

## Overview and Scrutiny Committee

Wednesday 12 February 2020 at 10.00 am

Meeting to be held: North Tyneside Council, Cobalt Business Park, The Quadrant, 16 The Silverlink N, Newcastle upon Tyne NE27 0BY

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## AGENDA

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1. <b>Welcome and Introductions</b>	
2. <b>Apologies</b>	
3. <b>Declarations of Interest</b>	
4. <b>Agreement of the minutes of the meeting held on 10 December 2019</b>	<b>1 - 8</b>
5. <b>Agreement of the minutes of the meeting held on 18 December 2019</b>	<b>9 - 12</b>
<b>Cabinet Member(s) Update</b>	
6. <b>Cabinet Member for Education Improvement</b>	<b>13 - 16</b>
In attendance: Councillor Wayne Daley, Cabinet Member for Education Improvement	
Attached: Cabinet Briefing	
7. <b>Cabinet Member for Place and Productivity</b>	<b>17 - 20</b>

In attendance: Councillor Peter Jackson, Cabinet Member for Place and Productivity

Attached: Cabinet Briefing

8. **Tourism, Marketing and Events in the North of Tyne Area** **21 - 42**

In attendance: Janice Rose, Interim Head of Rural Growth

Attached: Report

9. **Brexit Update** **43 - 46**

In attendance: Rob Hamilton, Interim Head of Investment and Economic Growth

Attached: Report

10. **Q3 Budget Monitoring** **47 - 56**

In attendance: Janice Gillespie, Interim Chief Financial and Section 73 Officer

Attached papers: Report

11. **Cabinet's response to the Committee's recommendations on the 2020-2021 Budget Proposals** **57 - 58**

12. **Date and Time of Next Meeting**

10 March 2020, 10.00 at Newcastle Civic Centre

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## **Draft Minutes for Approval Overview and Scrutiny Committee**

10 December 2019

(10.00 am - 12.00 pm)

Meeting held: Committee Room, Civic Centre, Newcastle upon Tyne, NE1 8QH

### **Minutes**

#### **Present:**

Chair: Cllr G A Roughead

Vice Chair: Cllr L Wright

Councillors: P Earley, S Graham, M Hall, P Holland, G Stewart, and L Lunn

#### **19 WELCOME AND INTRODUCTIONS**

The Chair welcomed everyone to the meeting.

#### **20 APOLOGIES**

Apologies were received from Cllrs A Lower and Cllr S Dungworth; Cllr Dunn attended as a substitute for Cllr Dungworth.

#### **21 DECLARATIONS OF INTEREST**

Cllr Earley declared an interest in agenda item 8 (Returnship Programme) as a Trustee at North Tyneside Carers Centre and agenda item 9 (Budget Monitoring Q2 report) in respect of his prior appointment as a NTCA Cabinet Member and attendance at Cabinet when the budget was agreed.

#### **22 AGREE THE MINUTES OF THE MEETING HELD ON 8 OCTOBER 2019**

The minutes of the meeting held on 8 October 2019 were agreed as a correct record and signed by the Chair.

#### **23 MAYOR OF THE NORTH OF TYNE COMBINED AUTHORITY, MAYOR DRISCOLL - UPDATE**

The Mayor had previously provided a briefing note, a copy of which was circulated and attached to the Official Minutes.

Mayor Driscoll attended the meeting and addressed those present. His comments included:

- Considerable progress has been made in respect of inward investment and detailed discussions have taken place with a view to future investment. Contracted projects were forecasting the creation of 1122 jobs.
- The Returnship programme which will help and support those seeking to return to work.
- Climate Change and the Citizens assembly. The assembly will gather individuals interested in climate change on a random basis ensuring a broad mix of people. Meetings have taken place with Cabinet leads in North Tyneside and Northumberland and proposals to address climate change were progressing.
- A brief update was provided in respect of the people's bank.

Mayor Driscoll responded to questions which included:

- The Mayor addressed a question as to whether young people will be involved in the Citizens' Assembly explaining that there are companies who select participants ensuring a representative group of residents by using a variety of methods which starts with royal mail listings.
- A member asked the Mayor to explain his response to the growing local media criticism concerning the climate crisis. In responding the Mayor stated that the scope of the climate crisis was well beyond the powers of the authority and the three constituent local authorities. He reminded members of the high volume of vehicles used everyday to get people to work, inadequate transport links to reduce that and the number of old houses in the area where the heating escapes through un-insulated walls and roofs. He added that central government should provide funding for actions such as tree planting and clean transport.
- Responding to a question in relation to rail connectivity the Mayor explained that proposals have been submitted to government in respect of the Ashington-Blyth-Newcastle line.
- The Mayor was asked if a people's bank would look to provide ATM machines in those communities where they have been removed. In response he explained that a people's bank would probably use satellite premises and technology in communities to enable the public to interact with staff. Rural communities also faced problems with a) cash storage and b) the risks involved transporting cash to the nearest bank for deposit.

The Chair thanked Mayor Driscoll for attending and addressing the meeting.

## 24 CABINET MEMBER(S) - UPDATES

### (a) Cabinet Member for Economic Growth

Cllr Pickard had previously provided a briefing note, a copy of which was circulated and attached to the Official Minutes.

Cllr Pickard provided a verbal update on his portfolio highlighting the following points:

- Investment Funding totalling £13.9 m has been committed to deliver a variety of projects.
- Investment Fund used to lever in additional private sector funding.
- Pipeline of inward investment proposals in progress.
- The Investment Fund is performance monitored.
- Upcoming milestones to reach; launch of North of Tyne Growth Fund and North of Tyne Rural Growth Fund; investment proposals to support key sectors coming forward for decision.

Cllr Pickard responded to queries raised by the committee:

A member raised a query about the Adult Education Budget (AEB) and concerns raised by some current providers regarding distribution of funding; the cost of managing the budget and the duplication of roles and associated concerns regarding potential redundancies. In response Cllr Pickard explained that there had been discussions with 3 of the leading providers; those discussions were still progressing.

Reference was made to the Returnship project and assurance was sought that where possible training will take place in a variety of locations to improve accessibility and there will be opportunities to resume professional qualifications.

Members were advised that more detailed information on how the fund would be distributed and the cost of managing the budget in response to questions raised would be circulated after the meeting.

The Chair thanked Cllr Pickard for attending and addressing the meeting.

### (b) Cabinet Member for Business Competitiveness

Cllr Forbes had previously provided a briefing note, a copy of which was circulated and attached to the Official Minutes.

Cllr Forbes provided a verbal update on his portfolio highlighting the following points:

- Some business sectors in the economy were growing and developing faster than other areas such as digital, Offshore Subsea and Energy; life sciences such as aging, Climate Emergency and associated economic opportunities including offshore wind, low carbon energy resources and housing retrofit.
- Uncertainty within the business sector in respect of future trading due to the likelihood that the U.K. will leave the European Union. The north east region was the biggest exporter of goods to Europe.
- Ensure that project plans are well developed, and that the workforce has the necessary skills for industries of the future.

Cllr Forbes responded to queries raised by the committee:

In response to a request for an example of partnership working/best practice across the 3 North of Tyne constituent authorities Cllr Forbes highlighted the work in relation to the digital economy and the strong economic opportunities such as new technologies associated with social care.

When asked to provide an example of best practice that stands out nationally Cllr Forbes explained that the NTCA needed to add value, it wasn't about replacing what the constituent authorities did, and also ensuring that it does not duplicate projects/programmes provided by the 3 constituent authorities individually. Members have built a good partnership/relationship, bringing their combined strengths, enabling members to consider and understand the needs of both the urban and rural areas and to not be territorial.

The Chair highlighted the good working relationship between members and officers.

A member asked what the combined authority was doing to promote its work both nationally and internationally. Cllr Forbes outlined the major sporting and cultural events that have taken place in the region such as the North of Tyne stage of the Tour of Britain. Culture and tourism was also a significant employment sector and events which attract visitors, income and media coverage can also help dispel the outdated stereotype of the region.

Cllr Forbes responded to a query as to whether the combined authority had developed a viable business programme if the UK leaves the European Union. He explained that a team of officers constantly monitored events, held regular dialogue with people and were ready to act when needed.

A member asked about 'green' jobs within the offshore industry and what the combined authority are doing to attract employment opportunities for people in the region. Cllr Forbes spoke about projects such as the big opportunities from the proposed Doggerbank wind farm; the cables needed to secure the windmills which will be made in the North of Tyne area and housing retrofit.

The Chair asked Cllr Forbes about partnership working in relation to the Borderlands Inclusive Growth partnership and how he kept himself updated on those projects which were within the North of Tyne Combined Authority's area. In responding Cllr Forbes commented that he did and also on projects of the Local

Enterprise Partnership and the Northern Powerhouse, explaining that there were always opportunities for partnership working that will benefit the region.

The Chair thanked Cllr Forbes for attending and addressing the meeting.

## 25 **THE LOCAL ENTERPRISE PARTNERSHIP AND THE STRATEGIC ECONOMIC PLAN**

Submitted: Report of the Head of Strategy and Policy, North East Local Enterprise Partnership (previously circulated and a copy attached to the Official Minutes).

R Baker gave a presentation in respect of the Local Enterprise Partnership (LEP) and the Strategic Economic Plan (SEP) providing an overview about the region's economic ambitions, the priorities set out in the SEP and the role of the North East LEP in co-ordinating and facilitating its delivery.

During the presentation he gave a brief introduction to the LEP and some of its activities, explaining that it is a partnership responsible for strategic economic leadership. The LEP draws together 9 Business leaders, the Leaders of the 7 Local Authorities and representatives of the 4 universities and 9 colleges in the region. Members received information on funding and investment; the North East Strategic Economic Plan (More and Better Jobs) and the key targets within the Plan and the Five programmes of delivery.

- Members requested that the presentation be circulated after the meeting.
- A member asked if the involvement of the combined authority was seen as positive and whether Local Enterprise Partnerships locally, regionally and nationally do as much as possible to promote their work. In response R Baker explained that the LEP had been involved with the creation of the NTCA and was supportive although their preference was that it should cover a larger geographical area. The LEP works and collaborates with the combined authority to promote the area and encourage economic growth. He added that the LEP was the most active on social media in the country and had published a video that was produced to help change pre-formed views of the region.
- A member referred to the presentation slide about More and Better Jobs and the target that 93% of jobs will be in the 'better' category and asked which business sector the jobs were in and whether they were across the employment spectrum. R Baker explained that the vast majority of new employment opportunities happen within the labour force as a result of 'natural churn' with people leaving the labour market through retirement, or moving to new roles, and new people joining the labour force. By setting a target that 70% of the new jobs should be 'Better', and then defining them as professional, managerial and technical, the Plan is aiming to see more leadership and higher productivity roles created as these offer better opportunities and enables the region to retain higher skills, and indicate a wider improvement in the quality of the economy. Growth has been seen in areas like manufacturing, digital and professional service sectors in both public and private sectors, as well as in transport and construction. Some

indicators are measured comparatively with other parts of the UK to enables us to test whether we are closing gaps with the rest of the UK.

- Reference was made to the current skills gap and the skills agenda and assurance sought on how the LEP will coordinate its vision in respect of improving skills with that of the combined authority's vision, the devolution of the Adult Education Budget and the Employability and Skills Programme

The Chair thanked Mr Baker for attending and addressing the meeting on the North East Strategic Economic Plan.

## 26 **RETURNSHIP PROGRAMME**

Submitted: Report of the Head of Inclusive Growth (previously circulated and a copy attached to the Official Minutes).

Consideration was given to the report which provided a detailed description of the Returnships project including the context, purpose, mechanism and timelines.

L Mills introduced the report advising that this was an opportunity for the committee to carry out some pre-scrutiny on the project. She explained that the combined authority will take the lead and work with agencies to provide support to residents who are disengaged from the labour market.

