Delivering Vision 2030

Gateshead Goes Global

Gateshead International Strategy

2010 - 2013

GATESHEAD
STRATEGIC
PARTNERSHIP

Delivering Vision 2030

Gateshead Goes Global

Gateshead International Strategy 2010 - 2013

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Foreword

I am delighted to introduce Gateshead's new International Strategy.

International activity and profile is a priority for Gateshead. We've always been aware that Gateshead is part of the global community and that we both, affect and are affected by, what happens in Europe and beyond. That's why we gave such a priority to these issues in our Sustainable Community Strategy, Vision 2030, in our Gateshead Goes Global Big Idea.

Gateshead is now firmly on the international map. Our renowned cultural and sports facilities, including the Angel of the North, Gateshead Millennium Bridge, BALTIC Centre for Contemporary Art, The Sage Gateshead and the Gateshead International Stadium are internationally recognised symbols of Gateshead.

But as a borough, Gateshead has never stood still and we want to do more to ensure that Gateshead benefits from its international profile – growing our business links, attracting talent and giving our residents the skills they need to compete in an age of globalisation.

Our new strategy provides the basis for delivering our Gateshead Goes Global objectives. It is both more focused and more partnership oriented, recognising the role and links of a wide range of organisations, and the need to ensure we are making the most of our connections and the varied opportunities they bring.

I look forward to seeing the results of our strategy over the next three years.

Mick Henry

Councillor Mick Henry
Chair of the Gateshead Strategic Partnership

Executive Summary

Our International Strategy maps out a series of objectives, priorities and outcomes for international activity in Gateshead over the next three years. It provides a key mechanism to deliver our Gateshead Goes Global ambitions set out in Vision 2030.

Our approach is based on recognising our 'global assets' and in continuing to strengthen and build upon these for the future benefit of Gateshead.

International activity brings many benefits to Gateshead in the form of investment; funding; the opportunity to provide life changing experiences for all our residents, and the potential to create better understanding and greater cohesion in our diverse communities. If we are to ensure these benefits are achieved, we need to focus our efforts and resources.

We have consulted with a range of local, regional, national, and international partners to ensure that we have the best possible strategy to deliver our objectives. We have also consulted with our many communities across Gateshead to ensure we have a shared understanding and ownership of our key priorities.

This strategy recognises the success and impacts we have already had to create an international reputation in culture and sport. We want to build on these strengths, and identify new areas where there are opportunities to learn from best practice, and to develop Gateshead's reputation further, based around four key objectives:

- Influencing and engaging in Europe
- Economic growth, jobs and investment
- Supporting developing economies
- Learning, culture and cohesion

Gateshead Goes Global

Gateshead is increasingly part of a global community. More than ever our future is related to what is happening not only locally, regionally and nationally, but in the wider European and international context. Flows of jobs and finance, people and organisations are now happening faster and on a bigger scale than ever before. We need to respond, shape and influence such patterns to ensure that Gateshead benefits.

Vision 2030 sets out the need for Gateshead to consider its place in the international community – to maximise the opportunities of globalisation for Gateshead. We identified the following key outcomes as measures of our success in achieving our Big Idea – Gateshead Goes Global:

- Active participation in international cultural events both in Gateshead and overseas.
- Support for less developed communities through the sharing of experience and skills.
- A place that attracts international talent.
- A competitive local economy, attractive for inward investment.

Our previous strategy, for 2006-09, was largely focused on actions the Council had identified to help boost Gateshead's international profile. This new strategy focuses on Gateshead as a place, recognising the role of all partners in helping to achieve the shared ambitions we have outlined in Vision 2030.

This document explores where we should collectively be focusing our international activity over the next three years. It illustrates the benefits that international work can bring, discusses Gateshead's current international profile and outlines the key areas where we think we need to do more to bring more benefits to Gateshead from international activity. The strategy aims to ensure the borough is economically active and prosperous, connected across the world's networks, and recognised globally for its contributions to art, culture, business, and learning.

Why do we work internationally?

There are three main ways in which international working brings benefits to Gateshead.

1. Establishing Gateshead's place in the global economy

We know that globalisation and the emergence of the knowledge economy means that cities and towns need to compete globally to attract growth and investment.

Not only does this mean we need to make Gateshead an attractive place for investors, emphasising our quality of life, and our reputation for cultural and sporting excellence on an international stage, but we also need to make sure that Gateshead residents have the right skills to provide the modern diverse workforce that companies now require.

We want Gateshead to be able to attract new jobs and investment because it is known internationally as a place that is connected to global markets; is able to attract and retain talent and creativity; and provides the right environment in which people want to live and do business.

2. Global citizens

All the evidence suggests that 'connectivity' in its widest sense is a key factor in economic and social success, and that those places which understand and develop their international links achieve higher levels of openness, tolerance, quality of life and sustainability. We want to ensure that Gateshead can take advantage of the opportunities international activity can bring and that people and organisations can see real benefit from international activity.

Developing cultural and educational links can help build confidence, deliver life skills and promote understanding as well as unleash creativity. This is central to our ambitions for a Creative Gateshead.

We want Gateshead to be a diverse, tolerant and welcoming community, which welcomes visitors, attracts inward migration and where residents have the opportunity to experience a variety of cultural, life changing experiences.

