

# HOME OF AMBITION



# NORTH OF TYNE

Newcastle  
North Tyneside  
Northumberland

The Vision for  
the North of Tyne  
Combined Authority





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For the new North of Tyne Combined Authority – spanning Newcastle, North Tyneside and Northumberland – the future focus is on positive change. We want to quickly and decisively make a real and positive impact on people’s lives, businesses and communities.

Our vision is of a dynamic and more inclusive economy, one that brings together people and opportunities to create vibrant communities and a high quality of life, narrowing inequalities and ensuring that all residents have a stake in our region’s future.

The North of Tyne area has great assets in our universities, innovative businesses, international connectivity and rich cultures. Our unique combination of city, coast and countryside offers a range of great places to live, work and bring up families.

Whether it’s high technology exploration at the bottom of the ocean, digital innovation, dramatic breakthroughs to ensure people of all ages have fulfilling lives, a must-see cultural attraction or a thriving rural enterprise, we want people and businesses to have high ambitions, and be supported to meet them.

The North of Tyne Combined Authority will seek new ways to unlock potential. We will create the conditions for businesses to flourish, nurturing investment and supporting new jobs growth. And we will connect people with these opportunities. This means working for better educational outcomes and making sure that people get relevant skills and qualifications. We will support the development of vibrant communities which inspire pride, and even better digital connectivity and transport links.

Our vision is strong and unapologetically positive. It is also urgently needed. We cannot ignore the fact that, whilst we have huge economic disparities between our region and the most affluent parts of the country, there are also inequalities within our area which need to be addressed. For those who are struggling to get by, a picture of positive growth is not easy to embrace.

We also need to be able to respond quickly and flexibly. Brexit will, of course, present both opportunities and challenges; we need to negotiate a new relationship with Europe and ensure that we continue to have the skills base needed for businesses to thrive. But there are longer term challenges too, such as increasing automation, an ageing society and the global need to tackle climate change. Our communities have previously adapted to industrial transformation and we are confident that the same underlying qualities – including resilience, hard work and a sense of humour – will enable them to embrace future changes.

We have struck a deal with Government that unlocks new powers and opportunities to help meet our ambitions. We will work with neighbouring authorities and our Local Enterprise Partnership (the North East LEP) in support of our common objectives. Delivery will not, however, be the work of the public sector alone. It will require communities, businesses, the voluntary sector and our education institutions to come together to realise our potential.

Our new combined authority is at the start of a journey. We want to use the new powers and funding as effectively as possible, taking time to work with partners to build consensus on the best way to achieve economic opportunities through our six pillars of ambition.





North of Tyne Economic Vision: Pillars of ambition

Our six key pillars, or priorities, represent the most important groups, issues and goals that we need to invest in and nurture, in order to achieve a more prosperous and inclusive future. Success for the new North of Tyne Combined Authority will mean:

**Champion of enterprise**  
We're securing investment, fostering trade links and creating the infrastructure needed for sustained growth and prosperity. We're using this to create opportunities and reduce inequalities across our area.

**Leaders of tomorrow**  
We're supporting a high quality, inclusive education system, which ensures our young people have the skills and qualifications to take up good quality training, apprenticeships and jobs.

