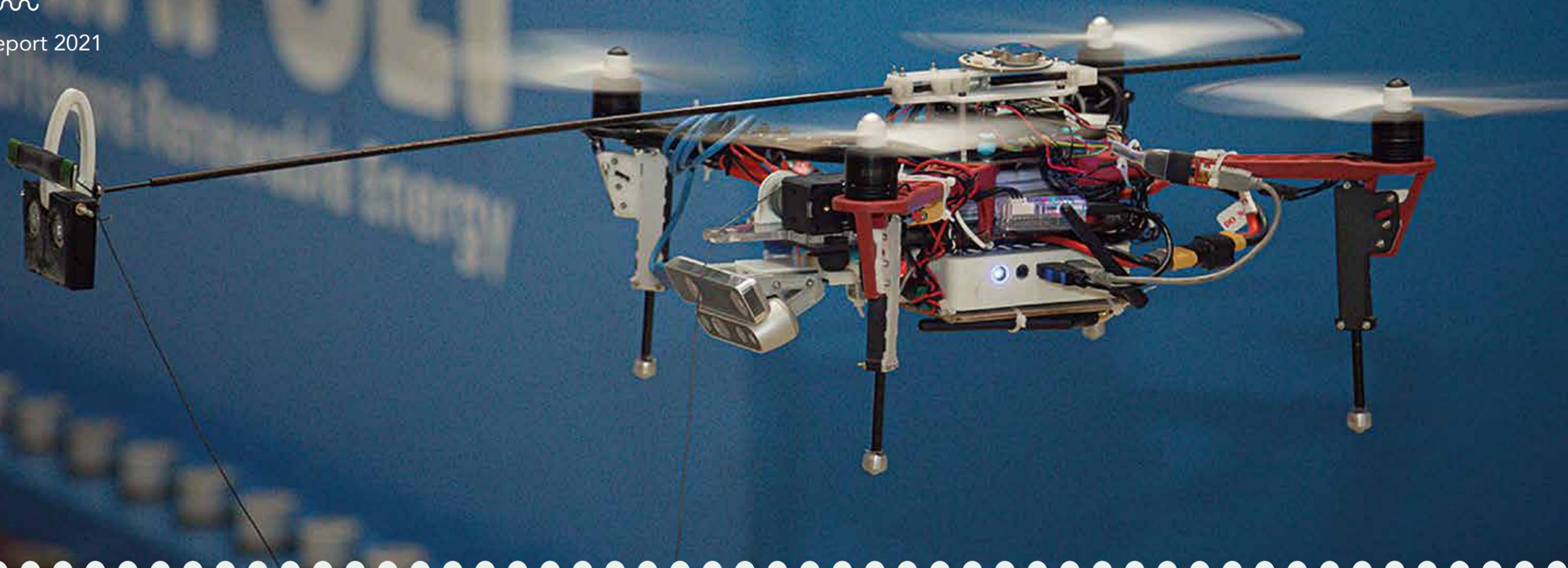


GETTING STUFF DONE. IN 2021



Annual Report 2021

**NORTH
OF TYNE**
~~~~~  
**COMBINED  
AUTHORITY**



# FOREWORD



**MAYOR DRISCOLL**  
North of Tyne

## WELCOME TO THE NORTH OF TYNE COMBINED AUTHORITY'S ANNUAL REPORT FOR 2021.

If this year has been about anything it's been about communities; people looking after each other and helping out vulnerable neighbours. People getting together virtually or in person to make their places better. People saying "enough" to climate change. At North of Tyne Combined Authority (NTCA) we are committed to listening to you, and this year we have heard from so many of you who want us to do whatever we can to thwart the impending climate catastrophe.

NTCA have embedded our 'zero-carbon – zero poverty' approach; the Energy, Green Growth and Climate Change programme, improving the north bank of the Tyne, green crowdfunding and our Green New Deal which will create jobs, reduce emissions, and save money – it's the kind of innovation that's needed for local areas to become net-zero. Creating jobs need not cost the Earth.

