



ATTRACTING INWARD INVESTMENT TO NORTH EAST ENGLAND



invest | north east
england

NORTH EAST ENGLAND WORKS
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The Team



Guy Currey

Director

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Guy leads the team at Invest North East England working with partners to attract inward investment into the region – an area north to south covering Northumberland, Newcastle upon Tyne, North Tyneside, Gateshead, South Tyneside, Sunderland, and County Durham. Guy works across many sectors and leads on energy.



Rachel Burdis

Inward Investment Manager

rachel.burdis@inee.co.uk

Rachel supports the growth and location of businesses in the North East, and specialises in working with organisations in the tech, FPBS (financial, professional and business services), creative, and space sectors.



Michelle Duggan

Inward Investment Manager

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Michelle helps to attract inward investment in North East England; supporting business growth across a range of sectors including electrification technologies, health and life sciences, and advanced manufacturing.

“Invest North East England has provided our company with many valuable introductions into relevant pathways in the region. They facilitated introductions to the City Council, PROTO in Gateshead, and also North East Screen; all of which have made finding our feet in the North East very smooth!

“If we had not reached out to Invest North East England, I doubt we would have the contacts we have made, or the knowledge of the area that we have now. The pride from Invest North East England in the region is contagious, and we have found ourselves really excited for all our future projects here.”



Christopher Simcock,
Founder of Sensel Studio

About Invest North East England

Soon to be part of the new North East Mayoral Combined Authority, we are the first point of contact for companies looking to locate and invest in the region.

- We market the North East to potential inward investors
- We connect businesses to the region's networks of specialist organisations and individuals
- And we provide the information, support and advice businesses need to locate in North East England.

Why is inward investment important?

Businesses locating or expanding in our region create jobs, grow the local economy, and strengthen our region's position as a leading destination for global business.

Greater investment in our region and our workforce leads to an increase in skills, higher paying jobs, and a more competitive regional economy. It boosts levels of research and development spending, delivers productivity gains, and increases trade and exports.

Inward investment is essential to the future growth and success of the North East regionally, nationally and internationally.



How we work

Invest North East England is the strategic inward investment agency for the region. We promote the region to national and international investors by working very closely with business teams from the seven local authorities, along with the Department of Business and Trade and a host of other private, education and third sector organisations.



We provide a range of practical relocation support and advice including:



Advice on the availability of land, property, and the associated costs



HR support, including wage comparisons, training, recruitment and local market information



Information and statistics on the local economy, demographics, infrastructure and labour market



