



North Tyneside Council

Economic Prosperity Sub Committee

20 September 2021

Tuesday, 28 September 2021 The Board Room, Swans Centre for Innovation,
Wallsend, NE28 6HJ commencing at **6.00 pm**.

Agenda Item		Page
1.	<p>Apologies for Absence</p> <p>To receive apologies for absence from the meeting.</p>	
2.	<p>Appointment of Substitute Members</p> <p>To be notified of the appointment of any Substitute Members.</p>	
3.	<p>Declarations of Interest and Dispensations</p> <p>You are invited to declare any registerable and/or nonregisterable interests in matters appearing on the agenda, and the nature of that interest.</p> <p>You are also invited to disclose any dispensation in relation to any registerable interests that have been granted to you in respect of any matters appearing on the agenda.</p> <p>You are also requested to complete the Declarations of Interests card available at the meeting and return it to the Democratic Services Officer before leaving the meeting.</p>	
4.	<p>Minutes</p> <p>To confirm the minutes of the previous meeting held on 14 July 2021.</p>	5 - 8

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For further information please call 643 5359.

Agenda Item		Page
5.	<p>Former Swan Hunter Shipyard</p> <p>To receive a presentation from the Director of Regeneration and Economic Development on the development of the former Swan Hunter shipyard incorporating:</p> <ul style="list-style-type: none"> a) a summary of the Council's involvement in the development of the site and its vision and plans for its future; b) the development of the Swans Centre for Innovation; and c) an update on work undertaken in conjunction with Newcastle City Council & North of Tyne Combined Authority to determine a strategy for the development of the wider River Tyne North Bank area. 	
6.	<p>State of the Economy</p> <p>To receive presentation setting out a dashboard of data on the state of the economy in North Tyneside.</p>	
7.	<p>Green Skills for Green Jobs</p> <p>To receive a presentation in relation to Green Skills for Green Jobs and to consider whether to pursue the option of appointing a Green Skills Sub-Group.</p>	9-10

Members of the Overview, Scrutiny & Policy Development Committee

Councillor Liam Adam Bones
Councillor Margaret Hall
Councillor Janet Hunter
Councillor Bruce Pickard
Councillor John Stirling
Councillor George Westwater

Councillor Trish Brady
Councillor John Harrison
Councillor Hannah Patricia Johnson
Councillor Willie Samuel
Councillor Joan Walker (Deputy Chair)
Councillor Matt Wilson (Chair)

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Economic Prosperity Sub Committee

Wednesday, 14 July 2021

Present: Councillor M Wilson (Chair)
Councillors L Bones, T Brady, J Harrison, H Johnson,
J O'Shea, B Pickard, W Samuel, J Stirling and Westwater

Apologies: Councillors M Hall, Janet Hunter and J Walker

1/21 Appointment of Substitute Members

Pursuant to the Council's Constitution the appointment of the following substitute member was reported:

Councillor J O'Shea for Councillor Janet Hunter

2/21 Declarations of Interest and Dispensations

Councillor T Brady declared a non-registerable personal interest in relation to the Shop Local Campaign as she owned a small business and was currently exploring the possibility of using the campaign.

Councillor B Pickard stated that, as a Cabinet Member, he had been involved in the formulation of the Inclusive Economy Strategy and the establishment of the Shop Local Campaign, and so would restrict his comments to the accuracy of the information presented.

3/21 Minutes

Resolved that the minutes of the meeting held on 23 February 2021 be confirmed and signed by the Chair.

The Chair thanked officers for providing supplementary information since the last meeting in relation to the amount of funding likely to be invested in North Tyneside as part of the Government's Plan for Jobs and he expressed his frustration that detailed figures had not been available from the Department of Work and Pensions and the Education and Skills Funding Agency.

4/21 Inclusive Economy Strategy

At its meeting on 24 May 2021 the Cabinet had approved an approach towards developing an inclusive economy in North Tyneside. Julie Dodds, the Council's Service Manager: Inclusive Economy and Business Growth, presented the background to the strategy, details of the Council's approach and the steps to be taken to implement it.

