access to the advice, support and guidance they need is fundamental to our business support and access to finance programme. By providing the framework for business to get the right information at the right time, and by shaping and influencing funding programmes we are helping North East businesses invest, grow and prosper, increasing profitability and employment.

Central to this is a new digital hub. The North East Growth Hub will provide a resource that brings information business and enterprise support and services into one place. It will also have a strong focus on collaboration and peer to peer support.

The Growth Hub is aimed at small and medium sized businesses looking to grow through, for instance, improved productivity, marketing or export and will:

- Offer a comprehensive knowledge centre of business support and sources of finance – a single reference point for support, enquiries and advice
- Connect users to sources of advice, including local business support advisors already working in the region or the National Business Support Helpline
- Support conversations and networking between businesses, business and enterprise support specialists and access to finance websites and networks
- Promote the sharing of information and peer-to-peer mentoring through online community forums
- Allow users to filter content to suit their needs, fully accessible from mobile devices
- Provide a gateway to business news and events, briefings, seminars, conferences and networking opportunities.

We have appointed Escher Group to build and manage the development of the Growth Hub. Escher Group will work with two specialist local partners Cobweb Information and The Roundhouse Design.

A collaborative and demand-led approach is central to developing the Growth Hub, so we are working with local businesses as a significant part of developing the Hub to ensure it is fit for a growing and ambitious economy.

### Growing the Rural Economy

Supporting and growing the rural economy is important if we are to sustain long term growth. One of the key measures that we are achieving this is through the Rural Growth Network.

This additional Local Growth Fund investment will be enable the development of more business support infrastructure in Northumberland, Durham and rural Gateshead, including the community-led network of rural enterprise hubs – the latest of which was launched in Hexham in March 2015. It has also funded a new Strategic Economic Infrastructure Fund (SEIF) providing grant funding for growing rural businesses.

The Rural Growth Network is managed by Northumberland County Council on behalf of the North East LEP.

### Leadership

Taking a partnership approach to developing better business support is essential. To ensure that local businesses have a leading voice and influence over our business support programme, we have set up a new Business Support Board.

The Board which is Co-Chaired by our Board Members Gill Southern and Paul Varley includes representatives from across the creative, professional services, social enterprise property sectors as well as our universities, colleges and the Department for Business, Innovation and Skills.

The Board is focussing on driving delivery of four areas:

- Mentoring & business support
- North East Growth Hub
- Access to finance
- Awareness & communication





# SKILLS

RAISING THE SKILLS BASE, IMPROVING OPPORTUNITIES



## Building For The Future

A better skilled workforce with more industry relevant skills is critical to achieving long term growth in the North East economy. Our investment in the skills base in the North East enables businesses to grow and people to progress in work.

Ensuring that we have the right facilities is essential. Through the Growth Deal we have secured funding to improve and upgrade skills facilities across the area. The projects are:

- Tyne Met College: new STEM & Innovation Centre
- South Tyneside College: new facilities for Marine & Offshore Engineering
- East Durham College: investment for rural skills development
- Port of Blyth: new offshore and wind energy training facility
- Northumberland College: new Advance Manufacturing Centre and Enterprise Hub
- Newcastle College: new Newcastle Gateway 24/7 Centre to increase vocational workspace

## A collaborative approach

A coordinated and collaborative approach to improving skills will deliver greater impact and sustainability. We have established an Employability and Skills Board that will bring together business leaders, skills and education providers and key public sector partners to oversee and shape the delivery of our skills programme. The new Board will be announced in Spring 2015.

## Improving Opportunities For Everyone

Working together with public, private and third sector partners we are developing and delivering a range of skills programmes to improve opportunities and increase North East skills.

### Driving youth employment

Generation NE is a £4.5m programme to drive up youth employment across Newcastle, Durham, Gateshead, North Tyneside and Northumberland. It was officially launched in February 2015 and has supported 500 young people so far with over 150 moving into employment and 30 taking up high quality work experience opportunities. The programme has also supported over 100 businesses introduce young people to their workforce.

### Driving up attainment

The Education and Skills Challenge will deliver a transformational improvement in education and skills outcomes for all young people across the North East. We are working with an alliance of partners to develop the challenge programme and securing significant commitment to support the challenge from Government and other partners who will invest and align funding to achieve the challenge goals.

