

Economic Development Digital Advisory Board

Tuesday 28 January 2020 at 2.00pm

Meeting to be held at: Sunderland Civic Centre, Burdon Road,
Sunderland, SR2 7DN

www.northeastca.gov.uk

AGENDA

	Page No
1. Apologies for Absence (Members)	
2. Declarations of Interest	
Please remember to declare any personal interest where appropriate both verbally and by recording it on the relevant form (to be handed to the Strategy & Democratic Services Assistant). Please also remember to leave the meeting where any personal interest requires this.	
3. Minutes of the Previous Meeting held on 26 November 2019	1-8
For approval as a correct record	
4. Progress Update	9-28
5. Digital Update	29-32
6. Skills Update	33-36
7. Date and Time of Next Meeting: Tuesday 24 March 2020 at 2.00pm	

Contact Officer: Jonathan Lunness
Tel: 0191 4247536
Email: jonathan.lunness@northeastca.gov.uk

To All Members

Economic Development and Digital Advisory Board

Agenda Item 3

26 November 2019

(2:00pm – 3.40pm)

Meeting held: Blaydon Room, Gateshead Civic Centre, NE8 1HH

Present:

Chair Cllr G Miller

Councillors I Malcolm, M Brain, C Marshall

Co-opted Members

Officers G Currey, L Partridge, B Poulter, S Cuthbertson, V Taylor, A
Mason, G Hayton, J Lunness

1 APOLOGIES FOR ABSENCE

Apologies for absence were received from P Melia, N Robason and Co-opted Members B Farhat, J Walker, G Hall, S Hanson, S Glendinning.

2 DECLARATIONS OF INTEREST

There were no declarations of interest.

3 MINUTES OF THE MEETING HELD ON 24 SEPTEMBER 2019

The minutes of the previous meeting held on 24 September 2019 were approved as a correct record and signed by the Chair.

4 MATTERS ARISING

There were no matters arising.

5 **ECONOMIC DEVELOPMENT AND DIGITAL PROGRESS UPDATE**

Submitted: A report of the Thematic Lead for Economic Development and Digital (previously circulated and attached to Official Minutes).

The Advisory Board considered the report which provided an update on activity and progress under the Economic Development and Digital theme of the Combined Authority. G Currey presented the report.

G Currey, of Invest North East England (INEE), delivered an associated presentation about recent investment attraction activity of INEE. This included recent investment successes, an update on current projects, marketing and events and high potential opportunities.

During the presentation it was noted that:

- in the first and second quarter of the year, there were 20 inward investment successes resulting in 645 new jobs: 14 Foreign Direct Investment and 6 new UK projects into the region;
- Ocado has been announced as the first new tenants at The BEAM in Sunderland and Nuby has announced expansion in South Tyneside at the Boldon Business Park;
- currently 227 active projects, 49 of which are on hold, including big projects which could bring 800+ manufacturing jobs to the region;
- 492 Inward Investment projects from April 2014 to September 2019 which has contributed towards the NELEP's goal of 100,000 new and better jobs;
- Inward Investments include 340 FDI projects, 192 of which are in the NECA area and 152 UK projects, 92 of which are in the NECA area;
- USA still provides a majority of Foreign Direct Investment projects, with Japan strong too because of the automotive sector in the region. India is growing in the region with investment in digital and life sciences;
- the energy sector is a potential opportunity for the future with the coastline and opportunity for offshore wind. Software and automotive sectors continue to provide jobs for the region;
- INEE is working with the Department of International Trade for high potential opportunities in Immersive Technology;
- INEE has taken part in two Webinars (one for Europe/Asia and one for USA), raising the profile of the region as a UK base for companies;
- INEE has three websites, one main website, an Energy Gateway website and a website for companies to look for office space;

- INEE has produced a series of promotional videos and social media videos which would be distributed after the meeting

Members received updates on the marketing and events supported by INEE this year, including:

- XRTGO, an Immersive Technology conference held in Gateshead in April 2019 which included a wrap around tour for a delegation of Irish companies. This resulted in three projects identified and a trip to Dublin for INEE to discuss the region and meet the immersive cluster;
- FinTech North Conference in September 2019 held at SAGE HQ in Newcastle;
- NEAA Auto Expo in September 2019 which included 1:1 meetings with a delegation of Polish companies, resulting in 2 projects identified;
- MIPIM UK Summit in October 2019, which INEE attended;
- Offshore Wind North East in November 2019, which INEE co-sponsored with the Tees Valley Combined Authority. INEE led a visit of 20 VIP delegates introducing them to the region and showcasing North East capabilities

Members noted the updates in the report regarding the Local Industrial Strategy, European Structural and Investment Funds, the European Regional Development Fund, the European Social Fund, the Strength in Places Fund and on regional Brexit updates and preparedness.

Members discussed the presentation and report, during which it was noted that:

- the Dogger Bank offshore wind project represents a massive opportunity for the North East, which is key for the region and requires joined up thinking and a clear strategy from the NELEP;
- with initial work on Dogger Bank commencing in 2020, there will be a large volume of work coming into the region and port infrastructure needs to be able to cope;
- all ports in region should be aiming to be involved in the Dogger Bank project which requires an adequate Port Strategy from the NELEP;
- an update on the NELEP's Port Strategy could be brought to the NECA Leadership Board
- Dogger Bank is on track to generate energy from 2023, with the capability to generate around 18% of the UK's electricity needs;
- much offshore wind technology is manufactured in Europe, meaning the Government should look at policy to attract this industry to the UK, including the Contract for Difference policy;

- opportunities for the region will include operating and maintaining the technology and machinery in use at Dogger Bank;
- an update on the Dogger Bank offshore wind project could be brought to the NECA Leadership Board
- the INEE team consists of 3 members and an intern through Sunderland University whose role is lead generation;
- the effectiveness of the MIPIM Conference was discussed, including for networking opportunities;
- there were concerns regarding the lack of information from Government on the Shared Prosperity Fund

The Chair and Members thanked G Currey for the update and presentation.

RESOLVED – That:

- i. the report and presentation be noted.
- ii. promotional videos produced by Invest North East England be distributed to Board Members.
- iii. an update on the Dogger Bank Offshore Wind Project be presented to the NECA Leadership Board.
- iv. an update on the NELEP Port Strategy be presented to the NECA Leadership Board.

6 ECONOMIC DEVELOPMENT AND DIGITAL ADVISORY BOARD REVIEW - PROGRESS UPDATE

Submitted: A report of the Thematic Lead for Economic Development and Digital (previously circulated and attached to Official Minutes).

