



GOVERNMENT OFFICE  
FOR THE NORTH EAST

# Annual Report 2004–2005



# Introduction



Welcome to our Annual Report for 2004–2005. This has been another important year for us and I hope you will be interested to find out more about what we have achieved.

Many of our regional partners will know that we have a new building. We managed a highly successful move into Citygate on 9 August 2004, an office designed with environmental performance in mind. The office has achieved an 'excellent' rating under the Building Research Establishment Environmental Assessment Method (BREEAM) for Offices 2003 and is one of only a few offices in Newcastle to achieve this rating.

Our move allowed us to organise Open Days on 16 and 17 March 2005, attended by 269 stakeholders and partners from across the region. The conversations we had on those days enabled us to strengthen ties with our partners and I was pleased with the many positive comments from visitors over the two days. I intend to make this a regular event, holding open days every three to four years and we will look forward to welcoming you again to Citygate.

Regional governance was high on our agenda this year. The information campaign ahead of the regional referendum involved significant input from our office. Though the vote in November 2004 was a very resounding 'no' to an Elected Regional Assembly and, to a lesser degree, local government reform, this has not removed our commitment to improving regional governance and our engagement with local government has not diminished.

Our work with local government expanded this year and included the launch of two Local Area Agreement pilots in the region, offering a new relationship between central and local government for Gateshead and Stockton-on-Tees. Stockton's success in being considered a national blueprint is matched by their award as partnership of the year for their Neighbourhood Management area. Indeed, our region won seven out of twelve national

awards at the annual Neighbourhood Management Conference. Three out of our four New Deal for Communities are considered to be excellent by the Office of the Deputy Prime Minister.

We have continued our work on transport, leading a regional consortium on transport funding. In education, steady progress has been made in increasing the achievements of school pupils at key stage level 3, which we actively support.

These are some of our achievements over the year. I know that you will find many more as you read on through our report.



**Jonathan Blackie**  
Regional Director

Front cover: Alnwick Garden treehouse

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Citygate

The Government Office for the North East was set up in 1994 as one of nine regional Government Offices (GOs). We now represent the interests of the following 10 government departments:

- Office of the Deputy Prime Minister (ODPM)
- Cabinet Office
- Department for Culture, Media and Sport (DCMS)
- Department for Education and Skills (DfES)
- Department for Environment, Food and Rural Affairs (Defra)
- Department of Health (DH)
- Home Office (HO)
- Department of Trade and Industry (DTI)
- Department for Transport (DfT)
- Department for Work and Pensions (DWP)

## Creating more jobs and improving productivity and enterprise



### Innovation, Technology and Enterprise

We continued to work with One NorthEast (ONE, the regional development agency) to support the Strategy for Success programme, which aims to maximise the research and technology base to generate innovation, competitiveness and growth. This includes sitting on the boards of the five Centres of Excellence created by ONE in partnership with the region's universities in five sectors identified as having potential to achieve world-class status – digital technology and media (Codeworks); life sciences (CELS); nanotechnology, micro and photonic systems (CENAMPS); new and renewable energies (NaREC); and process industries (CPI). Through our membership of the five boards we facilitate links between government departments nationally and regional stakeholders.

Improving business relationships, encouraging innovation and targeting European funding on enterprise and jobs were our key achievements this year.

We allocated DTI funding for the North East University Innovation Centre in Nanotechnology (a multi-disciplinary collaboration between ONE, CENAMPS and the five regional universities). We were also instrumental in the establishment of the Bioinformatics Institute (a collaboration between ONE, Nonlinear Dynamics Ltd., a leading worldwide bioinformatics company based in the North East, and university partners). This received DTI funding and was launched by the then Secretary of State for Trade and Industry Patricia Hewitt in June 2004.

We also supported regional activities to encourage enterprise and entrepreneurship around science and technology, particularly among children and young people, working with partners such as Foresight North East (Futures Challenge), Royal Society of Chemistry (Schools' Quiz), Royal Academy of Engineering (Year in Industry scheme) and the Shell Technology Enterprise Programme (STEP).

### Business Relationships

We engaged regularly with a wide range of business organisations in the region to support enterprise, entrepreneurship and business creation. These include the Confederation of British Industry (CBI), North East Chamber of Commerce, Federation of Small Businesses, Northern Offshore Federation, Engineering Employers' Federation and the Northern Business Forum.

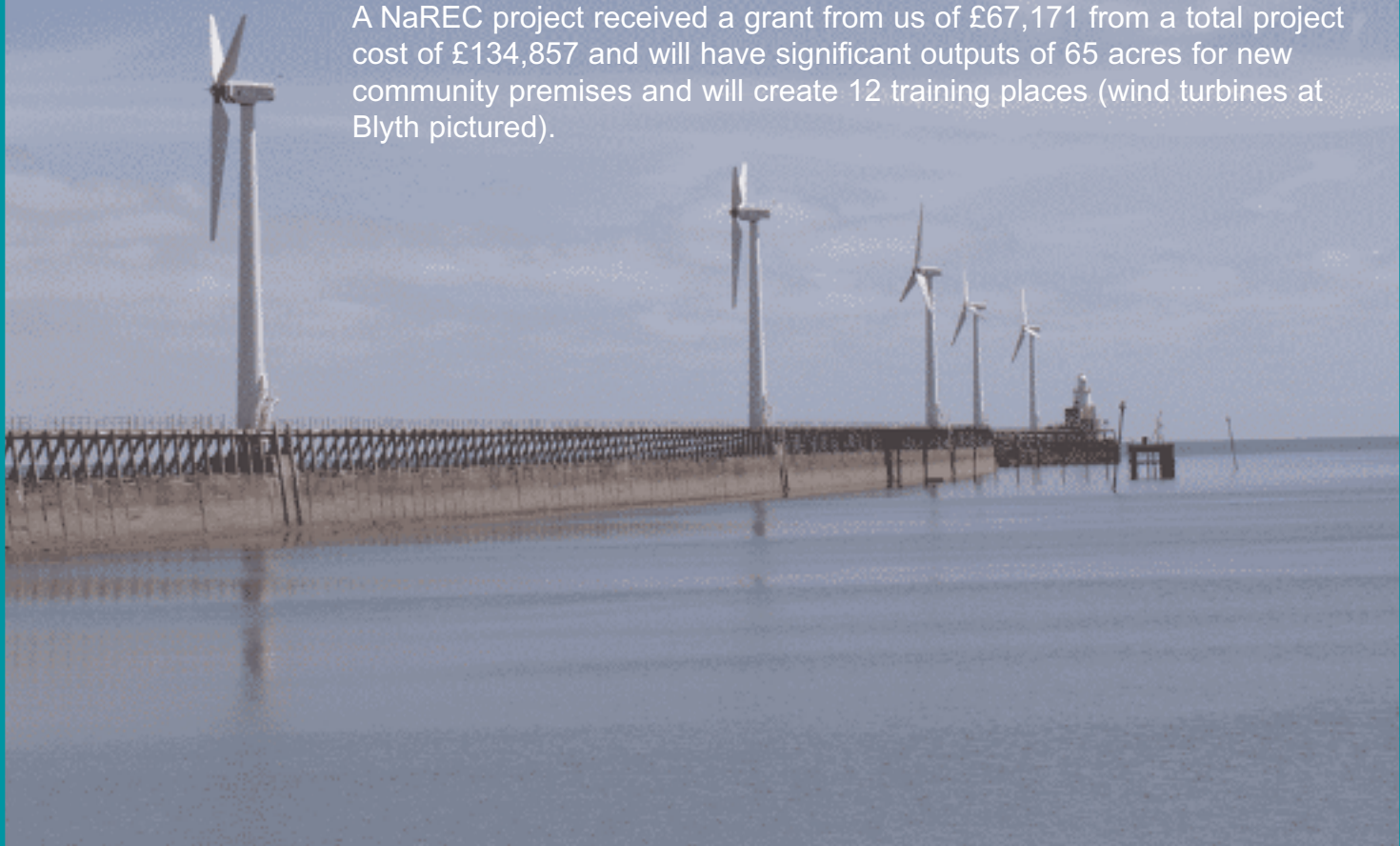
ONE has lead responsibility for delivering many aspects of business support, and our work complements theirs. We worked closely with ONE in their delivery of the business support elements of the Regional Economic Strategy. Our work contributed to the overall objective of creating jobs and improving productivity and enterprise by helping to ensure government policy is creating the correct economic conditions in the region to allow sustainable growth.

