

Economic Prosperity – 5th November 2019

Economic Prosperity Strategies

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Economic Prosperity Strategies

Three questions posed:

1. Whether the Council has a clear view of what type of economy it is seeking to achieve in 10 or 20 years' time;
2. Whether the existing wide range of activities to develop the local economy will have the desired effect in terms of delivering the Council's vision for the borough's economy;
3. The extent to which plans and strategies are likely to deliver inclusive growth, enabling as many people as possible to contribute and benefit from growth, identifying cold spots and ensuring people from these areas are included in economic growth through initiatives such as evaluating social value in procurement.



Whether the Council has a clear view of what type of economy it is seeking to achieve in 10 or 20 years' time?



- Our North Tyneside Plan

- ‘Our economy will be supported by supporting new businesses and the world class companies based here....’
- Benefit from the delivery of our ambitious vision, which we created with partners in the North of Tyne Combined Authority. We will have a dynamic and more inclusive economy, which will ensure that all residents have a stake in our region’s future.

- Local Plan

- Vision to 2032
- ‘A place where local businesses are able to thrive and is attractive to inward investment with a high quality natural, built and historic environment’
- Employment growth prediction of 707 jobs per annum (mid)



Whether the Council has a clear view of what type of economy it is seeking to achieve in 10 or 20 years' time?



Strategies influenced by NTC but led by NE LEP:

- NE Strategic Economic Plan
 - Regional strategy to create 100,000 'more and better jobs' by 2024
- NE Local Industrial Strategy
 - Delivery Plan to 2030 under development linked to UK strategy
 - Based on 5 Foundations of Productivity: Ideas, People, Infrastructure, Business Environment & Places

Strategies influenced by NTC but led by NTCA:

- North of Tyne Combined Authority Deal
 - Ambition to create 10,000 jobs over 30 years



Whether the Council has a clear view of what type of economy it is seeking to achieve in 10 or 20 years' time?



- Ambition for North Tyneside
 - Update considered by Cabinet November 19
- Employment & Skills Strategy
 - Update for Spring 20
- Inclusive Economic Strategy
 - Plans to bring Ambition & Skills into single strategy
 - Recent LGA Peer Challenge also outlined the need to develop an Inclusive Economic Strategy



Whether the existing wide range of activities to develop the local economy will have the desired effect in terms of delivering the Council's vision for the borough's economy



- Inward Investment
 - Proactively marketing the borough to support 1,000 jobs per annum
- Regeneration
 - Key industrial sites being regenerated to provide future workspace for energy & manufacturing – Swans, Swans CFI & Indigo Park
- Employability
 - Comprehensive employment and skills offer supports residents to secure employment and employers to address recruitment and skills needs
 - Programme of support to assist residents access the right employment
 - Advice, Training, Careers, Work experience & Apprenticeships



Whether the existing wide range of activities to develop the local economy will have the desired effect in terms of delivering the Council's vision for the borough's economy



- Business Start-up
 - NTC Business factory service supports 300 new business start-ups per annum
- Business Growth
 - One-to-one advice, consultancy & workshops to help businesses survive and thrive
 - Business Forum delivers events and a networking platform to support businesses working together
 - Annual programme of recruitment events including Cobalt and Quorum Jobs Fairs supports employers to maintain and grow their workforce
- Recognition from National Awards
 - Economic Growth, APSE, Enterprising Britain



The extent to which plans and strategies are likely to deliver inclusive growth....



- Early stages:
 - North of Tyne – Initial allocations of £600m 30 year fund
 - Local Industrial Strategy – In development
 - NTC Inclusive Economic Strategy – To be developed
- Strategic Economic Plan
 - On target to achieve 100,000 jobs by 2024 (74k as at 3/19)
 - 50+ workforce strategy in development
 - Business scale up initiatives launched
 - Working with employers on Better Health @ Work initiatives
 - Mental Health Trailblazer piloted
 - Encouraging apprenticeships



The extent to which plans and strategies are likely to deliver inclusive growth....

Other Activities to deliver 'Inclusive Growth':

- Ongoing action by the council and it's partners to tackle deprivation and to improve the life chances of our residents.
- Our Children and Young Peoples Plan aims to ensure young people receive the best education and are ready for work.
- Riverside and Chirton Partnership Board
- Wallsend and Howdon Partnership Board
- Both the Partneship Boards bring together voluntary and statutory bodies to tackle deprivation based on a place based approach



The extent to which plans and strategies are likely to deliver inclusive growth....

Other Activities to deliver 'Inclusive Growth':

- Council and partners access a wide range of funding to deliver IE projects and programme including:
- Adult Education Budget,
- Community and Family Learning,
- Apprenticeships,
- 16-19 Study Programmes,
- ESF Employability Projects – Brighter Futures, Generation NE, Talent Match, Wise Steps, Moving on Tyne and Wear, Links to Work, North of Tyne Working Homes and Recruit Silverlink.



The extent to which plans and strategies are likely to deliver inclusive growth....

Other Activities to deliver 'Inclusive Growth':

- We have accessed EU funding to deliver schemes that reduce inequality and include:
 - Building Steps to a Brighter Future
 - Steps to Employment (Focus on 50+ workforce)
- We have 550 community and voluntary sector organisations which have accessed in excess of £50 to support residents of the borough
- Employment and Skills Team have:
 - A wide range of course including English and Maths, STEM and Digital Training
 - Working Homes project to support our tenants into active employment
- Connexions are supporting school pupils to understand and access the right options when they leave education.



The extent to which plans and strategies are likely to deliver inclusive growth....

Ongoing activities through North of Tyne Combined Authority which includes:

- Control of the Adult Education Budget will enable funding to be specifically targeted towards skills and training in line with the emerging NoTCA Inclusive Economic Strategy.
- We are also working with partners such as Capita where they can target recruitment at hard to reach groups and provide opportunities to access employment.



In Summary

- The Council understands the economic landscape and is targeting its strategies and activities to deliver inclusive growth.
- Emerging plans and strategies will fully align with UK Economic Strategy, the Strategic Economic Plan and the emerging Local Industrial Strategy to deliver inclusive growth.
- In addition to our working with the North of Tyne Combined Authority, we also work with the Local Enterprise Partnership to deliver outcomes that benefit all of our residents and communities.
- We continue to seek to secure external funding opportunities which will help deliver these outcomes.
- We continue to work with partners such as Capita and others to create opportunities for hard to reach groups.