L Mills responded to questions from the committee:

- A member referred to paragraph 1.5 in the report and raised concerns regarding duplication, the creation of additional staffing posts at the combined authority which could be detrimental to those already employed by other agencies. In response L Mills explained that the Returnships project was taking a collaborative approach and officers have been working closely with other authorities and career organisations to avoid duplication and ensure value for money.
- Reference was made to the growth industries within the North of Tyne area and further assurance was sought that consideration will be given to taking training out to people in their communities rather than expecting people to travel. Responding to the question L Mills explained that officers have begun working with some small to medium enterprises regarding their involvement. She acknowledged that trainers should be accessible to residents and willing to support them.
- Responding to a query as to whether young carers will be included in the Returnships project L Mills stated that work will be undertaken in partnership with carer organisations and, there was an expectation that they will be able to target individual needs by offering specific job experience.
- L Mills was asked to confirm whether opportunities will be given to those who need refresher training and recent experience to resume their previously held existing professional qualifications, for example social workers. L Mills reassured members that options to address the concern will be investigated.

**RESOLVED** that the Overview and Scrutiny Committee supports the Returnships project and requests the Head of Inclusive Growth as part of the work on the Returnship project:

- i) Investigates opportunities to allow people to access work experience to allow them to regain their professional qualifications after a period of absence.
- ii) Ensures that consideration is given to the provision of training in communities thereby reducing the need for residents with caring responsibilities or limited incomes to travel

27 **DATE AND TIME OF NEXT MEETING**

18 December 2019.

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## **Draft Minutes for Approval Overview and Scrutiny Committee**

18 December 2019

(3.00 - 3.30 pm)

Meeting held: Mansion House, Fernwood Road, Newcastle upon Tyne NE2 1TJ

### **Minutes**

#### **Present:**

Chair: Cllr G A Roughead  
(Vice Chair): Cllr L Wright

Councillors: P Earley, M Hall, P Holland, G Stewart, and G Stone

#### **29 WELCOME AND INTRODUCTIONS**

The Chair welcomed everyone to the meeting.

#### **30 APOLOGIES**

Apologies were received from Cllrs A Lower, S Dungworth and S Graham.  
Cllr G Stone attended as a substitute for Cllr Lower.

#### **31 DECLARATIONS OF INTEREST**

None

#### **32 2020-2024 DRAFT FINANCIAL PLAN AND BUDGET**

Submitted: Report of the Interim Section 73 Officer (previously circulated and a copy attached to the Official Minutes).

The Overview and Scrutiny Committee considered the report of the Interim Section 73 Officer which presented the draft budget for the North of Tyne Combined Authority (NTCA) for 2020-2021 and the medium-term financial plan for the period 2020-2021 to 2023-2024. It was noted that the final proposals would be presented to the Cabinet in January 2020.

The presentation areas included the draft corporate budget; the Investment Fund which sets out costs associated with the development, management and delivery of projects to be funded through the Investment Fund; the draft Adult Education Budget (AEB), which will give the Combined Authority significant new powers and responsibilities in delivering both the mayoral priorities and the national skills agenda and priorities and the Transport Levy.

J Gillespie, Interim Section 73 Officer responded to questions raised by the committee which included the following points:

Table 3 Draft AEB 2020-21 - 2023-24 budget. There was an error in the 2020-21 column which showed a full year's figures when it should only be a part year. The table would be corrected and circulated to the full committee membership after the meeting.

Also, referring to paragraph 1.2 (Draft Investment Fund Budget) it was noted that the Technical Support element of funding was earmarked for large scale appraisals and will enable external advice to be sought through the procurement process. In the future the table would reflect each year's actual position and the forecast for the subsequent three years.

J Gillespie confirmed that there will not be a Mayoral Precept for 20/21 but reminded Members that the NTCA constitution makes provision for a precept to be set by the mayor to fund mayoral functions. If set, a precept would be included in council tax bills for the three local authority areas.

In relation to reserves and the management of risks J Gillespie confirmed that there was an additional fund of £200,000 from central government specifically to cover Brexit.

J Gillespie confirmed that when the NTCA take on the accountable body function for the North East Local Enterprise Partnership (LEP) the various government grants available to support the LEP will be ring fenced. She also confirmed that the North East Combined Authority (NECA) is the current accountable body for the LEP. When queried, it was unknown whether details of the levels of grant funding for the LEP would be available for the committee's budget workshop in January. If it wasn't then officers would provide the previous year's budget as a guideline.

Responding to a query regarding the Transport Levy and whether discussions took place as to what the Levy should be set at, J Gillespie explained that the 7 local authorities receive a detailed presentation from Nexus through the Joint Transport Committee which set out how the Levy was calculated. The presentation included details of the pressures faced by local government. J Fenwick, the officer responsible for setting the Levy is always clear in articulating any perceived risks.

**RESOLVED** – the Overview and Scrutiny Committee:

- i) Noted the 2020–2024 Draft Financial Plan and Budget.

- ii) Made comments to the Interim Section 73 Officer in relation to the draft 2020-2024 Draft Financial Plan and Budget.
- iii) Indicated areas of the draft 2020-2024 Draft Financial Plan and Budget that the committee required further information on at its budget workshop on 15 January 2020 including information on the funding for the LEP.
- iv) Agreed to grant authority to the Chair of the Committee, in consultation with the Vice Chair, to approve any recommendations in relation to the draft budget proposals the committee may have after their budget workshop for submission to Cabinet on 28 January 2020.

**33 DATE AND TIME OF NEXT MEETING**

12 February 2020

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The Overview and Scrutiny Committee has invited each Cabinet Member to a committee meeting to provide the committee with an update on the work and plans of their portfolio area.

This briefing at the 12 February 2020 Overview and Scrutiny Committee meeting will be from **Councillor Wayne Daley, Portfolio Holder for Education Improvement.**

#### 1. **Education Improvement Portfolio**

The North of Tyne Combined Authority has two jobs to do on improving education: develop a North of Tyne Joint School Improvement Strategy and associated implementation plan; and drive forward the opportunity to seek an Education Challenge.

On 24 April 2019, the Cabinet agreed priorities for both with the priorities for the School Improvement Strategy being school readiness, educational achievement for all, closing the gap, career pathways as well as leadership, recruitment and retention. The Shared School Improvement Strategy is in development with colleagues in DfE and should be discussed by Cabinet later this year.

#### 2. **Priorities and ambitions**

Currently, the main focus of this Portfolio has been to development proposals for a North of Tyne Education Challenge – one of the key elements of our devolution deal. The Education Challenge is intended to raise educational outcomes across the North of Tyne area. Like the successful London [Education] Challenge, achieving these outcomes would require a significant investment of funding from Government together with local leadership and commitment. The Proposals are currently in development, with ongoing discussions with the Department for Education (DfE) and the Ministry for Housing, Communities and Local Government (MHCLG)

#### 3. **Development of evidence base and emerging proposals**

The Combined Authority has undertaken significant engagement in developing the evidence, priorities and emerging proposals. In addition to discussions with Cabinet members, this has included speaking with over 250 education professionals, stakeholders, partners and Trade Union representatives.

We have refined the emerging proposals into 6 key 'ambitions' in specific areas of focus:

*Make sure every young person is ready for school*

By national standards, the North of Tyne area is a strong performer in terms of school readiness. But the clear message from education professionals is the importance of all children being ready to start school, and the impact that this has on their subsequent educational outcomes. Potential interventions could include additional support for parents and targeted school-based early years provision.

*Make sure all schools in the North of Tyne are Good or Outstanding*

We are aware of the strong performance of our schools and education professionals. While the Ofsted 'Good' and 'Outstanding' ratings are an overly blunt measurement of progress and quality, we want to increase the proportion of schools recognised in this way. Potential interventions could include funding to support leadership and curriculum development, further support for pupils with additional needs and increasing the recognition given to teachers working in schools which have additional challenges.

*Make sure no one is left behind*

The majority of pupils progress well in education. But we are aware of a number who do not achieve the "standard" 9-4 pass rate in English and Maths, or who are not engaging in education, employment or training. Potential interventions could include additional support around the transition to secondary school, tackling teacher recruitment and stronger collaboration with NHS colleagues.

*Develop and deliver a universal mental health offer to all schools*

There is increasing awareness of mental health disorders, and the impact that this can have on both pupils and education professionals. Potential interventions could include helping develop a culture that promotes physical and mental wellbeing and increased integration with mental health provision.

*Create a North of Tyne Teacher Deal*

We have 6,488 teachers in the North of Tyne but need to train more graduates to fill current vacancies and there are specific subjects (e.g. Physics) where retention rates need to be increased. Potential interventions include targeted bursaries and support the development of work/life balance – including a commitment to affordable housing.

*Create a North of Tyne Leadership Deal*

We have 931 school leaders and are looking at a range of ways to support their vital work, including improving access to training and mentoring. In each case, the Combined Authority is working with DfE and constituent authorities to ensure the challenge will add value to current work and build on known best practice.

*Next Steps*

We would welcome comments from Overview and Scrutiny on the material in this report. Once discussions with DfE and local education leaders have concluded, we

will report back to Committee on next steps on the Shared School Improvement Strategy and the Education Challenge.

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The Overview and Scrutiny Committee has invited each Cabinet Member to a committee meeting to provide the committee with an update on the work and plans of their portfolio area.

This briefing at the 12 February Overview and Scrutiny Committee meeting will be from **Councillor Peter Jackson, Portfolio Holder for Place and Productivity**.

#### 1. **Place and Productivity Portfolio**

This portfolio is responsible for maximising the productivity of place based business through increased competitiveness, internationalisation and innovation in the key sectors of Offshore wind, renewable energy and subsea technologies; Agri-food and biotechnology; Sustainable forestry and land management production; and Culture, Tourism, and the creative industries. It also leads the Combined Authority's ambition to be a national exemplar for rural growth and stewardship and the wider regeneration and renewal of places, including high streets. It also covers transport by defining the strategic interventions required at a North of Tyne level to unlock economic growth.

#### 2. **Progress to date**

2.1. The first year of activity within this portfolio has focused on the following:

- positioning the Combined Authority to grow its key sectors in response to the national Sector Deals associated with Offshore Wind; Creative Industries; and Tourism;
- demonstrating the Combined authority's commitment to be a national exemplar for rural and stewardship;
- starting to build a pipeline of place-based regeneration proposals that complement and add value to the work of the constituent authorities in relation to city renewal and town regeneration; and
- maximise, via the North East Joint Transport Committee, of the opportunities presented by the Transforming Cities Fund which is focused on improving intra-city connectivity, making it quicker and easier for people to get around – and access jobs in – some of England's biggest cities.

### 3. Key achievements

3.1. On this basis, the following key achievements have been realised:

#### *Culture, Tourism and the creative industries*

- The hosting of a “North of Tyne” Tour of Britain stage in September 2019 - refer to the associated agenda item titled the Tourism Programme Update
- Cabinet has approved a budget of £3.5m for the Tourism Programme up to 2022/23 and agreed to consider the budget for future years following a review in 2022/23 - refer to the associated agenda item titled the Tourism Programme Update
- Cabinet has agreed an overall investment fund allocation of £6m (up to 2023) for a Culture and Creative Programme, which consists of:
  - a budget of £2.5m for a Culture and Creative Enterprises programme which will include establishing three Culture and Creative Zones pilots (one in each Local Authority Area).
  - a budget of £2.25m for Culture and Creative Content programme which will include £0.5m for business case development fund applications relating to a Film, TV and Media Growth Programme and an Innovation & Growth in Literature and Publishing Programme
  - a budget of £1.25m for the development of a Skills for Growth programme in conjunction with proposals emerging from the other key sector development proposals.
- The Combined Authority is working with the North East Local Enterprise Partnership (NELEP) and other partners to develop a unified North East Tourism Zone bid. The guidance for the national competition is anticipated to be announced by the Government as part of Budget 2020.

#### *Offshore wind, renewable energy and subsea technologies*

- The Combined Authority has, jointly with the NELEP commissioned a research study to summarise the capabilities and competitive advantage of the North East's overall offshore wind supply chain. This will include identifying three to five priority strategic investments which would increase the regional GVA, job creation and productivity opportunity. This study is almost concluded and is due to report to Cabinet in March 2020.
- The Combined Authority forms part of the North East Energy Catalyst which is an innovation delivery partnership of organisations across the energy landscape in the North East of England. The aim of the partnership is to develop and showcase solutions to global energy challenges via research, demonstration and delivery.
- Business Case Development Funding (BCDF) has been awarded to the following initiatives:
  - £25,000 to Northumberland County Council to support the Hexham Hydro feasibility study for a hydro power proposal on the River Tyne which will generate energy to power Wentworth Leisure Centre.