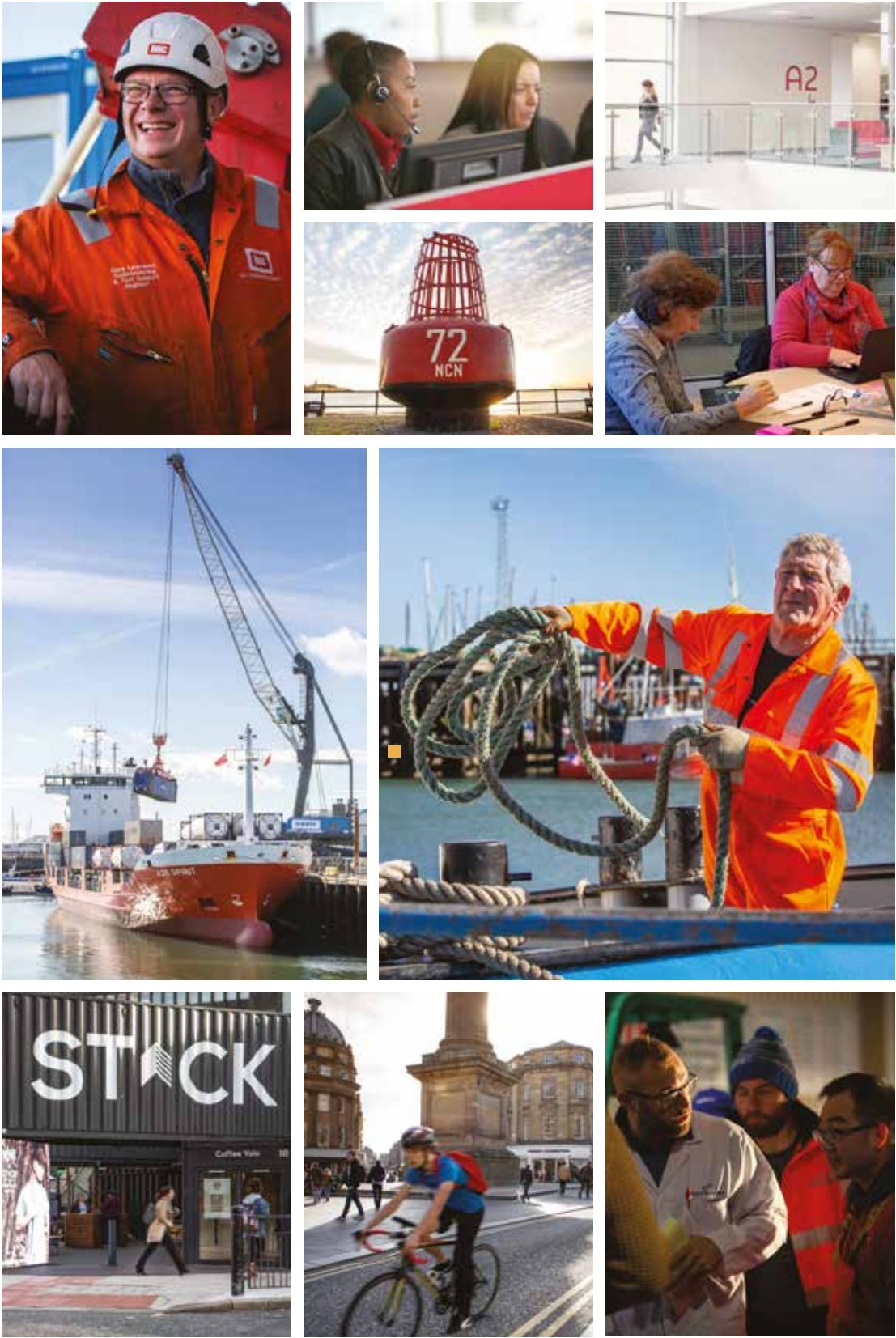
**Hotbed of talent**  
We're giving everyone the opportunity to thrive – to attain a fair wage, and access good jobs with continued training and skills development available once in work. We will work with business and civil society to change working practices, working with employers committed to providing pay and conditions which enable people to take up local jobs and progress.

**Spark of innovation**  
We're supporting research, business growth and the entrepreneurialism that creates jobs and new opportunities across a range of key sectors. Supporting businesses and entrepreneurs to grow and flourish.

**Network of connections**  
We're developing a better transport system and investing in an ever faster digital infrastructure to create stronger links across the North and internationally.

**Pride of place**  
We're creating communities of inspiring places, homes and spaces that support more sustainable, low carbon futures, set within an environment where people want to live, work or visit. We'll also be enhancing our flourishing tourism industry, which attracts visitors from all over the UK and further afield to explore and experience the diverse attractions of this most beautiful of places.