3. World class services

International partnerships provide the opportunity to share information and expertise on how we do things in Gateshead, and to test what we do against the best in the world. It provides opportunities for those delivering services to enhance their skills and bring learning back to Gateshead. Sharing lessons means we can think more creatively about how we can deliver Vision 2030, and a reputation for innovation and creativity in service delivery in turn helps to attract a high quality workforce.

We can also use our experience and skills in the delivery of excellent services to help others, sharing what we do well with less developed communities and economies. This not only provides benefits to those communities we work with, but brings rewards for our workforce – developing new skills and pride in working for the Gateshead family.

This strategy has been developed to maximise these benefits for Gateshead, turning them from potential into reality, and our outcomes framework for the strategy will test programmes against these benefits through our four new strategic objectives.

Gateshead's international profile now

Gateshead is firmly on the international map. Our world class cultural assets such as BALTIC, The Sage Gateshead, Gateshead Millennium Bridge and the Angel of the North have significantly raised the profile of Gateshead in recent years. The world class cultural events and exchange programmes developed from and by these icons are creating exciting new opportunities for learning and cultural exchanges as well as providing new quality of life and recreational opportunities for local people.

Our world class sporting facilities and events have also ensured that Gateshead is a name recognised for its ambition and ability to deliver with a strong record of major events such as Grand Prix Athletics at Gateshead international Stadium. Our status as the European City for Sport in 2010 is a major success for Gateshead, and will help to embed these links further.

We also recognise the importance of our partnership with Newcastle in helping to establish NewcastleGateshead as an internationally renowned destination, building on the complementary strengths of both to create a place with a significant international profile, with a track record of internationally recognised events, festivals and achievements over the past decade.

Some of our commercial developments have enjoyed an international reputation – MetroCentre has long been recognised as one of the largest shopping centres in Europe, and the Team Valley as the first modern industrial complex of its kind in Europe. Our new partnership with Alcatel Lucent to create Gateshead Technology Innovation Limited (GTI) is the first example of its kind in the country – creating cutting edge broadband connectivity for the benefit of businesses and communities in Gateshead. Gateshead International Business Centre provides a base for a range of international and creative companies bringing foreign investment into the borough.

Gateshead is also home to a long established Jewish community and is recognised internationally as a significant scholastic/collegiate community with a world-wide reputation within the orthodox Jewish community.

The Council and other partners have engaged in a number of high profile transnational partnerships such as the waterfront communities project and the current RUnUP project. Gateshead has had a long standing relationship with Komatsu, and an emerging partnership with Sahiwal in Pakistan as well as a range of additional links and exchanges. The Sage Gateshead has developed a number of long lasting and beneficial partnerships with cultural organisations – including many different kinds of relationships with artists and arts organisations in Europe, North and South America, the near and far East and Australasia, many of which enrich the concert and educational programmes The Sage Gateshead offers to local people.

Our schools, youth programmes and voluntary and community sector organisations have developed many international links and there are many examples of exchange and learning programmes which bring benefits for all parties.

A flavour of recent actions and achievements includes:

- Launch of the international RUnUP Project (Role of Universities in Urban Poles), which puts Gateshead at the forefront of working with eight European cities and their universities to improve our local economy.

- Establishment of the Windmill Hills Multicultural centre and the associated programme of language support to act as a hub for new migrants.

- Attracted the UK Athletics Grand Prix to Gateshead for three years running, giving local people the opportunity to participate in one of the biggest events in Olympic Sport as we move towards the 2012 Olympic Games.

- Established musical links with France and Italy through Gateshead Youth Orchestra and with Sweden through The Sage Gateshead's Gothenburg partnership linking Young Sinfonia with Swedish students of the same age.

- Young people in Gateshead experience different cultures through a range of international visits and school exchange programmes including:

  - Young athletes from Hilltop School travelled to Shanghai to participate in the Learning Disability Olympics;
  - Kingsmeadow School hosted an international meeting in April 2009. Two schools from Spain and Turkey visited the school as part of a project looking at culture and food across the three countries;
  - Several pupils from a range of Gateshead schools and their families played host to pupils from Komatsu in Japan this summer as part of the ongoing learning and cultural exchange programme between Gateshead and Komatsu;
  - The art department at Hookergate School participated in the Prix De Peinture Francois Hubert-Benoist exhibition in Domfront, Normandy; and
  - Young people taking part in exchange programmes with Ghana.

A story of success, but challenges remain

We have achieved much, but we have significant challenges if we are to deliver our Gateshead Goes Global objectives, which this revised strategy needs to address. We need to:

- increase the momentum and pace of our work to more clearly demonstrate the benefits of our approach;
- focus on key priorities for action, and maximise our limited resources on these priorities across partners;
- have a clearer focus on outcomes and impacts;
- maximise the role of partners, developing a more coordinated approach to international activity.

Strategy focus and priorities

Emerging priorities from consultation

The following activities have been undertaken to develop this strategy:

- Consultation with local partners and organisations on their understanding of the basis for international working and priorities for 2010-13;
- Community consultation on Gateshead Goes Global as part of the Vision 2030 community consultation programme;
- A specific Gateshead Goes Global workshop to develop themes and priorities;
- Discussions with key regional partners on priorities and objectives; and
- Detailed consultation with partners on a consultation draft of the strategy.