Support for key employees and their families moving to the area



Meetings with key stakeholders as part of organised visits



Introductions to supply chain knowledge networks and technological expertise

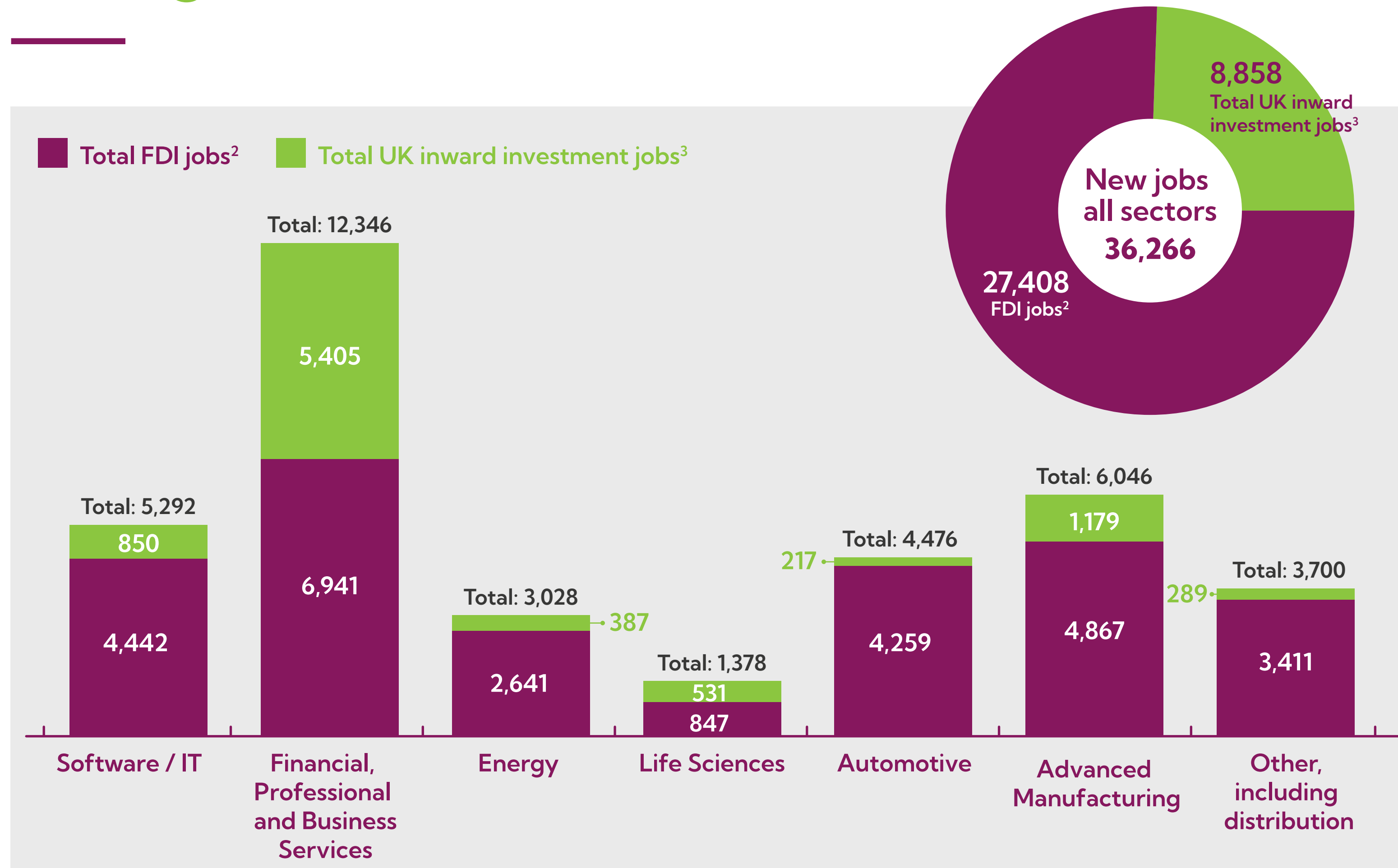


Access to finance – guidance on the availability of financial assistance and grants



A Personal Account Manager dedicated to each project, with links to a full aftercare programme.

New jobs created in North East England through inward investment (2014-2023)¹



“Verisure received a tremendous amount of support from the team at Invest North East England, and they went above and beyond to make us feel welcome. Since expanding our operations centre (formerly based in London) to the North East of England, we’ve managed to grow to over 600 employees in a relatively short space of time, and consolidate a Centre of Excellence to provide best-in-class service to our growing customer base.

“Had it not been for the level of support we received from Invest North East England, we could have been steered away from what has, in retrospect, been a very good decision for our company.”