We know that everything counts, so I'm as proud of the bee-keeping project on the Meadowell Estate as I am of our big-ticket offshore wind items, like Woodside Avenue and Walker Quay, part an £18.6 million package of investment and Swans Energy Park, a £7m

package of investment to support the growth of the North East Offshore and Subsea cluster. We are leading the way!

My job at NTCA is about delivery; building links with businesses to boost the local economy, joint working with colleges and universities and using my convening powers to bring people together across the North of Tyne to make a difference.

Our Good Work Pledge acknowledges those great employers who look after their staff and I'm delighted that the pledge now covers over 35 500 employees. That's 35 500 people with secure employment, a decent wage, proper representation and a ladder to boost skills to turn a job into a career.

The North East has often lagged behind after any national or global recession, but we've seen regional growth remain relatively strong and I'm optimistic about the future. Every job we have created or safeguarded in 2021 has improved someone's life – that's our reason for being here and I could not be more pleased with our success in a challenging year for everyone.



**DEPUTY MAYOR REDFEARN**  
North of Tyne

NTCA was created by its founding partners to identify and deliver our shared vision for the region – a happier, healthier, better-connected and more prosperous North of Tyne. Our vision and priorities remain the same, but we have re-shaped portfolios and developed a Corporate Plan to better reflect our focus on key challenges. Not least, recovery from the pandemic and the effects of Brexit.

Our focus will always be on good jobs but it's really important to me that we ensure our residents have the skills to access these jobs. So, we have picked up our pace on skills and have now delivered over 25 000 enrolment opportunities and these are reaching our most disadvantaged residents, with nearly 70% undertaken by residents living in the most deprived areas - and with a 95% success rate.

A good education at school is always going to be the best way out of poverty and our education programme coupled with a child poverty initiative has begun an exciting approach that will support families, children and schools to ensure future generations in the North of Tyne have the opportunities they deserve.

Devolution has given our region a once-in-a-generation opportunity to create opportunities for our residents. We are driving a 30 year multi-million investment package over housing, skills, digital technology, ageing, cultural industries, events and so much more. Since our original deal we have secured a further £35 million of grant funding, demonstrating faith by government that we can deliver. Our projects and programmes have directly generated a commitment of over £254 million from private sector investors too. We have shown we have what it takes to ensure the region's continued economic and cultural renaissance and address the social challenges facing our communities.

As I look back at 2021 and how we have faced the challenges and done what we needed to do to support our people - I have never been more certain that together we can build a better and brighter future for all of our people.

# OUR TOP FIVE ACHIEVEMENTS IN 2021



**4487+**  
new jobs in the pipeline for growing businesses



**2679**  
jobs saved in a tough economic climate



**28 800**  
courses for people to get good jobs



**1707**  
businesses supported with advice and guidance



Launched our **£18m** Green New Deal fund, investing in low carbon projects

## REVOLUTIONISING THE OFFSHORE WIND INDUSTRY



Transmission Dynamics, based in Cramlington, is an engineering firm developing ultrasonic safety testing equipment to be fitted to thousands of offshore wind turbines. It will provide real time information about the effectiveness of individual turbines, flagging performance and maintenance issues. The award-winning Internet of Things specialists said the sale and manufacture of the equipment and associated data analysis would help generate £8 million a year by 2030 and create 50 jobs. The tech will revolutionise the industry driving innovation and efficiency.

Director Jenny Hudson said investment from the Technology, Innovation and Green Growth for Offshore Renewables (TIGGOR) programme backed by the North of Tyne Combined Authority made the project possible. "We would not have been able to commit to this ambitious industrial research project without the TIGGOR funding," she said. "It will support us to develop innovative, low-cost sensors to deploy ultrasonic guided waves across wind turbine towers and foundations identifying cracks, corrosion and loss of bolt tension for wind turbine structural integrity testing."

Transmission Dynamics, which is building a £4.8m base at Northumberland Business Park, began as an engineering consultancy and has grown to become a leading Internet

of Things specialist. They have a growing client list of wind turbine developers operating globally. Working with the industry, the company will retrofit existing technology to create its new ultrasonic testing apparatus.