- £30,850 to Advance Northumberland to undertake a full technical feasibility study for an Offshore Wind 'Plug and Play', full turbine prototype test facility as part of Northumberland Energy Park Phase 3 which forms part of Energy Central.
- £40,000 to the Offshore Renewable Energy Catapult (OREC) for a feasibility study for the development of dedicated Offshore Renewables Robotics and Autonomous Systems test and validation facility at Blyth which would be the first of its kind in the UK.

#### *Rural growth and stewardship*

- £1,265,307 has been awarded to Northumberland County Council for the North of Tyne Rural Business Growth Investment Fund. This 3-year project aims to support economic growth in rural economies and the economic rebalancing of rural communities. The programme will help drive increased productivity and business performance, encouraging more overseas trading and incentivising business innovation.
- The Combined Authority has supported the development of a Rural Catalyst which includes the development of a National Innovation Centre for Rural Enterprise sponsored by Newcastle University and a Rural Design Centre sponsored by the Super Innovation Network. Work is now ongoing to develop an ERDF project to run a number of rural innovation challenges over the next three years.

#### *Urban, town and high street renewal*

- BCDF has been awarded to the following initiatives:
  - £175,000 to Northumberland County Council for the Northumberland to Newcastle Line – Economic Transformation Masterplan
  - £200,000 to North Tyneside Council for the North Shields masterplan and Business Case Development Study

#### *Transport*

- The Transport for the North Strategic Transport Plan was endorsed with particular importance drawn to the dualling the whole of the A1, improving the capacity of the East Coast Main Line and progressing the Northumberland, North Tyneside and Newcastle passenger rail line.
- The submission, via the Joint Transport Committee for the North East, of an ambitious Transforming Cities bid to the Department of Transport for between £333m in the low cost scenario and £377m in the high cost scenario. These programmes feature:
  - Significant investment in the infrastructure that supports our Bus Corridors, Walking and Cycling Corridors, City Centre Gateways and Park & Ride network.
  - Major investment in our local Metro and rail networks, in the form of:
    - the Metro Twin Tracking scheme, which will improve service reliability across the network and enable the daytime Metro frequency to increase on the South Shields to St James (via coast) Line and the South Hylton to Airport Line from five to six trains per hour.

- The Northumberland Line scheme, which will reintroduce passenger rail services from four stations in South East Northumberland and North Tyneside to central Newcastle.

<b>Subject:</b>	<b>Tourism, Marketing and Events Programme</b>
<b>Report of:</b>	<b>Janice Rose, Interim Head of Rural Growth</b>

## Report Summary

The purpose of this report is to note progress on the work undertaken by the NTCA on promoting the North of Tyne area through tourism, marketing and events, and to show the potential economic impact of these initiatives. It also outlines the impact of the NTCA sponsorship of a stage in the Tour of Britain cycling race.

## Recommendations

The Overview and Scrutiny Committee is recommended to note the content of the report and comment on the proposed approach for the tourism marketing and events programme.

### 1. Introduction

- 1.1 Heritage, culture and events are crucial to the identity of our communities – whilst associated leisure and business tourism are a key part of our economy, providing jobs for thousands of residents. The area has an established track record in staging high quality events – together with striking landscapes, coastline, city centre and waterfront and the Hadrian’s Wall World Heritage site. This significance was reflected in the objectives set out in NTCA Vision and Devolution Deal.
- 1.2 As a result, Cabinet considered, last year, the work needed to progress these tourism objectives and agreed that Combined Authority should commission additional work to provide the evidence necessary to inform planned future activity and investment.

- 1.3 The commission, undertaken by Blue Sail, carried out a review of the current arrangements and delivery of destination marketing of the area, assessing how the Combined Authority could add value to the existing work already happening in the region. It also asked how a more coordinated and bespoke events strategy could guide investment and support the development and delivery of events which make a substantial contribution to the NTCA's priorities.
- 1.4 The review did not focus on creating and branding a new North of Tyne destination. It was about developing an approach whereby the Combined Authority can best use its resources and convening ability to promote and deliver its culture, heritage and tourism offers across and in partnership with the three constituent authorities. As such, officers from the three constituent authorities led the work and have engaged with stakeholders in the area to develop the proposals included in this report.
- 1.5 This report outlines the approach agreed by the Cabinet in January 2020 in considering the conclusions and recommendations of this commissioned work. It also outlines the impact of the North of Tyne hosting a stage of the Tour of Britain in September as a precursor to the development of the coordinated events strategy.

## 2. **Review of Destination Marketing**

- 2.1 A review of the current arrangements and delivery of destination marketing of the area was commissioned in 2019, with a view to establishing the potential role for the NTCA. An overriding principle within this commission was to identify those interventions which would add value to the activity of local authorities and contribute to the six pillars of the Combined Authority's Economic Vision.
- 2.2 The review, which was conducted by Blue Sail, included:
- A review of policies, strategies and priorities at local, regional and national level
  - A review of the promotional landscape to establish how the area is currently presented in the marketplace
  - Identification of strong assets and themes that comprise the area's tourism offer and noted target markets and segments
  - Consultation with key organisations and businesses
  - Analysis of information and development of scenarios
  - A workshop for key players to explore and obtain feedback on the two preferred scenarios and the Combined Authority's potential future role.
- 2.3 The review concluded that the stand-out *place brands* in the North of Tyne area with significant recognition nationally and internationally are Newcastle city and Hadrian's Wall. There are also *strong hooks* with recognition in key markets. The *thematic strengths* which cut across the North of Tyne are:
- **History** – Roman and Christian in particular
  - **Landscape, Seascape, Cityscape** – special landscapes, dramatic and iconic locations and structures
  - **Sport & Adventure** – big sporting events, activities on land and water
  - **Local Culture** – food & drink, the people, way of life

- **Arts** – performing arts, music, literature and reading, venues, events

2.4 It also concluded that ‘*North of Tyne*’ is not in itself a destination brand and there is little merit in trying to develop it as one. It would take long-term investment of substantial amounts of money to build a place brand from scratch – with no guarantee of success. Developing and supporting existing brands and new thematic experiences is much more likely to deliver return on investment. It is important to note that review was about identifying the best approach to destination marketing for the Combined Authority. The regional geography is already complex. So, whilst we must focus on North of Tyne, we also want to maintain and manage an open and pragmatic approach to working with partners over both smaller and wider geographies.

2.5 A clear outcome of the review was that independent of the delivery model, priority should be given to the following four stand out ‘winners’ which will benefit the *whole* North of Tyne area:

- **City, Coast & Countryside** - a product development initiative using the concept of ‘*City +*’, ‘*Coast +*’ and ‘*Countryside +*’ and designed to appeal to the best-prospect market types.
- **Events** – investment in an outstanding annual programme of events capable of achieving significant profile to drive visits and showcase the area.
- **Hadrian’s Wall** – investment in high-quality experiences (such as better interpretation, access, tours, events) which bring the Wall to life as well as marketing this iconic brand nationally and internationally.
- **Transport** – ensuring that transport connections – from the points of entry (such as airport, ferry and train) to the ‘final mile’ - are addressed to facilitate movement around North of Tyne for visitors, linking places and attractions, with a particular focus on sustainable/green transport options.

Cabinet also noted the importance of the tourism sector as part of a joined-up approach to education, skills and job creation in the region – noting the wider economic benefits of an improved tourism offer, and the potential to focus on improving the potential for good jobs and education pathways.

2.6 In terms of a preferred delivery approach, the review concluded that future arrangements need to look beyond marketing communications and embrace market-facing product development. Getting the visitor experience right is crucial to success in tourism so a vital role of the NTCA should be facilitating and coordinating major initiatives and infrastructure projects. The NTCA is already taking on this role to some extent which can be taken forward in a more structured way.

2.7 The preferred approach is for the NTCA to take on a strategic coordination role for the North of Tyne which adds value and supports the local authorities and existing destination management organisations. The strategic coordination role is viewed as extremely important, but currently missing and ensures that the Combined Authority builds on what exists rather than embark on a major restructuring of current infrastructure and partnerships. This scenario has the added benefit of allowing the Combined Authority to focus single-mindedly on a small number of transformational

projects without the 'distraction' of operational activity. This scenario does not provide a single approach to destination development, management and marketing; this activity will remain the responsibility of existing destination marketing and delivery arrangements in the three local authority areas.

### **3 A North of Tyne Events Strategy**

- 3.1 The last two decades have seen a remarkable rise in the number of events and cultural festivals throughout the UK and Europe. There are many reasons for this. Events bring people together, energise places and enrich residents' quality of life. Events can strengthen the visitor economy too. Events provide both residents and visitors with more things to do, new cultural experiences, and the chance to interact. They give potential visitors an additional reason to visit – and to visit *now*.
- 3.2 The North of Tyne is an area with an established track record in staging high quality events. The area has a powerful identity and narrative, and great stories to tell. It has striking landscapes, coastline and expanses of open water where events can be staged. It has famous places that make great locations and backdrops such as internationally known Hadrian's Wall, Alnwick Castle (made even more famous by Harry Potter), and globally connected Newcastle with its striking waterfront. It is an area which organises and celebrates major sporting occasions, with residents who are enthusiastic participants and volunteers.
- 3.3 The current events and festivals programme has a largely local impact which is extremely valuable, however to achieve greater economic benefits, there is a need for whole programme transformation – by developing some existing events and investing in new ones. To this end, Blue Sail was commissioned to produce a coherent Events Strategy for the North of Tyne.
- 3.4 The subsequent report proposed the following approach:
- A year-round, multi-layered portfolio of events to deliver distinctive experiences for visitors and residents which will also support inclusive growth. The proposal is for NTCA to invest in a mix of established successful events; in new events which can be developed; and in attracting national/international events to the region.
  - An offer which includes big-impact cultural and sporting highlights to achieve the ambition for events in the region. Regional examples include the Great North Run, the Culture 10 programme (including Tall Ships), and the hosting of events at the 2012 Olympic and Paralympic Games and Cultural Olympiad.
  - Closer collaboration with the sector – engaging with a broader range of independent promoters, producers and venues. A vibrant independent events sector is vital to staging distinctive, high-quality events that people will travel for. The strategy should support resident promoters and producers, not only through funding but by helping to develop event-ready infrastructure.
- 3.5 On this basis, the proposed events strategy envisages an annual calendar of Signature and Anchor Events and Festivals, with something happening each

season. These will be stand-alone events of national and international status – mostly home-grown but some bought in – or collections of events under umbrella themes. This annual programme will be augmented by a high-profile international major sporting or cultural event presented at least every three years.

3.6 The three types of events advocated are:

- Major Events – large-scale one-off or peripatetic events with international status, attract large-scale international audiences and extensive media coverage; take place at least every 3 years. The proposed approach includes establishing close collaboration with national cultural agencies and with UK Sport; supporting bids through a dedicated budget; and investing in capacity building and ensuring that we prioritise a legacy for communities beyond the event.
- Signature Events - events which make a substantial contribution to national profile and attract staying visitors from across the UK; either unique to the area or with a strong sense of place; likely to be four or five each year. The North of Tyne approach includes establishing four or five big impact cultural and sporting highlights; Investing in existing high-quality events with substantial growth potential; attracting peripatetic national sports championships; and commissioning new events.
- Anchor Events – distinctive, high-quality home-grown events rooted in the culture of the area, attract reasonable numbers of visitors; likely to be six or seven such events each year. The North of Tyne approach includes growing existing events rooted in landscape, history and culture of the region which have high levels of quality and ambition; investing in new and better programming; investing in achieving greater public profile and visitors; and exploiting niches and filling gaps in annual calendar.

