

# Case study: Using Data and Evidence to spark innovation and drive local growth

Richard Baker  
29 September 2022



## Case study: Areas of focus

- Using data to monitor local economic trends and supporting businesses to grow these areas
- Insights into the North East Evidence Hub: bringing together key regional data and research for local stakeholders
- Consulting with businesses on local economic growth initiatives to ensure plans align with their needs
- Connecting with local universities to incorporate evidence into strategic economic planning



***Our ambition is that the North East is recognised for innovative, collaborative and action-oriented evidence-based economic policy and strategy”***



### **How do we currently deliver this?**

- Our Economy - data and evidence
- North East Evidence Hub
- Programmes of research
- Collaboration with universities
- Data innovation

### **Engagement**

- Direct engagement with businesses and economic partners in strategy processes
- North East Economic Evidence Forum
- Economic Prospects Group with Government and Agencies
- Monitoring and dissemination of surveys and evidence
- Evaluation

# Evidence for impact: Progressive development over time

## Strategic Economic Plan

- 2012: NE Independent Economic Review
- 2014 SEP defines KPI framework and 10 year strategy for the region, including programmes for LGF, ESIF and other interventions
- Strategic updates of SEP in 2017, 2019, 2022 – supported by strategic business engagement, and Evidence and Policy Review

## Our Economy, annual 'State of the Region' Report

- Launched in 2016, supported by new Economic Evidence Forum
- Annual Our Economy debate about the data and performance issues, and examination of a key policy or economic theme

## Universities

- Novel translation partnerships with Durham and Northumbria Universities, including through Impact Accelerator programme
- Insights North East programme [forthcoming]

## Covid 19

- Rapid innovation in approach to data and intelligence gathering to support strategic decision making
- Evidence supported policy making and innovative investments

## Current activities

- Post Covid learning leads to significant Investment into North East Evidence Hub
- Collaborative reflection with NP11 LEP's leads to Northern Evidence Network
- LEP Review prepares LEP for transition to new arrangements – lead for region on UKSPF Evidence Base for Lead Authorities

# Exemplar projects

**COVID-19  
Intelligence**

**Trade and export  
strategy**



## The impact of COVID-19 on the Good Work Agenda and flexible working

November 2021

This report was researched and written by

Dr. Gill Spurgeon, Durham University Business School, Prof. Jo Hooley,  
Durham University Business School, and Dr. Andrew Smith, Sheffield  
Hallam University Management School, in collaboration with the North East  
Local Enterprise Partnership.

North East  
Local Enterprise Partnership

Durham  
University

UK  
FCI

Research  
Innovation  
Network Council

European Union  
Regional  
Development Fund



## Global North East: Driving growth in North East trade and exports

June 2021

North East  
Local Enterprise Partnership

North East England  
Chamber of Commerce

Department for  
International Trade

# Covid Response: Innovation to deliver real-time data and evidence

## The challenge to usual data sources

- Time lags, data collection
- Geographies

## Adopted a blended approach, combining:

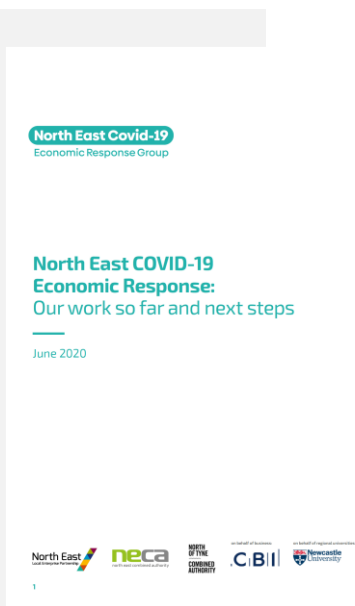
- Assembly of available official data, inc ONS Faster data
- Strategic intelligence programme
- Network of sector and LA authority based contacts
- Sector surveys and workshops
- Monitoring of national surveys in risk sectors
- Novel data sources – eg Google data

## Impacts

- Real time strategic advice to policy makers – regional and national
- Real time updating of business advice and support via Growth Hub
- Development of innovative gap-filling support actions
  - Patent protection scheme
  - Social enterprise Crowd funder scheme
  - Targeted sector based funds
- Innovation challenges programme to solve problems
- Skills brokerage