It is one of five companies operating in Newcastle, North Tyneside and Northumberland – Transmission Dynamics, Kinewell Energy, SMD, Trident Dynamics and Unasys – to receive a share of £1.7m in match funding made available through the first round of the TIGGOR programme's technology demonstration strand. Further rounds of investment will follow.



## "I'VE GONE FROM HOBBYIST TO PROFESSIONAL..."

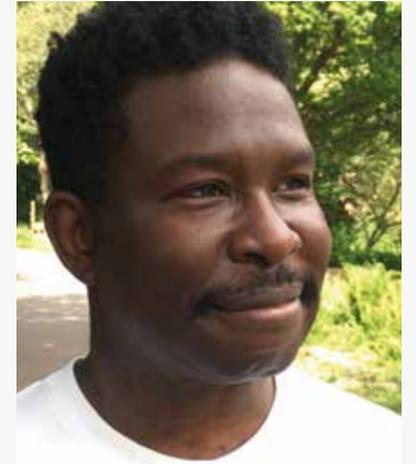


Solomon is passionate about his new business making soap. A self-confessed hobbyist during the pandemic he started to see demand for his products increase and was keen to turn this love into a commercial success.

He contacted NBSL our partner to help gain business skills to start his business on a strong footing. The Better Business Skills programme he joined was developed in conjunction with us and provides tailored support to emerging businesses. It helps them research, sell and market their products. This support helped give Solomon the confidence he needed to blend his love of retail and knowledge of natural cosmetics. He has now created a range of licenced soaps to soothe specific skincare issues.

"Joining this programme has been amazing. I needed a little bit extra, I needed a little bit more – it's been sensational. It gave me the roadmap and skills I needed to go from hobbyist to professional", said Solomon.

With over 100 businesses already taking part, this investment is helping create new entrepreneurs in our region. Find out more: [nbsl.org.uk/better-business-skills](https://nbsl.org.uk/better-business-skills)



### FUTURE FARMING TECH



With our grant funding of just £5.5k Northumberland based business AgriTech unlocked a further additional six-figure investment for their innovative farming drone and smart-analytics product. Drone Ag is cutting edge, flying over fields to take soil samples and map the land without the need to drive diesel tractors over acres of terrain. It will help transform farming, saving time, money and cutting CO2.



### CROWDFUNDING CREATES A BUZZ



This was the year that our crowdfunding really took off. With 16 projects funded, 822 backers getting involved and £122k pledged - many community projects are up and running, helping the environment, tackling poverty and brining communities together. From the Meadowell beekeeping project, to recycling bikes at Recyke y'bike in Byker, to Haltwhistle's World War II storytelling, people are coming together to fund great ideas in their area. Get involved! Google Crowdfund North of Tyne to find out how.



### INVESTING IN CREATIVE INDUSTRIES



With Creative UK in 2021 we launched our culture and creative investment programme, providing financial and business support to the sector. Our £3.25m programme is already creating success – Do Gooder a Newcastle based creative agency is expanding with the loan investment we've provided, speeding up their growth and the support they give to regional businesses and their brands to be at the cutting edge of creativity.



## BRINGING PEOPLE TOGETHER

Culture, arts and sport are for everyone... That's why we invested in events during 2021 – to create a buzz, get people out and about, help communities come together and drive footfall and tourism for our local businesses. This has never been more important as we recover from the pandemic. 70 000 people attended our events. From the first North Sea Weekender surfing festival on the coast to the internationally renowned Great North Run, we're investing to put the region on the map. And there is much more to follow.

During the past year the Hadrian's Wall Partnership has been rallying the troops to bring together a festival celebrating 1900 years of Hadrian's Wall World Heritage Site. A packed programme is planned and ready to go. Developed by communities and organisations along the Wall it includes thought-provoking talks and walks, flavoursome food festivals and spell binding re-enactments. Just one of the big events that will be happening across the region in 2022!