The Advisory Board considered the progress update report on the review into the role and remit of the Advisory Board. The report provided an overview of the work, a summary of the results and recommendations moving forward. The progress update report was presented by the Chair.

The Chair provided a summary of the suggestions from Board Members. These included:

- the Board requires more clarity in its function and remit, as well as the relationship of the Board with the NECA Leadership Board (NELB);
- the decisions and views of the Board should help inform and impact decision-making elsewhere;
- the Board should be able to provide tangible outcomes and concrete recommendations to the NELB;
- Board Membership should be more open and flexible. This included more experts to discuss key areas, the possibility of co-opted

- Members having deputies and the need for more Board Members with external expertise;
- Members from the public sector should be engaged, including encouraging their feedback and involvement on reports utilising their knowledge and expertise;
 - an Annual Forward Plan;
 - a less formal structure to Board meetings, including a two-part agenda and shorter presentations with more time for discussion;
 - the Board to carry out deep dive and task and finish pieces of work;
 - information and progress announcements should be provided in between Board meetings, possibly through the form of a Bulletin

Members discussed the findings of the report and during discussion noted:

- the Terms of Reference for the Board should be reviewed and amended if necessary;
- decisions of the Board should help inform and impact the decision-making process and strategy elsewhere, such as the NELEP and the development of the Strategic Economic Plan, as well as the NELB;
- the need for strong marketing and a single brand to promote in the region, ensuring that the approach is joined up with a strong regional team and not fragmented, particularly regarding inward investment;
- the NELB is to discuss at a future meeting if the Advisory Board should carry out investigatory pieces of work;
- the importance of flexible Board Membership and the need for the public sector to engage with reports and provide their expertise;
- there were commonalities between the feedback of the Co-opted Board Members and Members from Local Authorities;
- a draft Annual Forward Plan should be produced and brought to the next Board meeting

Members agreed that the suggestions raised should be taken forward.

RESOLVED – That:

- i. the report be noted.
- ii. the Advisory Board considered the findings of the review and suggestions in the report are to be taken forward, including:
 - more flexible, open Board Membership, including substitutes for co-opted Members
 - review of Terms of Reference if necessary
 - two-part agenda
 - the Advisory Board to consider carrying out deep dives and task and finish pieces of work

- information distributed between meetings in the form of a news bulletin
- iii. a draft Annual Forward Plan is to be produced and presented to the next Board Meeting.

7 THE NORTH EAST DIGITAL FOR GROWTH STRATEGY

Submitted: A report of the Thematic Lead for Economic Development and Digital (previously circulated and attached to Official Minutes).

The Advisory Board considered the report and presentation provided by L Partridge, the North East Local Enterprise Partnership's Digital Programme Lead, which provided an introduction into the North East Digital Strategy for Growth.

The presentation provided information on the following:

- the aims of the Digital for Growth Strategy;
- the current North East digital economy;
- the background of the Digital for Growth strategy;
- the digital sector;
- digital skills;
- the digital strategy for the region focusing on four priorities;
 - Infrastructure and Connectivity
 - Workforce
 - Digital Collaboration and Enterprise
 - Data
- governance structures;
- delivery groups;
- progress to date;

During the presentation the following points were made:

- the Digital for Growth Strategy is a major component in the SEP and LIS, as well as a national focus as part of the digitalisation agenda
- a regional consensus is needed about the region's strength in the digital sector
- the region hosts major companies as well as a high number of SMEs and the strategy needs to speak to both ends of the spectrum
- long term academic change is needed to address the lack of digital skills for the workplace in the region
- digital can be considered as a sector by itself but also a sub-sector which crosses over every other sector
- the priorities for the region should remain flexible

- challenges for the workforce in the region include digital disenfranchisement, accessibility, stereotypes of the sector and the necessity to upskill
- the need to for cross-sectoral collaboration, bringing together creativity and innovation
- the need for joined up, cohesive messaging for the region centred on the four regional priorities
- the progress of Delivery Groups and the membership of the Steering Group. Terms of Reference have been drafted and Delivery Groups are focussed on scaling up existing work

In discussion, it was noted by Members that:

- the Digital for Growth Strategy provided helpful information on the process but not much on delivery of the strategy
- the strategy should reflect that enterprise is broad and not just businesses
- the strategy did not mention families in the priorities for the region, which are key to the future digital sector as engaging children with technology from a young age is key to encouraging them to work in the sector
- concern about the lack of involvement from Local Authorities at Steering Group level was raised
- as the Board now includes the Digital portfolio, a common definition could be adopted by the Board to align itself with the LEP
- concern regarding the Membership of the Steering Group was raised, specifically the need for a diverse membership from across the regions and Combined Authorities
- the strategy is a starting point, but it should be bigger

The Chair and Members thanked L Partridge for the presentation. L Partridge would feedback the comments of Members to the NELEP.

RESOLVED – That:

- i. the report and presentation be noted.
- ii. feedback received from the Board to be noted by the NELEP.

8 **DATE AND TIME OF NEXT MEETING**

Tuesday, 28 January 2020 at 2:00pm

This page is intentionally left blank.

Economic Development and Digital Advisory Board

Agenda Item 4

Date: 28 January 2020

Subject: Economic Development and Digital Progress Update

Report of: Thematic Lead for Economic Development and Digital

Executive Summary

The purpose of this report is to provide an update on activity and progress under the Economic Development and Digital theme of the Combined Authority.

The report provides an update of activity of Invest North East England; an update on the development of the North East Local Enterprise Partnership Local Industrial Strategy; and an overview of the current activity within the European Structural and Investment Fund programme – including European Regional Development Fund and European Social Fund grant allocations, commitments and ongoing bids and calls.

The report also provides an update on the Strength in Places Fund; an overview of the latest position with regards to Brexit and the withdrawal agreement; and an update about the Economic Development and Digital Advisory Board review.

Recommendations

Advisory Board members are requested to note and provide any comments on the update report.

Economic Development and Digital Advisory Board

1.0 Background Information

1.1 This report provides an update on activity and progress under the Economic Development and Digital theme of the Combined Authority, including:

- Invest North East England and Trade activities
- Local Industrial Strategy
- European Structural and Investment Funds Programme
- Brexit
- The Economic Development and Digital Advisory Board review.