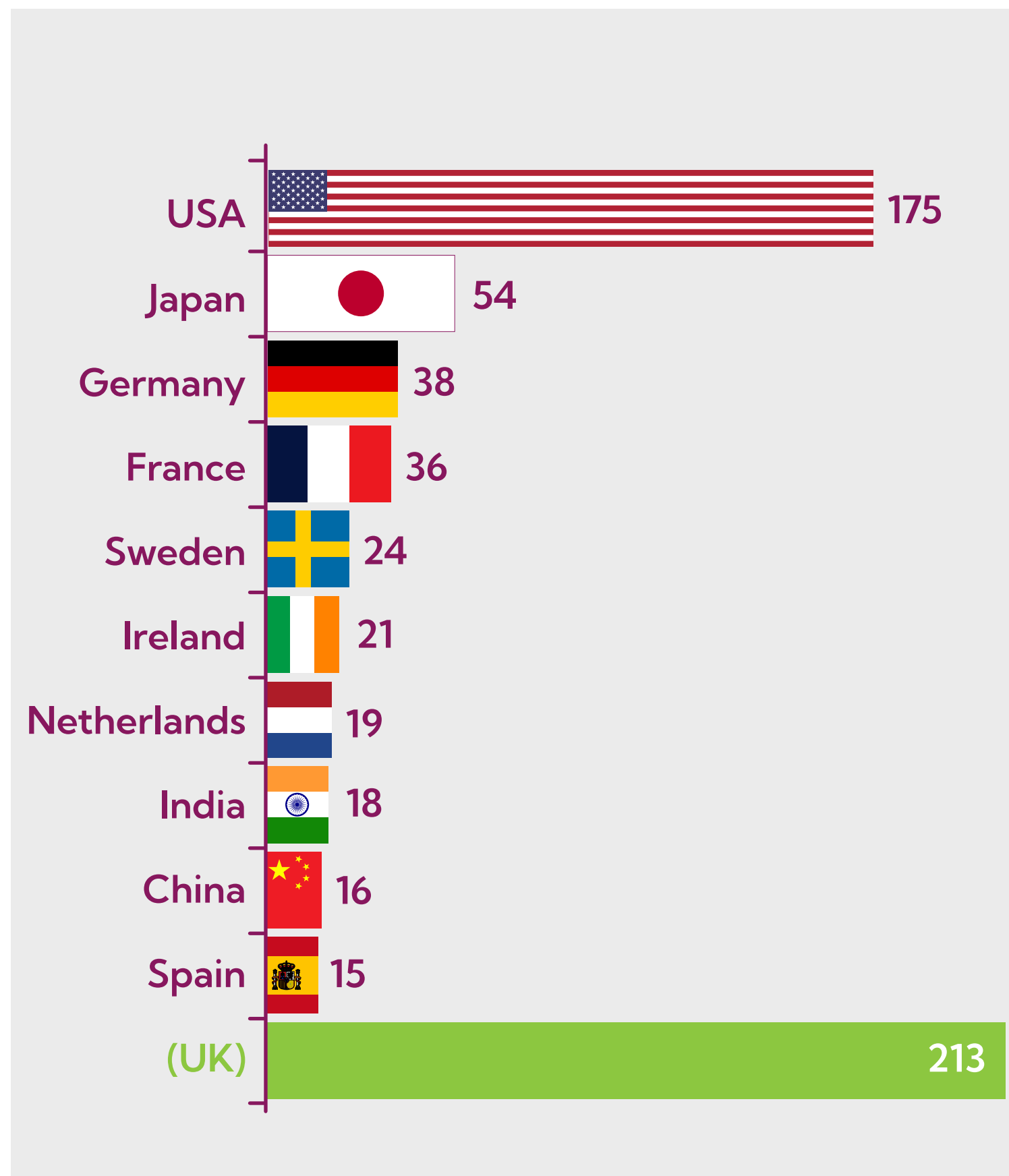
Kevin Croft, Operations Site Director, Verisure.

¹ Please note: these figures include jobs created through region-wide inward investment activity, not just projects delivered by Invest North East England.

² Job numbers from foreign direct investment include new inward investment projects by foreign-owned companies already based in the region.

³ Job numbers from UK inward investment projects are based on new UK-owned businesses locating in North East England for the first time.

Top source countries for foreign direct investment in North East England – 2014–2023



Inward investment activity across North East England in 2021/22 created

8,000 new jobs
(5,800 from foreign direct investment)

North East England was the best performing region for job creation
through foreign direct investment
(per 100,000 pop) in 2021/22.

Between 2015/16 and 2022/23, the average annual total of new jobs in the North East region from foreign direct investment was the second largest in England (behind London):

192 per 100,000 residents
277 per 100,000 workers
(88% higher than the rest of England, excl. London)

“The team at Invest North East England has been great to work with over the years. They’ve brought visitors from across the globe to PROTO to showcase the facility and help investors understand how they are able to design and develop new content and experiences using our specialist equipment.

“We’ve also supported them at VR conferences locally and nationally, as well as attended SXSW in Austin with them this year. Companies such as VRAI – Irish virtual and augmented reality content creation specialists – were introduced to us by Invest North East England and were so impressed with the facility, they took an office here and have continued to expand their team since. A number of other studios have also landed in the region thanks to Invest North East England and partners, and the local ecosystem is continuing to grow and benefit from these investments.”



Alex Cook, Head of Immersive Programmes, Digital Catapult North East & Tees Valley

Automotive and Advanced Manufacturing

The adoption of smart technology, and the acceleration towards net zero through electrification, has created significant opportunities for the North East's automotive and advanced manufacturing sector.