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The Ports of Tyne, Blyth and Berwick have a rich history in commercial trade in coal mining, ship building, salt and fishing. Together they provide a vital trading gateway to world-wide markets and make a significant contribution to the wider economy and jobs.







## Our deal with Government

The local government areas of Newcastle, North Tyneside and Northumberland share an ambitious vision for the future of their communities. To make this a reality, we have decided to create a new Combined Authority. In May 2019, local residents will have the opportunity to elect a Mayor who, together with a Cabinet drawn from the constituent local authorities, will be responsible for inclusive economic growth and regeneration in an area stretching from the River Tyne to the Scottish borders, bounded by the Pennines and the North Sea.

We have agreed a deal with Government that will secure a significant transfer of power, funding and resources to the area:

A new, directly elected Mayor for North of Tyne to give a strong and powerful voice to our area.

£600 million of extra money over 30 years to invest in inclusive growth.

Local control of the £23 million annual budget for adult education.

Projects to support a high quality inclusive education system.

Powers to develop land for economic growth and regeneration.

Projects that increase the growth and productivity of our rural communities.

Working better with Government to boost trade and investment.

Projects to grow our digital sector and low-carbon economy.

A joint committee to manage public transport across the North East.

A commitment to explore new opportunities for the North of Tyne in the future.

Enhancing our flourishing tourism industry.



One of the most distinctive features of the area is its excellent quality of life and the diversity of natural, heritage and cultural environments. These provide a contrast between the vibrancy of its city centre and the beauty of its rural hinterland, and the ease and speed with which it is possible to move from one to the other.

## Our communities and economy

The North of Tyne Combined Authority area includes the city of Newcastle, coastal communities spanning from Tynemouth to Amble to Berwick, the market towns of Morpeth, Hexham and Alnwick, the town centres of North Shields and Wallsend and rural communities stretching from Haltwhistle to Wooler. It has a population of 819,000 with 24,000 businesses, and the total value of goods and services produced in the area stands at £17 billion.

We have a strong identity based upon a common history and a network of distinctive but interconnected communities. Many bear testament to an illustrious industrial and mining heritage. Even with a transition to a predominantly service-based economy, manufacturing continues to play an important role in both employment and defining the ongoing characteristics of communities – particularly along the Tyne and in South East Northumberland.

Our communities have responded well to these changes. Higher level skills are now better than in any other northern city region, reflecting in particular the talent of our young people. Our schools generally perform well, with children better prepared to start school and doing better at primary school than in many other parts of the country. But our area is also one of contrasts. There are pockets of poor educational outcomes and lower skills levels. Some of our rural areas have poor transport links, making accessing employment and learning difficult. Overall unemployment remains significantly above the national average, while health outcomes are below average and this is impacting on people's abilities to live lives to the full and on our productivity and wage levels.

Today, key parts of our economy include a fast-growing tech and digital sector; significant clusters and world class R&D in the energy and offshore sectors; a strong pharmaceuticals and life sciences sector; major employment in financial and professional business services; and a growing urban and rural tourism and leisure offer. The area includes two world class universities, with over 55,000 students and expertise that supports our industrial strengths.

Newcastle has a vibrant city centre and is complemented by a strong out-of-town offer, including Cobalt, the UK's largest office park situated in North Tyneside. Nationally and internationally prolific companies include The Sage Group, Proctor and Gamble, Grainger plc, Greggs plc, Piramal Pharmaceuticals and Accenture. The majority are concentrated in an 'innovation triangle' from Newcastle to Tynemouth and north to Ashington. There are large companies outside this area – including Egger in Hexham – and we have seen diversification in many of our traditionally farming communities.

We are home to the North's second largest international airport; a future high-speed rail HS2 Hub; and two major freight and passenger ports. Metro, bus and train services connect us to our neighbours in Gateshead, South Tyneside, Sunderland and County Durham. We have always been an outward looking, international and welcoming place, and provide an important strategic link between England and Scotland.