1.2 Invest North East England (INEE)

1.3 *Inward Investment Successes 2019/20*

1.4 Preliminary successes/new job numbers for Q2 2019/20, for the NECA area are:

- 14 FDI projects resulting in 339 new jobs
- 6 UK inward investments projects resulting in 306 new jobs.

Across the wider region to date this year, there have been a combined total of 37 inward investment projects resulting in over 980 new jobs.

Please note, Q3 figures will be available in February 2020.

Key Q2 Inward Investment successes in the NECA area include:

- Ocado announced as first tenants in to The BEAM, Sunderland
- Nuby announced its expansion in South Tyneside.

1.5 *Current Enquiries*

1.6 The INEE team is very busy at present leading on a number of significant enquiries predominantly in the advanced manufacturing, digital tech and business services sectors.

A particularly significant investment, sourced and managed by INEE, is due to land in the North of Tyne imminently.

1.7 *Marketing and Communications*

1.8 Key elements in 2019/20 include:

- Launch of the six sector showcase videos
- Production / launch of shorter themed videos to complement the above
- Growing website traffic to the INEE websites

Economic Development and Digital Advisory Board

- Increase following on social media outlets
- Improvement to the INEE website which has supported an improved Search Engine Optimisation ranking and visitor experience.

The team have featured in a number of panel discussions (i.e. Fintech North), media publications and attended key UK and international events to support the positive promotion of the North East as a key investment location, such as the British Ambassadors dinner for the Irish Immersive Tech sector in December.

With support from the North East LEP Communication Team, INEE are looking at the marketing strategy moving forward in to financial year 2020/21. The strategy will be a combination of event attendance, digital marketing (social media) and possible paid for advertising in key outlets (i.e. the continuation of Bdaily 'Hot Topics' sponsorship).

1.9 **Events**

1.10 The INEE team have already attended / exhibited at / sponsored a number of events in 2019/20 representing the region. Key events include:

- XRTGO (April 2019)
- Thinking Digital (May 2019)
- Global Wind, London (June 2019)
- Northern Exposure (September 2019)
- NEAA Expo (September 2019)
- MIPIM UK SUMMIT (October 2019) – report attached
- Offshore Wind North East (November 2019)
- Eirmersive Irish Immersive Tech Dinner (December 2019)
- North East Built Environment Conference (Jan 2020).

The INEE team has also agreed to sponsor / exhibit at the following upcoming events:

- Shared Services Leaders' Summit (March 2020)
- MIPIM Cannes (March 2020).

1.11 **Lead Generation Contract**

1.12 The sourcing of completely new leads for the North East is a vital part of INEE's activity, adding value to the NECA's local authorities' own activities. In 2019 INEE entered in to its second lead generation contract with OCO Global. The contract commenced in July with an amended specification which focuses on:

- Companies in the Financial Professional and Business Services (FPBS) and the digital & technology sectors, which have a base in London, the South East of England, Northern Ireland, or the Republic of Ireland, and who would consider the INEE area as a potential area for re-location or opening a new facility

Economic Development and Digital Advisory Board

- UK-based advanced manufacturing companies operating in one or more of the North East’s key manufacturing sub sectors including:
 - automotive (especially electrical vehicles and supporting technology companies, including R+D functions)
 - energy (including offshore wind technologies)
 - food and drink.

Whilst these are the primary target sectors/markets, projects outside of these broad sectors, but in line with any of INEE’s other key sectors, will be sought.

The five key sectors are:

- Digital and Tech
- Energy
- Life Sciences
- Automotive and Advanced Manufacturing
- FPBS.

In addition to this external lead generation activity, in September 2019, INEE appointed a graduate intern to identify further leads in the key sectors, utilising a range of tools and databases. The intern has made good progress and several conversations are ongoing with potential leads.

1.13 **Working with the Department of International Trade (DIT)**

1.14 ***DIT National Sector Team briefings***

1.15 In the past 12 months INEE briefed the national DIT teams responsible for Life Sciences, Energy & Infrastructure and Digital. These briefings are one way in which INEE and other partners ensure the DIT national teams have an up to date understanding of North East capabilities and opportunities in key sectors.

1.16 ***Northern Powerhouse Key Account Management Programme***

1.17 INEE continue to manage the DIT Key Account Management Contract. The contract in the North East is performing very well. Account Managers across the local authorities are identifying new projects on a monthly basis with a number of key successes already this year.

1.18 **Trade Update**

1.19 Rather than progress with the procurement of a new International Trade support contract the DIT have decided to issue a 1 year extension to existing contracts. This means that in the North East the North East Chamber of Commerce will continue delivery of DIT trade support services until 31st March 2021.

Economic Development and Digital Advisory Board

The DIT may still progress with a national ERDF grant to incentivise the uptake of international trade support from private sector providers. We are awaiting further details.

2.0 Local Industrial Strategies

2.1 The Government has requested that LISs are developed by LEPs – and in some cases Mayoral Combined Authorities – and submitted for refinement and eventual approval. Guidance published by Government in October 2018 highlighted that “Local Industrial Strategies will be long-term, based on clear evidence and aligned to the National Industrial Strategy”.

2.2 We are currently awaiting further announcements from Government about the future of Local Industrial Strategies.

2.3 *The NELEP Local Industrial Strategy*

2.4 Much work has been done to develop a NELEP LIS which is being developed in partnership and facilitated by the NELEP team. NECA has representation on both the Steering Group and the Working Group. A draft has been approved by the NELEP Board and submitted to Government. This work has been paused while we await further word from Government.

3.0 European Structural and Investment Funds (ESIF)

3.1 The European Structural and Investment Fund (ESIF) programme continues to be delivered in the North East. The region is split into two areas: (1) More Developed (Gateshead, Newcastle, North Tyneside, Northumberland, South Tyneside and Sunderland); and (2) Transition (County Durham). An update on European Regional Development Fund, European Social Fund and European Agricultural Fund for Rural Development is provided below.

3.2 *European Regional Development Fund (ERDF)*

3.3 The notional allocation for the More Developed area is £176.9m, and in the Transition Area is £86.3m; a total for the NELEP area of £263.2m. Following the latest calls for projects which closed on 30 September 2019, the North East LEP Area ESIF Committee has now provisionally allocated all ERDF grant. It should be noted that while c.£179m of grant is legally committed/at contracting stage, the remaining grant allocation to projects is subject to full appraisal and due diligence, and therefore may result in the attrition of some projects.