### *Investment in Events*

- 3.7 A clear and transparent investment model is needed to achieve the Strategy's aspiration of a year-round, multi-layered portfolio of events. The NTCA's investment in events will focus on growing demonstrable impacts; it will not be about helping struggling events to become financially viable. This is about 'added-value investment' and an important element will be creating and nurturing home-grown events, which will help to build a strong and sustainable events industry in North of Tyne.
- 3.8 It is proposed that each Major Event will be funded as a single one-off investment and that Signature and Anchor Events will enter multi-annual funding arrangements for multiple years with event expected to improve income generation (from ticket sales, sponsorship and other activities). With the right support, and the benefit of multi-year funding, Anchor Events may become Signature Events in time.
- 3.9 Outdoor event spaces in the area are rarely equipped for medium to large-scale events. To ensure that events venues and spaces are able to stage and host key events a Physical Infrastructure Fund will be established, initially for the first three

- years of the ten-year Strategy to support infrastructure improvements. Specific details on how this would be deployed would be identified on a case-by-case basis.
- 3.10 It is proposed that a staged incremental investment approach will be taken over the first few years of the programme. It is likely that in Years 1 and 2 funding will be mostly limited to investing in existing events to secure their status as Signature and Anchor Events. Cabinet are asked to approve an indicative allocation over 10 years with a firm budget approval for 3 years, to be followed by a review in 2022/23 regarding investment to 2030.

#### *Economic impact*

- 3.11 We would naturally want to be confident as to the potential economic impact and return on investment of our approach. Whilst it is difficult to give firm predictions at this stage, Blue Sail (the consultants commissioned to conduct this work) have made estimates as follows: In Year 1 of the Strategy the new programme will primarily consist of existing, but augmented Signature or Anchor Events. On this basis an estimated 1.5m attendees will provide around £143.9m in economic impact. By year 2022, an estimated total audience of 3.3m will have an impact of around £306.4m. By 2025, this will increase to just over 4.4m attendees and £398.7m impact. And by 2030, if the programme meets its estimated visitor profile, over 6m attendees could be expected to give an impact of £590m.
- 3.12 The same analysis suggests that the proposed events strategy could contribute to wider sector growth supporting an estimated 14,797 jobs (directly and indirectly – and contributing to both jobs growth and retention). Return on investment has been estimated by looking at how much additional economic impact (that is over and above the baseline level) is generated for a given amount of investment each year. On this basis, return on investment (again, looking at the wider sector) could potentially grow over 200% over the ten year period in question.

#### **4. Conclusions: Tourism, Marketing & Events**

- 4.1 The report considered by the Cabinet in January 2020 outlining the proposed approach for investment in tourism concluded the following:
- The Combined Authority can play a key role in supporting the culture, heritage and tourism offer within this region. This would make a big difference to residents and help attract more visitors to the area – with attendant economic and social/wellbeing benefits.
  - In terms of investment and return (with the associated maturity of an events offer and following) it is clear that it can only be through a long-term approach that the maximum benefits can be realised.
  - Proposals have been developed for an events strategy underpinned by a thorough investment strategy and an assessment of economic impact. The Cabinet are not asked to agree individual events at this stage, but rather agree whether this approach (developing a programme of major, signature and anchor events) is one that North of Tyne should take.

- Delivering the events strategy will provide significant content to promote locations across the North of Tyne area. In terms of the proposed delivery arrangements therefore, the local authority officers leading the review believe the best solution is to combine the management and delivery of the events strategy and the strategic coordination role for destination management activity in one function alongside capacity to support the wider Culture and Creative sector.
- Cabinet are asked to make an indicative ten-year tourism programme allocation of £15m, with an initial agreed budget of £3.5m for the next three years. A review should be undertaken in 2022/23 before a budget is agreed for the following years of the programme. Individual allocations within this envelope will be subject to business case approval.
- Careful consideration will be given to how we maximise collaboration and work with the investors, organisations and stakeholders already within the sector. Strong links will need to be made to regional strategies for skills and transport; and NTCA is committed to ensuring that legacy for communities is embedded 'by design' in our approach.

4.2 As a result, Cabinet approved the following recommendations:

- i. Endorsed the recommended approaches for an events strategy and destination marketing
- ii. Agreed an indicative overall Tourism Programme allocation of £15m over 10 years
- iii. Approved a budget of £3.5m for the Tourism Programme up to 2022/23 and agreed to consider the budget for future years following a review in 2022/23.
- iv. Authorised the Head of Paid Service, in consultation with the Investment Panel and Portfolio Holder, to consider and approve a full business case for the North of Tyne Tourism Programme.
- v. Agreed to hold a stakeholder event to showcase the NTCA programme and convening role and agreed to receive further proposals for how best to facilitate ongoing business and sector engagement.

## **5. Tour of Britain Cycle Race 2019 - North of Tyne Stage**

5.1 In March 2019, the Cabinet considered the opportunity for the North of Tyne to host a stage of the Tour of Britain 2019 Cycling event, which would travel through a significant proportion of the Combined Authority area. This was on the basis that the stage would represent a high-profile event, that would potentially draw significant visitor numbers and provide an economic boost to local businesses. It would also promote the area through extensive national and international media coverage, whilst also providing opportunities for community involvement and the promotion of health outcomes. As a result the Cabinet agreed, given the urgency, to put the necessary arrangements in place, to give the Interim Head of Paid Service delegated authority, in consultation with the Interim Mayor and relevant portfolio

holders, to agree an allocation of funding to support a North of Tyne stage of the 2019 Tour of Britain Cycling event subject to the normal appraisal processes.

- 5.2 At the next Cabinet meeting in April, the Cabinet was advised that the project had been approved by the Interim Head of Paid Service, in consultation with the Interim Mayor, the relevant portfolio holder following an independent appraisal of the business case and consideration at the Investment Panel. The application related to a request for £400,000 to cover the of the North of Tyne hosting a stage of the Tour of Britain Cycle Race in September 2019. Using the experience of hosting a stage of the Tour of Britain in 2017 the applicant, Northumberland County Council was able to show how hosting a stage of the Race can deliver a significant boost to the regional visitor economy, as measured by increased visitor numbers and the associated spend. The application also evidenced the potential for the race to generate significant positive media coverage and promote the area nationally and internationally as a place to visit, live work and invest. The engagement of schools and residents to encourage healthy lifestyles was also a priority.
- 5.3 An independent impact assessment of the stage, which took place on Monday 9 September starting at Berwick upon Tweed and concluding on Grey Street in Newcastle, was subsequently undertaken by Frontline. The objectives of this assessment were to:
- measure local and regional visitors spend
  - assess how much of this spend was attributable to the stage
  - consider displacement implications on other businesses
  - account for indirect and induced multiplier impacts
  - explain implications for local GVA and employment
  - compare impact against other events
  - measure impacts on cycling and sponsor awareness
- 5.4 The assessment, was based upon the findings from a web-based survey of 1745 Tour spectators and followed the principles set out in the HM Treasury's 'Green Book' Appraisal and Evaluation Guidance.
- 5.5 In summary the report found that
- 175,000 people attended the race
  - 78% came from outside the area
  - 12% of visitors stayed overnight
  - 48% of visitors came with their families
  - 90% of attendees described the race as very enjoyable
  - 52% were inspired to cycle more often
  - Net visitor expenditure £4,254,980
  - NET GVA impact £2,393,183
  - Full time equivalent impact £61.4 jobs
  - £74.10 average spend of day visitor groups
  - £147.90 average spend of 24hr overnight groups

## 6. Appendices

**7. Background papers**

North of Tyne Tourism - proposed investment approach, Cabinet, 28 January 2020

Destination Marketing Review for North of Tyne - a report for the North of Tyne Combined Authority, Blue Sail, October 2019

North of Tyne Events Strategy - -a report for the North of Tyne Combined Authority, Blue Sail, November 2019

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**9. Glossary**

GVA – Gross Value Added

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# 2019 Tour of Britain Economic Impact Report



## Stage 3 - Berwick upon Tweed to Newcastle upon Tyne

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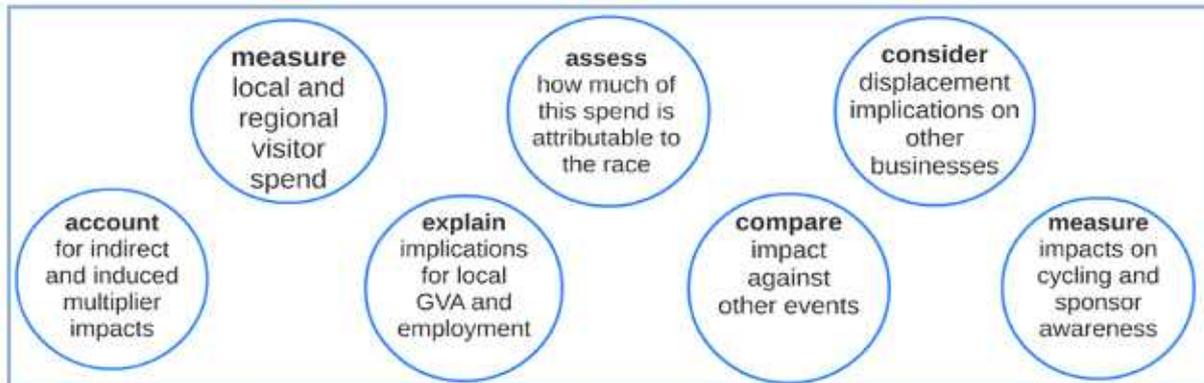
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frontline

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## 1 Introduction

This economic impact assessment of the 2019 Tour of Britain was based upon the findings from a web-based survey of **1,745 Tour spectators** and follows the principles set out in HM Treasury's 'Green Book' Appraisal and Evaluation Guidance and the EventIMPACTS. This report explains the impacts resulting from the event running on 9<sup>th</sup> September 2019. The objectives of the research are to:



The remainder of the paper is structured as follows:

Section 2: The Event and the Visitors

Section 3: Economic Impact

Appendix 1 : Tour of Britain Economic Impact Assessment Methodology

Appendix 2 : Regional and National Impacts

Appendix 3 : Breakdown of Visitors by Area of Origin, Age, Gender and Ethnicity

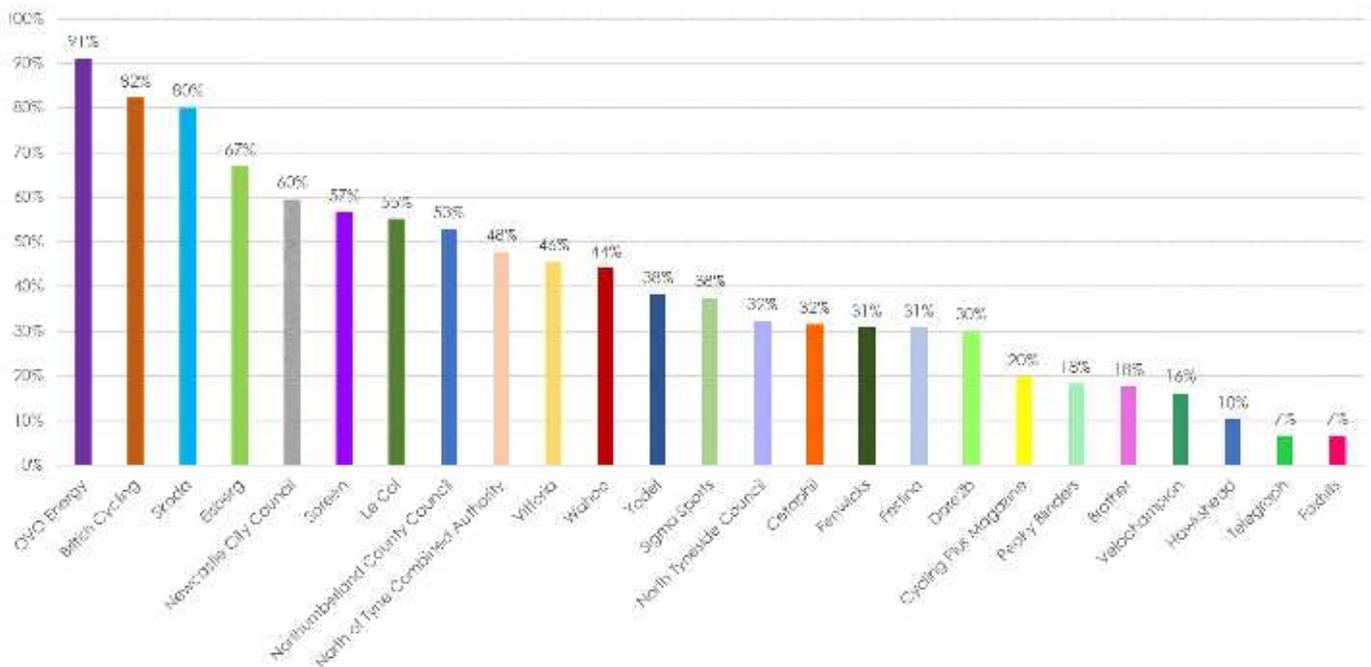


## 2 The Event and its Visitors

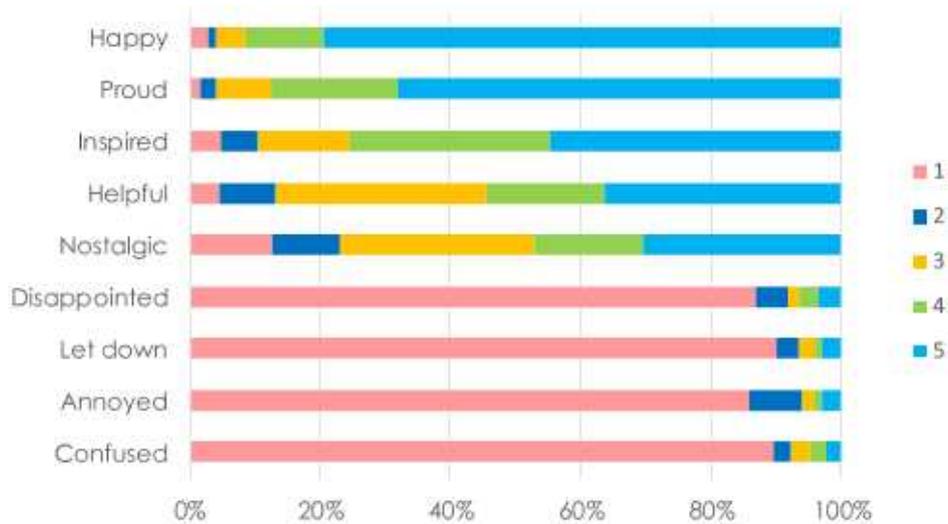
In summary:

<b>175,000</b> visitors attended the race	<b>78%</b> came from outside the local area	<b>12%</b> of visitors stayed overnight
average spend per day by day visitors: <b>£74.10</b> per group	<b>48%</b> came with their families	<b>90%</b> described race as "very enjoyable"
Average spend per 24 hours by overnight visitors: <b>£147.90</b> per group	<b>52%</b> inspired to cycle more often	

The following chart shows the percentage of visitors who associate each of the following sponsors with the race:



The chart below shows how the event made **visitors feel** on a scale of 1 to 5 (1 being not very and 5 being very) for each of the following:



**Feedback shows that the event made the majority of visitors feel, happy, proud, inspired and helpful.** Very few visitors noted any negative feelings associated with the event.

The table below shows the **amount of cycling done by visitors who attended the race:**

	% of survey sample
I don't cycle	8%
Every day	15%
Several times a week	28%
Once a week	13%
Every couple of weeks	7%
About once a month	28%
Less frequently	1%

There are a number of physical and mental health benefits related to increased exercise such as cycling. According to the Chief Medical Officer<sup>1</sup>:

*"If a medication existed which had a similar effect to physical activity [like cycling], it would be regarded as a wonder drug or a miracle cure".*

Over half (53%) state that the **Tour of Britain has inspired them to cycle more.**



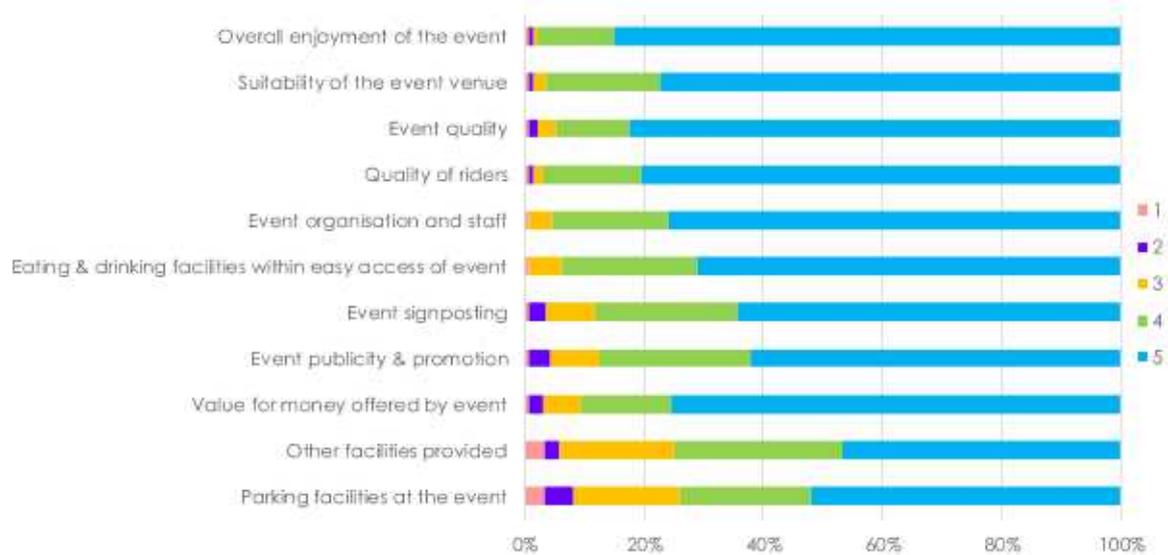
Data shows that cycling can help to protect you from serious diseases such as stroke, heart attack, some cancers, depression, diabetes, obesity and arthritis<sup>2</sup>. It has also been shown to improve mental health by reducing stress and encouraging social interaction<sup>3</sup>.

<sup>1</sup><https://www.gmactive.co.uk/case-study-theme/01-physical-activity-as-a-miracle-drug/>

<sup>2</sup><https://www.betterhealth.vic.gov.au/health/healthyliving/cycling-health-benefits>

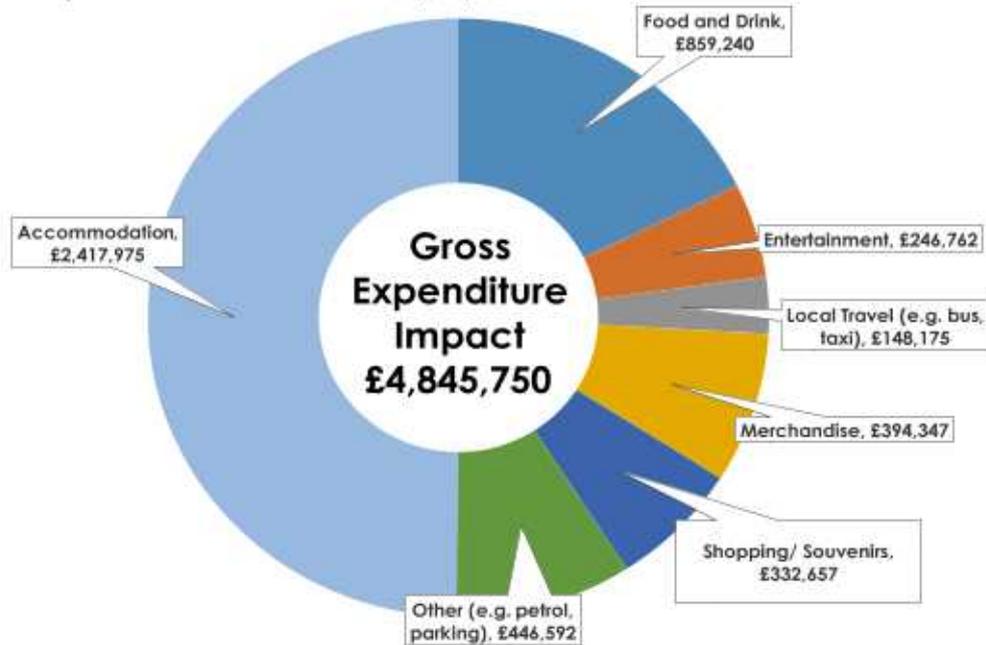
<sup>3</sup><https://www.cyclescheme.co.uk/community/featured/cycling-and-the-mental-health-benefits>

The chart below shows **how the event made visitors feel** on a scale of 1 to 5 (1 being very poor and 5 being very good). **Overall enjoyment and sustainability of the event were rated highest.**



### 3 Economic Impact

The total gross expenditure at the event was **£4,845,750**. This can be broken down as follows:



To calculate the net visitor expenditure, GVA and employment impacts the following adjustments were applied:

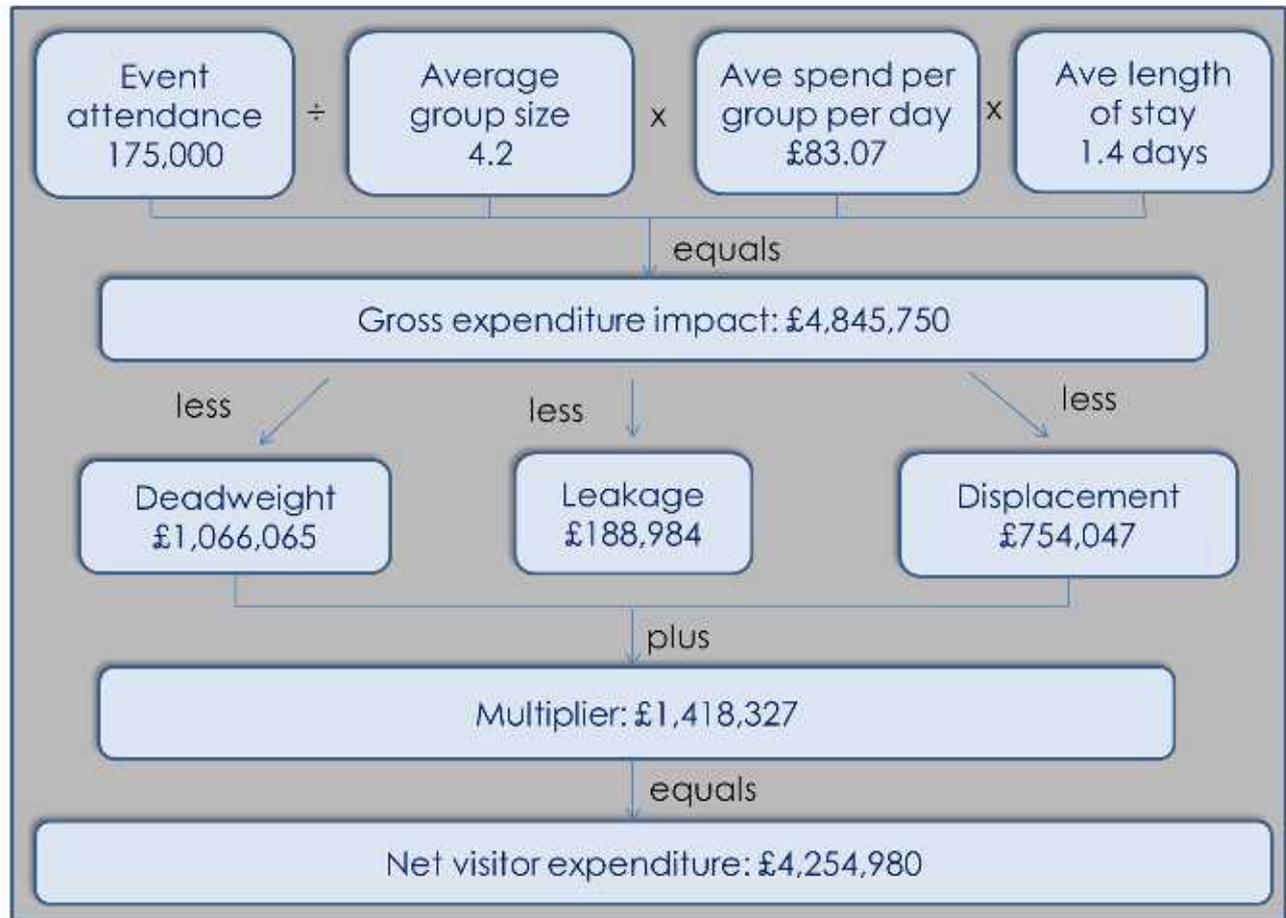
<b>Deadweight</b>	Money that would have been spent in the area anyway, even if the race hadn't taken place. E.g. spend by spectators for whom the event was not the sole reason for their attendance.
<b>Displacement</b>	Money that would otherwise have gone to another business in the local area. E.g. spend by visitors who would have otherwise visited another local attraction.
<b>Leakage</b>	Expenditure that took place outside of the local area. E.g. purchases of travel tickets or petrol at the start of the journey.
<b>Multiplier effects</b>	Knock-on benefits resulting from further local supply chain purchases by the businesses that receive the visitor spend (Indirect multipliers), or the personal expenditure of their staff (Induced multiplier).