Some of the most distinctive features of the North of Tyne are the diversity of natural, environmental, heritage and cultural assets – spanning city, coast and countryside. The area boasts England's wildest and remotest National Park, an unsurpassed coastline, the Hadrian's Wall World Heritage site, Kielder dark skies and a thriving city centre offer – features that make the area an excellent destination for visitors from home and abroad.

To achieve our ambitions, we must make the most of these unique assets and opportunities, while addressing our challenges. This will enable us to move further towards a low-unemployment, high-wage economy.

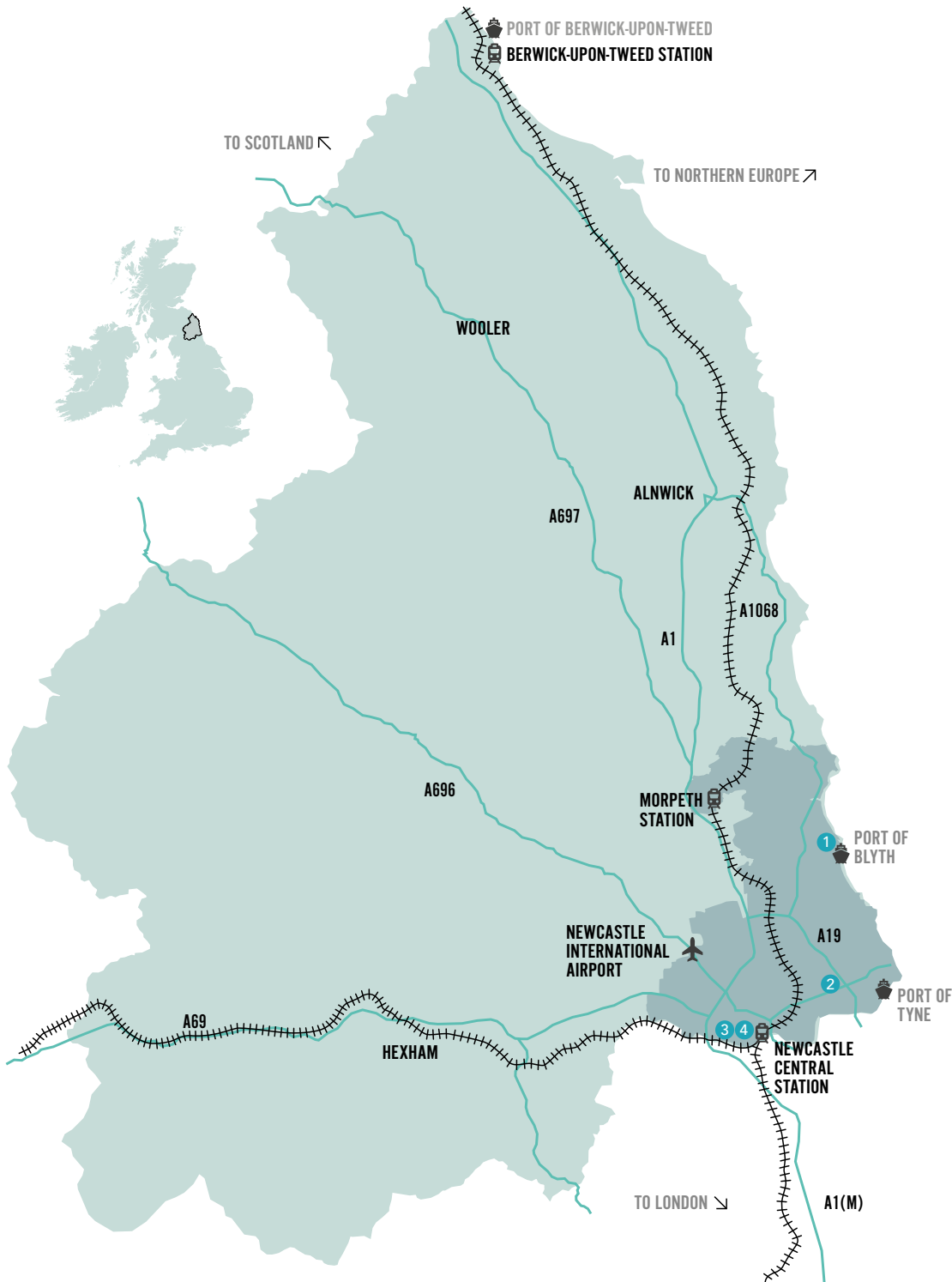








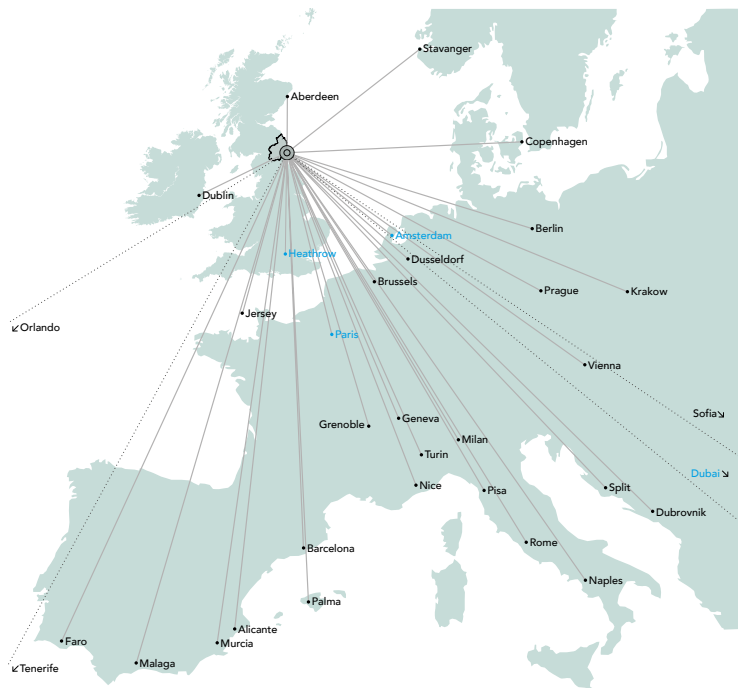
North of Tyne area – Map



Main map key

- North of Tyne area
- Scottish Border
- Ports of Berwick, Blyth and Tyne
- East Coast Main line and Tyne Valley Line
- Railways stations
- A-roads
- Newcastle International Airport
- 1 Offshore Renewable Energy Catapult (ORE)
- 2 Stellium Data Centre
- 3 National Innovation Centre for Ageing (NICA)
- 4 National Innovation Centre for Data (NICD)
- Industry Innovation Zone (IIZ)
- Rural Scale Up

Newcastle International Airport has direct flights to over 80 destinations including the hub airports of Heathrow, Paris, Amsterdam and Dubai



**Champion of enterprise**  
86% of jobs are located within our 'Industry Innovation Zone' (IIZ) and the area boasts a vibrant visitor economy based around the city, coast and countryside.

**Leaders of tomorrow**  
Northumbria is the top university in the UK for graduate start-ups, and Newcastle is ranked first for Computing Science research impact.

**Hotbed of talent**  
The most highly skilled workforce in the Northern Powerhouse area, with 26.4% of the working population qualified to Level 4.

**Spark of innovation**  
Part of the UK's Offshore Renewable Energy Catapult, and home to nationally significant research in the National Innovation Centres for Ageing and Data.

**Network of connections**  
Newcastle Central Station is used by over eight million passengers a year, while our Airport is the second largest in the North of England. In addition, 96% of households in the IIZ have superfast broadband or better.

**Pride of place**  
Northumberland National Park is home to England's cleanest rivers, least polluted air and darkest skies.



Champion of enterprise

Creating the conditions needed for our businesses to flourish and attract inward investment.

