

# Good jobs, growing businesses and great places

A strategy to guide Gateshead's transformation to a fairer, greener and more resilient economy that enables everyone to thrive



# DELIVERING THRIVE

The council has a strategic approach to make Gateshead a place where everyone thrives and has committed to five pledges. Underpinning this is a new Health & Wellbeing Strategy that sets out a vision of 'good jobs, homes, health and friends' that will be achieved by addressing the wider determinants of health, including the economy

**Our strategic approach, 'Making Gateshead a place where everyone thrives', commits us to these pledges.**

**We pledge to:**

- Put people and families at the heart of everything we do
- Tackle inequality so people have a fair chance
- Support our communities to support themselves and each other
- Invest in our economy to provide sustainable opportunities for employment, innovation and growth across the borough
- Work together and fight for a better future for Gateshead

**We want Gateshead to be a place where everyone thrives.**



## Our vision for health and wellbeing in Gateshead: 'Good jobs, homes, health and friends.'

### The policy objectives are:

**Give every child the best start in life**

**Enable all children, young people and adults to maximise their capabilities and have control over their lives**

**Create fair employment and good work for all**

**Ensure a healthy standard of living for all**

**Create and develop healthy and sustainable places and communities**

**Strengthen the role and impact of ill health prevention**

# DELIVERING THRIVE

## Health and Wellbeing Strategy

## Economic Development Strategy

## Housing Strategy

## Investment Strategy

Climate  
Emergency

**Delivery of Thrive using the three pillars of the strategic vision - alongside interventions and actions required to fulfil our Climate Emergency response and Community Wealth Building**

Community  
Wealth  
Building

Numbers/performance to be tracked and monitored e.g.

- Thrive category numbers
- Business and jobs density
- Educational attainment
- Employment levels
- Household incomes

Establish baseline - Virtual conversation

### Also measuring/tracking

- VCS actions
- Volunteer hours
- Carbon footprint
- Green energy

# OUR VISION

In support of the Council's Thrive pledges and health and wellbeing policy objectives, our vision for Gateshead is of a fairer, greener and more resilient economy that enables everyone to thrive and delivers

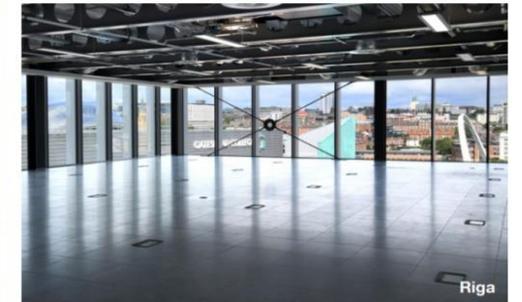
**good jobs, growing businesses and great places.**

## Good jobs, growing businesses and great places

Our vision is of an economy that is fairer and greener. This will be achieved through an equitable distribution of wealth, health and wellbeing, while protecting the planet's resources.

To fulfil this vision, we need a resilient economy across the whole of Gateshead, urban and rural alike. This means one that is diverse, is productive, has a large share of jobs in high value-added industries and is more self-reliant.

This fairer, greener and more resilient economy will make it possible for everyone to lead a meaningful and fulfilling life, now and into the future.



# OUR APPROACH

To overcome the challenges that we face and achieve our vision, we have identified **five policy objectives**. These provide a framework for collaboration by the wide range of regional and local partners, communities and citizens who are determined to make Gateshead a place where everyone can thrive. We need to build on our strengths, serve our local needs and look to a vibrant economic future through a place-based approach that puts people and planet first

## 1. Building the Economy of the Future

Accelerate the transition to a fairer, greener and more resilient economy that enables everyone to thrive

## 2. Supporting Businesses

Create the conditions for businesses to prosper and provide good jobs for all, now and into the future

## 3. Helping People

Build the capabilities of people to find, sustain and progress in employment and achieve economic security

## 4. Shaping Future Places

Create sustainable places and communities that attract people and businesses and benefit health and wellbeing

## 5. Improving Connectivity

Enhance connectivity to ensure everybody can live, learn and earn

# OBJECTIVE 1 - BUILDING THE ECONOMY OF THE FUTURE

Accelerate the transition to a fairer, greener and more resilient economy that enables everyone to thrive

To realise our vision, we need a fundamental shift in the structure of our economy as well as the direction of growth. We need to focus on key economic and societal challenges and be bold, ambitious and confident; moving at pace, whilst recognising this is a long-term endeavour. Harnessing the power of innovation – developing new ideas and ways of working – will be key to making this happen.

An approach is needed that integrates interventions within a place from all the different actors. This place-based, collaborative approach will need to bring together public, private and voluntary sector partners together with academia, trade unions and citizens to co-design plans and activity. The footprint of some of this work will be regional not just local.