Through the consultation process a number of priorities have been identified:

- Providing more opportunities for people in Gateshead to work with communities and projects worldwide, for example Sahiwal, Pakistan and worldwide youth exchanges, including our twin city Komatsu in Japan.
- Working with universities to retain graduates in Gateshead.
- Influencing and engage with Europe through our membership of the EUROCITIES network.
- Hosting the 'Thinking Digital Gateshead 2010' Festival, which will attract speakers and visitors from around the world, and promote Gateshead as a location for international business conferences.
- Redeveloping Gateshead International Stadium and host pre-Olympic Games training camp, attracting international athletes to the borough.
- Hosting a series of sporting events as part of our role as European City of Sport in 2010, including UK Schools Games and the International Gymnastics Competition.
- Supporting the bid for NewcastleGateshead to be a host city for the 2018 Football World Cup.

Key principles for the new strategy

In developing our strategy for 2010-13 we have adopted the following key principles to address the challenges identified on page 8:

Ambition and momentum - The value of the strategy is in restating our commitment to international activity and recognising the value it can bring to support the delivery of Vision 2030, and Gateshead Goes Global in particular.

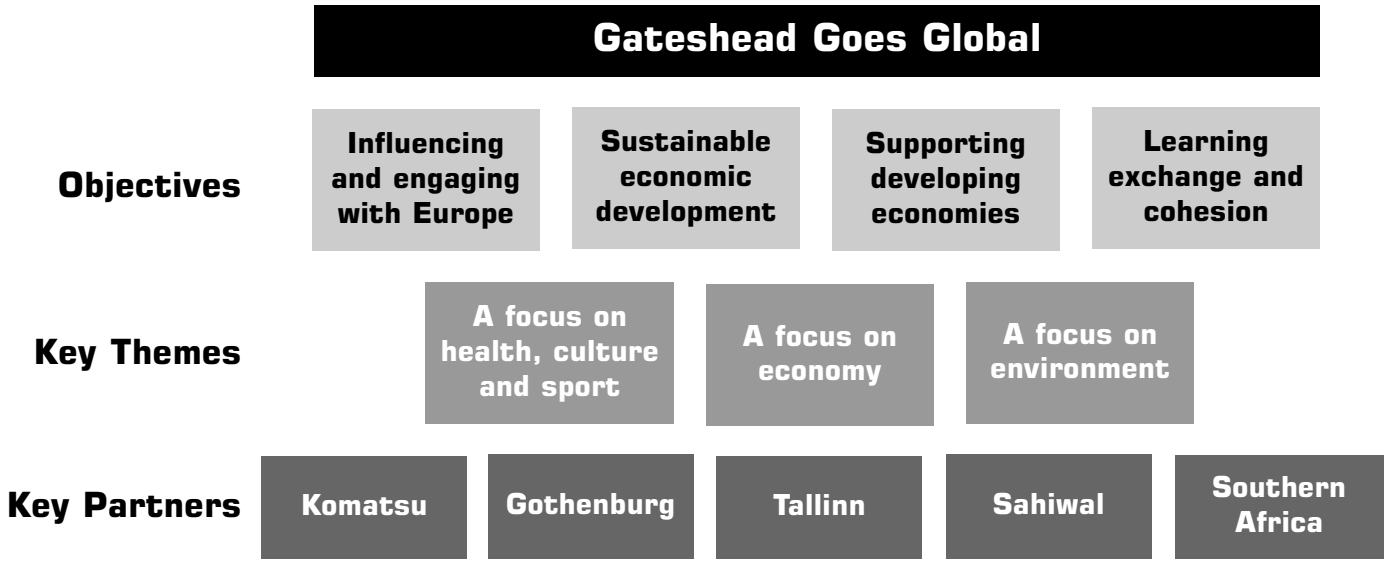
Strategic focus – identifying a clear set of objectives, themes and areas where we will focus our attention and provide the clarity which partners need. This does not preclude the development of additional activity outside these priorities, but it does influence the resources we will allocate to these activities as a partnership.

Outcomes and impacts – we will ensure a clear focus on demonstrable outcomes and impacts of our international activity at all stages, and be aware of our responsibility to ensure value for money in delivering international activity both in terms of inputs (the cost of travel) and outputs (the benefits to Gateshead).

Partnership – an emphasis on partnership, in strategy, delivery and management of our activity to ensure our activity is joined up and that international contacts and networks are shared effectively.

The new strategy

The draft strategy in this document has been developed as the basis for international activity in Gateshead for 2010-13. It is designed to deliver many of the key priorities in Gateshead Goes Global, though it is also recognised that a number of other actions in Vision 2030 will also contribute to the achievement of Gateshead Goes Global, such as City status.



Resulting from consultation, the views of partners and the priorities established in the Gateshead Goes Global Big Idea, we have identified four key objectives for our strategy:

Influencing and engaging in Europe – we want to be able to influence policy making in the European Commission; access funding opportunities through transnational partnerships and ensure we are well prepared for legislation and standards coming through European law. This is particularly important in the context of EU expansion, and the implementation of the Lisbon Treaty.

Sustainable economic development – we want to ensure that Gateshead is well placed in the global economy – well connected; able to compete in the global economy, leading the development of a low carbon economy and making the most of our key assets – our manufacturing strength, creativity and cultural excellence. We want to ensure that Gateshead is seen as a good place to live, do business and invest.

