

The background of the document is a photograph of Newcastle upon Tyne, featuring several large steel bridges spanning the River Tyne. The scene is captured during sunset, with a warm, golden glow illuminating the sky and the water. The bridges' intricate steel structures are silhouetted against the bright light. In the foreground, the dark blue structure of a bridge is visible, framing the top and right sides of the white text area.

Newcastle Inclusive Economic Strategy

Wealth that flows to all

NEWCASTLE UPON TYNE

Foreword



As the Leader of the City Council, I am proud to introduce Newcastle's first strategy to grow a more inclusive and green local economy.

Newcastle is already doing brilliant things as the economic engine of the North East economy. We are proud of our significant assets - our college, universities, hospitals and health trusts, our hardworking businesses and community sector. They employ our people, they invest in our communities, they attract more people and investment to our great city. It is on their work that our continuing success will be based.

But too often, Newcastle's success reaches only the few, and inequalities between our residents become entrenched. Inequality harms lives, limits our growth, and impacts on the capacity of both businesses and communities to thrive.

This ambitious strategy is about both continuing to grow our economy and making a fundamental change in how that growth is transmitted to and benefits our residents, delivering equitable economic outcomes and opportunities for all people, regardless of who you are or what part of the city you live or work in.

It sets out a city vision for change that puts every business, every resident, every community at the heart of growing our economy for the benefit of all, as well as practical steps to achieving it.

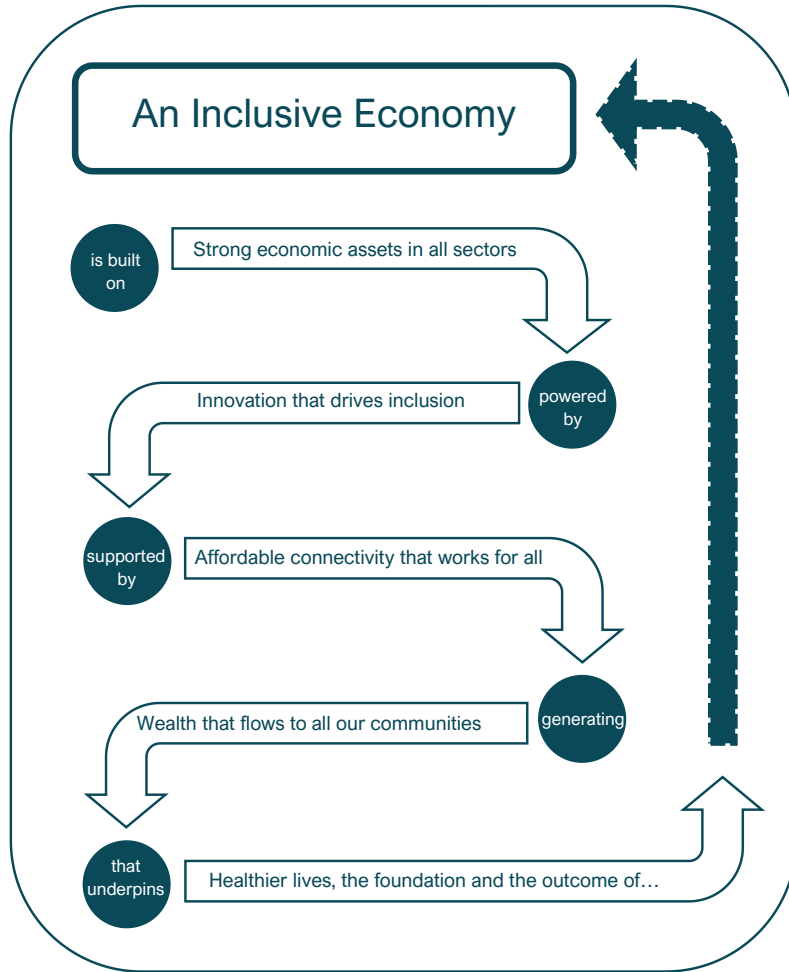
Our vision is rooted in partnership and collaboration, with businesses, residents and anchor institutions working together to solve some of Newcastle's toughest, most long-standing challenges. It is shaped by Newcastle's residents, businesses and communities.

Our guiding principle is to create an economy that enables every citizen of Newcastle to achieve their potential, and to take the lead on shaping a new participative local economy for ourselves, one that is both founded on and improves the health and wellbeing of all our people.

We are a mighty city, with a proud history and heritage, and a clear and unique identity. In collaboration, we can achieve so much for Newcastle. We are committed to serving our residents, our communities, and our businesses and through this strategy we can look forward with pride to a more inclusive and equitable future.

Cllr Nick Kemp, Leader of Newcastle City Council

“Our vision for Newcastle is a successful city which is economically strong and socially fair. A city which is healthy and caring, and leads the just green transition. An international city that connects people, planet and place to catalyse ambition and secure a resilient, inclusive and sustainable future for all”



This strategy is part of a whole-city approach to good growth



Who is this for?