World-class sites such as the IAMP (International Advanced Manufacturing Park) in Sunderland/South Tyneside, the location of AESC's new gigafactory, and the significant investment opportunity provided by the gigafactory site in Cambois, Northumberland, has laid the foundations for further inward investment in areas including battery and automotive manufacturing, rail, aerospace, electronics, and subsea engineering.



Financial, Professional and Business Services

With almost 19,000 companies already calling the North East home, FPBS businesses investing in our region benefit from one of the UK's most skilled and cost-effective workforces. The expansion of flexible, Grade A office accommodation in our city centres and out of town business hubs has opened up further opportunities to grow the sector as well.

With key strengths in business process outsourcing (BPO), fintech, legal services, and contact centres, North East England offers an invaluable peer network and supply chain for organisations investing in the region.

In recent years, global alarm company Verisure, Ocado, and Just Eat have expanded in our region.



Digital and tech

The North East has one of the most innovative and exciting technology clusters outside London. As well as world-class facilities and support networks, our digital sector has unique strengths in areas including gaming, augmented/virtual reality, data, artificial intelligence, and software development.

In recent years, Arctic Wolf, Thoughtworks and Monstarlab have all located in the region, and Sunderland is now a major UK hub for the burgeoning esports sector following the opening of its National Esports Performance Campus (NEPC).



Energy

Located just 80 miles off the North East coast is the Dogger Bank Wind Farm; an offshore wind farm that – when complete – will be the largest in the world. Projects of this scale and ambition in North East England have helped grow a highly skilled workforce in the green jobs of the future, which when coupled with the sites and infrastructure around our ports, a rich and diverse supply chain, and unique R&D facilities, is helping attract inward investment.

From offshore wind and hydrogen to heat networks and subsea engineering, our region is pioneering new innovations that will transform how we heat our homes, run our cars, and generate clean, green energy.

Recent investments in North East England include the Dogger Bank Wind Farm operations and maintenance base at the Port of Tyne, JDR Cables' subsea cable factory in Northumberland, and the significant expansion of Smulders UK's operation at the Hadrian Yard on the River Tyne.