Full details of impact methodological are provided in Appendix 1.



## Summary of economic impacts – UK

The figure below shows the net visitor expenditure of the Tour of Britain on the UK economy.

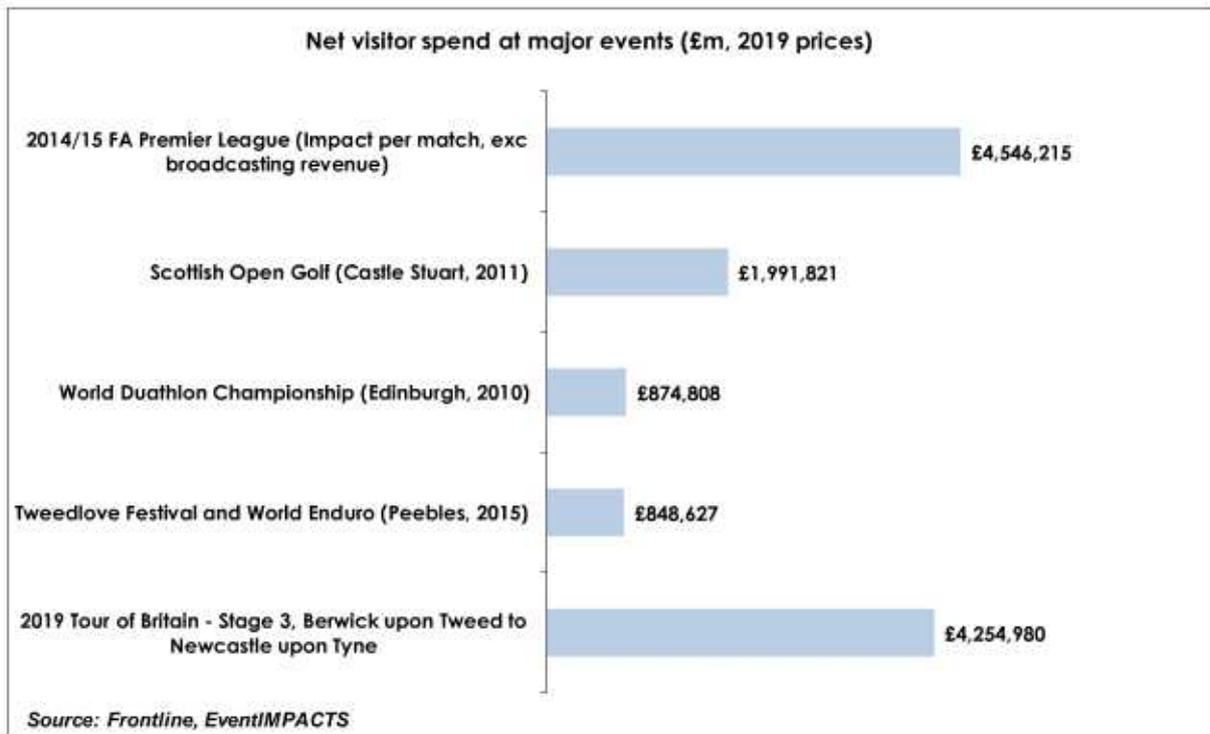


Net expenditure, employment and GVA impacts are summarised in the table below. Total organiser expenditure across the eight stages was £374,000 including hotels, catering, TV production, fuel and infrastructure. The approach assumed a 54% GVA to business turnover ratio, and a GVA per employee of £19,187<sup>4</sup>.

Visitor Characteristic	UK
Net visitor exp.	£4,254,980
Organiser expenditure	£374,000
Total expenditure	£4,628,980
Net GVA impact	£2,393,183
FTE employment impact	61.4

<sup>4</sup> Based on figures from a Scottish Government analysis of productivity and profitability in the tourism sector (<http://www.gov.scot/Topics/Statistics/Browse/Business/SABS/Sectors/GrowthSectors>). Such an analysis has not been conducted in England.

These impacts compare favourably with the net impacts of other, similarly sized events, which have taken place in the UK over the past few years:



## Appendix 1: Tour of Britain Economic Impact Assessment Methodology

The gross visitor spend figures have been calculated based on the aggregate expenditure of the survey respondents, scaled up to the total number of visitors. This was converted to a net economic impact figure based on the following approach:

### Deadweight

Deadweight is accounted for by asking the question "why did you come here today". Options included:

- watching the race/stage was my sole reason for visiting
- watching the race/stage was part of my reason for visiting
- watching the race/stage was not part of my reason for visiting
- I live locally
- I work locally

It was assumed that any spectator that comes to the location solely to watch the race should be classified as 0% deadweight; that any spectator for whom watching the Tour was part of their reason for attending should be classed as 50% deadweight, and that all other spectators should be classed as 100% deadweight.

### Leakage

Based on experience from previous research studies, leakage was assumed at 20% at a town level, 10% at a county/local authority level and 5% at a UK level.

### Displacement

Displacement is measured by asking the question "if the Tour of Britain had not been on, what would you have done instead of your visit?". Options included:

- visited another event or place in the host local authority areas
- visited another event or place elsewhere in the host region
- visited another event or place elsewhere in the UK
- visited another event or place outside of the UK
- stayed at home or gone to work

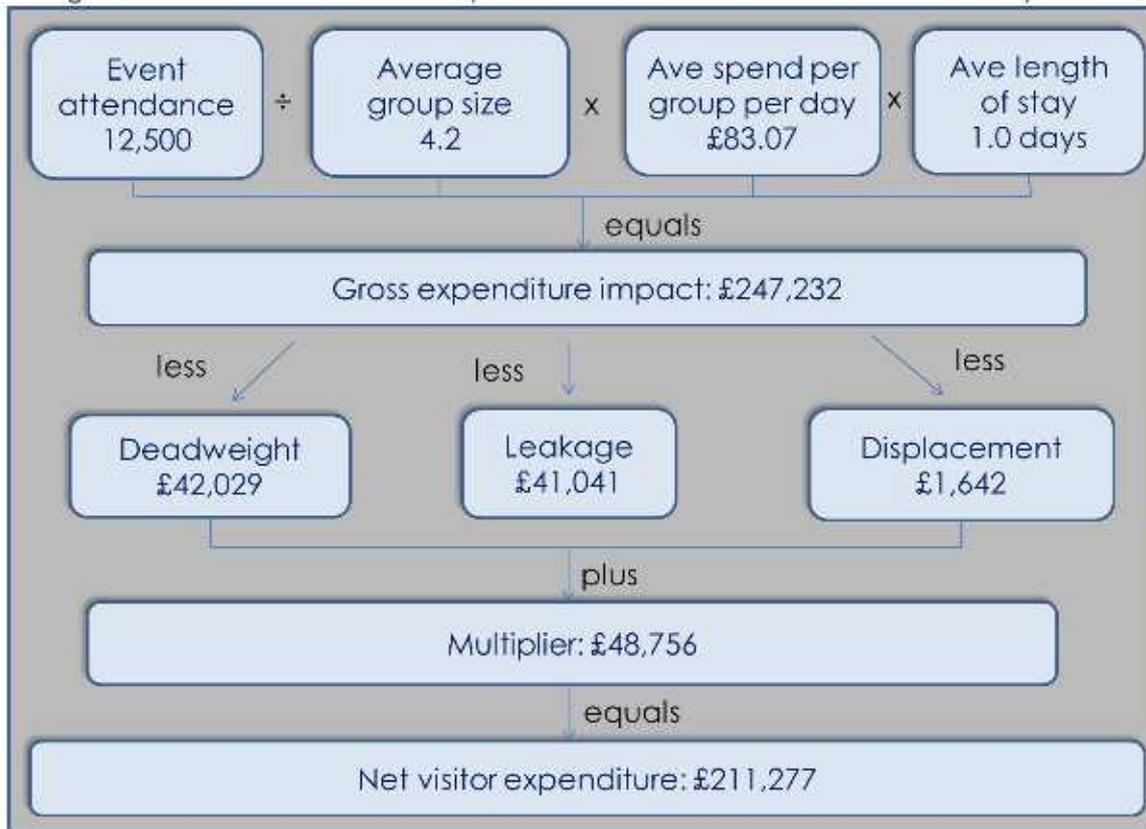
Any expenditure by visitors who would otherwise have visited somewhere else in the study geography was classified as displaced expenditure.

### The multiplier effect

The impact of the multiplier effect is based on evidence from previous published research, including reports published on the UK Sport Impact research database. In previous years this has included an average from other sporting events such as the World Half Marathon Championships and the Rugby Super League Grand Final.

## Appendix 2: Regional economic impacts

The figure below shows the net visitor expenditure of the event on the **Berwick** economy.



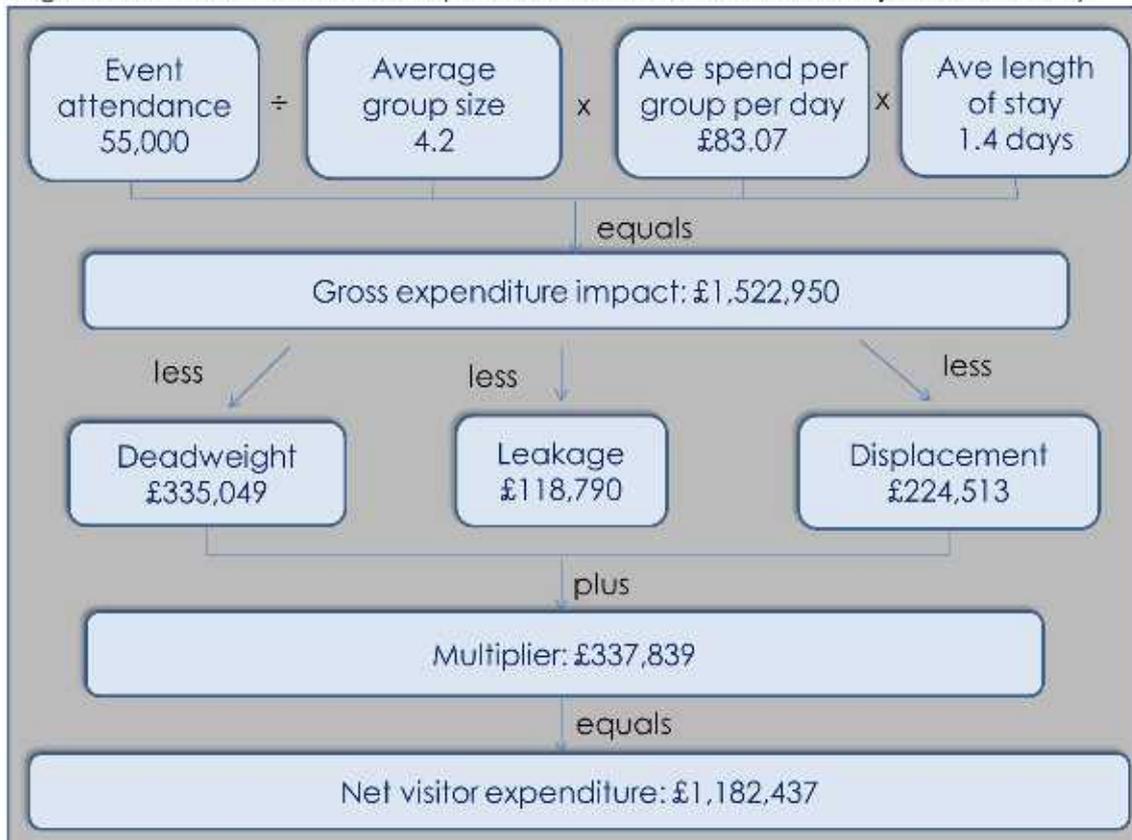
The figure below shows the net visitor expenditure of the event on the **Newcastle** economy.