## **This will be achieved by focusing on policies and actions that:**

- Aim to bring about a fundamental shift in the design and structure of the economic system
- Ensure the policy framework and institutional landscape enables change
- Boost innovation across industry to respond to challenges and, in so doing, deliver good jobs at scale and/or major reform
- Support a just transition to the future economy through large-scale workforce development and widening access to opportunity
- Target public and private capital to critical game-changing infrastructure
- Build movements for change across industry and communities

# OBJECTIVE 1 - BUILDING THE ECONOMY OF THE FUTURE

We have identified four strategic challenges that, if solved, will help to build a fairer, greener and more resilient economy. These present major opportunities for Gateshead and will make a significant contribution to regional and national economic plans

The Challenge:	<b>Digital Economy</b> Keeping pace with accelerating technological change	<b>Green Economy</b> Tackling climate change and environmental degradation	<b>Visitor Economy</b> Re-imagining culture and tourism in a post covid world	<b>Local Economy</b> Creating the conditions for a strong local economy that maximises the Gateshead pound
Recent Trends:	New ways of working and living have quickened the pace of digitisation, exemplified the criticality of digital connectivity and exacerbated the digital divide	Changing behaviours and heightened awareness has increased the appetite for bold steps to be taken to tackle the climate and ecological emergency	The impact of restrictions on travel and tourism, both locally and globally, will mean that the visitor economy will emerge differently	The importance of the local economy in providing essential goods and services and good work has been amplified during covid
The Opportunity:	<ul style="list-style-type: none"> <li>Capitalising on our specialism in immersive technologies</li> <li>Harnessing the power of new technologies in social innovation e.g., tech-enabled care</li> <li>Encouraging digital adoption across wider industry</li> <li>Ensuring everyone can benefit from the digital economy by improving digital skills, motivation &amp; trust and access to hardware and fast broadband and mobile connectivity</li> </ul>	<ul style="list-style-type: none"> <li>Expanding district energy networks and their supply chains</li> <li>Developing our wider opportunity in heat decarbonisation</li> <li>Progressing InTEGREL and green hydrogen with our partners</li> <li>Supporting a just transition into the green jobs of the future, including skills and training for green trades with our partners</li> </ul>	<ul style="list-style-type: none"> <li>Maximising the economic impact of the Quays Arena, Conference &amp; Exhibition Centre</li> <li>Building a world-class business events offer</li> <li>Supporting the sustainability of the Metro Centre</li> <li>Ensuring an enduring legacy for Land of Oak &amp; Iron</li> <li>Improving job quality and progression in these industries</li> </ul>	<ul style="list-style-type: none"> <li>Building community wealth through                             <ul style="list-style-type: none"> <li>Progressive procurement</li> <li>Fair employment</li> <li>Socially-productive use of land and assets</li> <li>Local financing</li> <li>Growth in regenerative enterprises</li> </ul> </li> <li>Strengthening the foundational economy, including a sustainable food supply</li> </ul>

# OBJECTIVE 2 - SUPPORTING BUSINESSES

Create the conditions for business to prosper and provide good jobs for all, now and into the future

Businesses have an essential part to play in supporting Gateshead's recovery; whether as an employer, investor, purchaser or provider of goods and services, businesses will help to meet the needs of our communities and reduce inequalities.

The prevalence of consumer-facing services and fragility in some of our smallest businesses has left the local economy very susceptible to the impact of lockdown. There is a need to build resilience, individually and structurally, to recover jobs lost and build a stronger post-covid economy.

By creating the conditions for business of all sizes to thrive, we will unlock the scale of investment in skills and capital needed to solve our greatest challenges. Our long-term success depends on increasing enterprise, innovation and productivity; remaining an attractive location for investment and maintaining a skilled and adaptable workforce.

Covid-19 has highlighted the importance of nurturing locally-owned enterprises that have the community at heart, are vital to the wellbeing of local people and can strengthen key supply chains. Our diverse local neighbourhoods must also provide space for local enterprise alongside amenities for art, culture, sport and leisure to thrive.

We not only seek to address barriers to business performance and survival, but to accelerate and share the benefits of business and job growth at every opportunity.

## This will be achieved by focusing on policies and actions that:

- Create more jobs but also better jobs
- Increase productivity and innovation across-the-board
- Focus on growth from within, boosting start-ups and helping existing businesses to survive and expand
- Foster a supportive and fair business environment through stable and predictable tax and regulation
- Connect businesses and employers to their local community
- Develop key traded clusters whilst supporting the viability of the foundational economy
- Raise the profile of Gateshead as a business location to attract new companies and institutions
- Match labour supply to demand, including retaining and attracting talent
- Improve business practices in terms of fair employment, social value and environmental impact

# OBJECTIVE 3 - HELPING PEOPLE

Build the capabilities of people to find, sustain and progress in employment and achieve economic security

People's working lives and future careers have been hugely impacted by Covid-19 restrictions. Disrupted education, increasing unemployment, furloughing, precarity and redundancy are amongst the numerous challenges that continue to be faced by people as we deal with the employment impact of the pandemic.