It's for the whole city. Residents, communities, businesses, non-profit organisations and anchor institutions all have a major role to play in creating an economy that benefits everyone fairly.

People contribute more to success when they feel engaged and heard. This strategy is based on an open dialogue with Newcastle to integrate our many different voices so that we can collectively make fair decisions about our economy and our city.



That collective sense is based on our diverse but shared culture and identity as a city – and the development of this strategy has built on it. It is based on our sense of place. Culture has power and reach in every aspect of our lives. It showcases our strong sense of identity and connects people from all walks of life. Culture also shapes the future that we build, both by preserving the things we value in Newcastle for future generations, and by being the forum for imaginative liberation - to shape our place.

We know that the most powerful cultural movements are collective – owned and driven by many – not a few. We also know that access to economic and social capital affects access to cultural capital, and that the inequalities we see in our city limit not just access to culture, but crucially, participation in it.

The stronger our culture of cooperation, the longer our impact will last in the city, preserving the things we value for future generations and being a forum for change that works.

We will create a framework for prioritising and integrating the voice of our city in the design, delivery and evaluation of inclusive economic action. This will enable Newcastle to draw on real-time, citywide intelligence and views that gives a truer picture of our city's needs and aspirations.

What is this for?

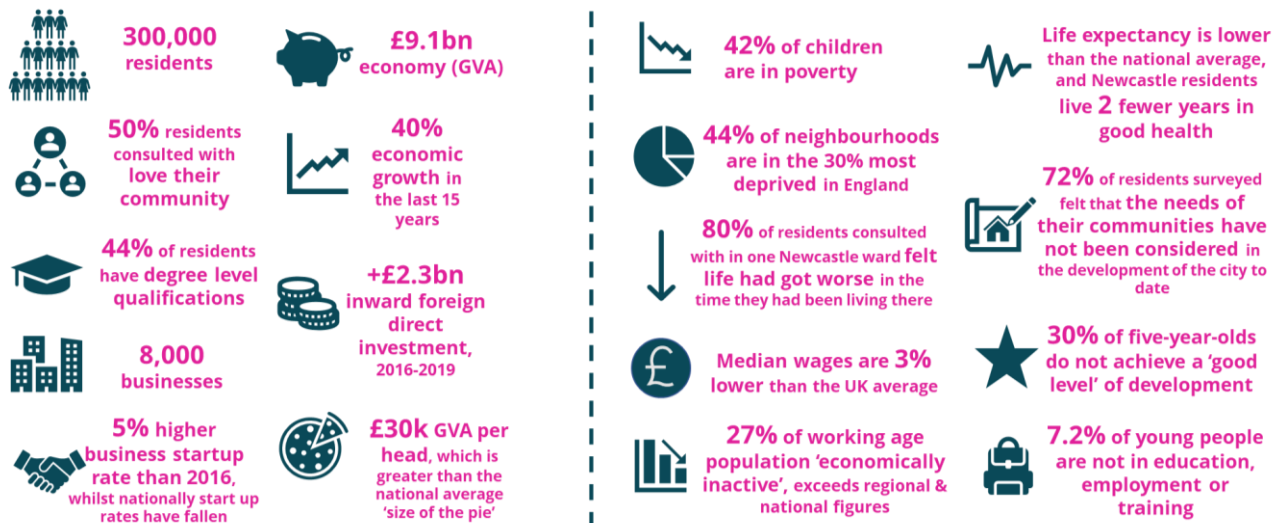
Newcastle is a city like no other. An accelerator city – delivering innovation and new projects at speed. An exemplar city – leading the way toward a greener, healthier and smarter Net Zero future. An international city – with technology, education, sports and cultural assets recognised around the world. A healthy and caring city – coming together for the greater good of our people, businesses and communities. A city with a proud and distinctive culture and heritage – a clear sense of identity, of our place.

Newcastle’s geography is its strength. We are an international hub with road, rail, sea and air travel infrastructure that connects us to complementary sectors like life sciences, off/onshore renewable energy, advanced manufacturing, tourism, creative and culture industries, and fintech. It also connects us to excellent training, skills, research and development opportunities between colleges, universities and other institutions. We are a compact city, where community connection and activity spreads faster than in bigger, less personable cities.

But, our city doesn’t work for everyone.

Yes, we are a hardworking and resilient city, with real economic success stories to tell, and with communities that unite to support each other in hard times. But figures of 42% child poverty rates and a 13-year difference in life expectancy for adults between our most and least deprived wards tell us something is structurally wrong with the way that wealth and wellbeing flows in Newcastle.