### Increasing apprenticeships

Currently only 18% of North East businesses employ an apprentice, we are working to increase this to 30% by 2017. Through new Apprenticeships Hubs we are creating more focussed sector specific apprenticeships. The first one, Dynamo's IT Apprenticeship Hub, was launched this year and other hubs are planned in key locations across the North East. We have also developed a new digital hub, North East Apprentices that will provide localised information and support for businesses, apprentices and partners.

### Closer links with business

Increasing business involvement in schools is key to raising ambitions and a future skills base. We are delivering an Enterprise Adviser programme, to create a coordinated network of advisers to build stronger links with schools and businesses through mentoring, careers advice and training opportunities, creating connections into school leadership.

### Shaping funding for the future

Over the next 7 years, European Social Fund will be spent on skills employability and inclusion activities to deliver the skills priorities in the Economic Plan. The first project calls were announced in March 2015 with more to follow in the summer.

# ENTERPRISE ZONE

HELPING BUSINESSES INVEST & GROW

## Supporting Growth

Our Enterprise Zone covers 115 hectares of land that has great potential for businesses within the offshore, renewables and automotive sectors. Located close to existing global businesses and established supply chains and supported by excellent infrastructure, our Enterprise Zone is distributed across 10 sites clustered in three areas.

We have created over 1,200 jobs and continue to work with partners to develop our Enterprise Zone sites, attracting new businesses and ensuring they have the right infrastructure in place for investment.

### Low Carbon Vehicle Zone

The Low Carbon Vehicle sites cover three sites at Sunderland. Over the last year, the site has successfully secured a significant investment from Vantec who will build a second warehouse on and around the site bringing over 120 new jobs. On a second site a new £6.6m business centre has been completed. Washington Business Centre, at Barmston Developments Turbine Business Park, includes 24 offices & 13 workshop units to support 37 businesses, creating 155 jobs and safeguarding 62. Completed in February 2015, the Centre has already secured its first tenants. A third development - Gateshead College's new Future Technology Centre - a multi million pound research & development centre also opened in July 2014.

### Port of Blyth

There are four sites at The Port of Blyth. In the last year the site has secured funding from our North East Investment Fund through Arch, The Northumberland Development Company, to develop the Commissioners Quay site and complete a feasibility study at the East Sleekburn Site. The first development, Blyth Workspace, provides office space to businesses within the offshore, oil & gas sector. The workspace was officially opened in March 2015, with its first tenants already on site. The second development, which has secured £1.4m funding, is a hotel development. A feasibility study at the East Sleekburn, is also near completion. The Study will help determine what investment is needed to transform the former power station site to a key employment site.

### Port of Tyne & North of Tyne

The Port of Tyne & North of Tyne cover three sites at the Port of Tyne and along the north bank of the River Tyne. This year a key development to build a new £7m subsea research centre, was started at the Neptune Yard site. The centre, due to be complete by Autumn 2015 will bring together oil and gas academics in a world-class research facility. Extensive infrastructure works are also underway at a second site, the former Swan Hunters Ship Yard. The works are essential to allow future development in the site, and will upgrade the roads, electrical infrastructure and drainage infrastructure across the site. Funding has also been secured through our Investment Fund to build a 2,100 cubic meter wet test tank for offshore and subsea, adjacent to global offshore companies located on the site.

## Locate North East

Supporting businesses grow and invest is essential to create a stronger private sector for the North East. To support this we have worked with G9 - a group of North East Chartered Surveyors - to develop a new land and property database.

The website, Locate North East England provides a database of strategic land between 2 and 20 acres and property of 10,000 to 50,000 sq ft that is available for rent or sale across the North East.

The site was officially launched in June 2014 and is now maintained by Cargo Creative Ltd with the input of partners, including G9 and the local authorities.

## Championing Opportunities

In October 2014, as part of a unique partnership that brought together the private and public sectors, we promoted the North East including the Enterprise Zone at the world-renowned property show MIPIM.

The public/private North East collaboration showcased the investment opportunity which the North East presented to over 3,000 international delegates, in a bid to bring business and jobs to the area.





# CONNECTIVITY & ASSETS

MAXIMISING OPPORTUNITIES THROUGH BETTER CONNECTIONS



## Championing A Strategy For Growth

Working with the North East Combined Authority we continue to champion the critical importance of connectivity for achieving growth and maximising the North East's economic potential.