We played a supportive role in the planning and preparation behind presenting the region's case for government support for Huntsman Petrochemicals (UK) Ltd. to DTI, emphasising its strategic role within the chemical cluster and its economic importance to the regional economy. The £16.5 million grant will create 117 new jobs at a new state of the art chemical facility on Teesside and safeguard 747 jobs at two existing plants. The investment will help the cluster to maintain its position as a globally competitive petrochemicals site.



### New and Renewable Energy Centre (NaREC)

A NaREC project received a grant from us of £67,171 from a total project cost of £134,857 and will have significant outputs of 65 acres for new community premises and will create 12 training places (wind turbines at Blyth pictured).



### Royal Visit (Duke of Kent pictured)

In July 2004, we co-organised, with the Tyne and Wear Lord Lieutenant's office, a visit for the Duke of Kent to see some past regional winners of the Queen's Awards for Enterprise. The Queen's Awards are the UK's top awards for business enterprise. There are three categories of Awards for businesses (for Innovation, International Trade and Sustainable Development and a brand new category of Individual Award (for Enterprise Promotion). A lunch was held for past winners.



## Creating more jobs and improving productivity and enterprise



### Business Relationships (continued)

A major pharmaceutical company in the region contacted us during the year for assistance with an import duty problem they were having on a raw material, which was seriously affecting their competitiveness. The assistance we gave helped the company to establish that a lower rate of duty was appropriate for a key product ingredient. The company contacted us again later in the year to confirm that our assistance had enabled their plant to be chosen as the main company production site over other group facilities. Although full details were still to be finalised this would mean extra production, more jobs and an even more important strategic role for the plant.

We were involved in co-sponsorship of several events designed to promote improved productivity, enterprise, and contingency planning; for example, a 'Meet the Expert' event hosted by ENTRUST built on the previous year's event where small businesses had the opportunity to benefit from face-to-face advice from a range of business experts. Other events included a seminar highlighting the obligations of retailers, manufacturers and local authorities under the Waste Electrical and Electronic Equipment Directive and another on State Aids.

Our Culture and Enterprise team played a crucial role in influencing key economic partners throughout the year. Their input ensured that the impact of tourism, culture and leisure industries on the regional economy has been properly reflected in regional developments and strategies.

### European Funding

One of the principal tools we use to achieve our key aims of creating more jobs and improving productivity and enterprise in the region is the Objective 2 funding made available to us from the European Union.

The aim of Objective 2 funding is to support economic and social development in areas like the North East facing structural difficulties. Our priorities for using Objective 2 funding are to encourage entrepreneurs, develop businesses, develop large-scale employment opportunities and develop target communities.

We allocated £172.6 million from the European Regional Development Fund and £35.1 million from the European Social Fund compared with targets of £153.4 million and £33.9 million respectively. We assisted a total of 302 projects during the year. Among other achievements, our work enabled us to help create 8,000 jobs in the region and assist small and medium-sized companies to increase their annual turnover by £240 million.

Key strategic investments for the year included the Faverdale Business Park at Darlington, Middlesbrough Art Gallery, the Middlehaven redevelopment at Middlesbrough, Dance City, Walker Riverside Offshore Supply Base, the Discovery Quarter, and the European Centre for Performing Arts (Northern Stage), all in Newcastle.



## Alnwick Garden

We allocated £2.2 million of European funds to help create the largest treehouse (pictured) in the world at Alnwick Garden and develop new themed gardens.

Alnwick Garden is looking to attract 400,000 visitors every year with these new developments and bring an additional £6 million of visitor spend to the area by 2008. It also has the potential to support over 400 jobs both at the garden and in the surrounding area. With a new education centre, pavilion and other visitor facilities in the pipeline, it will also become an important resource to the local community making it a great example of European funding creating more jobs and helping local enterprise and communities.



## Increasing levels of employment and reducing worklessness



Becky McNally - engineering trainee

Our focus this year has been around raising standards of attainment for GCSEs, reducing truancy and working with vulnerable groups across the region.

### Raising Achievement at School

The schools in our region are gradually improving, but we still have some distance to travel. Initiatives like Extended Schools, Breakfast Clubs, Homework Clubs and healthy eating help to gradually improve performance and attendance, but this will not be a quick fix, more of a steady progression.

### Regional Skills Partnership

Working with colleagues on the Regional Skills Partnership, we are making progress towards ensuring the young people of the North East are equipped with the right skills. The local economic structure is changing and the need for higher level skills is increasing. Over the next decade it is likely that most new jobs will require skills at Level 3 or above.

### The Residential Training Programme (RTP)

The RTP helps unemployed adults with disabilities, particularly those at risk of exclusion from the job market, to secure and sustain employment or entry into further education. Evidence shows the client group of the RTP has become more challenging and the number of applicants in receipt of incapacity benefit has increased and will continue as this client group outweighs other eligible clients dealt with by Jobcentre Plus by a ratio of four to one. The performance of the programme has compared favourably with other programmes for disabled and non-disabled people alike. This year, 43% of clients who completed the programme gained a job and the number of clients achieving a qualification on completion of training was 86% (64% in 2003–2004).





## Extended Schools

The core offer, which schools need to be able to make has significantly altered. Schools now have to be able to offer 8am to 6pm facilities, and the full-service extended school model has been adjusted to offer extra services in and around the school site. We work with ContinYou in the region and facilitate a regional forum, which has a full membership of people working with extended schools from all 12 of our local education authorities.

As part of the new requirement for 2,500 Extended Schools by 2008, South Tyneside is one of the pilot areas for the new remodelling programme in partnership with the National Remodelling Team. The benefit of sharing best practice and ideas and issues has helped this group to have a strong identity and has helped officers to deal with challenging issues effectively. Schools that offer many facilities have reduced absence rates and improved attendance. This will have an impact on performance.

## Key Stage 3

- 67% of 14 year olds attained level 5 or above in English against the national target of 85% by 2007
- 70% of 14 year olds attained level 5 or above in Maths against the national target of 85% by 2007
- 63% of 14 year olds attained level 5 or above in Science against the national target of 80% by 2007
- 48.7% of 16 year olds achieved 5 GCSE A\* to C against the national target of 60% by 2007
- 8.48% of pupils were absent from secondary schools, a reduction from 8.55% the previous year and evidence of steady progress

## Regional Approaches to Vocational and Work-Related Learning

One of the focuses of our work to encourage vocational and work-related learning has been in Durham, where the concentration has been on employer engagement, with employer volunteers recruited for a range of related activities. There are 741 active volunteers from 399 organisations. Some funding was used to research examples of curriculum materials to support applied science. Learning materials and equipment will be needed for a multi-million pound Industrial Learning Centre to be built in 2005–2006 to support vocational education and applied GCSEs. North Tyneside Education Business Link Organisation has led work in the growing hospitality sector and major players include Marriott Hotels and local Premier League football clubs, Newcastle and Middlesbrough. Three hundred regional students are involved. Funding in the region has been used to develop the regional Work-Related Learning website.

## Stockton Neighbourhood Management Pathfinder (see also page 33)

We have worked with the board of Stockton's Neighbourhood Management Pathfinder and made significant progress in the education strategies in Stockton. Significant work has been done with black and ethnic minority people and with deprived communities, and much of the advice given has helped to build stronger relationships with the community. The 'Schools Tackling Absence and Rewarding Success' attendance initiative has received national acclaim from the DfES.

## Increasing levels of employment and reducing worklessness



### Best Practice Website

We have used our regional best practice website to share the best of the work developed in the North East to tackle issues such as performance, transition and transfer, and training and mentoring. We worked with a consultant to gather reports and images from many different projects and groups, such as Healthy Eating.

### Healthy Eating

The embedding of a whole-school approach to healthy eating is necessary if we are to modify the eating habits of some families, to reduce obesity in young people and give children the best possible chances in life, thus developing an ethos of aspiration and achievement. We worked with regional Department of Health colleagues to support the take-up and roll-out of the '5 A DAY' fruit and vegetable scheme in schools and helped deliver two regional conferences around the health and education themes, which are embedded in the DfES Strategy 'Every Child Matters – Change for Children'.