We must invest in our key sectors and support our assets, including those that are world leading or have the potential for global impact. We will expand the visitor economy and also raise our profile nationally and internationally to help us attract, grow and retain companies and the best talent.

|                                                                                                                                                                           |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Our key priorities are to:                                                                                                                                                |
| Attract further investment in businesses, infrastructure, sites and our tourism/ cultural offer.                                                                          |
| Work with senior representatives of business, universities, schools and colleges to jointly identify and address barriers to inclusive growth and increased productivity. |
| Support the rural economy and become a national rural scale-up exemplar.                                                                                                  |
| The first steps in this journey include:                                                                                                                                  |
| Launching the North of Tyne investment fund and identifying initial priorities for investment.                                                                            |
| Establishing Mayor-led discussions with the Digital, Life Sciences, Energy and Culture sectors.                                                                           |
| Developing our ability to market the area internationally.                                                                                                                |

Leaders of tomorrow

Supporting a high quality, inclusive education system, which ensures our young people have the skills and qualifications to take up good quality training, apprenticeships and jobs.

Providing an excellent education to all our young people is crucial to producing good outcomes in later life. At present, educational outcomes for most of our young people are very good. However, there is variation in performance and areas for improvement, particularly to raise outcomes for disadvantaged pupils. We also need to improve transitions from education into work, to make sure our young people have the skills and qualifications needed to maximise their future opportunities and promote ongoing learning and development. We need to develop a common education framework across North of Tyne to deliver consistent focussed outcomes for young people.

|                                                                                                                                                                                                                                                                                                                                     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Our key priorities are to:                                                                                                                                                                                                                                                                                                          |
| Work closely with existing three Councils, education leaders and the North East LEP to continually strive for better outcomes, career-focussed learning and pathways to employment.                                                                                                                                                 |
| Develop a new relationship with post-16 skills and training providers, including through the use of the Adult Education Budget, to better align our skills offer to the needs of the local labour market. This will include an increasing focus on technical skills and STEM (Science, Technology, Engineering and Maths) subjects. |
| Work together to explore the scope for developing a joint approach to school improvement.                                                                                                                                                                                                                                           |
| The first steps in this journey include:                                                                                                                                                                                                                                                                                            |
| A unique opportunity to develop an Education Challenge Proposal focusing on ambitious improvements in learning and teaching from birth to work.                                                                                                                                                                                     |

## Hotbed of talent

Empowering our people with the skills and resources they need to take ownership of their futures and secure good jobs with fair wages.

We want everyone to have the opportunity to thrive, with access to good employment and progression. Supporting the availability of good quality, well paid work, while providing the right support for people to access these jobs and further training, is crucial to our economic and social success.

|                                                                                                                                  |
|----------------------------------------------------------------------------------------------------------------------------------|
| Our key priorities are to:                                                                                                       |
| Work with partners to implement better ways to help people into work – from a fragmented system to a more co-ordinated approach. |
| Work with employers to increase opportunities for continued training and skills development, supporting career progression.      |
| The first steps in this journey include:                                                                                         |
| Introducing an Inclusive Economy Board to design new approaches with partners.                                                   |
| Considering how all the investment decisions of the Combined Authority can help contribute towards an inclusive economy.         |

## Spark of innovation

Creating innovative, long-term opportunities for growth that reflect a transforming economy.

Our economy is changing rapidly. Digitisation and automation is already influencing many jobs, and this process of change is expected to accelerate further. We will work with our employers, universities, the North East LEP and other partners to increase the rate of innovation, entrepreneurialism and business growth, which are key to long-term success, increased competitiveness and higher wages.

|                                                                                                                                                                                |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Our key priorities are to:                                                                                                                                                     |
| Encourage the development of start-up and scale-up businesses.                                                                                                                 |
| Support existing businesses to grow and attract talent, increase graduate retention and encourage entrepreneurs.                                                               |
| Work with partners to support the uptake of new technologies and clean growth.                                                                                                 |
| Support the universities in innovation transfer to businesses – especially in the key areas of Ageing, Science, Digital and Data Analysis, and Energy Systems and Engineering. |
| The first steps in this journey include:                                                                                                                                       |
| Developing propositions that support the delivery of the UK's Industrial Strategy.                                                                                             |



## Network of connections

Connecting communities to employment and training opportunities through good quality, even faster, digital connectivity and better transport.