Economic Development and Digital Advisory Board

- 3.4 Following this latest call over 30 pipeline projects have been invited to develop full applications or project change requests (for extension projects) across the three priority axes listed below:
- Priority Axis 1 Promoting Research and Innovation
 - Priority Axis 3 Enhancing the Competitiveness of SMEs
 - Priority Axis 4 Supporting the shift towards a Low Carbon Economy in all sectors.
- 3.5 The Government has confirmed that it will guarantee funding for ERDF projects that are contracted by the end of 2020. All contracted ERDF projects must be completed by the end of the programme period, 30 June 2023. Each application for ERDF will be required to demonstrate that it delivers good value for money and domestic strategic priorities.
- 3.6 It is intended that any ERDF grant not allocated through further North East LEP area calls will be recycled into the Reserve Fund which is being set up to ensure that the UK makes best use of remaining programme funds up to 2023. MHCLG is expected to confirm the arrangements for an ERDF Reserve Fund shortly.
- 3.7 ***European Social Fund (ESF)***
- 3.8 Across the NELEP area there is a notional allocation of £224.7m (More Developed £161.3m, Transition £63.4m). As at September 2019, c.£97m has been legally committed in the More Developed area (60%) and c.£52m in the Transition area (82%). Subject to take-up and projects progressing to the contracting stage, it should be noted that commitment levels, including the pipeline applications and live/future calls, could increase to c.97% in the More Developed area and 110% in the Transition area.
- 3.9 The increase in commitment levels for ESF reflects the considerable technical assistance support reported previously, particularly in relation to the Skills for Growth call which closed in August 2019, and the two Inclusive labour market calls which closed in September 2019 and December 2019. In addition, the commitment figures also reflect recent extensions to the National Lottery Community Fund (previously Building Better Opportunities programme) co-financed projects.
- 3.10 The latest ESF Inclusive labour market call for projects issued in September 2019 generated considerable interest from applicants resulting in an overbid of c.£8m ESF. These projects are currently being appraised by DWP.
- All ESF projects must be completed by December 2023 (projects must be completed no later than 3 years and 6 months after the proposed project start date).

Economic Development and Digital Advisory Board

- 3.11 A new ESF call for projects was launched in December 2019 in order to deploy approximately £10m of the remaining ESF allocation under Priority Axis 2 Skills for Growth. A regional event to identify potential projects is being planned by the North East Technical Assistance project. The deadline for full applications is 3 March 2020.

The activities proposed in this call will focus around the following areas:

- Support for Management, Leadership and Enterprise skills - Support skills provision that delivers an increase in business starts targeted at the smart specialisation and growth sectors; pre-start support; entrepreneurial skills development; and training for innovators throughout their academic and business careers
- Support for employer led skills activities - Focused on SMEs in smart specialisation and growth sectors
- Support skills development for the workforce - Develop skills, including for those newly employed/ low skilled and those facing redundancy; enabling progress or sustainment in work. Focus on low skilled, tackling barriers to employment. Skills refresh e.g. IT skills/specific qualifications to address gaps in emerging technologies
- Support for industry specific intermediate and high-level skills that respond to employer demand and offer flexible responses to emerging and projected skills needs - Focused on smart specialisation and growth sectors.

- 3.12 As with ERDF, any ESF grant not allocated through further North East LEP area calls will be recycled into the ESF Reserve Fund, overseen by DWP, set up to ensure that the UK makes best use of remaining programme funds up to 2023.

4.0 Strength in Places Fund

- 4.1 Previous updates have provided information on the Strength in Places Fund (SIPF).
- 4.2 In Wave 1 twenty-three bids across the UK were invited to develop full stage bids for submission by 18 September 2019. Two of these bids are in the NECA area: North East Cluster for Healthy Ageing and Independent Living (NE-CHAIN) led by Newcastle University, and the Centre for Sustainable Advanced Manufacturing (CESAM) led by the University of Sunderland.
- 4.3 It is expected that the outcome of SIPF Wave 1 bids will be announced in spring 2020.

Economic Development and Digital Advisory Board

Strength in Places Wave 2 was launched in May 2019 with the deadline for Expressions of Interest (EOI) on 9 October 2019. The North East Local Enterprise Partnership have advised that they are aware of four EOIs from the North East and are with Government for appraisal – these are:

- International Centre for Connected Construction
- Net Zero Heat
- Farm Zero
- Next Generation Text: Poetry, Literature, Literacy and Publishing.

EOI awards will be announced from June/July 2020. Selected proposals will enter a bid development stage in which up to £50K seedcorn funding will be awarded to support development of full business cases over 6 months.

5.0 **Brexit**

5.1 There was much Brexit preparatory activity at local and regional levels in the lead up to the March and October 2019 Brexit deadlines. Following the General Election in December plans are being taken forward to ensure the UK leaves the EU on or before 31st January 2020. The national and regional arrangements for No Deal Brexit preparation have officially been stood down.

5.2 ***BEIS Readiness Structure***

5.3 There continues to be consultation on business readiness for Brexit and in anticipation of future trade deals.

5.4 ***NE Brexit Group***

5.5 The cross-partner North East Brexit Group continues to meet and provides a forum for sharing intelligence across sectors. This information and intelligence has informed action such as the Brexit Toolkit on the Growth Hub, as well as the Work Programme.

5.6 The focus of the group is now on opportunities post-Brexit and preparations in the light of potential trade deals with the EU and other nations/trading areas.

6.0 **EDDAB Review**

6.1 At the meeting of the Board on 26 November 2019, members discussed the suggested changes to the Board's way of working that the review had generated.

6.2 The Board agreed to implement the suggestions put forward. While some of these will need further thought and the development of ways and mechanisms to implement them successfully, those that have been put in place are:

Economic Development and Digital Advisory Board

- Tangible and concrete outcomes to be passed by the Chair of EDDAB to the NELB
- The Chair's team has begun to monitor the work of other regional bodies to establish impacts and interdependencies
- Co-opted members are being asked to nominate a named deputy who may attend meetings on their behalf
- The presentation of reports at meetings will be shorter to allow members more time to discuss issues and implications
- Information relevant to EDDAB is being shared with members in-between meetings rather than waiting for the next meeting to take place.

6.3 Work will continue on the remaining suggested changes and progress will be reported to the next meeting of the Board.

7.0 Reasons for the Proposals

7.1 This report provides an update on Economic Development and Digital theme activities and requests views and comments from the Board.

8.0 Alternative Options Available

8.1 There are no alternative options associated with this report.

9.0 Next Steps and Timetable for Implementation

9.1 A further update will be provided to the Board at subsequent meetings.

10.0 Potential Impact on Objectives

10.1 The activities under the Economic Development and Digital theme will support NECA in its aims to promote economic growth and regeneration in the area.