A tale of two cities



It's time to think, and do, differently

We can all see the great potential in Newcastle. We need a shift in mindset so that we can all seize it and maximise it for the benefit of every person, no matter where they live in our city. It starts here, with setting out what we want to achieve then doing everything in our power to achieve it.

Our challenge is to make sure that people who live here are part of our success at every level. This is what will drive Newcastle's economic transformation and reduce the inequalities that hold our city and our people back.

We need to think long term and we need to think local. We know we are well-placed to make the right decisions about our lives at a local level because we understand our needs and strengths best, and our communities help us to shape our plans. The potential creation of a North East Mayoral Combined Authority, with Newcastle at its heart, offers us more scope for taking decisions locally, and more funding to invest over longer term timeframes, improving our transport links, education and skills pipelines, supply of housing, innovation funding, all of which we will maximise for the benefit of all residents.

We need to think inclusively about our diverse communities that all play a part in our welcome, our vibrancy, our city of sanctuary. About the businesses and industries that make up our great city, with a focus that balances innovation and high growth sectors with foundations that provide good health and wellbeing for the most people. Over 40% of our jobs are in the foundational economy – delivering essential goods and services for everyday life, like health, care, utilities, retail and construction.

The core economy of family and community is also key; it underpins the market and natural (environmental) economy by raising children, caring for people who are frail, ill or disabled, and building a civil society. The core economy needs stable foundations to thrive – warm and safe homes, secure income, support for childcare and other caring responsibilities, accessible and affordable transport and community connections.

All of this hardwires inclusion into our economy from the start.

It's time to act together

There are many levers available to us in Newcastle for making change. From local ownership of business, buildings, land and resources, redirecting investment from global markets to local schemes, targeting recruitment and employment practices fairly and using our spending power to build local supply chains, working together to generate and retain more wealth and wellbeing in our city makes us stronger than the sum of our parts. Our approach to partnerships through Collaborative Newcastle has given us a strong foundation for acting together as a city. Now we want to go further.

We're committed to making a difference

We will build a Newcastle where people have a far greater say over their future. We'll see better health and wellbeing, more fulfilling and less precarious work, and communities that are more resilient to economic shocks or stresses.

Most importantly, we will be making these changes to last – our investment in financial, human, social and natural capital will benefit Newcastle's generations to come, giving them the best start in life and the best possible future.

What will help deliver results: A business perspective

Small businesses and the self-employed play a pivotal role in sustaining local economic development, creating jobs, and offering a range of different services. In order to enable businesses to deliver to their full potential, it is important to ensure that they are provided with the tools and support they need to meaningfully and impactfully grow their business and support their communities. This includes a strong and ambitious economic strategy, setting out the objectives for communities across the city and providing direction on the measures necessary to achieve them.

Addressing social inequality is at the heart of Newcastle's ambitions and can only be achieved through the growth and engagement of our business community. Small businesses are essential levers to supporting our communities and providing opportunities to those in need, both in terms of their social impact and job creation. FSB research has highlighted smaller employers are disproportionately more likely to provide opportunities to those who would otherwise be furthest from the labour market. Enabling a thriving and inclusive business community will drive social inclusion.

Newcastle is a vibrant and diverse city, both in terms of its communities and its businesses. As such, an Inclusive Economic approach will ensure a unified approach to unlock the City's long-term economic growth and success with diversity and inclusivity at its core.

North East Federation of Small Businesses

What do we want?

1

An inclusive economy that is built on...

Strong economic assets in all sectors

Newcastle is a city like no other, with incredible economic strengths and ambitious firms both large and small leading the way in innovative and high growth sectors. We have built on our history of innovation in health and life science to become a centre of excellence for our specialist and acute NHS services, spawning innovative start-ups and fast-growing scale-ups, university spin-outs and inward investment. We are one of the fastest-growing tech clusters in the UK. We lead on green energy transition, pioneering offshore energy research and operation, and electrification. And our business and professional services sector have made Newcastle's name as a great place to develop knowledge intensive businesses. We're also home to enviable cultural venues and heritage sites with a large creative workforce and an impressive independent and commercial cultural scene.

Our economy mirrors our city – ambitious, creative, diverse and dynamic and these characteristics will help us take on this mission to deliver growth which is resilient, sustainable and inclusive. We'll build on our existing strengths and global competitiveness to provide a supportive environment for businesses and entrepreneurs to flourish.

Our foundational economy is equally dynamic and important, spanning public, private and community sectors to provide valuable goods and services that are essential for our daily lives. The foundational economy accounts for around 40% of Newcastle's jobs with our hospitals alone providing 9% of our city's employment. There is a clear opportunity for anchor institutions to use their economic role imaginatively to support not only their employees, but also local businesses, social enterprises and community organisations.