Health education in terms of nutritional requirements, hygiene, food preparation and cooking for healthy living is being introduced in order to raise children's, parents', teachers' and school caterers' understanding of the fundamentals of a balanced diet. Working partnerships of pupils, parents, schools, caterers and nutritionists are raising awareness and ultimately improving the diets of young people.





## **STEPS: Into Health and Social Care**

2004–2005 was the second year of a project to provide opportunities for young people to start careers in the NHS. Building on the success of the first year, the project now covers all parts of the region. Regional conferences helped to promote the project to young people and the feedback was positive. Fifteen performances of the interactive play 'NHS and You' took place in schools throughout the region.

## **Reducing Teenage Pregnancy**

We continue to work towards the DfES/DH target of reducing the under-18 conception rate by 50% by 2010 as part of the broader strategy to improve sexual health. The North East has some of the highest rates of teenage pregnancy and parenthood in England. Progress made to reduce the under-18 conception rate shows a decrease of 7.8% against the 1998 baseline, whereas the England average decrease is 9.8%. Progress within the local authority areas in the North East varies tremendously, with the greatest decrease being 23.7%.

The North East has the second highest rate of under-16 conceptions, but has also seen the third biggest fall in the last three years. The under-16 figures demonstrate a level of success in that the teenage pregnancy programmes in the region are generally reaching the younger age groups, and thus possibly some of the most vulnerable groups in terms of unintended teenage pregnancy and parenthood. The teenage pregnancy programme is also working to increase the numbers of young people in education, employment and training. In 2004, 9% of young mothers known to Connexions were in education, employment and training; this increased to 11% in 2005.

## **Worklessness**

Following the regional assessment of Local Strategic Partnerships (LSPs) and the priorities set out in the Northern Way, we decided to organise a regional worklessness summit. This engaged regional and national decision makers in developing a shared understanding of the regional issues.

Bringing together ONE, DWP, local authorities and other key agencies within the public, private, voluntary and community sectors, this summit attracted over 150 people to St James' Park, Newcastle, for a thorough examination of how to overcome barriers, which stop people from moving into employment.

With over 150,000 recipients of inactive benefits in the North East, a regional worklessness group was set up by us and ONE to address this through three Northern Way worklessness pilots. This group also provides a strategic regional focus with representation from key partners and a structure to improve the research and knowledge base. LSPs are now working to develop actions to help 100,000 people from workless households back into work over the next ten years.

## Improving educational attainment



Our focus over the year was on improved performance for schools and pupils by encouraging partnership work and sharing best practice. Supporting children and helping them fulfil their potential was also high on our agenda. We have helped to make it easier for those working in the education sector to share good practice around the region by developing a website dedicated to best practice, holding conferences and creating a CD.

### Connexions

We have worked closely with, supported and effectively monitored the performance of the region's four Connexions Partnerships to ensure young people have access to a wide range of good quality services tailored to their needs. The aim has been to provide integrated advice, guidance and access to personal development opportunities for young people and help them find, or stay in, employment, education or training. Our work included contributing to the sharing of good practice among the partnerships through participation in regional thematic groups on key aspects of service delivery.

The key target for partnerships was to reduce the proportion of 16-18 year olds not in employment, education or training (NEET) by 10% between November 2002 and November 2004 and all four partnerships were successful in achieving this challenging target. Collectively, this resulted in the region achieving a NEET percentage well within the target set by the DfES.

### Millennium Volunteers (MV)

We supported the delivery of the MV programme, which enables young people aged 16 to 24 to give up their free time to help their local communities and at the same time develop their interests, gain valuable skills and experience, make a significant addition to their CV and impress employers and universities.

We worked with ten locally based projects to deliver the programme through participation in regional networking meetings and providing guidance to individual projects. Working closely with Connexions personnel, we provided them with support and guidance to allow them to assume responsibility for the delivery of the MV programme in their areas from April 2005.

The Millennium Volunteers budget contributed to around 200,000 extra hours of voluntary work being carried out during the year with more than 2,000 young people showing that they were happy to contribute positively to their community.

We were actively involved in the judging process for the first Regional Millennium Volunteer of the Year Awards which culminated in a successful celebration event where young people were presented with their awards. The regional budget has resulted in 2,076 young people signing up to volunteer, with 897 successfully achieving their 200-hour Award of Excellence.



## **Positive Activities for Young People (PAYP)**

We continued to support PAYP, which provides a broad range of constructive activities for 8-19 year olds at risk of social exclusion. The programme aims to reduce crime, truancy and anti-social behaviour and to support children and young people back into education or training by providing opportunities to engage in new and constructive activities and mix with other young people from different backgrounds.

We are the first point of contact for queries, and support field staff, both new and established, with PAYP information. During the year, we facilitated the spread of good practice and held regular quarterly meetings with Lead Delivery Agents to discuss progress made and to give feedback from Regional Programme Managers' field visits. This process ensured that delivery of the programme was as per contract and the agreed business plan.

Field visits were made over each holiday period to check that the activities were suitable for the young people, health and safety provision was in place, equality rights and expectations were reached and activities were value for money.

During the year, 2,858 young people participated in PAYP activities and 68% achieved positive outcomes.

## **Involving Children and Young People Strategy**

A Government Office 'Participation Group' was established with the aim of creating an organisation that actively involves children and young people in our activities. A draft 'Strategy for Involving Children and Young People' was developed between January and March 2005, involving members of the North East Regional Youth Assembly and young people from schools and youth organisations around the region.

The development process included awareness raising for our directors and staff; a participation web page was launched and a consultation framework was drawn up and piloted. We are now working to fully implement the strategy, which includes further training, production of a children and young people friendly version of the strategy and the involvement of children and young people in the induction of our new Director of Children and Learners.

In August 2004, we took part in a unique event with the Wicked Planners, a group of ten girls aged 10 to 14, to explore how the Government can make services more responsive to the needs of local children and young people. The Wicked Planners won the national Learning to Listen to Young People competition held by the Office of the Deputy Prime Minister for their ideas about how the Government could better listen to young people.

The event in August 2004 explored how the girls' experiences could influence the thinking of those working across a range of departments at the Government Office on policy areas including drugs and crime, housing, health, jobs, transport, neighbourhood renewal, human resources, business and culture.

## Improving educational attainment



### ASPIRE

We are a key partner in the development, support and funding of the ASPIRE project, aimed at raising the skills and aspirations of young people in the North East. ASPIRE was officially launched by the Prime Minister in December 2004.

With our backing and that of all the region's main businesses and training organisations such as the CBI, Chamber of Commerce, ONE, Local Learning and Skills Councils and Connexions, ASPIRE aims to motivate young people to work hard and gain appropriate skills and qualifications to meet the needs of today's employers.

This is an employer-led project, making sure business needs are met with skilled and motivated employees. Young people are therefore supported to develop confidence in their skills and abilities, and to develop career paths with some input from potential employers to ensure relevance to the local economy.

Prime Minister Tony Blair and Phil Young, Chair of Constructing Excellence in the North East, at the launch of ASPIRE

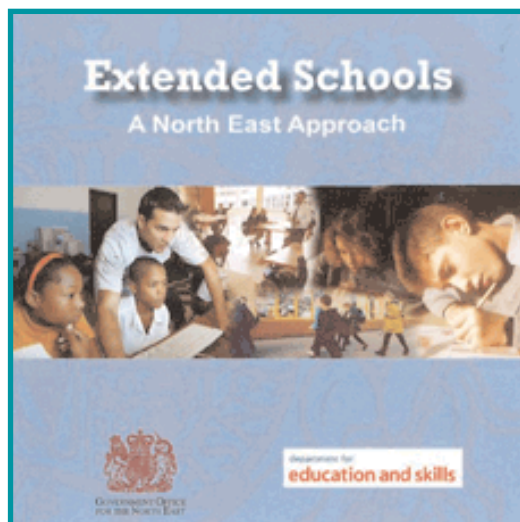




## Youth Services: Young People Matter Event

An event was held to give partners under the 'youth service' umbrella the opportunity to discuss recent and forthcoming policy affecting the youth work field. These include:

- Extended Schools, an initiative under which schools work with other providers of children's services to facilitate easier access on site
- Children's Trusts, which bring together all services for children and young people in an area, underpinned by the Children Act 2004 duty to co-operate and focus on improving outcomes for all children and young people
- the Youth Green Paper, subsequently published in July 2005, which addresses key issues relating to how we support and challenge our teenagers.