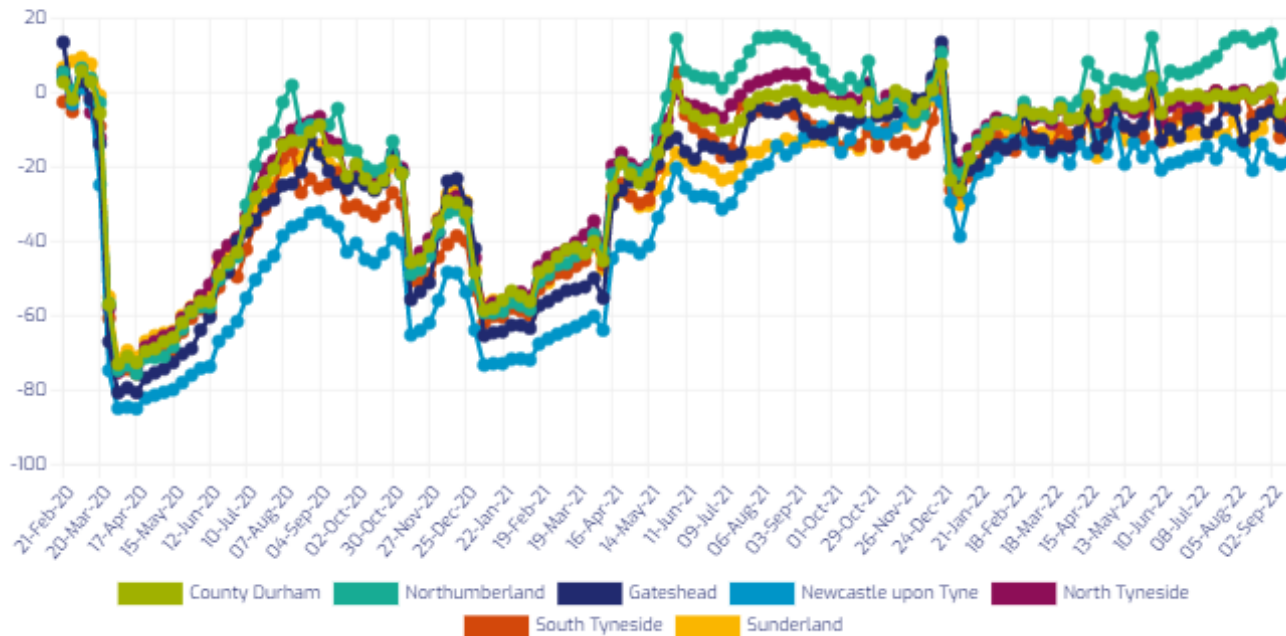
## Longer term impacts

- Evidence for long term Recovery and Renewal proposals
- Follow up research projects in long term impact areas
  - Composition and support of Covid start up's
  - Digital Exclusion
- Strategic investment in Evidence Hub and new data sources
- Northern Evidence Network



# Innovation to support business and policy: Google mobility index through Covid

Retail and recreation visit index, weekly average since Feb 2020, North East local authority areas



Source: Google mobility index

The [Google mobility index](#) is based on data from users who have opted into location history for their Google account.

For each day and location type it compares the number of visits with the average for that day during the first five weeks of 2020.

Provides an index for each local authority area and for six different location types.

- Retail
- Recreation
- Supermarkets and pharmacy
- Workplaces
- Transport
- Home

Enabled tracking of Covid 19 impact, and consider impact in comparator places in different controls regime, to inform policy asks

# North East Trade and Export strategy

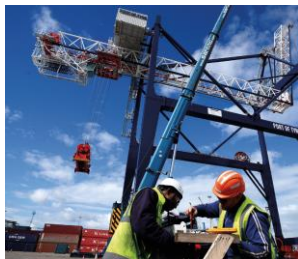
- A collaborative process led by the North East LEP, Department for International Trade, Chamber of Commerce
  - Contribution to wider Northern Powerhouse programme
  - Influence and secure alignment to UK strategy
  - Supported by a stakeholder Steering Group and developed with significant business and sector engagement
  - Significant evidence base developed by Durham University
  - Additional analysis of HMRC data, plus CRM data from DIT and NE LEP
  - Strategic North East trade proposition published in June 2021
  - Delivery plan outline approved in January 2022
- <https://www.northeastlep.co.uk/updates/north-east-lep-publishes-new-regional-trade-and-export-report/>
- UK Export Strategy: <https://www.gov.uk/government/publications/export-strategy-made-in-the-uk-sold-to-the-world>
- North East Strategy Report: <https://www.northeastlep.co.uk/updates/north-east-lep-publishes-new-regional-trade-and-export-report/>