11.0 Financial and Other Resources Implications

11.1 There are no financial or other resource implications directly associated with this report as it is for information only.

12.0 Legal Implications

12.1 There are no legal implications arising from this report.

13.0 Key Risks

Economic Development and Digital Advisory Board

- 13.1 There are no specific risk management issues arising from this report.
- 14.0 Equality and Diversity**
- 14.1 There are no specific equality and diversity issues arising from this report.
- 15.0 Crime and Disorder**
- 15.1 There are no specific crime and disorder issues arising from this report.
- 16.0 Consultation/Engagement**
- 16.1 There are no specific consultation and engagement issues arising from this report.
- 17.0 Other Impact of the Proposals**
- 17.1 There are no further impacts arising from the proposals.
- 18.0 Appendices**
- 18.1 Appendix 1: Invest North England, MIPIM UK Summit Debrief.
- 19.0 Background Papers**
- 19.1 None.
- 20.0 Contact Officers**
- 20.1 Vince Taylor, Assistant Director of Economic Policy, Sunderland City Council, vince.taylor@sunderland.gov.uk
- 21.0 Sign off**
- 21.1
- Head of Paid Service: ✓
 - Monitoring Officer: ✓
 - Chief Finance Officer: ✓
- 22.0 Glossary**
- 22.1 None.

Economic Development and Digital Advisory Board

Appendix 1

Invest North East England MIPIM UK Summit 14th – 15th October 2019

Overview

MIPIM UK SUMMIT took place at a new venue in 2019, Old Billingsgate Market, London on 14th – 15th October 2019 and Invest North East England (INEE) attended with the Local Authorities plus numerous delegates from five private sector partners:

- Hanro Group
- Highbridge Properties Ltd
- Naylor's Gavin Black
- Knight Frank
- Newcastle International Airport (did not attend MIPIM but sponsored event)

The **INEE stand** (20m²) was one of only four stands at MIPIM UK SUMMIT and located in the premium area. It accommodated two meeting areas, an informal breakout area, storage space plus tea/coffee making facilities. During the two-day event, INEE hosted a business showcase event and a drinks reception.

The **business showcase presentation**, held on Tuesday 15th October in the Fish Market room, was entitled *Building a bright future for County Durham*.

Speakers were:

- Peter Rippingale, Business Durham
- Guy Marsden, Highbridge Properties Ltd

A **drinks reception** was held on the stand on Monday 14th October. The regional drinks supporters for 2019 were Maxim Brewery (Sunderland), Laneberg Wine (Gateshead) and Durham Gin (Durham).

To support the North East offer, INEE produced a **Development Opportunities Brochure** which showcased key development and investment sites in North East England. The brochure included city centre, out of town and Enterprise Zone developments to illustrate the diverse investment sites on offer in the region.

A **video** was also created and played on a loop on the INEE stand. The video reinforced the key messages of the Development Opportunity Brochure.

An additional Overview Video showcasing the North East as a business location was also showcased at MIPIM UK. This re-enforced the region's key messages and sector specialisms.

INEE Director, Guy Currey presented key North East Development Opportunities to a group of Chinese Investors in a private presentation hosted by the DIT Minister for Investment.

Economic Development and Digital Advisory Board

To complement the above, the INEE team produced marketing collateral to enhance and promote the key events, hosted by INEE:

- A5 Flyer for Business Showcase and Drinks Reception (this was also produced as a HTML version)
- Press Release
- E-mail footer and pictures for Social Media
- Branded INEE Cups for hot drinks on the stand
- Branded name badges for delegates
- INEE team updated the Development Opportunities section of the INEE website with new content and promoted via social platforms throughout the event
- Social Media posts using #MIPIMUK to promote INEE pre-event and throughout the two days
- A communication plan was shared with private partners and local authorities (marketing teams) to further leverage key selling messages throughout the event.

Feedback from partners following MIPIM Lead Generation / Return on Investment

Feedback from Partners as to the **value of MIPIM** and what they achieved:

- “For our business it was important to be part of the wider INEE team and help promote the region as best possible. We are on a number of schemes that were promoted at MIPIM UK but had no specific meetings. We did meet some other professionals in the two days that may lead to something”
- “For individual contact it was actually better this year.”
- “We did have a number of useful meetings and follow up conversations. The number of meetings and discussions were in line with an organised programme of meetings to London outside of the event.”
- “Main benefit for me was the discussions at the event and outside with Agents. Picked up some interesting intel and improved/cemented relationships.”

Specific Feedback relating to INEE stand / events Stand

<p><u>Positives</u></p> <ul style="list-style-type: none"> • The location and size of the stand was perfect • “Best stand at the venue” • The stand was striking and benefitted greatly from the location and the fact that it was the only region with such a presence. 	<p><u>Negatives:</u></p> <ul style="list-style-type: none"> • Remove the small step up to the stand • A tweaked bar area as it did get a little messy/ crowded during the drinks reception
--	---

Economic Development and Digital Advisory Board

<ul style="list-style-type: none"> The design was clean and in line with branding and the set up allowed for networking. 	
---	--

Development Opportunities Brochure + Video

<p>Positives:</p> <ul style="list-style-type: none"> Great visuals in the brochure reinforced with the stand made it better Useful tool for the region Very professional and gave a good overview of what the North East has to offer and across many sectors 	
---	--

Business Showcase

<p>Positives:</p> <ul style="list-style-type: none"> Very good. Thought Peter did a tremendous job. Those who attended did comment how useful it was to hear of developments in Durham. 	<p>Negatives:</p> <ul style="list-style-type: none"> Poor turnout of delegates from outside the region <p>Recommendations:</p> <ul style="list-style-type: none"> More proactive targeting of invitees next year prior to MIPIM UK
--	--

Drinks Reception

<p>Positives:</p> <ul style="list-style-type: none"> Very impressed by the number of people attended “Best so far due to location and profile of stand” The drinks reception was busy and allowed a good opportunity for North East and non-North East delegates to chat. Given INEE had the only regional stand it did well in drawing in a wide audience and provided a focal point for networking. Timing was good as it was early enough to attract people and 	
--	--

Economic Development and Digital Advisory Board

<p>engage with them earlier but still gave people time to speak to us on the day and then also the following morning</p>	
--	--

Additional Observations from MIPIM

- Venue much better located and more personable than previous years. Limited offering in the venue for food but the offsite locations close by made up for that.
- The new location and format of MIPIM UK is definitely an improvement on past years, although there was still a lack of some main investors/ developers. Being in London it is hard to keep the London-based companies in one place for too long and those that did attend, stayed only briefly.
- Would have loved to see private, invite-only event somewhere outside of the conference to showcase the region.
- For future events, it may be worthwhile trying to place some of our attendees on other panels to drive interest as well as working on driving a wider audience for our sessions.