The sub-committee heard that the approach sought to build a more inclusive North

Tyneside, particularly using the local economy as a route to making that happen. The report to Cabinet set out a framework for a range of projects and activities across all the Council's departments aimed to making North Tyneside and its economy, more inclusive. It contained a framework approach organised across seven fundamental areas; Education, Employment, Safety, Social equity, Housing, Connections and Environment.

In considering the Council's approach members of the sub-committee asked questions and made comments when the following issues were discussed in more detail:

- a) The differences in the approach now proposed to tackling inequalities and deprivation compared to those approaches adopted over the past 25 years;
- b) The role of the sub-committee in monitoring indicators of deprivation and inequalities and evaluating the impact of the strategy;
- c) How the Council's approach, as part of a wider regional drive for more and better jobs, would address the issue of lower wage rates within North Tyneside compared to other parts of the country;
- d) The opportunity for the Council to bid for funding from the Levelling Up Fund and the Council's designation within Category 2 of the priority list of areas. The Council could collaborate with other authorities with a higher priority rating to bid for funding;
- e) How statistics and averages often failed to accurately reflect the inequalities that existed in areas of the borough;
- f) The need for investment in adult and further education to provide skills and training opportunities for those who did not gain qualifications in school; and
- g) The wider national and global economic landscape within which the Council would need to work collaboratively with its public and commercial partners to deliver an inclusive economy.

5/21 Shop Local Campaign

The sub-committee received a presentation from Julie Dodds, the Council's Service Manager: Inclusive Economy and Business Growth, in relation to the Shop Local Campaign in North Tyneside and its future development.

The "Buy Local North Tyneside" was an initiative delivered by three town centre chambers of trade and Newcastle Building Society, supported by the Council and the North Tyneside Business Forum. The website buylocalnorthtyneside.co.uk had acted as a directory and mostly digital campaign activity, and this had been supported by roundabout advertising and a substantial flyer drop to residents.

After consultation and discussion with the chambers of trade, the Business Forum and a presentation from Totally Locally it was agreed that efforts should be channelled into promoting this brand as a successor to Buy Local. Totally Locally was a grass roots campaign, built on the ethos that anyone can use it and inclusive in nature. It allowed all businesses to get involved irrespective of sector, whether they are service led/goods led or part of a chamber. It offered a Borough wide solution with a free of charge brand that already has market traction both nationally and internationally with some existing local take up. £50,000 of funding was being sought from the North of Tyne Combined Authority's Recovery and Innovation Places Fund to help support activity and roll out.

A separate but interlinked workstream involved the provision of an e-commerce platform where local businesses could sell their goods and services under a local banner of North Tyneside. It would allow click and collect options, individual delivery arrangements and

potentially provide consolidated delivery options that could combine orders from multiple shops in particular geographies and deliver via sustainable electronic bikes and vans. A funding application is being considered for CONTAIN funding which will provide up to £100k for the first year including platform development, set up and promotion, as well as business subscriptions and the consolidated delivery operation.

The sub-committee welcomed these initiatives as much needed help for the independent retail sector in North Tyneside. Members referred to the need to also attract and develop manufacturing industries in the borough and officers confirmed that this area of work was being addressed as a separate workstream.

6/21 Sustainable Transport Schemes

Following several successful bids for funding, the Council had recently sought views on plans to provide around 14km of new cycling routes across the Borough including an option for the first 'Dutch-style' roundabout in the region. The Council had secured nearly £1.6m from the Government's Active Travel Fund (ATF) and £7million from the Transforming Cities Fund (TCF) for cycling improvements. The detail of each proposal varied as the ATF schemes have been prepared to outline design stage, whereas the TCF schemes are at an earlier concept stage.

Nick Bryan, the Council's Highways Manager, attended the meeting to present the preliminary outcomes from the consultation which had closed on 11 July 2021. Respondents had represented the views of both motorists and cyclists and generally the greater number of respondents were in favour of the proposals. Many respondents had recorded constructive comments as to how the schemes could be improved but most comments were made without knowledge of the physical and budgetary constraints on the schemes. Some of the themes to emerge from the consultation were safety concerns regarding the proposed "dutch-style" roundabout at New York, an insistence that cycle routes should always be segregated without exception and concerns that some interventions may create/increase traffic congestion.