Presenters for the day came from the region and the National Youth Agency. We funded the event, which was organised in partnership with the Regional Youth Work Unit. It was aimed at senior managers and executive officers from local authority youth services, voluntary youth organisations and Connexions. We also invited representatives from universities and other training providers and consultants from around the region. Discussion and debate was lively and there was the opportunity to raise questions with a panel representing all of the partner organisations. Feedback from the day has been very positive, particularly in relation to providing a forum to discuss the issues with partners.

## Culture and Education

Working with Culture North East and other key regional partners, we have helped to establish a Regional Culture and Education Forum to develop a more strategic approach to the culture and education agenda. It acts as a best practice forum, provides strategic overview advice on funding decisions for cultural education initiatives, facilitates pilot or exemplar projects, and acts as an advocate for culture and education at the highest level.

During the year, we commissioned two scoping exercises to explore the impact of cultural participation on children in education and on economically inactive adults. The findings will help inform a second phase of research that will enable more effective decision making on research policy and activity relating to the culture and education agenda.

## Improving transport accessibility to jobs, markets and services



### Local Transport Plans

Our advice on investment priorities led to £129 million being allocated to this region in 2004–2005 for local authorities to spend on capital projects. This was a 28% increase on the previous year. These projects included the Durham Park and Ride Scheme (which provides parking for 400 vehicles and helps reduce congestion in the city), the relocation of Eldon Square Bus Station in Newcastle and the completion of the South Stockton Link Road.

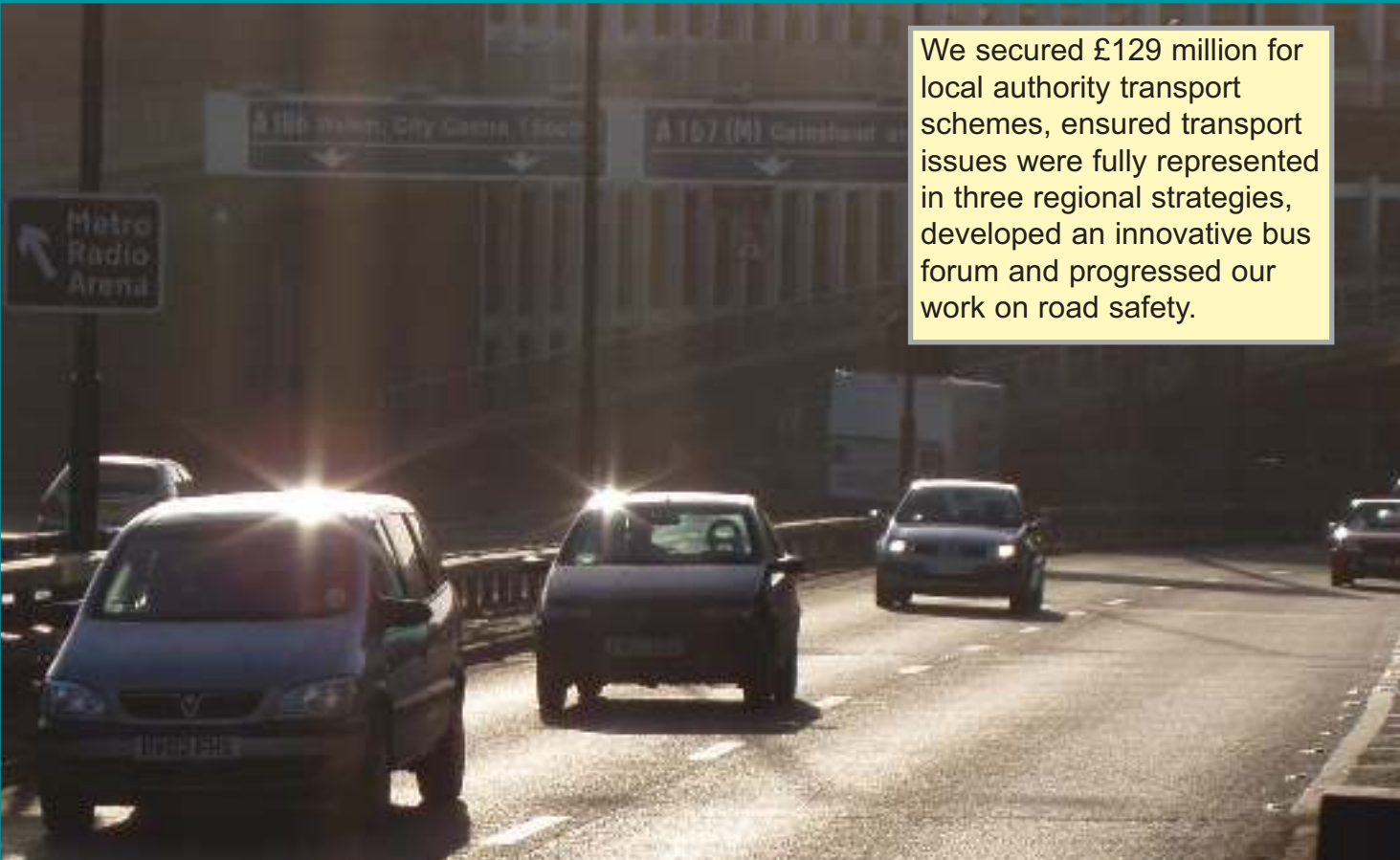
### North East Regional Bus Forum

The forum is the first of its kind. This year, we broadened its remit to engage with health, education, and ambulance colleagues to encourage an increase in the use of public transport.

### Road Safety

We chair the Regional Road Safety Group, which held its second annual road safety conference and is working towards the 2010 casualty reduction target. This calls for a 40% reduction in the number of people (and 50% for children) killed or seriously injured in road accidents and a 10% reduction in slight injuries, compared with 1994–1998.

The region is currently on track to meet the 2010 targets; in the past year alone there was a fall of 8% in the number of people killed or seriously injured and of 3% in the number of slight injuries. However, we cannot afford to be complacent. Rising car ownership and increasing travel make the task more difficult. The challenge is to continue the overall downward trend.



We secured £129 million for local authority transport schemes, ensured transport issues were fully represented in three regional strategies, developed an innovative bus forum and progressed our work on road safety.



Road Safety Minister, David Jamieson, and Mrs Gill Davies, whose husband was killed by a driver using his mobile phone while driving, at a photocall in Newcastle in November 2004. This media call was organised by us in conjunction with the Government News Network to highlight the new Road Safety Bill and mark the anniversary of mobile phone legislation. By involving someone like Mrs Davies, who had been directly affected, excellent coverage was achieved both nationally and in the region.

## Regional Strategies

The important role which transport plays in the economic and social life of the region was highlighted through our contributions to three key regional initiatives this year: the Regional Transport Strategy; the Regional Spatial Strategy, which sets out the Government's planning and transport policy for the region for the next 10-15 years; and the Northern Way Initiative, the Government's plan to build sustainable communities in the three northern English regions.

### Eldon Square Bus Station Relocation

One of the main regional transport hubs, Eldon Square Bus Station in Newcastle, received the bulk of the money needed to relocate through Local Transport Plan funding. Its relocation was seen as a crucial part of the redevelopment of the city's shopping area. Moving from a dark underground location to ground level will make the bus station more accessible and attractive to users. The funding was not immediately available from Local Transport Plans, however, we highlighted the wider benefits of the scheme in terms of the regeneration of Newcastle city centre and ministers approved the funding in February 2005. The bus station should open by spring 2007.



## Improving adult skill levels



Strong joint working between us, ONE and Jobcentre Plus led to the continued progress of the Regional Skills Partnership, which seeks to improve adult skill levels in the region.

### Testbed Learning Communities (TLCs)

The idea that people learn best within their own families and communities was behind our work with four TLCs in the region. Each received £10,000 to develop ways of helping the generations to learn together. Two TLCs received additional funding of £15,500 for continued work with the visually impaired. We also funded a co-ordinator to aid integration within the Regional Skills Partnership.