Initial Discussions for 2020 MIPIM UK Planning

If INEE was to exhibit and take a lead for 2020, some high-level discussion points need to be addressed at the initial planning stage:

- **Stand:**
 - INEE would like to secure a similar stand space for future events. Overall the size / general layout work well but a refreshed appearance is required
- **Business Showcase:**
 - INEE and partners need to be more proactive in attracting more delegates to the business showcase event. *Possibly drafting a bespoke invitation to a targeted delegate list prior to MIPIM UK 2020?*
- **Evening Event:**
 - INEE and partners need to discuss the possibility of organising an external event. This was initially discussed for 2019 with Developing Consensus and is something that partners would like to progress for 2020.

Economic Development and Digital Advisory Board

Press and Social Media Coverage:

Press Release:

[DEVELOPMENT OPPORTUNITIES IN NORTH EAST ENGLAND TO BE SHOWCASED AT UK'S LARGEST PROPERTY EVENT, MIPIM UK SUMMIT](#)

- Featured on regional website news outlets
- Featured on websites via Local Authority Partners and Converge Today (media platform)

Social Media:

Twitter:

Twitter Impressions from 14/10-15/10 were 9.9k and engagement rate at 1.7% with 16 retweets and 80 likes.

time	Tweet text	impressions	engagements	retweets	replies	likes	user profile clicks	url clicks	hashtag clicks	detail expands
2019-10-15	The three massive developments that will change #Newcastle city centre #MIPIMUK #investnortheast https://t.co/ACEYlr4PgD	1398	39	4	0	14	0	21	0	0
2019-10-15	Last afternoon of #MIPIMUK There is still time to visit the #investnortheast stand (S08) and speak to the team and our partners about investment and development opportunities in #NorthEast England https://t.co/nZy5mMY4CU https://t.co/igSiXzVkuO	663	10	1	0	4	0	0	0	2
2019-10-15	At #MIPIMUK? Join the #investnortheast team today at 10:45am for our Business Pitch session (Fish Market Room) to hear about the Development Opportunities available in #CountyDurham presented by @_BusinessDurham and @HBPPPLC https://t.co/N0en5Uksh9	1127	11	2	0	6	1	0	0	0
2019-10-15	Do you want to know about development opportunities in the #NorthEast? Visit #investnortheast stand (S08) at #MIPIMUK and pick up one of our brochures. https://t.co/nZy5mMY4CU	994	15	2	0	9	0	4	0	0
2019-10-14	Our drinks reception at #MIPIMUK is underway Visit our stand (S08) to have some North Eastern drinks and chat to the team #investnortheast https://t.co/3OQhLHHkcW	1811	73	4	0	13	2	2	2	9
2019-10-14	At #MIPIMUK? Join us at the #investnortheast stand (S08) from 3:30pm today for our drinks reception. Taste some locally sourced drinks provided by @DurhamDistilUK, @LanebergWine and @MaximBrewery	517	7	0	0	3	2	0	0	2
2019-10-14	At #MIPIMUK today? Drop by our stand (S08) and speak to the #investnortheast team about development opportunities in North East England https://t.co/WtPggR29Z0	987	10	1	0	6	0	0	0	1
2019-10-14	Sumitomo Announced as First Tenant at @JadeParkDurham in County Durham #Investnortheast #moreandbetterjobs https://t.co/1HnYskfif0 https://t.co/8uBotshp6C	521	16	0	0	9	0	2	0	4
2019-10-14	Interested about finding out about #NorthEast #investment opportunities? Come and see us at #MIPIMUK on the #investNorthEast stand S08 (14-15 Oct) https://t.co/nZy5mMY4CU https://t.co/7eBMhw56yl	1852	32	3	1	10	0	3	0	10

LinkedIn:

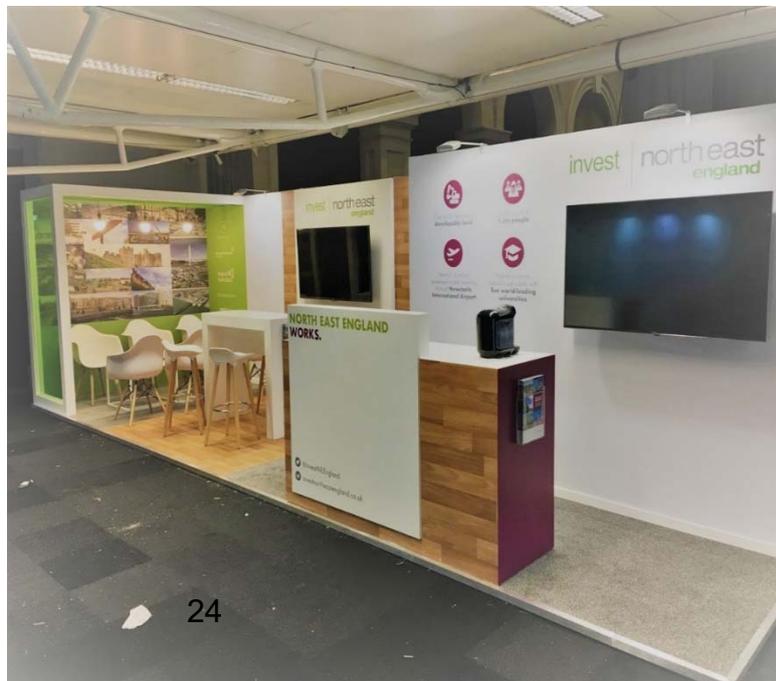
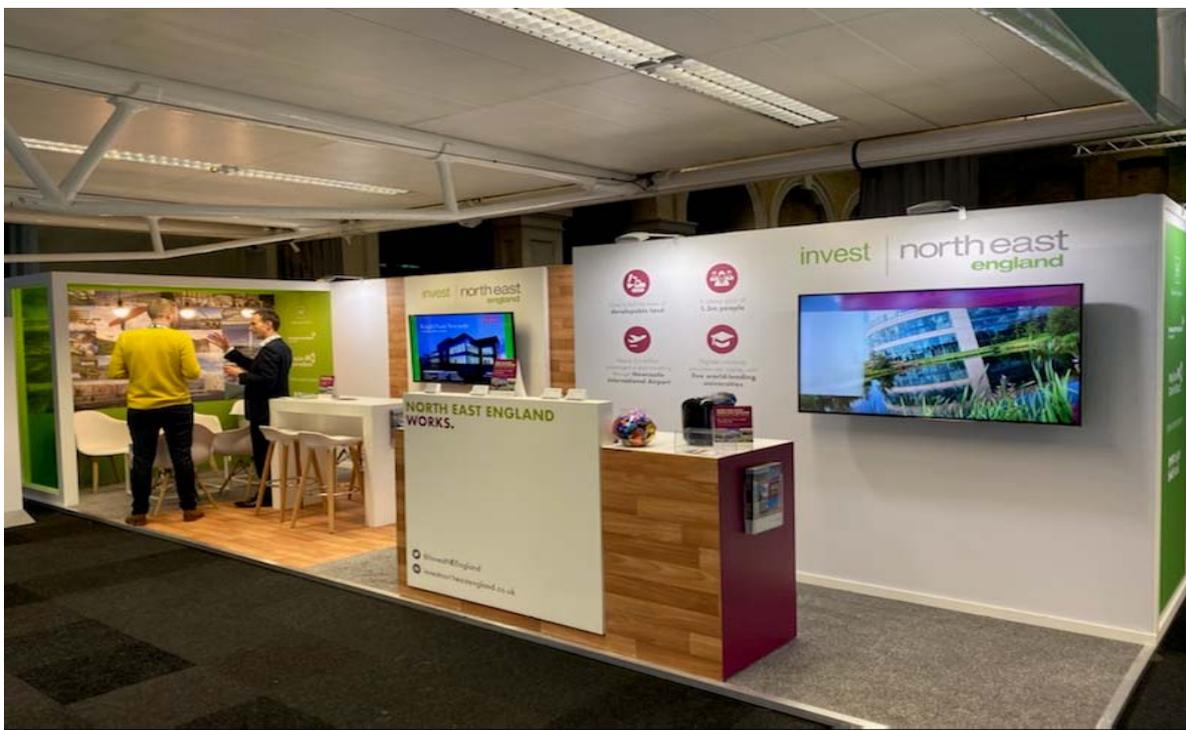
- Maintained a presence on LinkedIn with MIPIM UK, posted in reference to Press release and Business Showcase / Drinks reception however focus remained on Twitter for posting during event

Economic Development and Digital Advisory Board

Website:

- INEE website traffic throughout MIPIM UK was constant
- The development opportunity page on the website was specifically developed for MIPIM UK and updated for 2019 – this was one of the top pages viewed throughout October and was supported via social media campaigns during the month

Appendix A – INEE Stand



Economic Development and Digital Advisory Board

Appendix B - Press release

October 2019

News release

Development opportunities in North East England to be showcased at UK's largest property event

Invest North East England, along with public and private sector partners from across the region, will be showcasing a range of development opportunities available in the North East at the UK's largest exhibition and conference for property professionals.

MIPIM UK Summit, which takes place on 14 & 15 October at Old Billingsgate Market in London, attracts thousands of potential investors and top-level real estate professionals from all over the world interested in major development projects taking place across the UK.

Joining Invest North East England at the event will be representatives from the seven regional Local Authorities and private sector partners including Newcastle International Airport, Naylor's Gavin Black LLP, Knight Frank, Hanro Group and Highbridge Properties Plc.

Together they will be highlighting development opportunities in North East England including Giants on the Quayside in Newcastle, Milburngate in Durham and the IAMP (International Advanced Manufacturing Park) in Sunderland/South Tyneside.

Guy Currey, Director at Invest North East England, said: "We're sending a really positive message to UK and foreign investors that public and private sector confidence is high in North East England.

"The region is pushing forward with nationally significant projects that will boost our economy, attract investment, increase tourism and create more and better jobs.

"We're seeing the next wave of major infrastructure developments that will put North East England on the map."

Patrick Matheson, Director, Knight Frank, said:

"Knight Frank are absolutely delighted to be a partner of Invest North East England and attending MIPIM UK Summit. The North East has so much to offer both investors and real

Economic Development and Digital Advisory Board

estate occupiers and we are really looking forward to promoting the region and all the fantastic opportunities it presents.”

As well as hosting a stand at the exhibition, Invest North East England is holding a pitch session that will focus on development opportunities available in County Durham. Investors will also be invited to join local partners for a drinks reception at the Invest North East England stand, where they'll have the opportunity to sample locally sourced produce including Durham Gin, beers from the Maxim Brewery and wine from Laneberg Wine, Tyneside's first winery.

Invest North East England works in partnership with the region's seven local authorities to help businesses locate or expand in North East England. Focusing on the region's sector strengths, it helps businesses access UK Government, support agencies, sector specialists, universities, colleges, knowledge networks, finance streams and business organisations so they can locate, grow and prosper in the region.

For more information, visit www.investnortheastengland.co.uk.

MIPIM UK Summit takes place on 14 & 15 October in London. To find out more about the event, visit www.mipimuk.co.uk.

-ENDS-

Economic Development and Digital Advisory Board
Appendix C – A5 Double-sided Flyers

BUSINESS SHOWCASE
 Tuesday 15th October, 10.45am – Fish Market Room

Building a brighter future for County Durham



County Durham offers a host of unique investment opportunities and development sites. All offer superb access to major transport networks and links to high-tech R&D facilities which are underpinned by a skilled and committed workforce. A combination of private and public sector investment has created a comprehensive range of development opportunities throughout the county.

Join Invest North East England, Business Durham and Highbridge Properties as we look at why County Durham offers tremendous investment and development opportunities.

Speakers – Peter Rippingale, Business Durham and Guy Marsden, Highbridge Properties.

invest | northeast
 england

B Business Durham

DRINKS RECEPTION
MONDAY 14TH OCTOBER, FROM 3.30PM
STAND S08 – INVEST NORTH EAST ENGLAND



You are invited to join us and our partners for a drinks reception on our stand (S08) to discuss development opportunities in North East England and sample some locally produced beverages.