Pre-existing disadvantage and inequality in the labour market has been exacerbated, young people face uncertain futures and adults are confronted with the need to reskill, upskill and change jobs throughout their working lives. The long-term scarring effects of unemployment on wealth, health and life chances is significant.

Left unaddressed, these interacting factors will inevitably lead to greater disadvantage. We must act, not just to tackle these challenges, but to ensure people are equipped with the skills, agency and access to opportunity necessary to lead long, fulfilling and healthy working lives that reflect their true potential.

Developing the workforce to satisfy future employment demand requires long-term planning and partnership working with employers, skills providers and the workforce – navigating change together and empowering people to seize opportunities.

**This will be achieved by focusing on policies and actions that:**

- Ensure success at each stage of life
- Prepare young people for the world of work
- Help people to sustain and progress in good work
- Support the re-skilling of the workforce
- Improve employee retention
- Reduce both economic inactivity & unemployment
- Close the employment gap for under-represented groups
- Promote fair employment practices
- Embed employment-related services in wider systems supporting people.

# OBJECTIVE 4 - SHAPING FUTURE PLACES

Create sustainable places and communities that attract people and businesses and benefit health and wellbeing

We need to create places that generate more and better jobs without compromising the health and wellbeing of our people and the planet. People who want to live and spend quality time in the borough should find ample opportunities to do so, recirculating the value of the Gateshead pound for all our communities.

Reduced commuting, increased home working and more online shopping has the potential to alter demand for space across the borough. Our Urban Core and MetroGreen area must adapt by creating multi-generational, enjoyable experiences for individuals and families of all ages..

Increasingly, people are seeking neighbourhoods that can provide everything they need within easy reach – a decent home, rewarding work, clean air, green spaces, good food, active leisure, culture and local services – healthier places to live, learn and earn. Improving quality of life means creating a place rich in amenities that are accessible within 15 minutes by foot, bike, or public transit. Re-thinking our local and district centres will be key to meeting residents' needs now and in the future.

Renewing older employment areas is a longstanding challenge; ensuring they are competitive, can attract investment and appeal to high growth companies that can help drive the economy forward. We also need to protect our major employment areas, like Team Valley, from the impact of climate change, especially flooding.

Thriving rural village communities are integral to the wider attractiveness and success of Gateshead. Our rural areas are undergoing substantial change due to the climate emergency, agricultural reform and intensive public use of the natural environment, highlighting the importance of woodland planting and biomass fuels. On the edge of a major conurbation with an attractive natural and heritage environment, we are well placed to promote growth in tourism. We need to support the evolution of our rural areas to guarantee their continued prosperity.

**This will be achieved by focusing on policies and actions that:**

- Capitalise on the urban core and our iconic waterfront
- Modernise employment locations
- Improve the vitality and viability of our high streets
- Create complete neighbourhoods
- Provide quality, accessible space for learning and ideas
- Regenerate our natural environment
- Ensure we maximise the opportunities to use our land in a just and sustainable way, supporting the new greener economy and mitigating the impacts of climate change

# OBJECTIVE 5 - IMPROVING CONNECTIVITY

Enhance connectivity to ensure everybody can live, learn and earn

The restrictions in response to Covid-19 have had a huge impact on mobility. A steep decline in traffic levels and public transport use occurred as shops and facilities closed and office-based staff began working from home. At the same time, cycling rates are increasing and more people are walking in their local neighbourhoods and countryside.

Recovery poses major challenges to maintaining the connectivity people and businesses need while adapting to longer term trends in transport and travel patterns resulting from Covid, climate change and changing global supply chains. As one of the biggest contributors to carbon emissions, it is essential that transport investment reduces pollution and improves air quality while enhancing access to markets, services, employment and workers.

Transport networks must also facilitate the creation of attractive, accessible and liveable neighbourhoods that encourage physical activity and enable people to stay fit and well.

**This will be achieved by focusing on policies and actions that:**

- Provide an effective and affordable public transport network that continues to meet changing travel patterns
- Ensure new growth is supported by the necessary infrastructure to support sustainable transport be that rail, bus, cycling or walking as an effective alternative to individual private car use
- Manage existing road networks to relieve congestion and encourage sustainable travel
- Connect people and places
- Reduce the negative impacts of existing transport infrastructure on local neighbourhoods and centres
- Improve national and international transport connections