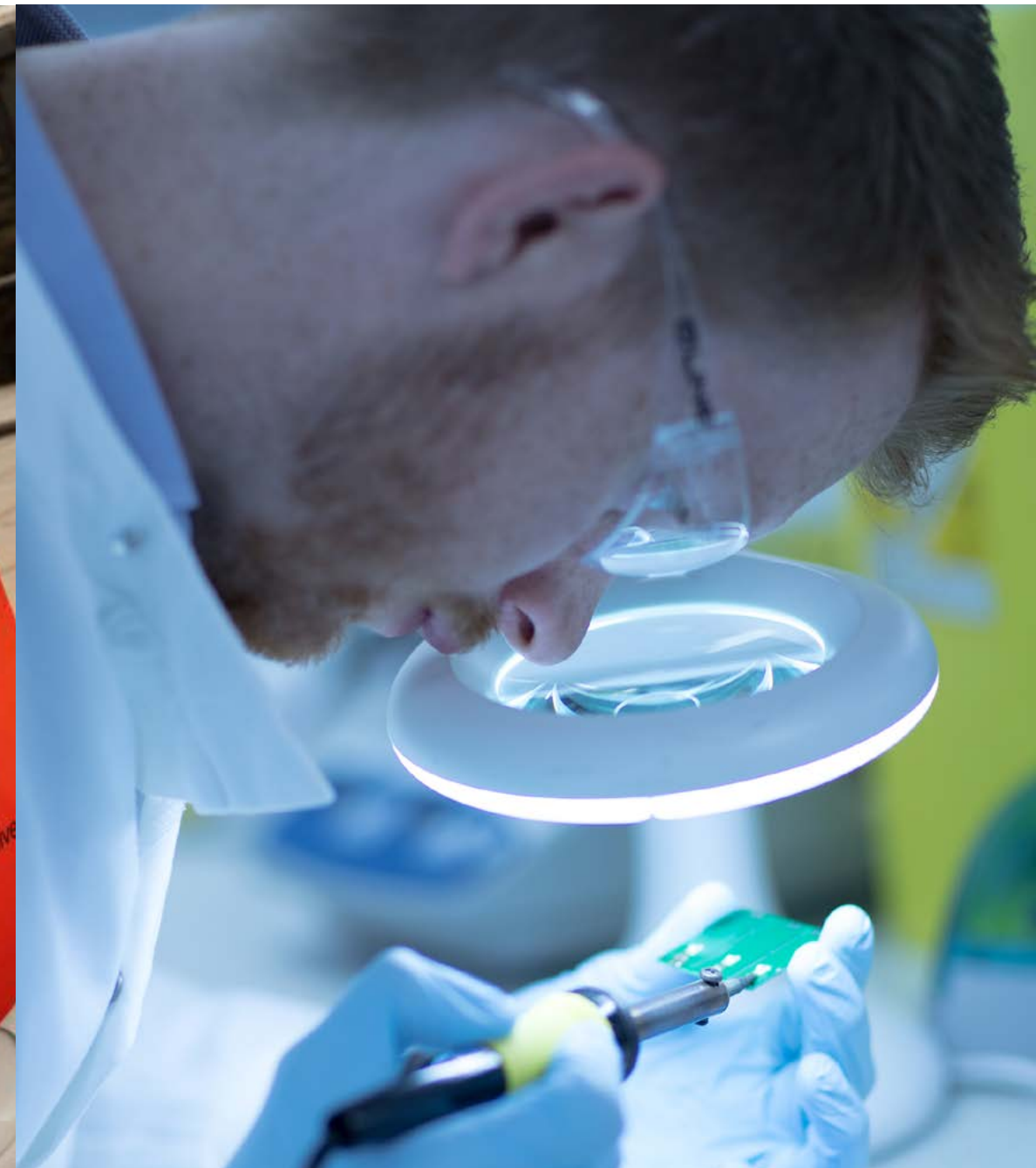


Life Sciences

The rapid growth of the North East's health and life sciences sector is helping attract new investment outside of traditional destinations like the golden triangle of London, Oxford and Cambridge.

From large-scale pharmaceutical manufacturing right through to innovative small companies developing new treatments and services, the life sciences sector in the North East benefits from world-class research and facilities, industry-engaged universities, and internationally-renowned assets including Newcastle Helix, NETPark, and the National Innovation Centres for Data and Ageing.

A report published by the North East Local Enterprise Partnership highlights the potential to double the number of jobs and businesses in the health and life sciences sector by 2030.



“The North East is a special place for CPI, it’s where we started our journey. Our partnership with Invest North East England has been crucial for us as an organisation and for the North East innovation ecosystem. These kinds of partnerships are vital for the region, they promote inward investment and economic growth. CPI and Invest North East England share the goal of bringing high-paid and high-skilled jobs to the North East and put it at the epicentre of cutting-edge technologies and advancements in tech.”



**Sophie Walton, CPI,
Director of Strategic
Partnerships**

How can you work in partnership with Invest North East England and support inward investment in our region?

There are a number of ways you can work with us – and our partners – to help more companies locate and invest in the region. You can:



Introduce us to companies in your networks interested in investing in the North East. We can provide all the support and information they need.



Act as regional ambassadors; promoting our key message that, North East England Works.



Amplify our promotional campaigns through your own communication channels. We can provide content for websites / newsletters / social media etc.



Invite Invest North East England to speak at your events – both regional and national.



Provide expert insight into your sector, and the opportunities it provides for businesses, by contributing thought leadership articles or opinion pieces for our communication channels.



Become part of our visiting delegation when we're exhibiting at international events, such as SXSW (South by Southwest), The Battery Show, etc.

Looking ahead to the new North East Mayoral Combined Authority

Invest North East England is one of the five organisations combining to create the new North East Mayoral Combined Authority.

The formation of the North East Mayoral Combined Authority, and the unlocking of more than £4 billion of investment over 30 years, provides a unique opportunity to grow inward investment across the region.

We will continue to showcase North East England's strengths as a global destination for business; highlighting our:

- **Large and growing business base**
- **Highly-skilled, flexible workforce**
- **World-class academia, research and training institutions**
- **Connection to global markets**
- **Cost competitiveness compared to other areas of the UK.**

Focusing on the key sectors of:

- **Automotive and Advanced Manufacturing**
- **Life Sciences**
- **Digital and tech**
- **Energy**
- **Financial, Professional and Business Services.**

We will help more businesses locate and invest in the region, and showcase to the world why North East England Works.





NORTH EAST ENGLAND WORKS.

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