Our core economy - our human capital - underpins all of this. These human assets are integral to our ability to contribute to wider economic activity. Often experienced by women, the inequalities of opportunity that result from systematic undervaluing of unpaid input like early help and family support, childcare, shopping for neighbours, or

befriending others, are compounded by age, race, ethnicity and disability. By valuing the social networks, neighbourhoods, unpriced and unpaid activities that support us to live well, we can support people to access these resources.

We need to do more to nurture all of our assets, balancing targeted action across high growth sectors, our foundational and core economic activity to ensure that more residents benefit from growth and our assets become stronger.

With collective city-wide action, our economy will be diverse and robust, with close to full employment, significant reductions in precarious and low paid work, and a culture that designs the best working conditions for residents. Foundational economy sectors will recruit and retain valued staff, to strengthen the fabric of our society by improving people's lives and connecting them to their communities. This will be underpinned by our status as a real living wage city. Core economic activity will be recognised and valued as a major component of our city's success, and a major focus for our investment.

Actions we'll take:

- We will work with anchor institutions, trade unions and employers across the voluntary, community and social enterprise sector to increase employment rates for groups who are currently underrepresented in Newcastle's workforce;
- Working with business leaders, we will support start-ups and business growth across Newcastle by growing our business mentorship and leadership programme and offer coaching and help for new businesses to secure investment.
- We will support Newcastle's small businesses to bid for opportunities with larger organisations whilst ensuring we focus on attracting and retaining investment in Newcastle.
- We will secure action orientated commitments from medium-large business organisations within the city to support inclusive growth and promote the city.
- We will work with landlords and partners to increase the provision of affordable workspace in the city.

2

...powered by...

Innovation that drives inclusion

Innovation is central to long-term economic growth. There has never been a more important time to invest in innovation in our city. Our strengths in design, data, healthy ageing and life sciences, and low carbon and sustainable energy can power a new revolution which the city will lead, focused around promoting world-class innovation, increasing the number of innovating firms, and accelerating activity that makes a genuine difference to the lives of our people. Innovation is spurred through relationships and networks and our whole systems approach to innovation will benefit firms, sectors, the economy of our city, and through innovative products and services, our people.

Right now, the North East has one of the lowest levels of Research & Development spend per capita with low business investment and below-average level of productivity. While we have some highly innovative firms, large and small, they are outliers. And we have much more to do to ensure that the benefits of innovation are felt by all residents.

Our plan is to stand out globally as the UK's test-bed location, a 'Living Lab' for rapid innovation, demonstration and commercialisation of products and services which will address inequalities and lead to a more sustainable, resilient and inclusive economy.

We will develop genuinely global expertise in a handful of innovation spaces, including longevity, offshore wind, data, and health and life sciences. That will translate into the creation and scaling of highly innovative firms in the city, as well as firms moving to the city to benefit from our outstanding innovation ecosystem and infrastructure.

And we will be able to demonstrate how innovation created in Newcastle has a direct and significant impact on our city itself, with residents benefiting from the innovation created here.

Inclusive Innovation in action

We want to help people live longer and healthier lives. The global population is ageing rapidly. This brings both challenges and opportunities. We believe that more needs to be done to address physical and mental ill health. We also see opportunities to realise practical and meaningful benefits to people and the health system.

We want to bring clinicians, researchers, business, the public sector and individuals together to develop new knowledge, products and services.

Opportunities include:

- *improving patient safety through digital technology*
- *developing new drugs and therapeutics*
- *delivering new products to market*
- *using digital twins to advance diagnostics and tackle rare diseases*
- *new ways to connect patients and clinicians*
- *optimising clinical and healthcare operations*

Newcastle is known around the world for pioneering ageing research and innovation. By working through the Newcastle Health Innovation Partnership, we discover, develop and deliver new solutions for healthcare.

We lead the UK National Innovation Centre for Ageing. It exists to seize the economic opportunities of an ageing population. We also lead a NIHR Biomedical Research Centre focussed on ageing and long-term conditions.

Central to our vision is the development of a 29-acre innovation district in Newcastle. By co-locating world-leading research in a vibrant mixed-use community we'll create a unique ecosystem for discovery, translation, and patient benefit. Opportunities include R&D, infrastructure, commercial and residential.

Actions we'll take:

- We will host a City Innovation Challenge to help solve Newcastle's key challenges, from inequality to climate change to an ageing population; this challenge will support the co-design of solutions directly with residents and the market.
- We will work with the National Innovation Centre for Ageing to promote Newcastle as a pioneer of life sciences and healthy ageing that offers opportunities for all.
- We will help accelerate innovation in Newcastle by developing an outstanding innovation ecosystem that is agile, inclusive and targeted and promote the value of business innovation to partners.
- We will assist start-ups to test, prototype and commercialise their innovations and support them to gain greater access to both public and private sector markets.
- We will work with partners to make Newcastle an attractive destination for innovation activity, driving up inward investment in order to increase the quality and quantity of innovation in the city.

3

...supported by...