Don't forget to submit your business card to the free prize draw – a fantastic bottle of Durham Gin to be won.

invest | northeast
 england

Drinks sponsors:
 GIN MAXIM THE WINERY

Highbridge Properties Newcastle International Navigators Gavin Black THE HANRO GROUP Knight Frank

Economic Development and Digital Advisory Board

Appendix D – Photos of the event



Economic Development and Digital Advisory Board

Agenda Item 5

Date: 28 January 2020

Subject: Digital Update

Report of: Thematic Lead for Economic Development and Digital

Executive Summary

The purpose of this report is to provide the opportunity for the Board to have a further discussion on the NECA digital agenda, exploring the practical implementation of digital initiatives in the area.

Recommendations

The Advisory Board is recommended to receive a presentation and take part in a discussion about the development of the digital agenda in the NECA area.

Economic Development and Digital Advisory Board

1. Background

- 1.1 Part of the Advisory's Board remit is advising the Leadership Board on the digital agenda and the associated implications and opportunities for the NECA. This includes building an understanding of regional and national strategies, developments and initiatives and how the NECA can benefit from involvement, or as it is well placed to do, lead the way.
- 1.2 On this basis, at its meeting in November 2019, the Board received a presentation on the launch of the North East Digital for Growth Strategy by Laura Partridge, the North East Local Enterprise Partnership's (NELEP) Digital Programme Lead.
- 1.3 Based initially on the following key priorities, the presentation covered the contribution that implementation of the strategy will potentially make to the delivery of the North East Strategic Economic Plan (SEP), creating more and better jobs.

The initial four priorities are:

- Data
 - Infrastructure and connectivity
 - Digital collaboration and enterprise
 - Workforce
- 1.4 Building on the previous presentation and Board discussion, a presentation will be given at this meeting with an update on some of the practical, digital developments and projects being implemented in the NECA area.

2. Proposals

- 2.1 This report and the presentation to be provided, update the Board on digital developments in the NECA area and the activity currently taking place.

3. Reasons for the Proposals

- 3.1 The digital agenda and continual developments in the deployment of new technologies are of key importance to economic growth. Places at the forefront of providing the best digital connectivity to business, as well as to residents and communities, will be best positioned to realise their growth potential. The presentation will therefore enable the Board to consider the digital issues and opportunities for the NECA area, providing any advice to the Leadership Board.

Economic Development and Digital Advisory Board

4. Alternative Options Available

4.1 There are no alternative options associated with this report.

5. Next Steps and Timetable for Implementation

5.1 A further update will be provided to the Board at subsequent meetings.

6. Potential Impact on Objectives

6.1 The activities under the Economic Development and Digital theme will support NECA in its aims to promote economic growth and regeneration in the area.

7. Financial and Other Resources Implications

7.1 There are no financial or other resource implications associated with this report.

8. Legal Implications

8.1 There are no legal implications arising from this report.

9. Key Risks

9.1 There are no specific risk management issues arising from this report.

10. Equality and Diversity

10.1 There are no specific equality and diversity issues arising from this report.

11. Crime and Disorder

11.1 There are no specific crime and disorder issues arising from this report.

12. Consultation/Engagement

12.1 There are no specific consultation and engagement issues arising from this report.

13. Other Impact of the Proposals

13.1 There are no further impacts arising from the proposals.

14. Appendices

Economic Development and Digital Advisory Board

14.1 None.

15. Background Papers

15.1 None.

16. Contact Officers

16.1 Vince Taylor, Assistant Director of Economic Policy, 0191 561 1113,
vince.taylor@sunderland.gov.uk

17. Sign off

- 17.1
- Head of Paid Service: ✓
 - Monitoring Officer: ✓
 - Chief Finance Officer: ✓

18. Glossary

18.1 None.

Economic Development and Digital Advisory Board

Agenda Item 6

Date: 28 January 2020

Subject: Skills Update

Report of: Thematic Lead for Economic Development and Digital

Executive Summary

The purpose of this report is to provide the framework for the Board to have a further discussion on the NECA skills agenda and its relationship to employment and employability.

Recommendations

The Advisory Board is recommended to receive a presentation and take part in a discussion about skills, employment and employability in the NECA area.

Economic Development and Digital Advisory Board

1. Background

- 1.1 The skills of residents and the local workforce is a key factor in creating economic growth across the NECA area. It is essential that skills are developed to match those needed by businesses and employers so that investment and growth are supported, improving productivity and creating opportunity for local people.
- 1.2 At its meeting in September 2019, the Board received a presentation and held a discussion about the existing skills barriers, changing skills policy, and opportunities going forward.
- 1.3 Issues considered included:
- Existing skills gaps and the variability across age groups and the NECA geography
 - The direction of skills policy and funding streams
- 1.4 Building on the previous discussion, a presentation will be given at this meeting with an update on the further research undertaken, and current activity, in relation to addressing skills challenges.
- 1.5 It is proposed the Board's discussion focuses on the relationship between skills development and current and future employment opportunities in the region.

2. Proposals

- 2.1 This report and the presentation to be provided, update the Board on the skills issues in the NECA area and the associated research and activity to link skills development to employment.

3. Reasons for the Proposals

- 3.1 To enable the Board to consider the issues and factors in relation to the development of skills in the NECA area that will support employment opportunities for residents, providing any advice to the Leadership Board.

4. Alternative Options Available

Economic Development and Digital Advisory Board

4.1 There are no alternative options associated with this report.

5. Next Steps and Timetable for Implementation

5.1 A further update will be provided to the Board at subsequent meetings.

6. Potential Impact on Objectives

6.1 The activities under the Economic Development and Digital theme will support NECA in its aims to promote economic growth and regeneration in the area.

7. Financial and Other Resources Implications

7.1 There are no financial or other resource implications associated with this report.

8. Legal Implications

8.1 There are no legal implications arising from this report.

9. Key Risks

9.1 There are no specific risk management issues arising from this report.

10. Equality and Diversity

10.1 There are no specific equality and diversity issues arising from this report.

11. Crime and Disorder

11.1 There are no specific crime and disorder issues arising from this report.

12. Consultation/Engagement

12.1 There are no specific consultation and engagement issues arising from this report.

13. Other Impact of the Proposals

13.1 There are no further impacts arising from the proposals.

14. Appendices

14.1 None.

Economic Development and Digital Advisory Board

15. Background Papers

15.1 None.

16. Contact Officers

16.1 Vince Taylor, Assistant Director of Economic Policy, 0191 561 1113,
vince.taylor@sunderland.gov.uk

17. Sign off

- 17.1
- Head of Paid Service: ✓
 - Monitoring Officer: ✓
 - Chief Finance Officer: ✓

18. Glossary

18.1 None.