Supporting developing economies – we want to play our role in supporting less developed countries, regions and cities to tackle poverty and disadvantage, by sharing our knowledge and skills in a focused way.

Learning, exchange and cohesion – we want to maximise the opportunities available for Gateshead residents to come into contact with different cultures, focusing on culture as a way of connecting communities, breaking down barriers, valuing different cultures, releasing creativity and building more cohesive communities.

Running through these objectives is a focus on three main themes, which will have an impact across all four objectives:

- **A focus on health, sport and culture** – reinforcing our infrastructure and using sport and culture to help support the economy and contribute towards an active, healthy and creative Gateshead.

- **A focus on economy** – supporting our objectives for growth, with an emphasis on low carbon, knowledge intensive and creative industries activity as a way of emerging from the economic downturn and maximising competitive advantages, including our cultural offer.

- **A focus on environment** – responding to the challenges of climate change and learning from best practice internationally in mitigation and adaptation, through initiatives such as The Covenant of Mayors.

We will also ensure that we take a consistent approach in the development of our partnerships with other cities and places, moving away from a traditional town twinning approach, and instead moving towards agreed shared partnership objectives, with specific outcomes, objectives and partners.

We will seek to develop partnerships with cities and organisations that share similar characteristics, challenges or opportunities with us, and can assist us in delivering against our objectives. We will initially prioritise European partners that are also members of Eurocities to take advantage of this network of good practice, but we will explore other opportunities where appropriate.

Our focus will therefore be initially on the deepening and consolidation of our existing network of strategic partnerships as outlined below, though we will also consider new partnership opportunities as they arise.

- **Komatsu** – focusing on learning and cultural exchange and sustainable economic development.

- **Gothenburg** – focusing on cultural and creative partnerships and sustainable economic development.

- **Tallinn** – supporting cultural partnerships.

- **Sahiwal** – supporting developing local economies.

- **Southern Africa** - supporting developing local economies through our work with the Swallows partnership and the Council's membership of the Local Authority Action For Southern Africa (LAACTSA) network.

Our outcomes framework

We have developed ten primary outcomes to measure the success of this strategy. These will be monitored throughout the implementation process, and reported on a six monthly basis to the GSP Steering group.

Objective	Outcomes	Outputs
Influencing and Engaging in Europe	A voice of influence in Eurocities Strong and successful partnerships	EU funding opportunities maximised New transnational European partnerships established to meet priorities
Sustainable economic development	More diverse workforce with enhanced skills More competitive and connected local businesses Gateshead's increasingly international quality of life actively promoted to potential investors in the borough	Increased talent attraction and retention rates; more international students Increased levels of international trade
Supporting developing economies	Increased profile and recognition Fair-trade status enhanced Specialist advice and support given to organisations in other countries	Four major partnership action plans agreed and delivered Accreditation/recognition of developmental work
Learning, exchange and cohesion	Enhanced life skills for young people Increased community cohesion	Year on year increases of young people involved in exchange projects Foreign language skills increased

Objective 1: Influencing and engaging in Europe

It is crucial to ensure that we have our voice heard through engaging with European Institutions such as the European Parliament, European Commission and the Committee of the Regions. This allows us to influence, shape and understand important legislation before it is translated into UK law.

There are therefore numerous opportunities to access substantial funding to change service development and delivery. In addition to major funds for urban reconstruction and development such as ERDF, there are also a number of transnational funds that cover all issue areas from public health to the environment, providing money for individual authorities or transnational partnerships to explore, develop and implement new ways of addressing key problems.

Our strategy will focus on:

- Eurocities
- North East England Office in Brussels (NEEO)
- Strategic partnerships
- Targeted funding opportunities

Eurocities

In 2010-13 we will increase our profile within the Eurocities network. With over 135 member-cities from all over Europe, the Eurocities network serves as a ready made network of partners for transnational projects, and up to date policy service, ensuring that we are able to influence policy at the right time and with a strong voice.

Our joint membership of the network with Newcastle City Council enables us to shape emerging European policy as it impacts on cities and urban areas.

In line with our key focus areas, we will focus on the following Eurocities Forums:

- Environment
- Culture
- Economic Development

Newcastle City Council leads our partnership work with the Social Affairs Forum, and we will continue to work with them on sharing information and exchange of experience from the network.

In 2010 Gateshead and Newcastle will also host the Eurocities Cooperation Platform, and we will explore the options for becoming members of the Eurocities Executive Committee and for hosting an Annual General Meeting in the 2010-13 period.

North East England Office in Brussels

One of our key channels into Europe is through the North East England Office in Brussels (NEEO). NEEO is the central point of contact for exchanging information and intelligence between the region and a wide range of EU and international organisations. Established in 1992, it is now a key player in a network of over 300 regional offices from 27 EU Member States and other countries. We will formulate a work programme with NEEO in Brussels to ensure that we are getting the most out of our membership of NEEO and that we are working in a coordinated way to ensure that Gateshead is at the forefront of key policy developments and is recognised as a key player on the European level.

Strategic Partnerships

We are moving away from traditional town twinning arrangements and will place greater focus on the development of strategic partnerships with a specific number of key partners in Europe. These will be developed to support our themes of culture, sport and sustainable economy.