# North East exports: Baseline and ambitions

£BN	Goods 2019	Services 2018	Total (circa)
North East LEP area	10.5	4.8	15
Tees Valley Combined Authority area	2.8	2.2	5
North East region	13.3	7.0	20

**168,000**  
of North East  
jobs are  
reliant upon  
exports



**4,500**  
North East  
businesses  
engage in  
exporting



## The North East's export ambition



Increase the %  
of firms engaged  
in exporting in  
the North East  
from 6% to 9.5%  
by 2030



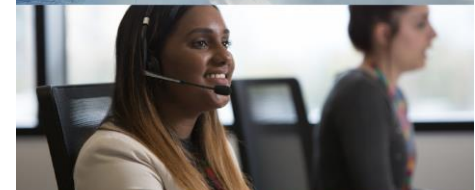
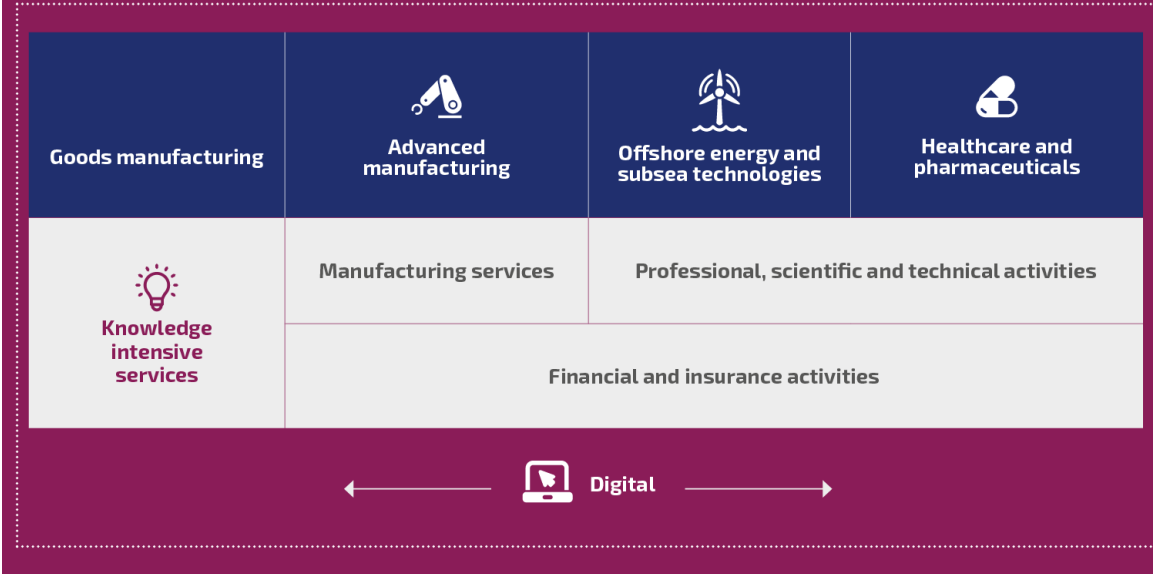
Reduce the five  
year attrition  
rate of North  
East exporting  
businesses from  
50% to 25%



Increase the %  
GVA from export  
of goods and  
services in North  
East from 33% to  
35% by 2030

# Our export proposition

## Our strengths and sector approach



# Our priority export markets

1. **Prime:** representing combination of current significance and relative strength
2. **Opportunity:** representing growth focus or potential to improve underperformance

## Prime markets

### Europe



Netherlands



Belgium



Japan



Germany



Italy



Norway



Spain



Turkey

## Opportunity markets



USA



Singapore



China



Korea



India

# Delivery: strategic workstreams

## Ongoing evidence and strategy development

- Continue to monitor and analyse trade data for opportunity and challenge
- Extend and disseminate evidence base for target sectors in opportunity markets
- Create and analyse export pipeline models by sector and market
- Significant analytical piece on emerging markets