We also continue to lobby for substantial investment in the North East's road infrastructure. The impact of this work was seen in the Government's Road Investment Strategy which included £350m additional works at the A1 Western Bypass, £290m investment for the dualling of 13 miles of carriageway from A1 Morpeth to Ellingham and works to improve capacity around the new International Advanced Manufacturing Park in Sunderland. We continue to lobby for the full dualling of the A1 North of Newcastle to the Scottish Borders.

Alongside our partners and Government we have produced an interim plan to set out how connectivity across Northern England can be unlocked. The plan has informed the Government's 'Transport for the North' report which includes a comprehensive range of measures for road, rail, air and port networks including:

- A £2.7billion investment to introduce new 140mph InterCity trains on the East coast Mainline
- New and better trains on all Northern franchise services
- Consideration of re-opening of the Leamside Line - building on from the findings of our feasibility study
- An upgrade of the A1 to provide continuous motorway standard between London and Newcastle
- A single unified smart ticketing system across the North
- A recognition of the strategic importance of Newcastle airport

## Building Infrastructure To Serve And Connect

Major investment has been secured for essential improvements and upgrading of the North East road infrastructure.

Through the North East Growth Deal we have secured funding for our priority projects that were set out in our Economic Plan. The 16 wide ranging schemes include £75m works for extending major junction improvements, new park and ride facilities and sustainable transport improvements. We are working with the North East Combined Authority to develop detailed project plans for each of the schemes. The nine projects funded through the Growth Deal and are due to start next year are:

- Northern Access Corridor: A189/A191 Haddricks Mill
- Newcastle Central Metro Station Refurbishment
- A19/A194/A1300 Lindisfarne Roundabout
- Newcastle Central Station to Stephenson Quarter
- A191 Junctions (Coach Lane and Tyne view Park)
- A19 Employment Corridor (Silverlink North)
- A1 Corridor Scotswood Bridgehead
- A1056- A189 Weetslade roundabout
- Local sustainable transport fund package.

A further six schemes have been awarded £31m from the Local Major Schemes fund.

These projects will build on the current works that are being delivered across the North East.

In summer 2014 contractors started work to widen around four miles of the A1 Western Bypass to adding more capacity on the A1 between Lobley Hill and A184 Gateshead Quays junction.

A preferred option for multi-million pound A19.A184 Testos junction improvement scheme was also secured. The work, which will involve raising the A19 carriageway and carrying it over the existing roundabout, will begin next year.

# COMMUNICATIONS

BUILDING PARTNERSHIPS FOR GROWTH

## A Partnership for Growth

The success of long term economic growth for the North East will be driven and delivered by businesses and organisations working together to achieve a common goal.

Building up strong relationships and networks across sectors and industries is essential to achieving this. Developing excellent and responsive communications is an important part of this journey so we have worked to improve both our brand and communication channels.

### Building a stronger brand

Working with local SMEs and stakeholders we developed our understanding of the issues and potential of our communications activity. Using the research we have created a stronger and more holistic brand and visual identity.

By refreshing our visuals, including new photography to create a stronger representation of North East business and its people and defining our key messaging around the organisation and programmes, we have strengthened our communications. Through the new identity we can create a better understanding of our ambitions and work helping us amplify our messages, build stronger relationships as well as support the delivery of programmes and projects set out in our Economic Plan.



## Creating Clear and Responsive Communications

Making sure that we have the right communication channels has been a priority in developing our communications. Central to this has been the development and launch of a new website. Launched in November 2014, the new site creates a clear, accessible and comprehensive overview of our work, enabling us to better champion the North East potential and promote the substantial work that is being delivered across the North East to create more and better jobs. It will also support the delivery of projects within our Economic Plan, providing a platform for developing stronger innovation networks, increasing apprenticeships and improving access to business support.

We continue to support and encourage better engagement with partners, stakeholders and the wider business community. Key to this has been the appointment of Sarah Hall Consulting Ltd to provide PR and social media support. We also continue to champion the North East's offer through publications such as the national Centre for Offshore Renewable Engineering and Low Carbon Vehicle brochures as well as national and local events such as MIPIM UK, the North East Property Show and Venturefest North East.

Engagement with all our stakeholders is central to our work. Through our new Boards we are ensuring that the local business voice is represented and influences the delivery of our work, as well as through a range of groups that we have set up such as the Sustainable Growth Advisory Group and the North East LEP Area Shadow ESIF Sub Committee. We also have held events with stakeholders and businesses to help develop our plans including a series of European funding workshops and SME events to support the development of the North East Growth Hub.





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Local Enterprise Partnership