We will therefore develop further our existing links with Gothenburg and Tallinn to extend our cultural links.

We will also seek to develop stronger links with a number of cities on environmental and low carbon programmes. We are already signatories to the Covenant of Mayors network, and will continue to work with the Eurocities Environment Forum network to develop a transnational partnership in this area.

RUnUP - Gateshead is currently Lead Partner in an URBACT II programme thematic network – RUnUP 'Role of Universities for Economic Development in Urban Poles'. The project looks at how the relationship between universities, public and private sector organisations can be strengthened to boost innovation and economic development in small and medium sized cities. As lead partner Gateshead are coordinating the work of eight other European Cities from Spain, Italy, Germany, France, Poland, Sweden, Portugal and Greece.

Covenant of Mayors - The Covenant of Mayors is an ambitious initiative of the European Commission that will brings together the Mayors of Europe's most pioneering cities in a permanent network to share experience and deliver a formal commitment to reduce their CO2 emissions even beyond the EU 20% objectives. Gateshead along with all the other local authorities in the North East have signed up to the initiative and we will use this status to make the most of available funding to ensure that Gateshead is one of the most sustainable cities in Europe and is doing its part to contribute the EU's CO2 targets.

European City of Sport - Gateshead has been designated as European City of Sport for 2010. This will bring significant new activity and opportunity in the form of new sports exchanges; volunteering; participation programmes and festivals, and forms a key element in the preparation for the 2012 Olympics.

Targeted funding programmes

We will continue to explore and exploit funding programmes from the European Commission. Our emphasis will be on our priority themes of culture, sport and sustainable economy, but we will also identify additional opportunities for funding, working with a wider variety of partners, where these will bring significant additional benefits to Gateshead.

Priorities for 2010-11

- Exert greater influence in the Eurocities network through active engagement in the Culture, Environment and Economic Development Forums and hosting the 2010 Cooperation Platform jointly with Newcastle City Council;
- Contributing to and influencing the EU budget discussions for post 2013, working with the North East England Office in Brussels;
- Successfully delivering the 2010 European City of Sport programme;
- Implementing the Sustainable Energy Action Plan as a commitment of the Covenant of Mayors; and
- Developing and launching two further EU funded transnational programmes linked to our key policy areas.

Further details on activities for 2010-11 are included on pages 23-26.

Objective 2: Sustainable economic development

Central to the ambitions we have outlined in Vision 2030 is an emphasis on economic and population growth. Growing the knowledge economy, with an emphasis on science, creativity, new skills and an enterprise culture lies at the heart of the 1PLAN for NewcastleGateshead, produced by 1NG, the city development company, Gateshead and Newcastle Councils and One North East.

International activity supports these objectives by creating links, attracting investment, increasing the spread of knowledge, and ensuring that Gateshead is, and is perceived to be, open for business, and crucially is connected to global markets.

The marketing of NewcastleGateshead as an international tourist destination continues to be a key goal, with an increasing emphasis on business tourism. International meetings and events lead to both positive marketing and a boost to industry and commerce.

Our strategy will focus on:

- Skills, talent and creativity
- Research, development and innovation
- Business and cultural tourism

Skills, talent and creativity

The advent of cheap international travel, the free movement of people across the European Union (EU), the subsequent increase in EU membership, and (until recently) the relatively strong economy, have all combined to produce significant levels of international migration. This has resulted in relatively large net inward migration over the past ten years, bringing additional higher skills into the UK.

An increasingly competitive world economy is putting access to talented individuals at a premium. For Gateshead to achieve the ambitious targets of Vision 2030 and achieve the economic growth we aspire to there is a need to ensure that we have the right mix of skilled people to develop the highly skilled jobs and knowledge businesses needed in a thriving and sustainable economy.

The population loss from Gateshead and Newcastle has stabilised in recent years due to external migration, largely from EU accession states. Current projections are for this to continue to slow or decline, though there are signs that migration rates may be increasing from the Middle East.

A key challenge for Gateshead will therefore be to ensure that such changing migration patterns support economic and population growth objectives, whilst also ensuring that adequate information and services are provided to support new migrants.

Research, development and innovation

The North East has a strong reputation for innovation and industrial change. It is home to a number of Centres of Excellence as defined in the Regional Economic Strategy: digital technology and digital media, life sciences, emerging technologies, new and renewable energy, and process industries.

Globalisation means that local economies are operating in an increasingly international environment and dealing with European and international businesses on a regular basis.

Digital technologies and delivery models can ensure that Gateshead is plugged into the global information superhighway, supported by businesses and households that are ICT proficient, sustainable and carbon efficient.

Increasingly, innovation to support the development of a low carbon economy will become increasingly important and a key focus for our international activity.

Deepening partnerships between the public, private and higher education sectors (known as the triple helix) are key to future success, and we will work to exploit the opportunities for close collaboration, including through the new Memorandum of Understanding between the Council and the University of Northumbria.

Business and cultural tourism

NewcastleGateshead has seen a significant growth in the tourism economy in the past ten years, linked to a major investment in cultural programmes and activity which has received national and international recognition. Major events and festivals such as the Great North Run, Tall Ships, Aviva Grand Prix, Evolution Festival, SummerTyne and the Gateshead International Jazz Festival have played a key role in promoting NewcastleGateshead as a dynamic place to live and have successfully generated an international profile.