## Strengthened integration of regional support systems

- NE Growth Hub and DIT collaboration to develop integrated support for businesses to drive up the number of NE businesses exporting and support scale up.
- Focus market facing activities on key markets
- Embed exporting into key sector strategies, including building pipeline model

## Communications and eco-system

- Organise trade-focussed networking amongst businesses, sectors and other partners
- Organise an annual event
- Co-ordinated communications and influencing

## North East partners working together

- Strengthen and focus place based working across internationally focussed activities in the region across trade, investment, innovation and tourism
- Contribute to development of Northern Powerhouse level work
- Inform and support targeted free trade agreements so that our proposition is understood



# North East Evidence Hub

**Vision:** An integrated platform to:

- Make a broad range of data, research and evidence accessible
- Automatic updating of identified data sources
- Higher functionality and flexibility in tools for users including design and print features
- Curated content, to support strategy and policy exercises
- Regular commentary on data and evidence linked to our key programmes and areas of strategic importance
- Platform enabling links to other platforms, internally and externally as they evolve – examples Net Zero Hub, Insights North East and Northern Evidence Network

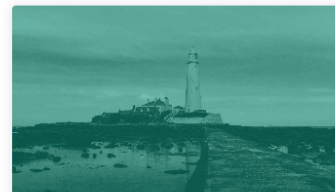
## Recent activity

- Creation of comprehensive Evidence Base for North East UKSPF programmes
- Publication and dissemination of new report on skills for domestic energy decarbonisation
- Recent updates of published data; trade, labour market, productivity, census, regional transport statistics

[Homepage \(northeastlep.co.uk\)](http://northeastlep.co.uk)

## Evidence is fundamental for good decision-making

The North East Evidence Hub brings together key data about the region and provides tools to help residents, businesses, education establishments and policy makers to make use of this data in a simple and accessible way. It's about the region, for the region and we encourage feedback and contributions to help build the regional evidence base.



### UKSPF Evidence Base

The UK Shared Prosperity Fund is a central programme to support government's Levelling Up agenda. This Evidence Base provides key data and intelligence about Levelling Up, along with the UKSPF's key investment themes.

[Find out more](#)



### Understanding skills demand within domestic energy

To achieve the 2030 Net Zero targets, the UK must decarbonise the heating market at a rate of 20,000 homes per week by 2025. This presents a significant skills challenge to solve in terms of scale, pace and quality. This skills needs assessment aims to explore the opportunities this presents for the region.

[Read more](#)

## Featured datasets



### Population

Looking at the latest population dataset from the most recent census in 2021.

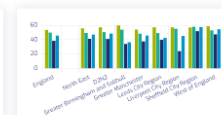
[Explore the data](#)



### Google Mobility Index

Comparing visit numbers to sites such as retail and recreation locations with the pre-COVID average.

[Explore the data](#)



### Business engagement in Innovation

The extent and types of innovation activity by North East businesses (data from the UK Innovation Survey).

[Explore the data](#)

# Working at scale: Northern Evidence Network

## Northern Evidence Network

- Joint Review of Covid 19 evidence issues across the Northern Powerhouse LEP and Combined Authority network (NP11)
- Established Northern Evidence Network (NEN) in early 2022 to generate evidence needed at pan-Northern, and act as a platform for local level evidence sharing, support policy making and strategy .
- Includes all Northern LEPs and Combined Authorities, and Transport for the North (TfN).
- Will seek to also draw together wider partners regionally and work with national partners, as a voice for the North on data and evidence, for the benefit of pan-Northern and local evidence and to:
  - Improve data analysis, share practice and develop data sources and dissemination
  - Scope and deliver a programme of long-term economic research
  - Co-ordinate partner engagement in region and nationally

## Northern Powerhouse Independent Economic Review update

- Update our shared economic narrative between Northern Leaders, first agreed in 2016
- Underpins an updated Strategic Transport Plan for the North
- Focus on the opportunities and challenges to strengthen northern performance, and close gaps in productivity, employment in a changed economic environment and developed set of priorities including Net Zero, inclusion and living standards





<https://www.northeastlep.co.uk/the-plan/>

<https://evidencehub.northeastlep.co.uk/>