## STAND UP FOR GOOD WORK

Our region is a great place to live, work and do business but, for too many, life is a struggle and it's time to change that. Many who are 'in' work are also living in poverty and we are taking steps tackle this unfairness.

We are standing with the businesses and organisations that are working hard to make sure their employees are happy, healthy, and well rewarded.

Our Good Work Pledge celebrates the achievements of employers, it shows how we can come together to make a difference.

Fifty organisations are signed up to the pledge who between them employ over 35 000 employees. This year Newcastle College was one of many employers to be recognised for their commitment to being a great place to work. Lisa Hamilton-Murray, Deputy Principal of Newcastle College said "We're thrilled to have received the Good Work Pledge. As a college, our vision is to develop the skills and talents of our students to succeed and make a positive contribution to the prosperity of the North East.

"It is impossible to realise this vision without the strength and skills of our passionate and talented team. We are



committed to creating a motivated and skilled workforce, ensuring that we provide good jobs and recognise, value and nurture everybody who contributes to what we do."

Through the Good Work Pledge scheme employers can stand up and be counted for the good work they do, and others can get on the journey to making the necessary improvements. Organisations can apply now on our website.

Google Good Work Pledge to get involved!



## DIGITAL GROWTH LEADING THE WAY

Newcastle has an ever-expanding digital sector, with Government forecasts of more than 13,000 new jobs created over the next three years. In 2021 a number of successful inward investment announcements and plans supported by North of Tyne and its partners has seen overseas tech firms such as Monstarlab, Xplor, Version1 and Arctic Wolf all committing to creating new jobs in the city.

## HELPING CARERS RETURN TO WORK

In 2021, the Return-to-Work Carers Project supported 147 carers, with dedicated carer into work advisors helping the majority into education and training to achieve their career aspirations. One carer said, 'I couldn't do it if it wasn't for you...I feel like I am going to do well, it means loads to me'.

## HELPING YOUNG PEOPLE INTO WORK

We're supporting Kickstart, a Government scheme to get young people into work. In 2021, we supported 97 businesses to create jobs for 177 young people. Brandon found it difficult to get employment after leaving school, but following a successful Kickstart placement with Northern Star Sports, he secured a permanent job there. He says "I can't thank everyone enough for giving me a chance to show what I can do. It's helped me get my life sorted."

# WHAT WE'VE ACHIEVED IN ONLY ONE YEAR




Generated **£276m** additional private sector investment into our region\*  
\* Since 2019

**GOOD WORK PLEDGE** ✓  
35 000 employees working at places supporting the Good Work Pledge



Prepared land for **3144** new homes



Unlocked Northumberland Line rail investment, creating a new economic corridor in training and skills



Supported **59** SMEs to go digital!



Investing **£78m** in 91 projects\*  
\* Since 2019



Boosting growing sectors, investing **£5m** in training and skills



Created a Tyne Taskforce of public and private sector to transform our river



Working on **7** Citizens' Assembly recommendations to tackle Climate Change



Helped **2684** people get 'work ready'



Brought over **70 000** visitors to local events with more to follow in 2022



Created **156** hands-on STEM experiences for young people

**£20m** invested in offshore energy sector and transition to Net Zero




Investing **£3.3 million** in ageing, and ageing well



**147** carers supported in going back to work



**10** community crowdfunded projects helped bees, carers and Covid recovery



Investing **£1.8m** to tackle child poverty and help children thrive



**100%** response rate on enquiries and FOIs



**162** rural businesses supported



Invested **£4.75m** in our culture and creative sector\*  
\* Since 2019



Investing **£7m** in 5G innovation and getting people connected



Attracted 5 companies and **2000** jobs to the region through inward investment

# AND SO MUCH MORE...

**NORTH OF TYNE**  
COMBINED AUTHORITY