The region met its target to raise the Skills for Life levels of 40,000 adults by 2004. We are now recognised by the DfES as the lead region for improving skills for life.

Easington TLC led the way on employer and community engagement with their pioneering partnership with Walkers Crisps of Peterlee. The factory's learning centre was opened up to the community for sessions on literacy, numeracy and employability. Other TLC successes included the Gateshead community web-learning facility and the school-based, work-related learning centres in Tynedale.

### The Residential Training Programme (also see page 8)

The RTP helps unemployed adults with disabilities to secure and sustain employment or entry into further education. The performance of the programme compared favourably with other programmes for both disabled and non-disabled people. This year 86% of clients achieved a qualification on completion of training surpassing the RTP's target set for training providers of a 70% pass rate.

### Skills for Life

The Skills Action Plan set out the strategic priorities for raising the levels of adult literacy and numeracy and work continued on the Skills for Life Task Force. Among the task force's successes has been the creation of 33 Skills for Life champions among leading people in business, sport and the community who are backing the drive to raise skills in the North East.

The task force commissioned a series of Gremlin cartoons with the aim of reaching people not normally receptive to traditional communication methods. The cartoons, designed by a Cleveland College of Art and Design student, showed situations where a person had 'got rid of their gremlins' by tackling numeracy and literacy problems at work and at home. All 12 cartoons were published in the Sunday Sun newspaper.



## Reducing crime and misuse of drugs



### Reducing Crime

We achieved much in this area over the year. We worked very hard with local Crime and Disorder Reduction Partnerships (CDRPs) to reduce crime and the fear of crime.

Between 1998–1999 and 2003–2004, recorded vehicle crime decreased by 10% and burglary decreased by 32%. In the last year, total recorded crime in the North East fell by 8% with significant decreases in burglary and thefts of, and from, vehicles.

### Drug Action Teams (DATs)

Ensuring the DATs deliver the aims of the National Drugs Strategy is also an important target and we have arrangements in place to performance manage each DAT. We launched the North East Substance Misuse Statement of Priorities to provide a regional strategic framework for drug strategy delivery. These priorities include reducing the supply of drugs in the region, increasing the number of people receiving treatment and focusing on young people and drug misuse.

Major achievements included over 10,000 people accessing treatment and waiting times continued to fall, with the vast majority of reported waiting times at, or below, national targets of two or three weeks. Numbers supervised by criminal justice workers have risen five fold and acquisitive crime has dropped in the intensive Drugs Intervention Programme (DIP) areas and across the region as a whole.

### Cracking Crime with CDRPs

A joint approach by Alnwick and Berwick CDRPs in North Northumberland successfully targeted underage drinking and as a result the fear of crime associated with youths drinking and hanging around public places was reduced.

Northumbria Police figures from June to December 2004 covering Friday and Saturday nights, when compared with the same period in 2003, showed that just over six months after the 'enough' campaign launch, violent crime had fallen by 28%, violent crime in and around licensed premises was down by 47% and public order offences reduced by 15%.

Burglary figures in Hartlepool have been decreasing thanks to several Safer Hartlepool Partnership initiatives across the town including SmartWater, which was used in several properties to reinforce crime prevention. SmartWater is a colourless, odourless liquid, which has the ability to security mark valuable items of property with a unique DNA style chemical formula.

One of the first areas of Hartlepool to introduce the SmartWater initiative was the Burbank Estate. SmartWater was part of the Burbank Community Safety Initiative, which involves a range of agencies including the police, the fire brigade, Hartlepool Borough Council, Housing Hartlepool, churches and business working with local people to improve their quality of life.



## Reducing crime and misuse of drugs



### Drugs Intervention Programme

Chris is 38. He has been taking drugs since he was aged 11. "I used to hang out on the street corners with my mates smoking cannabis. There aren't many drugs that I haven't tried." Chris currently lives in a hostel, which he finds hard mainly due to the drugs that are often around hostels.

Following a prison sentence for robbery, Chris referred himself on to the DIP in October 2004 feeling that he needed help when he came out of prison. He is now stabilised on a methadone script and can see his girlfriend at the hostel. Prior to living in the hostel, Chris was sleeping on the streets and now aims to have his own tenancy. Chris feels his life is moving in the right direction.

### Reducing Misuse of Drugs

We also saw successes in relation to reducing the harm caused by drugs in our communities, such as reducing the use of Class A drugs and reducing drug-related crime. One of the ways we did this was through the Drugs Intervention Programme. In the North East around £8 million has been invested in this programme, which seeks to reduce acquisitive crime such as burglary, robbery and theft by heroin or crack cocaine users. It targets users at arrest and at subsequent stages of the criminal justice system, getting them into drug treatment and keeping them there. During the year, five intensive DIP schemes were established in areas where acquisitive crime is highest, though all areas across the North East have schemes.

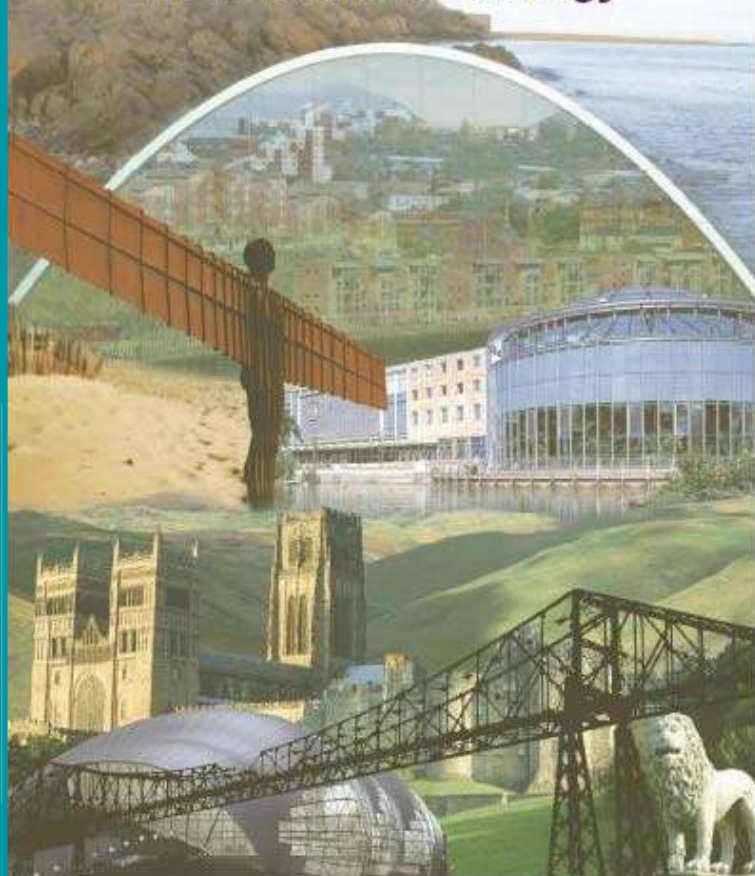


### Substance Misuse

The North East was at the forefront in addressing substance misuse among young people at a strategic level. This was reflected in our forming a number of regional networks, including an innovative Hidden Harm forum addressing the need for services for children living in families where parental substance misuse is an issue. A regional FRANK development post was created in October 2004, supported by all DATs and the Government Office Drugs team. This development worker is taking forward the award-winning regional Drug Driving Campaign, and a range of innovative drugs information campaigns aimed at young people and their parents.



## The North East Regional Resettlement Strategy



We set up and lead the Regional Strategic Resettlement Board and Forum to address the issues surrounding re-offending by ex-prisoners. In November 2004, we published the Regional Resettlement Strategy for the North East, which was commended by the Home Office Minister, Paul Goggins, at the launch. This strategy provides the foundation for an effective and co-ordinated approach involving both the statutory and voluntary and community sector organisations to provide offenders with every opportunity to improve their life chances. As the strategy develops, opportunities for offenders to re-integrate successfully into North East communities will be improved.

### Helping Young People

Sharon, 17, had been using four to five bags of heroin daily for three years. She was referred to the young person's drug service from the Youth Offending Service, but was, initially very sceptical about what the service could offer.