Affordable connectivity that works for all

An effective transport system is a vital component of a successful economy. Transport costs can disproportionately impact on people from lower incomes, affecting their scope to make choices about the jobs they do, and their access to opportunity. Congestion caused by inefficient travel systems mean disruption to productivity, and people being forced to make environmentally damaging choices in how they travel, because more environmentally forms of travel are constrained.

And of course, transport is also one of the city's three main contributors to carbon emissions, with cars alone responsible for around 20% of our city's total emissions.

Continuing with the current modes of transport (high emission private car dominance in the city), air quality will continue to deteriorate, residents' health will be further detrimentally impacted, and city-wide greenhouse gas emissions will continue to rise. To deliver a decarbonised transport system in Newcastle, a significant and sustained shift is needed in the collective approach to highways investment programmes and focus on delivering sustainable transport modal share increases within the city.

Our citywide net zero ambitions can only be delivered through a major shift to walking, wheeling and cycling.

Digital connectivity is a key driver of digital transformation and opportunity, as well as increasingly being seen as a public good, with over two thirds of the UK saying the internet is an essential part of their daily lives.

We know that improved digital connectivity increases innovation and productivity across the economy, and that businesses both large and small see a reliable broadband connection as a critical success factor in business performance. Increased broadband speeds alone could add £17 billion to UK output by 2024. Studies have also shown mobile broadband is associated with positive impacts nationally, such as higher GDP and increased employment.

In 2022, independent research suggested that while 46% of residents were able to reach the city centre in 30 minutes or less, poor public transport was costing our economy £1.7bn a year, and the knock on dependence on car use driving carbon

emissions that make reaching our net zero target a real challenge, as well as adversely impacting on public health. There's also fragmented provision of bus services, meaning a return journey to the city centre might require two tickets from two operators. For too many residents, public transport is not an efficient or economical choice.

Access to superfast fibre is above 98% in Newcastle, but there are cold spots in the city, and costs of this connectivity are increasing. We are now enabling commercial deployments of full fibre, delivering game-changing opportunities to businesses and residents. The same applies to cellular connectivity, including commercial 5G deployments and other networks to provide testbed opportunities for new services and product development.

We know that many residents are still excluded from a digital-first approach to services. We should never assume digital is a default for people – whether because of access to equipment, connectivity, or familiarity with digital methods. Residents must have a clear say in how digital transformation works for them.

We will work towards a fully integrated transport system including bus priority improvements that mean every part of the city is accessible through reliable, punctual, and efficient bus services at low costs, and an extended Metro system.

This will be part of a much wider and integrated transport system across the North East and the North of England, enabling reliable and efficient travel between our city and others so that residents can access jobs not just here in Newcastle, but wherever they choose.

We'll work for connectivity that provides every household and business with best in class speed and reliability. Digital connectivity won't be a choice based on price, but a public good that everyone can expect, no matter what device they choose or where in the city they are.

We'll also be using our already significant sensor infrastructure to generate more information that the city can use to improve our services and add to space-based data from our fleet of Newcastle satellites.

Actions we'll take:

- we will take collaborative action with businesses and communities to reduce traffic in more neighbourhoods in the city – where people choose to walk, cycle and use public transport to do more of the things they want and need, closer to home.

-
- We will work to ensure residents and businesses are better served by buses, which will help to reduce congestion too, through working with partners to implement the North East Bus Service Improvement Plan
 - We will work with transport providers to collate all of Newcastle's public transport information in one easily accessible place
 - We will provide residents with access to digital devices and internet connection to support access to jobs as part of the Digital Access Programme.
 - We will ensure full access to superfast broadband across the city.

4 *... generating...* **Wealth that flows to all communities**

Unequal opportunities don't work for Newcastle. We are a vibrant city where people have diverse passions and skills, and we value and nurture these differences because they make our whole city stronger.

We will make sure that opportunities that bring wealth into our city work for all, share it fairly amongst residents and retain it in communities for the benefit of others. We'll do this by ensuring that we employ local people, invest our time, money and resources in Newcastle's future and support others in our city to do the same.

This is fair and just. It also makes good economic sense – giving people the best start in life and supporting them to make good lives for themselves means they connect more and invest more in the place they are proud to call home. This benefit flows to others in the community, repeating the cycle of wellbeing.

Everyone has a part to play in this, and everyone benefits:

- As employers, we will create good jobs that pay fairly, bring satisfaction and give residents from all backgrounds the chance to progress in their lives.
- As residents, businesses and other organisations, we will make decisions about where we spend our money based on how it benefits people who live in Newcastle and how it contributes to improving our local environment.
- As land or building owners, we will create space for communities through alternative uses and community ownership models, giving residents the opportunity to contribute to the communities they live and work in.