The figure below shows the net visitor expenditure of the event on the **Northumberland** economy.



The figure below shows the net visitor expenditure of the event on the **North Tyneside** economy.



### Appendix 3: Breakdown of Visitors by Area of Origin, Age and Gender

Area of origin	% of survey sample
North East England	18%
Northumberland	17%
Newcastle	16%
Scotland	11%
North Tyneside	9%
Yorkshire and Humber	7%
Berwick	6%
North West England	6%
South East England	4%
South West England	3%
East Midlands	1%
West Midlands	1%
Gender	% of survey sample
Male	57%
Female	43%

Age	% of survey sample
Under 16	0%
Between 16 and 24	1%
Between 25 and 34	11%
Between 35 and 44	11%
Between 45 and 54	35%
Between 55 and 64	27%
65 or older	15%

<b>Subject:</b>	<b>Brexit Update 2020</b>
<b>Report of:</b>	<b>Rob Hamilton, Interim Head of Investment and Economic Growth</b>

## Report Summary

The purpose of this report is to provide an update on Brexit and its implications for the North of Tyne Combined Authority.

## Recommendations

The Overview and Scrutiny Committee is recommended to note the contents of this report.

### 1. Introduction

- 1.1. This report provides the latest update on Brexit, a summary of the national context and key timescales and the potential implications for the North of Tyne Combined Authority and its response.

### 2. National Context and Key Timescales

- 2.1. The UK left the EU on 31<sup>st</sup> January. This follows the UK parliament approving the EU Withdrawal Agreement Bill on 20<sup>th</sup> December 2019, and European Parliament approval on 29<sup>th</sup> January 2020.
- 2.2. The Withdrawal agreement includes a 'transition period', lasting up until December 2020. The UK Government has indicated that it would not be willing to extend this transition period beyond this date, and this approach has now been enshrined in UK law.
- 2.3. Press reports are that the EU and UK will start trade talks on 3<sup>rd</sup> March 2020, seeking to secure a comprehensive free trade deal by the end of the transition agreement.

### **3. What will happen in 2020?**

- 3.1. The UK left the EU on 31 January 2020 and entered into an 11-month transition period, lasting until end of December 2020. The purpose of the transition period is to smooth the entry into new permanent arrangements between the UK and EU.
- 3.2. The transition period closely mirrors arrangements prior to the UK leaving the EU, with the UK continuing to apply and be bound by all EU laws. Goods and services are allowed to flow freely across EU borders. British nationals are no longer be EU citizens, but free movement of travel between the UK and EU continues as before. European funded programmes, including ERDF and ESF, continue.
- 3.3. The Withdrawal Agreement gives UK residents living in the EU by the end of the transition period the right to remain in that country. All EU residents living in the UK will also have the right to remain in the UK: those who have lived in the UK for over 5 years will have the right to apply for 'settled status', those who have lived for less than 5 years will be able to apply for 'pre-settled status' – conferring fewer rights.
- 3.4. During the transition period, the UK will seek to negotiate a new trade deal with the EU and will also be able to start to develop new trade deals with other countries around the world. New arrangements will come into place from 1<sup>st</sup> January 2021, or at another date agreed by the two parties.
- 3.5. What the new UK-EU trade deal will look like remains uncertain and will depend upon how far the UK is willing to diverge from existing EU rules (e.g. on environmental and social policy, state aid for companies, food standards etc.). Closer alignment to EU rules is likely to lead to fewer barriers to trade. These barriers could take the form of tariffs, quotas or additional regulatory requirements.

### **4. Potential implications for the North of Tyne Combined Authority area**

- 4.1. The UK Government has stood down all national 'no deal' planning. Nevertheless, until a trade deal and other regulatory arrangements are agreed risks associated with disruption to the movement of goods, services, finance and people from 1<sup>st</sup> January 2021 remain. Risk-mitigation work undertaken last year could be revisited later in 2020, should the risk of disruption loom large.
- 4.2. Until the details of the new UK-EU trade deal are clear, there is also economic risk and uncertainty associated with the medium and long-term impact of Brexit. Any disruption is likely to be lower if there is a comprehensive free trade agreement, or if there is strong alignment for those sectors which are of particular importance to the NE economy. Nevertheless, estimates previously produced by HM Treasury predict that the medium-term negative impact of Brexit is likely to be greater in the North East than all other

regions, under all future trading relationships – including a comprehensive free trade deal. This reflects the underlying sectoral composition of the NE economy (including size of the automotive and pharmaceuticals sectors) and unusually high levels of exports to the EU.

- 4.3. Payments made to UK residents/businesses/organisations from EU funds – such as the Common Agricultural Policy, ERDF, ESF and EU research funds – will cease after the end of the transition period, unless the project has an agreed delivery period which stretched beyond December 2020. But the UK is a net contributor to the EU budget and Government has indicated that it will put in place arrangements with *similar* objectives. For example, future economic development funding is likely to be through a new UK Shared Prosperity Fund; we are expecting a Government consultation on this fund in Summer 2020.

## 5. NTCA Activities and future response

- 5.1. Throughout 2019, the NTCA focussed activity on helping support longer-term growth and minimising any short-term negative impacts associated with a potential No Deal Brexit. Papers and updates on Brexit were taken to NTCA Cabinet in February and October last year, where Cabinet agreed a number of activities to help boost the economic resilience of the area including:

- Increased business engagement, including both consultation events and more targeted visits
- Identification of sectors or issues of concern to the business community
- Development of an inward investment fund, to support businesses making a first investment in the area
- Consideration of a Brexit Response Fund, to respond positively to counter any potential negative Brexit effects
- Development of a longer-term response to Brexit, including consideration of a skills-response using the Adult Skills Budget and supporting the development of a wider regional Free Trade Zone proposal.

- 5.2. This work is set to continue into 2020, supported by a joint role which has been recruited across the NTCA, NECA and the NELEP – and the ongoing work of the cross-sectoral NE Brexit Group. The NTCA Cabinet will be briefed on emerging developments.

- 5.3. Extensive business and sectoral engagement – by both the Combined Authority and its constituent members – is ongoing. This includes engagement with businesses, business representation organisations and wider stakeholders. Indeed, as the nature of any future trade arrangements with the EU and other countries becomes clearer, we may start to see businesses start to implement their long-term Brexit planning before the end of the transition period.

- 5.4. The NTCA inward investment fund is now up and running, while the NTCA Cabinet agreed the first sets of proposals aimed at strengthening sectoral growth in January 2020. Proposals for the development of a free trade zone are progressing and the region is hoping to be one of the pilot free trade zones announced by the Government later this year. While a key priority is to ensure that significant ongoing investment through the UKSPF, and that there is no hiatus between this funding starting and EU funding finishing.

**6. Appendices**

None

**7. Background papers**

None

**8. Contact Officers**

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**9. Glossary**

None

<b>Subject:</b>	<b>2019/20 Budget Monitor Q3</b>
<b>Report of:</b>	<b>Janice Gillespie Interim Section 73 Officer</b>

### Report Summary

The purpose of this report is to inform the Committee of the 2019/20 Budget Monitor Report Q3.

### Recommendations

The Committee is recommended to note the report on the 2019/20 Budget Monitoring Position Q3 that was submitted to and approved by Cabinet on the 28 January 2020, please see Appendix 1.

### 1. Introduction

- 1.1. At its meeting of the 28 January 2020 Cabinet Members considered the report on the 2019/20 Budget Monitor Q3 which was the third monitoring report on the 2019/20 financial position.
- 1.2. The report presented the forecast financial position for both the Corporate and Investment Fund budgets, set out the potential position on Reserves at the year end and provided an indication of the potential position of the Authority as at 31 March 2020.
- 1.3. The quarter 3 budget monitor will be taken to Overview and Scrutiny Committee on the 12 February 2020.

## **2. Appendices**

Appendix 1 – 2019/20 Q3 Financial Management Report.

## **3. Background papers**

[2019-2022 Financial Plan and Budget](#), 12<sup>th</sup> March 2019 Report to Cabinet

## **4. Contact Officers**

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**Subject: 2019/20 Q3 Financial Management Report**

**Report of: Janice Gillespie, Interim Chief Financial Officer**

### **Report Summary**

This report is the third quarter monitoring report to Cabinet on the 2019/20 financial position. The report brings together the forecast financial position for both the Corporate and Investment Fund budget and provides an indication of the potential position of the Combined Authority at 31<sup>st</sup> March 2020. It also sets out the potential position on reserves at the year end.

The Combined Authority is still in the relatively early stages of set up, but as we have moved into the second half of the year, the appointment of permanent staff is almost complete. In terms of the Investment Fund, Cabinet have approved 25 projects to date committing £20.9m of the Investment Fund with a further £67m projects in the pipeline anticipating in the region of 2,571 jobs being created.

### **Recommendations**

The Cabinet is recommended to note the forecast budget monitoring position for the Combined Authority as set out in paragraphs 1.2, 1.3 and 1.4;

## **1. Background Information, Proposals and Timetable for Implementation**

### **1.1 Summary**

Cabinet approved the 2019/20 budget on 12<sup>th</sup> March 2019. Included in that budget was estimated expenditure across the year for both the Corporate Budget and the Investment Fund.

The budgets were set at an early stage in the development of the Combined Authority and were based on a range of estimates in terms of the establishment of the authority's staffing structure, and the systems required to support the delivery and monitoring of projects and programmes aligned with its vision.

## 1.2 Q3 Financial Management Corporate Budget

The Corporate Budget for 2019/20 set a zero-net income/expenditure position, continuing set up activities, the election of a new Mayor, and remaining recruitment of capacity to deliver the authority's vision.

Table 1 below sets out the forecast outturn position across the key income and expenditure heads as approved by Cabinet. In total there is a forecast net surplus of (£0.232m) at the year end. As we move through the financial year any forecast surplus will be adjusted against the contribution from the Investment Fund, currently an estimated £2.400m. For the purposes of transparency this has not been amended for this report to Cabinet.

**Table 1: Q3 Budget Monitoring 2019/20 Corporate Budget**

	Budget	Forecast	Variance Over/(Under)
<b>Expenditure</b>	<b>£'000</b>	<b>£'000</b>	<b>£'000</b>
Staffing	1,603	1,548	(55)
Mayor's Office	170	217	47
Miscellaneous (includes election spend)	1,405	1,576	171
Advisors (External)	305	200	(105)
Sundry Grant Expenditure	0	91	91
SLA's	197	197	0
Transfer to Reserves	0	182	182
JTC Levy	27,074	27,074	0
<b>Total Expenditure</b>	<b>30,754</b>	<b>31,085</b>	<b>331</b>
<b>Income</b>			
Contributions from the constituent Authorities	(150)	(150)	0
Mayoral Capacity Fund	(1,000)	(1,000)	0
Investment Fund	(2,400)	(2,400)	0
AEB Income	(130)	(231)	(101)
Interest Receivable	0	(190)	(190)
Use of Reserves	0	(90)	(90)
Grant Received- Brexit preparations	0	(182)	(182)
JTC Levy	(27,074)	(27,074)	0
<b>Total Income</b>	<b>(30,754)</b>	<b>(31,317)</b>	<b>(563)</b>
<b>Net (Income)/Expenditure</b>	<b>0</b>	<b>(232)</b>	<b>(232)</b>

## **Corporate Expenditure Variances**

### **Staffing**

Progress on recruitment has been made in line with the agreed financial plan. There are 30 staff now directly employed, with recruitment in progress for a further 3 posts, some of which are currently being filled by seconded staff (7).