Despite this she worked and engaged very well. Work took place to help her cope with her lifestyle and use of substances and the effect this has had on her; she accessed health services, which she was worried about previously and is now receiving advice and support around her health needs, including her sexual health. Sharon is on a stable dosage of substitute medication, which she hopes to reduce and is comfortable with her treatment. She is holding down a full time job and has improved her confidence and self-esteem by going karting. This really had an impact on her when she was presented with an award for best new starter. Sharon is also keen to undertake complementary therapies to help with sleep, stress, and to help her reduce her use of methadone. The service has also supported her family.

Overall, a comprehensive package of care enabled Sharon to tackle her drug use and move on with her life with support and friendship. Her family have a point of contact if they are worried or concerned and as a result of the work undertaken with Sharon, she helped another young person, who had the same concerns about accessing services for drug dependency, to get in touch with the service. So the work continues!



### The 'Choosing Health' White Paper

We continued to work towards key targets for reducing the North East's ill health indicators and bring the region's health into line with the national picture. We are doing this in line with the Government's policies set out in the White Paper 'Choosing Health', including in areas such as smoking, obesity, sexually transmitted diseases and alcohol abuse.

Our work in areas such as these is a key part of our effort to achieve targets for reducing substantially the mortality rates for major killer diseases by 2010 – from heart disease by at least 40% and from cancer by at least 20% in people aged under 75.

'Choosing Health' moves the emphasis from treating illness and disease to preventing them, and represents a real chance to tackle the region's deep-seated health problems.

Among the Government's plans for a healthier nation is the banning of smoking in most workplaces, with government departments completely smoke-free by the end of 2006. There are also plans to spend £300 million on transforming sexual health services and there will be restrictions on advertising junk food.

Dr Bill Kirkup, Regional Director of Public Health, said, "The White Paper 'Choosing Health' is a golden opportunity to improve the poor health, which has dogged the region for decades".

### Tobacco Control

People in the North East are the country's heaviest smokers, but the region also has the most effective NHS services to help people give up. We have established an Office for Tobacco Control, the first of its kind in the country. The Smoke Free North East office has adopted a wider approach to tobacco control and aims to work with regional partners to:

- Develop and support a tobacco control infrastructure
- Organise regular tobacco-related research
- Focus on second-hand smoke and increase smoke-free provision
- Develop region-wide tobacco control programmes.

Our initiatives in the areas of tobacco control, diet and physical activity all contribute to our work to reduce inequalities in health outcomes as measured by infant mortality and life expectancy at birth.

Through the Smoke Free North East office, we now deliver a region-wide comprehensive and co-ordinated tobacco control programme, which involves much tobacco industry related work.



## School Fruit and Vegetable Scheme

More than 108,000 of the region's schoolchildren are among two million pupils receiving a free piece of fruit or a vegetable every day as part of a national scheme to promote healthy eating and prevent obesity. The North East is the first region to achieve a 99% take-up by eligible schools joining the scheme.



## The '5 A DAY' Programme

Coronary heart disease and cancer are the two major killer diseases of modern times. One way to reduce the chances of a premature death is to eat more fruit and vegetables. Seven '5 A DAY' community initiatives are now up and running in Derwentside, Easington, Sunderland, Newcastle and North Tyneside, Northumberland, Gateshead and South Tyneside, and Tees to improve awareness of the health benefits in local areas and make it easier to eat more fruit and vegetables.



## Reducing health inequalities



### Physical Activity

Our Culture and Enterprise team and Public Health colleagues worked to boost levels of participation in sport and other physical activity in the region. We took the lead in establishing a regional forum to provide a strategic overview, encourage a more strategic approach and promote best practice in the area of health and physical activity.

### Teenage Pregnancy

At 50 conceptions per 1,000 females aged 15-17 over the period 2001–2003, the North East has a high rate of teenage pregnancy compared to the national rate of 42 per 1,000. But, progress is being made; while there was a slight increase compared to the previous three-year period, the number of pregnancies has gone down by 8% since 1998.

### Suicide Reduction

Our Public Health team worked closely with the National Institute of Mental Health in England to develop a proposal to support local initiatives in the reduction of suicides in the region. This resulted in successful funding bids by the two organisations to jointly appoint a suicide prevention and mental health promotion officer. The postholder will be looking to establish a network of suicide prevention and mental health promotion leads across the region to share good practice, and will lead work on anti-stigma and discrimination, mental health and employment, suicide hotspots and a mental health promotion toolkit.



## Achieving a better balance between housing demand and supply



### **Tenant Involvement**

Encouragement was given to tenants to get more involvement with their local authorities in the decision-making processes that affect their lives. This included inviting tenants to join decision-making panels and running conferences that allowed people to listen to, and express, views on the development of housing policy. This process was carried out across the region as a whole.

### **Sustainable Communities**

The launch of the Government's 'Sustainable Communities – Homes for All' plan was significant for work relating to the regeneration of towns and cities and the provision of decent, affordable homes in the region. This five-year plan will form part of our strategy in this work for several years to come.



## Achieving a better balance between housing demand and supply



### **Developing Relationship between Government Office and the North East Regional Housing Board (NEHB)**

We helped to develop and inform the strategic development of the North East Regional Housing Board (NEHB). This work was enhanced by senior Government Office staff chairing both the main board and the executive group of the NEHB.

As part of its strategic work with the NEHB, and other partners, we worked with the Housing Board on the development of its North East Housing Strategy. Important in this work was the development of four key objectives:

- To improve the region's housing stock to meet 21st Century aspiration, including the replacement of failed areas with high quality housing in the right locations
- To ensure that the type and the mix of new housing provides choice and supports economic growth and that it also meets housing needs and demand
- To secure the improvement and maintenance of existing housing so that it meets required standards and also helps with investment in sustainable neighbourhoods
- The promotion of good management and targeted housing investment to address specific community and social needs. This includes working with an ageing population and looking at the needs of minority communities, and this should all integrate into the Supporting People programme and promote greater community involvement.

We continued to be the main liaison point between the NEHB and the ODPM so that at its strategic level it could make sure that national policies were taken on board by the NEHB.

### **NEHB Board Membership**

Jonathan Blackie (Chair), Government Office for the North East; Neil Bradbury, English Partnerships; Councillor Bob Brady, Association of North East Councils; John Carleton, Housing Corporation; Alan Clarke, One North East; Leo Finn, Bridging NewcastleGateshead; Jolyon Harrison, Home Builders Federation; Arthur Cross, The North East Council of Tenants and Residents; Barbara Dennis, NORCARE Voluntary Sector Advisory Group; Julie Jacques, Housing Corporation; (Vacant), North East Housing Forum; Councillor Alan Napier, North East Assembly; Diana Pearce (Secretary), Government Office for the North East.

### **Working with NewcastleGateshead Housing Market Renewal Pathfinder**

This important partner is looking to improve the housing stock of substantial areas of both Newcastle and Gateshead. An important aspect of this work was our support for the Pathfinder acquiring the Newcastle Brewery site and the encouragement it gave to ODPM to look favourably on this opportunity.

### **Identifying Solutions to Rural Affordable Housing Issues**

Our main role was to act as a facilitator allowing people in rural communities to have their say in forums such as the Regional Rural Affairs Forum and to comment on the implications for rural communities of the Regional Spatial Strategy for rural housing.

## Sustainable Communities

The year saw the publication of the Government's five-year plans, 'Homes for All', and 'People Places and Prosperity'.

Together the plans set out what needs to be done to ensure that everyone has the opportunity of a decent home they can afford, and that those homes are in places where people want to live and work in sustainable communities.

With these aims in mind, we brought together a group of stakeholders from throughout the region, which meets

regularly to pool knowledge, share information and promote good practice in creating successful, thriving and inclusive communities. Members of the group also took part in the national Sustainable Communities Summit in January 2005.

Throughout the year, we provided support and advice to three 'Liveability' projects in Castle Morpeth, Easington and North Tyneside, which secured £8.2 million in funding to improve the quality of life for residents through modernising environmental service delivery and transforming parks and open spaces.