Skills are at the heart of this wealth distribution, ensuring people are ready to contribute to and benefit from the opportunities that we create together as a city. This means early support for families and young people to start life well, foundation skills for people facing barriers to employment, pathways for residents into a diverse range of jobs in our city, pathways that drive our changing industrial strengths, and support for entrepreneurship and innovation to create home-grown opportunities for more people.

Newcastle is both home to many highly qualified residents (44% with degree level qualifications and above), and many workers with no formal qualifications (Newcastle performs worse than the wider UK for the number of young people not in education, employment or training). Median salaries in the North East are lower than the UK average across the majority of industries and across all occupation types, with the lowest earners (20th percentile) in Newcastle earning less than is the case nationwide. Many people commute to work from out of the city, and our more well paid and growth sector occupations are not accessible to all residents.

The North East's long-standing unemployment challenges from de-industrialisation and a dependence on precarious, low paid work persist - Newcastle is the only Core City whose level of economic inactivity in 2021-2022 rose from 2011-12, following a sharp rise in 2020-2021. The number of economically inactive people also rose by 21% over that decade, driven by a significant rise in the number of people looking after their family or home, or experiencing temporary or long-term sickness.

We will use and expand local skills pipelines from birth to post retirement, for the benefit of our city. We will be a real living wage city, and we will make business and community partnerships the norm, ensuring circular investment and carving innovation opportunities in delivery of our foundational economy services.

Democratic ownership of our local economy will be well-balanced, with SMEs, social enterprise, employee ownership, cooperatives, municipal activity and community enterprises embedded in our local markets and supply chains.

Actions we'll take:

- We will develop city frameworks for:
 - Inclusive employment action, including real living wage, pay gap measurement, workforce representation, flexible working policies, professional development opportunities and employee engagement.

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- Buying and spending locally, including supply chains, SMEs and community sector organisations, and volunteer time and resources invested in community activity.
 - Land and asset development activity, including prioritising community use for under-utilised buildings and new development opportunities for cooperatives, mutually-owned businesses and SMEs.
 - We will hold 'opportunity roadshows' in community venues across the city, showcasing employment support, training and job opportunities.
 - We will develop training and employment support pathways into high growth and foundational economy opportunities, including a wide range of NHS employment opportunities for Newcastle residents.
 - Develop an alternative funding programme that includes community municipal investment (CMI) bonds, to build more opportunities for local investment in local capital projects.

5

... that underpins...

Healthier Lives: the foundation and the outcome of an inclusive economy

An inclusive economy can only be built on strong foundations of good health and wellbeing, and an economy that is truly inclusive will deliver improved health and wellbeing outcomes for residents.

Health and social inequalities blight the lives of all those who suffer them, and they constrain everyone's capacity to obtain and retain work. Both morally and economically we need more residents to live healthier lives: not only is employment important due to the established relationship between poverty and ill health, but work – in itself – is good for people's health. Work and health are central to the story of people and place. Work gives people a social network, confidence and a sense of purpose.

While work, and certainly good work, benefits health, being unemployed additionally harms it. More specifically, unemployment is associated with higher levels of chronic disease, cardiovascular diseases, poor mental health, and unhealthy lifestyles.

Addressing persistent unemployment and employment inequalities will increase the number of our households with secure incomes, raising living standards and improving long-term health and quality of life.

Helping people with health issues to obtain or retain work and be happy and productive within the workplace is a crucial part of the economic success and wellbeing of our communities and can reduce social exclusion and isolation.

The Healthy Life Expectancy (HLE) of Newcastle is significantly worse than the national average which means more residents experience chronic illness and disability at an earlier age – and, locally, we are an ageing population. That means more working age people will have barriers in employment and be at risk of insecure income, which in turn impacts the number of dependents and carers in the city, characteristics closely associated with poorer health, and places increasing demand on public services. (Report of the DPH, 2023)

The health burdens suffered by the majority of residents are not inevitable or arbitrary, they are regrettably predictable and consistently patterned across the same community groups who experience social inequities. That is why we will put public health improvements at the heart of our approach, and why our Inclusive Economic Strategy is clearly aligned to our Health and Wellbeing Strategy.

Actions we'll take:

- We will use our Health Determinants Research Collaborative and other city research assets to do more research on employment/good work and health so that initiatives that will help people to stay in, or access, good work are grounded in evidence
- We will ensure equal access for all people in Newcastle to knowledge about job vacancies, considering how residents can engage in opportunities from awareness/ recruitment through to progression and career development
- We will take a whole systems approach to health inequalities see: Newcastle Joint Health and Wellbeing Strategy
- We will continue to work with the NHS and other partners to develop a Health and Work Strategy / Action Plan
- We will build on the success of the Better Health @ Work Award to develop a Work & Health Network open to all businesses in the City to promote healthy workplaces

Newcastle's joint Health and Wellbeing Action Plan themes:

- Enabling all children, young people and adults to maximize their capabilities and live their best lives with improving educational attainment for all
- Creating fair employment and good work for all
- Ensuring a healthy standard of living for all
- Creating and developing sustainable places and building strong communities
- Strengthening the role and impact of ill-health prevention

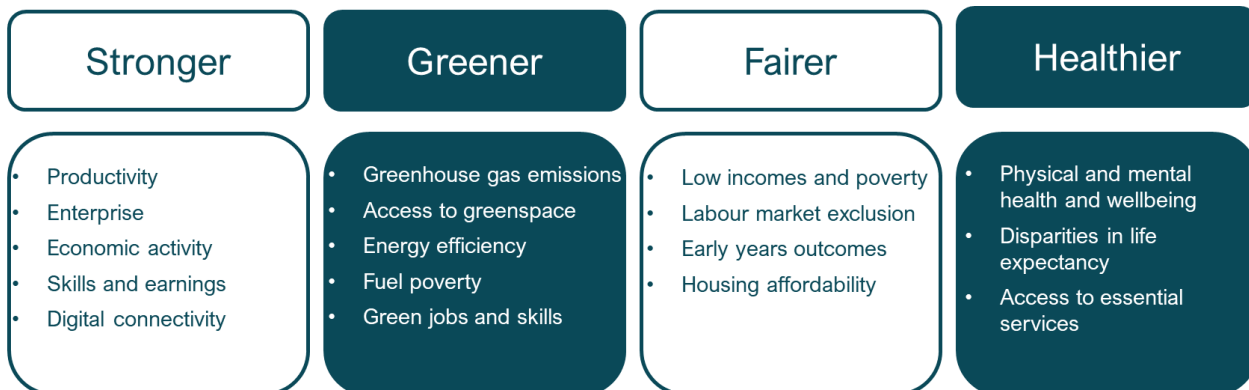
In addition to these key areas:

- Ageing well, making sure that adults of all ages can continue to be a connected and valued part of their communities
- Health and social care integration, ensuring that our services are designed around the individual and that they offer the best health and wellbeing outcomes possible

How we will measure success

Our analysis shows that the success of Newcastle’s economy can no longer be measured by economic growth alone. Ultimately, the success of this strategy will be determined by the outcomes and impacts delivered for the communities of Newcastle. To encompass this shift in measurement focus, the evaluation framework we have developed takes into account the need for the city’s partners to work together to shift the dial on key inclusive economy measures. The framework can also be used in decision making, to ensure that resources are used in ways that improve inclusive economy outcome measures.

The framework has been developed following a review of best practice in measuring and monitoring inclusive local economies, and a review of available similar monitoring frameworks in the region. The framework organises data over 44 impact measures (see below) into four core themes:



The framework provides a holistic dashboard of outcome and impact measures that can be used to measure growth or decline in scores annually from the 2022 baseline position (set out in the supporting documents to this strategy).

It is also important to note that success should not be measured by monitoring city-wide data alone. The significant variation in outcomes between Newcastle’s communities mean that analysing geographical and demographic groups will enable greater understanding of progress, as well as inform targeting of further required action.

Impact measures

Measures

- Stronger**
- Median gross weekly pay for all workers (£)
 - 20th percentile of gross weekly earnings (£)
 - Working age population economically inactive (%)
 - Job density (number of jobs per working age resident)
 - Working age population in employment (%)
 - Workers in professional, technical, scientific & managerial occupations (%)
 - Working age population qualified to nvq4 and above (%)
 - Working age population with no qualifications (%)
 - Vacant and undeveloped land (%)
 - Ultrafast broadband coverage (%)
 - New business start up rate (%)
 - Five year business survival rate (%)
 - Gross value added per hour worked (£)
- Greener**
- CO2 emissions from transport (kt/capita)
 - CO2 emissions from domestic uses (kt/capita)
 - CO2 emissions from industrial & commercial uses (kt)
 - Addresses with access to private outdoor space (%)
 - Properties with an EPC rating of A, B or C (%)
 - Households classified as being fuel poor (%)
 - Average distance to nearest public greenspace (m)
 - Jobs defined as those in the green economy (%)
 - Skills courses defined as supporting green skills (number)
- Fairer**
- Children in poverty (%)
 - Young people not in education, employment or training (%)
 - Five-year-olds achieving a 'good level' of development (%)
 - Difference in median gross earnings for men and women (£)
 - Ratio of lower quartile house prices to lower quartile earnings
 - Median rents for privately rented two-bed properties (£)
 - Population earning below the living wage (%)
 - Difference in employment rate between those with long-term health conditions and the overall employment rate (%)
 - Population with a long-term health condition in employment (%)
 - Population in receipt of long-term support for a learning disability that are in paid employment (%)
- Healthier**
- Average years of life spent in good health – men (number)
 - Average years of life spent in good health – women (number)
 - Mortality rate from suicide and injury of undetermined intent (rate per 100,000 population)
 - Residents with a long-term illness or disability (%)
 - Inequality in life expectancy – men (number of years)
 - Inequality in life expectancy – women (number of years)
 - Domestic abuse rate (per 1,000 persons)
 - Average journey time by public transport or walking to nearest food store (minutes)
 - Average journey time by public transport or walking to nearest gp (minutes)
 - Average life satisfaction score (out of ten)
 - Employee sickness absence rate (%)