The sub-committee considered the adequacy of receiving 500 responses to such significant proposals and queried whether further work would be undertaken to analyse who had responded. In response to questions officers described the extent and nature of cycling routes in Chirton Ward, the rationale for the location of the proposed routes, many of which were to connect to public transport hubs such as North Shields Metro Station, and the impact of the routes on parking places. Members also considered the impact of the proposals on traffic using the Foxhunters junction if they were introduced before the construction of a through road across the Murton Gap. Secure cycle parking would be provided at transport hubs to complement the new routes and members emphasised the importance of adhering to the required standards when providing shared cycle and pedestrian paths.

7/21 Work Programme 2021-22

The sub-committee were presented with a draft work programme which had been formulated in consultation with the Chair and relevant officers. The plan had been based on outstanding scrutiny exercises carried over from 2020/21 and some topics identified by members of the Council. Members were invited to prioritise these topics for examination and

to raise any others topics for inclusion in the work programme.

It was **agreed** that 1) a discussion on Freeports be postponed following the recent submission of a regional collaborative bid for a North East England Freeport;

2) support for town centres should continue to be a priority area for the sub-committee to consider and any work in this area be linked to how the Council can support and benefit from new and flexible ways of working;

3) the River Tyne North Bank Study be presented to the next meeting in September;

4) the sub-committee should investigate success stories and talk to businesses who have been attracted to the area to discuss how they envisage the future in terms of an inclusive economy, a green industrial revolution, skills and training and the office property market; and

5) the sub-committee consider establishing a sub-group to examine in more detail the Council's approach to ensuring people have the right skills for future green jobs.

Meeting: Economic Prosperity Sub-Committee

Date: 28 September 2021

Title: Green Skills for Green Jobs Sub Group

Author: Michael Robson

Tel: 643 5359

Service: Law and Governance

Wards affected: All

1. Purpose of Report

- 1.1 To present the sub-committee with information to aid its consideration of whether to appoint a time limited sub-group to consider the Council's approach to adapting to a green industrial revolution and ensuring people have the right skills for the future green jobs.

2. Recommendations

- 2.1 The sub-committee is recommended to consider whether it wishes to pursue the option of appointing a Green Skills Sub-Group.

3. Details

- 3.1 In determining its work programme for the year ahead, it was suggested that a sub-group be established to examine in more detail the Council's approach to ensuring people have the right skills for future green jobs.
- 3.2 The sub-committee has the option of establishing a sub-group to carry out in-depth investigations. Sub-groups operate in a more informal way and can be an effective method of fulfilling the role of scrutiny in terms of:
- a) carrying out investigations into services and policy areas of interest and concern to communities in North Tyneside;
 - b) involving communities in its work and reflecting their views and concerns; and
 - c) supporting and assisting the Elected Mayor, Cabinet and partner organisations in the formulation of their future plans, strategies and their decision making by making evidence based recommendations to them on how services can be improved.
- 3.4 To ensure that sub-groups are effective it is suggested that when evaluating topics for investigation the following criteria should be considered:
- Is it timely?
 - Will it duplicate any other work ongoing within the Council or the North East Combined Authority scrutiny work programme?

- Will it add value/contribute to decision making or the formulation of future plans, strategies?

- 3.5 If the sub-committee is minded to appoint a sub-group it will then need to:
- a) determine its terms of reference, setting out its objectives, key lines of enquiry and desired outcomes;
 - b) determine the membership of the sub-group to be drawn from non-executive members of the Council;
 - c) appoint a lead member;
 - d) consider the officer support required;
 - c) formulate a work programme for the sub-group, identifying the evidence required and how this will be obtained; and
 - e) set a timescale in which the sub-group will reports its findings, conclusions and recommendation to the sub-committee.
- 3.6 To inform the sub-committee's deliberations the Chair of the Committee, Coun Matt Wilson intends to present the results of his work in relation to Green Skills for Green Jobs.

4. Background Information

The following documents have been used in the compilation of this report and may be inspected at the offices of the author:

- North Tyneside Council Constitution
- Economic Prosperity Sub-Committee minutes and work programme 2020/21