Castle Morpeth Liveability Project team



North Tyneside's Liveability Waggonways Archaeological Dig

## Improving the environment and sustainable use of natural resources



### Key Energy

We are a member of the North East Energy Partnership (NEEP) formed to oversee and co-ordinate the region's response to the Energy White Paper. NEEP campaigned hard and successfully to secure the North East as one of three areas in the UK to pilot Sustainable Energy Centres, being formed as part of the national Sustainable Energy Network (SEN). SEN is a network of regional delivery agencies to support national awareness raising of sustainable energy and translate this householder awareness into practical action.

Securing the role of woodland in the region's environmental economy and helping improve the North East's recycling performance have been key achievements this year. We have also been part of strong regional partnerships looking at issues such as energy and sustainability.

### Forestry

We worked with the Forestry Commission to secure a meaningful future for the forests and woodlands of the North East. One of our main tasks during the year was to find out what the people of the North East's views were through a major consultation exercise. These views will help to shape the future development of the North East's trees, woodlands and forestry enabling them to play an increasing role in our sustainable development.



Trees, Woodlands,  
Forests... and People


The Regional Forest Strategy for the North East of England

### Sustainable Transport

We continued to work closely with local authorities and a wide range of stakeholders to promote the use of more sustainable modes of transport. We participated in the national Cycling Benchmarking exercise, helping local authorities to share best practice in improving facilities for cyclists. Our support for the Regional Bus Forum helped private sector bus operators, local authorities and others to deliver improvements and raise the profile of public transport in the North East.


We continued to work with other civil service establishments across the region, supporting and encouraging them in the development of travel plans to enable staff to use sustainable modes of transport, and our own staff supported a number of regional initiatives including bike to work day and leg it day.





During the year we:

- completed the Regional Forestry Strategy consultation in 2004 and published the final strategy in March 2005 along with the first Annual Delivery Plan for 2005–2006
- organised a high-level regional conference on the impact of climate change and prepared a regional action plan
- led on the Modernising Rural Delivery agenda within the region, mapping priorities that have been highlighted in current regional, sub-regional and local strategies.



We now establish additions, or changes, to the Rights of Way network and deal with appeals on Rights of Way throughout England

## Improving the environment and sustainable use of natural resources

### Waste Recycling

We helped local authorities in the North East as a whole recycle more than ever this year. By establishing a Waste Regional Advisory Group (WRAG), we helped authorities meet their targets. All local authorities in the North East carry out kerbside collections of waste paper from households and all but one carry out multi-material kerbside collections.

We were the first region to allocate Defra funding to local authorities for waste projects, with £50,000 available for two projects. One project researched different kerbside recycling schemes in the region in order to develop best practice guidelines. The other produced an analysis of the implications of the Landfill Allowance Trading Scheme (LATS) for the region and, in particular, to investigate the potential for regional self-sufficiency in terms of landfill allowance. The LATS project is designed to reduce the landfilling of bio-degradable municipal waste.

Final reports on both these projects were presented to a well-attended seminar at Newcastle Civic Centre in March 2005, and their success helped the North East secure another £50,000 for three projects in 2005–2006.

### Sustainable Development

We are also a key player in Sustaine, the North East Partnership for Sustainable Development. Sustaine aims to inform, influence, inspire and assist individuals and organisations within the North East to achieve a better quality of life for everyone, now and for generations to come. In July 2004, Sustaine launched the Integrated Regional Framework (IRF) for the North East. The IRF sets a shared regional vision for the North East, which has been signed up to by all regional partners.

Based on the shared vision, the IRF provides the framework to guide the development of strategies, plans, programmes and policy decisions throughout the region. It can help identify and exploit all opportunities and mitigate any potential negative impacts to sustainable development. Part 3 of the IRF is an appraisal tool that anyone can use to assess how their work contributes to the seventeen economic, social and environmental objectives of the region, which are set out in the IRF.



## Improving integration of policy



### Local Strategic Partnerships (LSPs)

The region's 23 LSPs bring together local public, private, community and voluntary organisations to work with communities to tackle key issues such as crime, unemployment, education, health and housing. We held formal reviews with the LSPs to discuss progress and this led to improvement plans, setting out performance ratings, key strengths and areas for development. For those LSPs with the most work to do we engaged dedicated consultancy support to help them make progress.

The reviews helped to identify the progress made by the LSPs towards targets on the key issues. The most progress was made in crime reduction, but worklessness and health were weak in most areas. The performance against worklessness was limited by a combination of factors including skills development, economic development and job seeker advisory services, together with the poor health of the population with high levels of incapacity benefit. We advised LSPs of their role in improving public health, as well as helping the health service improve their engagement with deprived communities.

### New Deal for Communities (NDC)

Three of the region's four New Deal for Communities partnerships – Newcastle, Hartlepool and Middlesbrough – are now assessed as 'excellent'. The regional budget has been fully allocated and significant local improvements have been made. These include:

- a 14% increase in those experiencing no unemployment within the last five years in the West Central Hartlepool NDC area
- a reduction in the overall crime rate from 72% to 21% above the national average since 2003–2004 in West Middlesbrough
- a 5% reduction in smoking levels in the Newcastle NDC area.

### Skills and Knowledge Programme

We developed one of four pilot projects to help communities gather and understand research, which can then be used to shape their plans for their neighbourhoods. This service, Supporting Evidence in Local Delivery (SELD), is available to all LSPs, NDCs and Neighbourhood Management Pathfinders in the region.

### Construction

We continued to support Constructing Excellence in the North East, working with them to encourage best practice and improve the effectiveness and efficiency of the construction industry in the region. At the network's awards ceremony, North Tyneside Council won two categories for their partnering agreement (pictured).



## Improving integration of policy



### The Northern Way

The Northern Way is the Government's plan to build sustainable communities across the three regions of the North East, North West, and Yorkshire and the Humber. We co-commissioned the report 'Joint Working across the Northern Way', which developed a framework for working with the Academy for Sustainable Communities (ASC) at a regional level. This identified opportunities for joint working across the three northern regions.

### Regional Spatial Strategy (City Regions pictured)



We supported and advised the North East Assembly to ensure preparation of a high quality Regional Spatial Strategy which sets out the Government's planning and transport policy for the region for the next 15-20 years. This integrates with the emerging Northern Way Strategy.

### Local Area Agreements (LAAs)

We facilitated involvement by key cultural agencies, including Arts Council England and Sport England, to help deliver the priorities of the two pilot LAAs in Stockton and Gateshead. This ensures that cultural interests are reflected in the Northern Way Growth Strategy. The LAAs were launched in July 2004 as a way of giving local authorities more control over their finances and more freedom to work in innovative ways to benefit their communities.

### Innovation and Enterprise

We integrated the tourism and creative industries elements of the DCMS and the DTI enterprise agendas. We continued to work with ONE to support the Strategy for Success programme, which aims to maximise the research and technology base to generate innovation, competitiveness and growth. This includes sitting on the boards of the five Centres of Excellence created by ONE in partnership with the region's universities in five sectors identified as having potential to achieve world-class status: digital technology and media; life sciences; nanotechnology, micro and photonic systems; new and renewable energies; and, process industries.

### Culture and Creativity

We have continued to work hard to strengthen regional links with, and between, the cultural sectors and with other key regional partners to encourage innovation and partnership working and to help to ensure the effective delivery of DCMS objectives. This has included securing the meaningful engagement of the region's cultural sector in a range of cross cutting activities in the region. This has helped to raise the profile of culture and creativity as key contributors to the region's economy and to the delivery of the wider government agendas of regeneration, education, health and social cohesion.



## Regional Resilience

We worked with emergency services, local authorities and other key partners through the Regional Resilience Forum (RRF), which we chair, and through the sub-regional resilience forums. The RRF completed a thorough risk assessment, the first of its kind, which assessed the health, social and economic impact of over 40 potential threats.

A highlight of the year was the conference on business continuity at the Gateshead Sage, with more than 200 delegates attending. Jonathan Blackie gave the keynote address, which included contributions by several leading figures in the resilience and business continuity field.



Jean Oliver, Vice Chair of Stockton NM Board, receiving the partnership award in London

## Stockton Neighbourhood Management (NM)

Mill Lane and Parkfield won the national Partnership of the Year for Neighbourhood, through:

- street cleanliness increased from 57% in 2001 to 80% by December 2004
- domestic burglary down by 20% April to December 2004, compared to the same time in 2001
- fires, including vehicles and derelict buildings, reduced by 42% compared to 2002–2003
- deliberate vehicle fires decreased by 44% from the same period in 2002–2003
- start of a £500,000 face lift scheme to improve the external appearance of housing
- rise in average house prices of £7,000 (postcode area TS18 1) from 2002–2003
- started phase 1 of a £6.9 million housing market renewal scheme.