Digital infrastructure, including in our rural areas, is becoming increasingly important as we adopt new technologies and ways of working. At the same time, reliable, efficient and healthy ways to get around are key to connecting all communities to the opportunities that our growth presents.

|                                                                                                                                             |
|---------------------------------------------------------------------------------------------------------------------------------------------|
| Our key priorities are to:                                                                                                                  |
| Support the development of new and sustainable transport solutions to connect business with markets and people with sustainable employment. |
| Improve intra-regional transport infrastructure – including connectivity to rural areas.                                                    |
| Improve digital infrastructure within the area, and develop new national and international links.                                           |

|                                                                                                                                                                                                                                                                                   |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| The first steps in this journey include:                                                                                                                                                                                                                                          |
| Developing the case for further Government and private sector investment in digital infrastructure including superfast broadband and improving mobile coverage in some of our rural areas.                                                                                        |
| Promoting the area as a test bed for early adoption and development of new digital technologies.                                                                                                                                                                                  |
| Continuing to support the delivery of international digital connectivity investment by the private sector – including the North Sea Connector fibre-optic cable to Denmark.                                                                                                       |
| Working up a business case using evidence of the significant economic growth and regeneration potential of the Northumberland, North Tyneside and Newcastle rail line. This will include developing a vision that realises the benefits with future investors, funders and users. |

## Pride of place

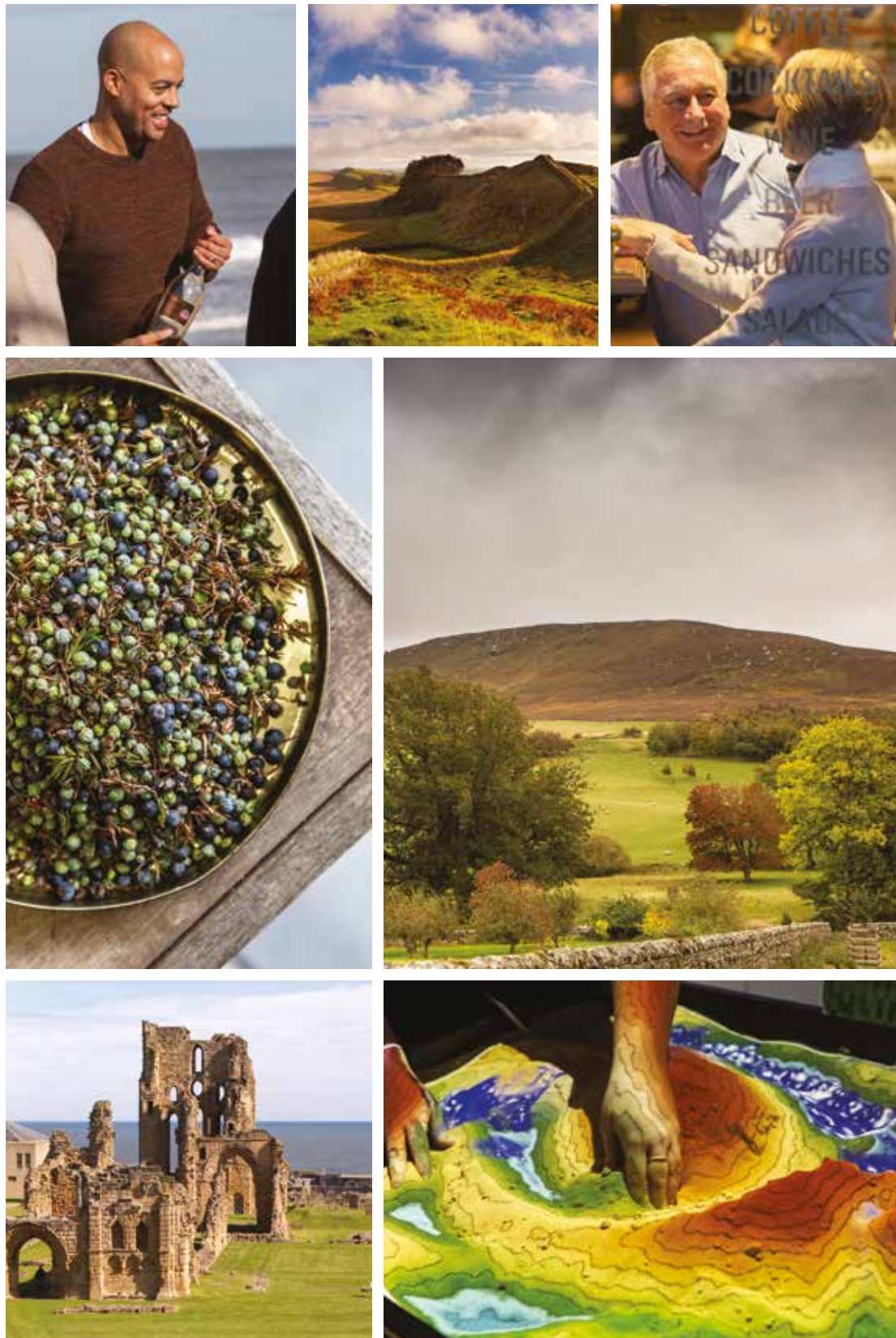
Supporting and developing vibrant communities, which provide opportunities, choice and inspire pride.