The global leverage that the Angel of the North, The Sage Gateshead, BALTIC, and the Gateshead Millennium Bridge bring to Gateshead ensures that the borough has a distinct international profile to attract potential visitors.

There is a body of evidence this activity brings profound economic benefits through increased job creation, visitor numbers, hotel bookings, media coverage, and general tourist spending.

The international strategy seeks to support this activity and ensure that economic benefits are achieved through these investments, promoting Gateshead as a location for international business conferences and maximising the profile of the forthcoming International Conference and Exhibition Centre in the short term, and the implementation of an ambitious programme of events including:

- 10th Anniversary of BALTIC in 2012
- 2012 Olympics
- Rugby League World Cup in 2013
- 10th anniversary of The Sage Gateshead in 2014
- Rugby Union World Cup in 2015
- Football World Cup in 2018
- A potential Commonwealth Games bid post 2030.

Priorities for 2010-11

- Implementing the Talent Attraction and Retention Strategy to ensure a continued focus on getting and keeping the skills we need for future economic success.
- Integrating international trade objectives with work on the Economic Assessment and with activities of North East Chamber of Commerce.
- Delivering the Supporting Communities initiative part funded by the Migration Impacts Fund.
- Attracting funding from the EU in support of innovation, research and development.
- Raising the profile of NewcastleGateshead at MIPIM 2010 and launch of the 1NG Plan.
- Implementing the Thinking Digital Festival 2010.
- Commencing investment plan for Gateshead International Stadium.
- Progressing International Conference and Exhibition Centre.
- Exploiting business opportunities provided by hosting major international events in Gateshead.
- Lauching the RUnUP Local Action Plan, a set of deliverable actions to support the development of the knowledge economy in Gateshead.
- Implement partnership activity with University of Northumbria

Further details on activities for 2010-11 are included on pages 23-26.

Objective 3: Supporting Developing Economies

Gateshead is part of the global community and has long recognised its role and responsibilities in working to support less developed countries, in support of United Nations Millennium Goals.

There are economic, resource and community benefits to be obtained from collaboration with other international countries. Gateshead Council is currently working with the Sahiwal Government, sharing knowledge and expertise on a variety of public health issues to assist in the socio-economic development of Sahiwal region. This not only provides benefits in Sahiwal, but provides major opportunities for personal development for council officers engaged in the programme.

The Council is also involved in the Swallows Partnership – an international partnership between the North East of England and the Eastern Cape of South Africa, as well as in numerous exchange programmes including youth exchanges with Ghana.

Gateshead has also been a Fairtrade borough since 2007 and will continue to support this initiative as a way of ensuring fair prices and production methods for products sourced in developing countries.

Our strategy will focus on:

- Continued support for and further development of Gateshead as a Fairtrade borough.
- The development and implementation of a coordinated programme in Sahiwal.
- The development of specific action programme for Gateshead's involvement in South Africa.
- Maximising the opportunities of the Commonwealth Local Government Forum.

Fairtrade

Fairtrade products are now a common sight in shops and supermarkets in Gateshead and beyond and the strong links between this important organisation and the area act as one of many influences on our international activity.

Gateshead became a Fairtrade borough in 2007 and is committed to maintaining this status by:

- Promoting the concept of Fairtrade and increasing the availability of Fairtrade products within Gateshead;
- Raising awareness of the Fairtrade Mark;
- Ensuring continued commitment and drive towards gaining Fairtrade Borough Status for Gateshead, by achieving the five criteria of a Fairtrade Town as set out in the Fairtrade Foundation's 'FairtradeTown Goals and Action Guide', and to maintaining the accreditation once it has been achieved; and
- Encouraging workplaces, schools, colleges and churches to work to promote and use Fairtrade products.

Sahiwal, Pakistan

Gateshead council is currently working in partnership with Sahiwal in Pakistan in order to help implement a solid waste management (SWM) system. Through this relationship we will:

- Explore training opportunities for SWM with NE Universities
- Provide practical training
- Examine relationship with Northumbrian Water to explore support in improving drinking water supplies
- Provide advice on establishment of regulatory frameworks of SWM and public health initiatives

Gateshead – Southern Africa links

Local Authority Action for Southern Africa (LAACTSA) - was formed in 1995 from the authorities which had previously supported the Anti-Apartheid Movement. It was set up to assist in the reconstruction of Southern Africa following apartheid and undertakes work on many critical issues facing the people of the region.

Gateshead is one of the UK local authorities involved in this organisation and have been actively engaged in the programme of support offered to our Southern African counterparts.

In 2010 we will agree a programme of activity for Gateshead as part of this organisation.

The Swallows Project - The Swallows Partnership/Sihlanganiswa Ziinkonjane is an international partnership, based in the arts and culture - between the North East of England and the Eastern Cape of South Africa. Its immediate objective is to develop a mutually agreed programme of arts and more broadly cultural projects between 2008 and 2014.

This programme to date has included exchanges, teaching and training, commissions and productions, festivals placements and residencies.

We will continue to play a key role in this partnership and look to support the Eastern Cape through partnerships and cultural exchange programmes.