The partnership continued its work with schools to improve the educational performance of children and to ensure that successful partnership interventions are continued by statutory organisations when NM funding ends.

## Improving delivery of service

### Local Government Practice

We provided support and advice to local authorities, both to support improvement across local government and to help make sense of central government policies, which affect local government for each authority. We will ensure an effective roll-out of Local Area Agreements (LAAs).

The Audit Commission has rated 68% of the region's local authorities either excellent or good. We worked closely with North Tyneside, Chester-le-Street, Teesdale, Berwick and Castle Morpeth to ensure continued improvement. North Tyneside improved from poor to fair in December.

A partnership of all North East authorities now seeks to build collaborative effort and share best practice in helping all local authorities improve further.

We established a group to further support improvement, innovation and efficiency in the local authorities.

We negotiated two Local Area Agreement pilots with Stockton and Gateshead. LAAs give councils and other partners the ability to target funding to address key local priorities.

We set up and led the Regional Resettlement Board and Forum and produced the first Regional Resettlement Strategy, which was commended by Home Office ministers (see also page 21).

### Planning

By helping to speed up the planning system we contributed to regeneration. We worked closely with local authorities during planning legislation reform. We organised and participated in outreach events, and provided information and advice.

We added value by encouraging all local authorities to obtain the necessary service level agreement from the Planning Inspectorate before submitting their Local Development Schemes. This meant schemes were fit for purpose at submission, allowing plan preparation to proceed with little delay.





## Community Cohesion

The Home Office and Defra are investing £4 million in the region through the ChangeUp initiative to ensure that adequate support services are available to meet the needs of frontline voluntary and community organisations. Regional and sub-regional consortia have been set up to bring together organisations that can look at sustainable service delivery.

We produced a regional Cohesion Action Plan to address major initiatives and on sharing information with partners. The Regional Community Cohesion Network Group progressed to focusing on shared learning, highlighting good practice and to update members on new policy and practices.

We recognised that more use needs to be made of trained facilitators or mediators in the region to improve community facilitation. Plans were developed to establish a network, accessible to all local authorities.

We held a conference to examine refugee community dynamics and contributed to the discussion on the development of a National Refugee Integration Strategy. Membership of the North East Asylum Seekers and Refugee Consortium enabled us to provide advice and support to the North East Housing Board.

## ChangeUp

Voluntary sector groups in County Durham are using ChangeUp funding to develop an ICT-based system to hold data on all infrastructure organisations in the county, as well as support available from a range of voluntary and community sector and statutory agencies.

The system will include information on people, programmes, support and contact details and will be available to advisors in all agencies working with client organisations. Advisors will be able to seek help with cases they are dealing with by accessing common resources such as shared licensed software, funding sources and model constitution.



## Improving regional governance



Work to deliver an information campaign and then a referendum for an Elected Regional Assembly (ERA) for the North East, first started in the Autumn of 2003, continued through 2004. Along with partners, we successfully carried out work to raise awareness of the Assembly and its partners, with voter turn-out levels at 48%.

The North East was the only region to go forward to a full referendum, and this turned extra attention, especially from the media, onto the region and had a major impact on the level of work needed to achieve what was being planned.

### **Assisting in the Preparations for the Referendum**

We worked closely with national and local government colleagues to ensure that everything was in place to allow the referendum itself to be carried out efficiently and free from problems. Central to this work was the relationship with the City of Sunderland Council, which acted as the focal point on the night of the result declaration, as all results from across the whole of the region were announced from Crowtree Leisure Centre in Sunderland.

### **Delivery of the ERA Communications Strategy**

Partnership working was again key to the successful delivery of the communications strategy for the information campaign linked to the ERA referendum. Working closely with key partners from Government News Network and Robson Brown in the North East and ODPM press and publicity offices in London, we were able to deliver a wide range of events from small community meetings to a 300-delegate debate with the Deputy Prime Minister in Middlesbrough. An important aspect of this work was to ensure that the whole of the region felt involved and this meant that important meetings with key Government ministers were held from as far north as Berwick-upon-Tweed and as far south as Middlesbrough. Although media interest was quiet at the start of the process, the last few months leading up to the vote saw heightened interest from regional and national media.



## Programme spend by Department in £millions



<b>ODPM</b>	<b>192.003</b>
Single Housing Investment Pot	93.082
New Deal for Communities (NDC)	33.617
Neighbourhood Management Partnerships	2.455
Neighbourhood Renewal Fund (NRF)	59.325
Skills and Knowledge	0.541
Time Limited Development Fund	0.754
Community Empowerment Fund	0.541
North East Assembly	1.688
<b>DTI</b>	<b>200.558</b>
Regional Development Agency Sponsorship	200.500
Renewable Energy	0.058
<b>DWP</b>	<b>18.700</b>
Residential Training Unit	18.700
<b>DfES</b>	<b>32.406</b>
Community Champions Fund	0.249
Pathfinder Young Community Champions Fund	0.010
Connexions	26.816
Connexions Key Workers	1.080
Positive Activities for Young People	2.491
Transforming Youth Work Development Fund/SENDA	0.863
ASPIRE	0.150
Millennium Volunteers	0.747
<b>Home Office</b>	<b>23.682</b>
Connecting Communities Fund	0.365
Safer Communities Programme	6.041
Drugs Intervention Programme	8.000
Other Crime and Drugs Programmes	9.276
<b>DfT</b>	<b>129.000</b>
Local Transport Plans	129.000
<b>Defra</b>	<b>0.191</b>
Sustainable Farming and Food Strategy	0.181
Sustainable Development	0.010
<b>Europe</b>	<b>97.350</b>
Objective 2 - European Regional Development Fund	58.400
Objective 2 - European Social Fund	16.400
Objective 3	20.700
Urban II	1.500
Leader+	0.350
<b>Total</b>	<b>693.890</b>
<b>Government Office for the North East Running Costs</b>	<b>13.878</b>

# Organisation structure



Health Improvement  
Health and Social Inclusion  
Smoke Free North East

Crime and Drugs  
Drug Interventions  
National Treatment Agency  
Neighbourhood Renewal  
Skills and Knowledge

**Dr John Woodhouse**  
Deputy Director,  
Public Health

**Yvonne Clark**  
Director, Neighbourhood  
Renewal

Environment and  
Rural Affairs  
Casework

Adult Skills  
Connexions  
Education  
Sure Start and  
Children's Fund

**Dr David Walker**  
Director,  
Public Health

**John Bainton**  
Director, Environment

**Jackie Doughty**  
Director, Children and  
Learners

Local  
Governance

**Jonathan Blackie**  
Regional Director

**Julia Veall**  
Director, Local  
Governance

**Andrew Lewis**  
Director, Economy

**Patrick Chapman**  
Director,  
Local Area  
Agreements

**Lynda Keith**  
Director,  
Corporate Affairs

**John Rundle**  
Director, Europe  
Business and Enterprise  
Residential Training Unit  
ONE Sponsorship  
Culture  
Europe

**Jim Darlington**  
Director, Regional

**Bryan Rees**  
Director, Regional  
Intelligence and  
Resilience

Communications  
Ministerial Business  
Finance, Audit  
Human Resources  
Knowledge Management  
Performance and Information  
Regional Resilience  
Facilities Management

**Diana Pearce**  
Director, Built  
Environment

Housing  
North East Housing Board  
Planning  
Regional Strategy  
Sustainable Communities  
Transport



## Our Statement of Purpose

We want the North East to be a modern, prosperous and confident region. We will use local knowledge and understanding to influence government policies and programmes to overcome regional challenges. We will ensure that what we deliver is co-ordinated in an effective and efficient way to achieve sustainable communities.

North East  
England

## Values

**Valuing People** - we will harness diversity and value people

**Delivering Results** - we will make clear what our objectives are and deliver results

**Openness, Honesty and Visibility** - we will be open and honest in our relationships

**A Positive Outlook and Attitude** - we will make a difference through our positive outlook and openness to change.



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