Our vision for North of Tyne is of a place that makes us all proud. We'll know that we have been successful when we see sustainable communities with more affordable homes and more good jobs, and where health, education, wages and employment prospects are increasing.

We'll also be enhancing our flourishing tourism industry, which attracts visitors from all over the UK and further afield to explore and experience the diverse attractions of this most beautiful of places.

|                                                                                                                              |
|------------------------------------------------------------------------------------------------------------------------------|
| Our key priorities are to:                                                                                                   |
| Increase the rate of homebuilding and raise quality – in line with the adopted and draft Local Development Frameworks.       |
| Prepare a Joint Infrastructure Plan to support this growth.                                                                  |
| Invest in developments that improve quality of environment, create new employment opportunities and increase sustainability. |
| Develop and promote key cultural and tourism assets.                                                                         |
| Champion and pioneer a low carbon approach which delivers lower emissions and affordable warmth.                             |

|                                                                                 |
|---------------------------------------------------------------------------------|
| The first steps in this journey include:                                        |
| Working with the new Housing and Land Board to develop a strong housing vision. |
| Securing early investment from the Government's Housing Infrastructure Fund.    |
| Preparing key project business cases to unlock further investment.              |
| Working together to promote the North of Tyne visitor economy.                  |



## Next steps

This report outlines our shared ambitions and the first steps to realising them. The election of a Mayor for the North of Tyne Combined Authority in May 2019 will bring enhanced powers and profile, and we will be seeking opportunities to secure additional resources and powers from HM Government.

North of Tyne is a leader of industry, a land of ideas, a place of potential. And nothing should hold us back in making our vision a reality.

## This is North of Tyne.

### For more information

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### About this document

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### Thank you

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### **Champion of enterprise**

Work with key sectors  
Invest in infrastructure and assets  
International linkages  
Inward investment  
Support rural economy



### **Leaders of tomorrow**

Inclusive education  
Training  
Apprenticeships  
Jobs and careers



### **Hotbed of talent**

Employment support  
In work training and skills  
Fair wages



### **Spark of innovation**

Growth and entrepreneurialism  
Tech and digital  
Subsea and offshore  
Life sciences, health, ageing  
Culture and tourism  
Professional and business services  
Supporting businesses/entrepreneurs



### **Network of connections**

Improving transport systems  
Low carbon and low emissions  
Digital inclusion  
Digital infrastructure



### **Pride of place**

Sustainable development  
Low carbon futures  
More and better homes  
Environmental improvements  
Cultural and tourism assets