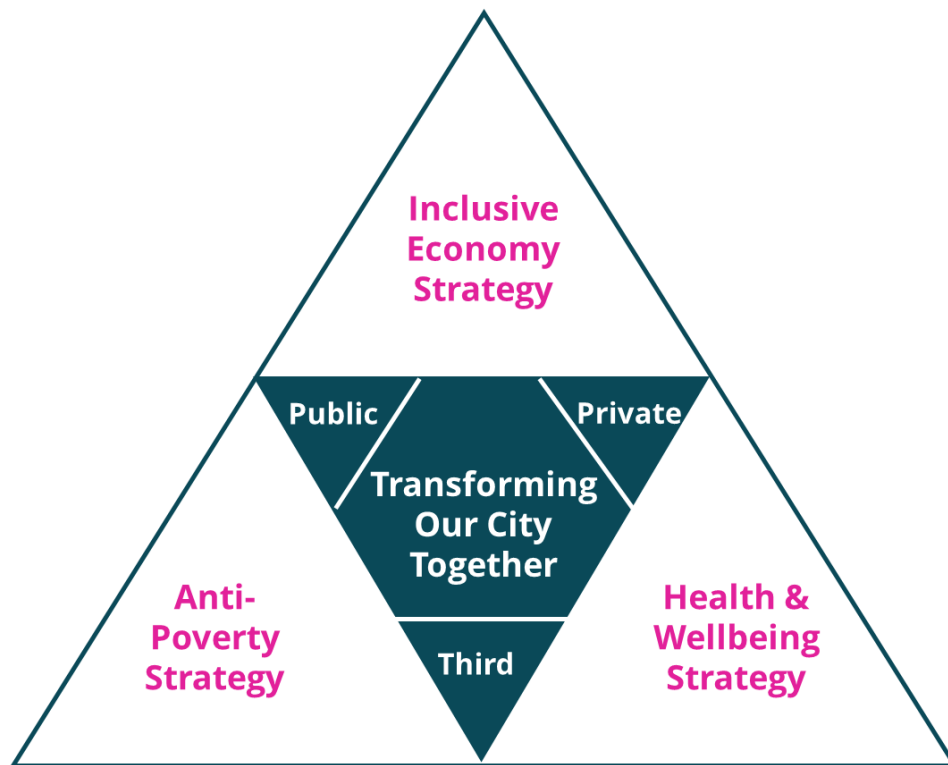
How we will work together

Our Inclusive Economic Strategy is a whole city: whole systems approach, and the way we deliver it will be the same.

The actions set out in this strategy are our focus for Year 1 of delivery, and will be set out in more detail alongside more actions in an Inclusive Economy Action Plan. This will form the work programme for the chosen governance approach, and will set clear, measurable, and stretching targets for us to collectively deliver.

This strategy is aligned to the city's Anti-Poverty Strategy, and its joint Health and Wellbeing Strategy.

Our approach to partnerships through Collaborative Newcastle has given us a strong foundation for acting together as a city. We now want to consult on the governance of this strategy, ensuring that the city's collective voice is reflected in how we take it forward.



Support from city Anchor Institutions

As key anchor organisations based in the city of Newcastle, we are committed to working together to support our local communities. We recognise that as key providers of public services, health, social care, skills, education and research and development, our organisations play an important role within the local economies as employers (two in five Newcastle jobs in the health and social care sector), investors and buyers of goods and services.

Alongside our commitments to achieve Net Zero, we think that we can do more to maximise our economic impact in the city and create the conditions for a healthy and inclusive Newcastle, now and in future. That is why over the next two years we will work together to take action on the many challenges that our city faces including:

1. Targeting help to support people who have not been given the opportunities to access employment, education or training
2. Improving employment opportunities for neighbourhoods across the city which have experienced less of the benefits of Newcastle City Centre’s growth in recent years
3. Promoting a fair playing field for small and medium sized businesses, community and voluntary organisations to access procurement opportunities in our organisations.

Scott Bullock
Principal



Dame Jackie Daniel
Chief Executive Officer



Professor Chris Day
Vice Chancellor



Nick Kemp
Leader of the Council



James Duncan
Chief Executive

Dr Henry Kippin
Managing Director

Professor Andy Long
Vice Chancellor

Kim McGuinness
Police and Crime Commissioner