In 2010 we will agree a programme of activity for Gateshead as part of this wider initiative.

Commonwealth Local Government Forum (CLGF) - CLGF works to promote exchange of good practice in local government structures and services across the Commonwealth. It provides an additional mechanism by which Gateshead Council can support developing economies by sharing good practice in a variety of ways.

The Council has not been active in the Forum to date, and opportunities will be explored in 2010. Involvement not only provides benefits for developing countries, but can offer significant benefits to Council employees and members, supporting our objectives on learning, exchange and cohesion.

Priorities for 2010-11

- Continuing to build the profile and expand on Fairtrade borough status.
- Deepening and strengthen the current programme of activity.
- Agreeing programmes of engagement in South Africa and Ghana.
- Developing a project for development through the Commonwealth local Government Forum.

Further details on activities for 2010-11 are included on pages 23-26.

Objective 4: Learning, exchange, and cohesion

It is recognised that the international dimension can be used as a basis for learning from experience overseas and using that experience to support continual improvement within communities, businesses and schools.

Children and young people can use the opportunities of youth linkages to learn and develop language and inter-cultural skills, increasing their understanding, enthusiasm and motivation.

Engaging the people of Gateshead in international activities will play an important role in promoting Gateshead's cultural assets locally and internationally.

Our strategy will focus on:

- Exchange programmes for children and young people
- Community cohesion programmes
- Cultural programmes and exchange
- International events

Exchange programmes for children and young people

Sharing learning internationally brings many benefits for both individuals taking part and in the exchange of experiences and good practice they provide on return from exchanges by sharing expertise and good practice learned. Young people's programmes in particular provide the opportunity for life-changing activities that can release creative potential and break down barriers and myths.

Learning exchanges currently taking place include:

- TIPD – Teachers International Professional Development
- School exchanges
- Lifelong learning exchanges

We will work to develop a comprehensive programme of exchanges for children, young people and organisations in support of our strategic objectives.

Community cohesion programmes

The most successful places are those that welcome diversity, have a high degree of population mobility and provide an exciting cultural mix. In Gateshead, our Creative Gateshead Big Idea maps out our objectives to use creativity to boost economic growth and improve quality of life. Diversity acts as a source of entrepreneurship, and as a way of breaking down barriers within our communities, and assists in the delivery of the PREVENT agenda.

Cultural events such as European Neighbours Day allow residents to become more culturally aware, both of their local culture and those of Europeans and beyond. Our existing links with Komatsu have been beneficial in providing many opportunities to increase understanding of Japanese culture, and we want to develop these opportunities further.

Cultural programmes and exchange

Culture has great potential to bring communities together and plays an essential role in improving places and lives and expanding people's horizons and ambitions. Increasing Gateshead's reputation as a cultural destination will promote Gateshead internationally as well as enriching Gateshead's ability to attract companies to invest in, and relocate to, Gateshead.

Exchanging cultural experiences and opportunities to experience international culture also leads to wider perspectives for Gateshead's residents. The successful programmes of exchange with Komatsu and through organisations such as The Sage Gateshead are now well established and lead to significant positive benefits for the young people and representatives from partner organisations taking part.

There are opportunities to build on these links and develop more structured programmes of cultural exchange involving key partners linked to international activity and visits including performance art and sport.

International events

Creating and hosting international events contributes significantly to cultural development and has an impact on the development of cultural tourism in Gateshead.

Gateshead International Stadium and Gateshead Leisure Centre are currently designated as London 2012 Olympics and Paralympic pre-games training camps. The City of Sport designation for 2010 provides opportunities to learning from the best European practice in promoting sport and active lifestyles.

Priorities for 2010-11

- Raising the profile and celebrate achievements of exchange programmes for children and young people.
- Ensuring a range of opportunities for cohesion and exchange are delivered as part of community cohesion activity, including Gateshead Together Week 2010.
- Developing enhanced opportunities for cultural exchange programmes with key partner cities and cultural organisations either as part of agreed partnership agreements or with a view to developing new partnerships.
- Developing closer links with the British Council to develop new opportunities.

Further details on activities for 2010-11 are included on pages 23-26.

Delivery and implementation

Strategic direction

Gateshead Strategic Partnership will be responsible for the implementation and monitoring of the International Strategy. Six monthly reports will be presented to the GSP Steering Group, and to the Council's Cabinet. Annual action plans will be delivered. The action plan for 2010-11 is included.

Delivery, monitoring and reporting

Day to day delivery of the Strategy will be coordinated by the Chief Executive's department at Gateshead Council.

Quarterly review meetings on progress will be established as the means of monitoring progress, expanding on the current Council structures to engage and involve partners

Progress and issues will be reported to regular meetings of the Gateshead Goes Global Steering group, Chaired by the Strategic Director, Finance and ICT.