Due to recruitment phasing, overall staff costs including the Mayor's Office remain in line with the annual budget, currently projecting an overall under-commitment of £0.007m. The budget will be realigned to reflect the current establishment. The staffing budget also includes costs for recruitment including the one-off expenditure associated with the appointment of two new Director posts, Director of Economic Growth and Director of Policy and Performance.

### **Advisors**

Specialist advice has been commissioned in relation to the Adult Education Budget (AEB) and in other key areas such as low carbon initiatives, and the Community Bank. The forecast remains as per Q2 reflecting the lag in early corporate activity and the requirement for more specific consultancy to be procured in relation to the Investment Fund budget.

### **Miscellaneous expenditure including election**

This category contains both positive and negative variances with a predicted net over-commitment of £0.171m. Although there has been an underspend in relation to election costs of £0.055m, there are predicted overspends, primarily in relation to accommodation costs of £0.065m relating to higher than anticipated rental and service charges, plus costs in relation to ICT for staff (£0.047m) and furniture for the boardroom of £0.009m. In addition to this, the forecast includes estimated costs in relation to the procurement of a new Management Information System to aid the monitoring of the Investment Fund and AEB.

### **Sundry Grant Expenditure**

Cabinet are aware that late in 2018/19 the Combined Authority was awarded a £0.091m grant to support the preparations for the exit from the European Union and further to this Cabinet agreed a proposed approach to BREXIT agreed at its meeting on 5<sup>th</sup> February 2019 with the recommended approach based on:

- continuing to work with the North East Local Enterprise Partnership (NELEP) and other colleagues in the North East, to ensure a 'no wrong door' approach to responding to businesses;

- using the funding provided by Government to Mayoral Combined Authorities to respond to adverse outcomes and where possible take advantage of opportunities;
- exploring practical ways in which we can support businesses;
- ensuring that the North of Tyne is attractive to international investors;
- engaging directly with Government; and
- working with other Mayoral Combined Authorities to make the case for the devolution of any future additional funding – to replace the European Structural and Investment (ESIF) funding that the area will lose, to take advantage of new Brexit opportunities and to counter any negative economic impacts.

Officers have worked with the LEP and are proposing to contribute £0.090m to support additional capacity over the next 2 years to support the delivery of a Brexit work programme over the North of Tyne and North East Combined Authority area.

An additional £0.182m grant has been awarded in 2019/20 in respect of preparations for the exit from the European Union, no commitments have been identified against this award and therefore the monies have been transferred into reserves.

### **Service Level Agreements**

The Service Level Agreements (SLAs) cover IT, insurance, communications, payroll, governance, audit and HR. Whilst some of these are still being updated for 2019/20, there is no material change expected to the overall financial envelope for these costs.

### **Joint Transport Committee levies**

These will remain as per budget.

### **Other Income Variances**

#### **AEB Income**

Following the budget being set the Combined Authority secured approval for the AEB implementation grant to support additional capacity.

#### **Interest Receivable**

The Combined Authority has now received £40m of the devolved funding to date current treasury management activity is securing interest, albeit at a relatively low rate. The forecast for interest receivable has been increased by £0.070m, from £0.120m to £0.190m since Q2.

### 1.3 Investment Fund Q3 Monitoring

Defrayal of expenditure has now started to commence with claims being submitted in relation to Kielder Observatory and the Tour of Britain Cycle Race (£0.248m) with further claims scheduled to continue increasing from Q4 onwards. Cabinet approval has also been given during Q3 to support projects such as Northumberland Hexham Hydro, Energy Central Learning Hub and transforming NTCA Transport proposal.

Table 2 and 3, below summarize approvals by Cabinet to date (not including any approvals presented to Cabinet at this meeting), and how these are currently profiled over future years. These committed work streams total £1.364m during this financial year.

**Table 2: Investment Fund Commitments**

Investment Fund Thematic Areas	Total Project Cost	Investment Fund Commitment Approved
	£'000s	£'000s
Business	16,602	5,616
People	19,293	6,841
Place	42,311	1,915
Business Case Development Fund	1,479	979
<b>Total</b>	<b>79,685</b>	<b>15,351</b>

**Table 3: Forecast Investment Fund Spend Profile**

Investment Fund Thematic Areas	Financial year				
	2019/20	2020/21	2021/22	2022/23	Total
	£'000s	£'000s	£'000s	£'000s	£'000s
Business	17	846	1,666	3,087	5,616
People	360	3,359	1,995	1,127	6,841
Place	435	230	380	870	1,915
Business Case Development Fund	552	355	72	0	979
<b>Total</b>	<b>1,364</b>	<b>4,790</b>	<b>4,113</b>	<b>5,084</b>	<b>15,351</b>

Table 2 above, shows there is a significant level of leverage anticipated to be secured through the investment decisions made to date.

In terms of projecting the overall forecast outturn for the Investment fund for 2019/20 at this stage in the year the assumption has been made that all lines of the budget will be as planned. This is illustrated in Table 4 below.

**Table 4: Budget Monitoring Investment Fund Q3**

Investment Fund	Actual to Q3	Budget 2019/20	Forecast 2019/20	Variance
	Actual	Budget	Forecast	Variance
<b>Expenditure</b>	£'000	£'000	£'000	£'000
Supporting Business Case development	11	750	750	0
Work streams	264	975	975	0
Technical Support	83	250	250	0
Contribution to Corporate Costs	2,400	2,400	2,400	0
<b>Total Expenditure</b>	<b>2,758</b>	<b>4,375</b>	<b>4,375</b>	<b>0</b>
<b>Income</b>				
Investment fund	(20,000)	(20,000)	(20,000)	0
<b>Total Income</b>	<b>(20,000)</b>	<b>(20,000)</b>	<b>(20,000)</b>	<b>0</b>
<b>Net (Income)/Expenditure</b>	<b>(17,242)</b>	<b>(15,625)</b>	<b>(15,625)</b>	<b>0</b>
<b>Investment Reserve brought forward</b>	(19,012)	(19,012)	(19,550)	(538)
<b>Net Investment Fund Reserve carried forward</b>	(36,254)	(34,637)	(35,175)	(538)

#### 1.4 Movement in Reserves as at Q3

Based on the current assumed forecast outturns set out above in paragraphs 1.2 and 1.3 an update on the reserves position is shown in Table 4 below.

**Table 4: Movement in Reserves as at Q3**

Opening Balance 1 April 2019	Transfer In/(Out)during 2019/20	Closing Balance 31 March 2020	Reserve
£'000	£'000	£'000	
91	0	91	Homeless Veteran Grant
91	91	182	Preparing to Exit EU Grant
200	0	200	Strategic Reserve
19,551	15,625	35,175	Investment Fund Reserve
<b>19,933</b>	<b>15,716</b>	<b>35,648</b>	

Officers are continuing to work with the three constituent North of Tyne Authorities to determine the appropriate use of the Homeless Veteran Grant with a report being brought back to February Cabinet on the proposed use.

## **2. Potential Impact on Objectives**

- 2.1 The North of Tyne Combined Authority Vision document sets out the strategic objectives of the Combined Authority, detailing the key priorities and the first steps in the journey around the six key pillars. The Treasury Management Strategy will support and enable the budget process so that the Combined Authority can properly discharge its functions and assist in delivering the Combined Authority's vision, policies and priorities.

## **3. Key Risks**

- 3.1 There are no key risks identified at this time.

## **4. Financial and Other Resources Implications**

- 4.1 This is a financial report with any financial or resource implications set out in the report.

## **5. Legal Implications**

- 5.1 The Combined Authority has a legal obligation under the Local Government Act 2003 to have regard to the Chartered Institute of Public Finance and Accountancy's Treasury Management in the Public Services: Code of Practice; the Chartered Institute of Public Finance and Accountancy's Prudential Code: Capital Finance in Local Authorities and the Ministry of Housing, Communities and Local Government (MHCLG) Statutory Guidance on Local Government Investments.

## **6. Consultation/Engagement**

- 6.1 The Treasury Management Policy and Strategy was included with the 2019/20 Budget which was subject to consultation with NCTA constituent authorities, NTCA Cabinet in addition to key officer groups. The 2019/20 Budget is based on the devolution deal and the Parliamentary Order which created the Combined Authority and the Combined Authority's Vision which has been agreed by Cabinet and is being shared with stakeholders in a range of events.

## **7. Appendices**

- 7.1 None

## **8. Background Papers**

- 8.1 12<sup>th</sup> March Report to Cabinet 2019-2022 Financial Plan and Budget  
5<sup>th</sup> February Report to Cabinet 2019 Financial Plan and Budget Appendix B

**9. Contact Officers**

9.1 Janice Gillespie, Chief Finance Officer, [janice.gillespie@northoftyne-ca.org.uk](mailto:janice.gillespie@northoftyne-ca.org.uk)

**10. Glossary**

10.1 None

**11. Sign-off**

11.1 Head of Paid Service: Yes

Monitoring Officer: Yes

Chief Finance Officer: Yes

<b>Subject:</b>	<b>Cabinet’s response to the Committee’s recommendations on the 2020-2021 Budget Proposals</b>
<b>Report of:</b>	<b>Elizabeth Kerr, Policy and Scrutiny Officer</b>

## Report Summary

The purpose of this report is to inform the Overview and Scrutiny Committee of Cabinet’s response to the committee’s recommendations on the 2020-2021 Budget Proposals.

## Recommendations

The Overview and Scrutiny Committee is recommended to note the report.

### 1. Introduction

- 1.1. At its meeting on 28 January 2020 Cabinet approved the budget for the North of Tyne Combined Authority (NTCA) for 2020-21 and the medium-term financial plan for the period 2020-2021 to 2023-24.
- 1.2. Councillor Roughead, as Chair of the Overview and Scrutiny Committee, attended the meeting to present the committee’s recommendations on the draft budget made after they had scrutinised the proposals in line with the Budget and Policy Framework Rules of Procedure (Part 3.2 of the Constitution).

### 2. Overview and Scrutiny Committee’s Recommendations

- 2.1. After receiving the draft budget proposals at its extraordinary meeting on 18 December 2020 and holding a budget workshop on 15 January 2020 the Committee made the following recommendations to Cabinet:
  1. Cabinet accepts this report as the response from the Overview and Scrutiny Committee to the 2020-24 Budget proposals for the North of Tyne Combined

Authority and takes its comments and observations into account when agreeing the Budget at its meeting on 28 January 2020;

2. Cabinet formally reviews the agreed budget proposals after six months; and
3. Cabinet includes in the Budget Setting timetable for 2021-22 more details on who will be consulted on the draft proposals and when and makes provision for members of the public to be able to comment if they so wish.

### **3. Cabinet's response**

- 3.1. Cabinet welcomed the report and expressed thanks for the work and approach of the Committee. Cabinet recognised the value of scrutiny as part of the democratic process and appreciated the value it added to good decision-making by the NTCA.
- 3.2. It was stated that engagement with the public and ensuring they feel they can input into decision making was important and very much part of the work of the NTCA.
- 3.3. Councillor Roughead was assured that all Cabinet Members would have engaged with their stakeholders on the budget topics and it was suggested that these details were part of the information submitted to the Overview and Scrutiny Committee in the future.
- 3.4. Cabinet acknowledged the comments and observations made in the report submitted by the Overview and Scrutiny Committee and agreed recommendations 2 and 3. It was also noted that a review of the budget would be necessary, particularly in the light of future changes to the Devolution Deal.

### **4. Appendices**

None

### **5. Background papers**

- [North of Tyne Combined Authority Constitution](#)
- [NTCA Budget Proposals 2020-2024 Report to Cabinet 28 January 2020](#)
- [Minutes and decision record of Cabinet 28 January 2020](#)

### **6. Contact Officers**

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