Action plan for 2010-11

Influencing and engaging in Europe

Activity	Action	Delivery	Outcomes	Timescales
Eurocities	Cooperation Platform	Gateshead Council Newcastle City Council	Successful event raising Gateshead's profile in Eurocities	Review October 2010
	Culture Forum	Gateshead Council and partners	Increased profile and explore chairmanship of working groups	Review AGM (November 2010)
	Environment Forum	Gateshead Council	Increased profile and explore chairmanship of working groups	Review AGM (November 2010)
	Economic Development Forum (EDF)	Gateshead Council	Increased profile and explore chairmanship of working groups	Review AGM (November 2010)
	Social Affairs Forum	Gateshead Council	Increased profile and explore chairmanship of working groups	Review AGM (November 2010)
EU Budget	Programme of activity with NEEO to influence EU Budget 2013+	Gateshead Council	Influence over budget proposals Early	Review March 2011
	Contribute to Eurocities Cohesion Policy and budget proposals	Gateshead Council	Influence of budget proposals and future of EU Cohesion Policy	Review March 2011
Urbact/RUnUP	Deliver RUnUP programme	Gateshead Council	Deliverable Local Action Plan to promote the Knowledge economy	March 2011
Covenant of Mayors	Implement Energy Action Plan	Gateshead Council	Reduced CO2 Emissions	Review March 2011
City of Sport	Comprehensive programme of sporting activity	Gateshead Council/Sports Partnership	Increased participation in sport	By December 2010
Funding	Identify two or more major transnational programmes linked to priorities	Gateshead Council and partners	Additional funding attracted to fund key priorities	By December 2010

How does activity contribute to our focus areas?	
Health, Sport and Culture	International Sporting events to promote European City of Sport status and sustain our cultural existance
Economy	Eurocities EDF to support 10 point plan
Environment	Access to knowledge and funding for low carbon economy programme

Action plan for 2010-11

Sustainable economic development

Activity	Action	Delivery	Outcomes	Timescales
Skills and talent	Implement TAARS	EHST Partnership	Increased migration	Review by 2012
	Migration Impacts Fund delivery	Adult Learning	Enhanced language and skills support	March 2011
	Preparation for next generation of economic migrants	Gateshead Council and partners	Increased cohesion	Review by March 2011
Innovation and investment	Secure funding from EU Research and development budget	EHST Partnership Universities One North East 1NG	Supporting Northern Design Centre and other innovation connectors	December 2010
	Secure funding to implement RUnUP strategy post 2010	EHST Partnership	Funding attracted	March 2011 onwards
	Secure funding from EU smart cities programme	EHST Partnership	Implement green technologies	Review March 2011
	International trade links	EHST Partnership North East Chamber of Trade	Enhanced trade links	Review March 2011
	Access CIP funds for SMEs, eco-innovation and business growth	EHST Partnership	Support for SMEs and business growth	Review March 2011
	Launch 1NG Plan and raise profile	1NG Gateshead and Newcastle Councils	Investment profile	March 2010
Cultural and business tourism	Deliver Aviva Grand Prix Athletics	Gateshead Council	Investment, profile and local multiplier effects	August 2010
	ICEC development	1NG	Investment	March 2011
	Gateshead international Stadium redevelopment	Gateshead Council	Investment, profile, hosting international events	Summer 2011
	Major events programme	Various partners	Investment, profile and local multiplier effects	Review March 2011

How does activity contribute to our focus areas?	
Health, Sport and Culture	Internationally renowned sporting facilities provide part of the attraction for talented people, cultural facilities help attract talent
Economy	Helping to stimulate knowledge intensive economy
Environment	Supporting investment in low carbon technologies

Action plan for 2010-11

Supporting developing economies

Activity	Action	Delivery	Outcomes	Timescales
FairTrade	Continue to expand coverage and profile All schools achieve fair-trade status	Gateshead Council and partners	Sustainability within businesses and schools	Ongoing review March 2011
Sahiwal	Deepen and formalise current programmes	Gateshead Council and partners	Agreed waste programme in place	Review March 2011
LAACTSA	Agree programme of Gateshead involvement for 2010	Gateshead Council and partners	Agreed activity and recognition	December 2010
Swallows	Agree programme of Gateshead involvement for 2010	Gateshead Council and partners	Agreed activity and recognition	Review March 2011
Commonwealth Local Government Forum	Develop options for engagement in 2010	Gateshead Council and partners	Agreed activity and recognition	December 2010
How does activity contribute to our focus areas?				
Health, Sport and Culture	Partnerships with South Africa can provide basis for future athletics/sporting links, cultural links re-enforce cohesion			
Economy	Enhanced skills for workforce through developmental activity			
Environment	Exchange of experience and skills development on waste management strategy			

Action plan for 2010-11

Learning, exchange and cohesion

Activity	Action	Delivery	Outcomes	Timescales
Learning exchanges for young people	Draw together all current activity and raise profile	Schools/Gateshead Council and partners	Extend numbers of schools participating in international exchanges	Review March 2011
Learning and cultural exchanges	Develop closer links with British Council	GSP	Exploiting new links and exchanges	March 2011
Community cohesion	Develop calendar of events and use to feed into Gateshead Together Week and Cohesion Strategy	GSP	More cohesive communities	May 2010
Cultural exchanges	Ensure exchange events built into major sports events	GSP/Sports Clubs	Enhance cultural exchanges	September 2010
Events	Develop opportunities for cultural exchange linked to international events	GSP	Enhanced cultural exchanges	March 2011

How does activity contribute to our focus areas?	
Health, Sport and Culture	Ensuring maximum benefits from hosting of international sports teams
Economy	Including trade delegations as part of cultural links eg visiting orchestras
Environment	Learning form best practice in Europe and beyond on climate change and low carbon economy

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