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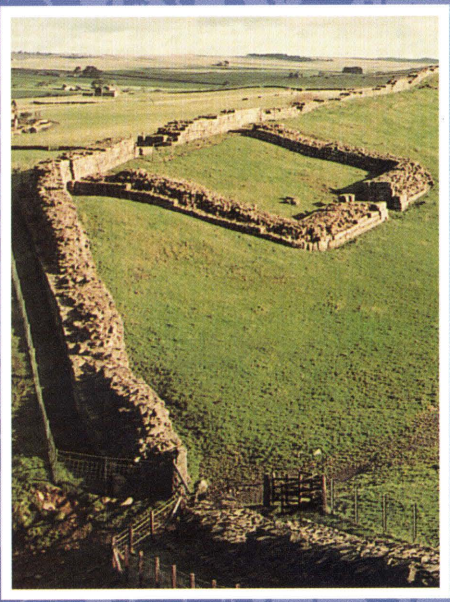
THE NORTH
EAST

A REGION
OF THE
EUROPEAN
UNION



Cleveland, Durham,
Northumberland, Tyne and Wear

NE



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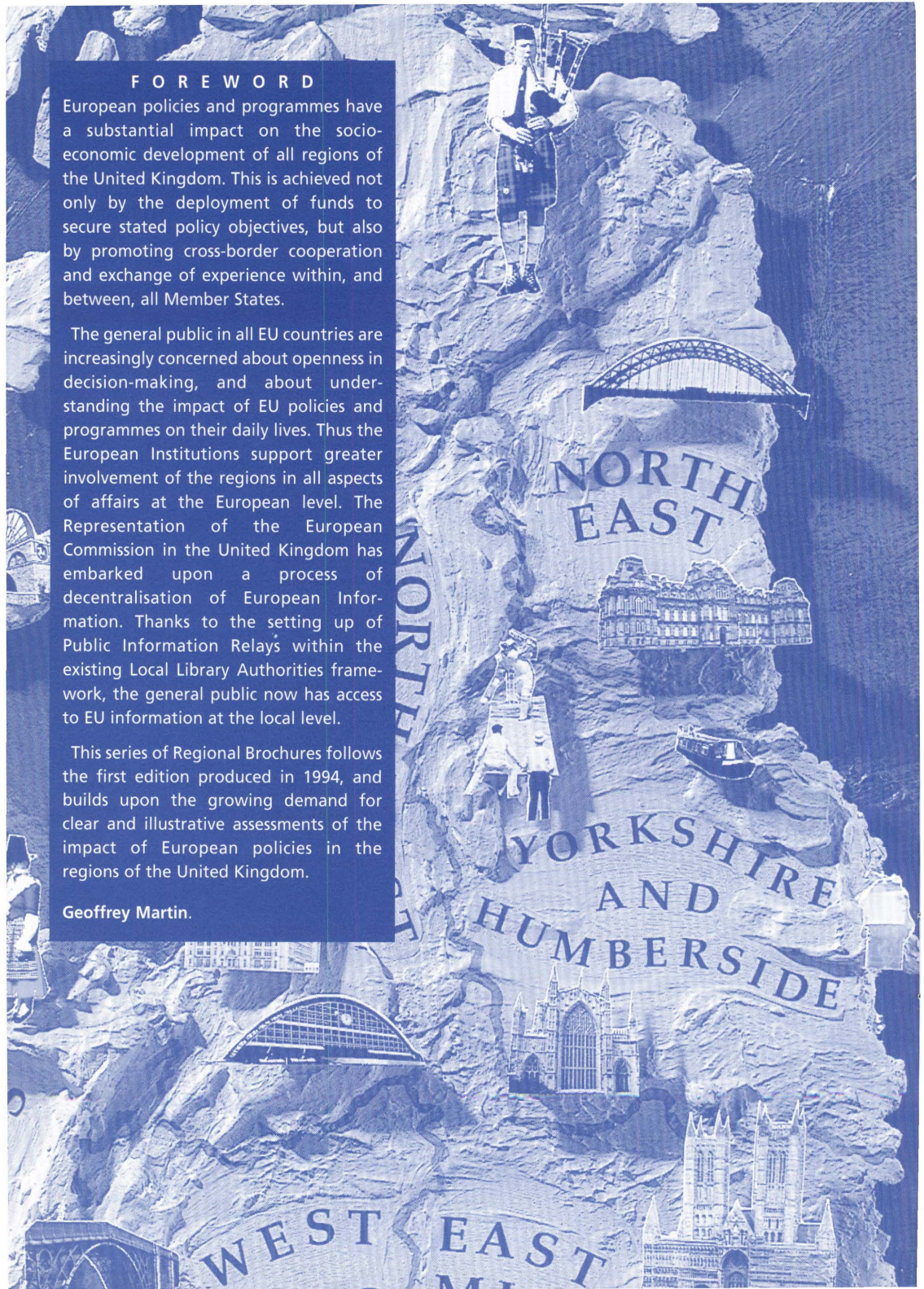
FOREWORD

European policies and programmes have a substantial impact on the socio-economic development of all regions of the United Kingdom. This is achieved not only by the deployment of funds to secure stated policy objectives, but also by promoting cross-border cooperation and exchange of experience within, and between, all Member States.

The general public in all EU countries are increasingly concerned about openness in decision-making, and about understanding the impact of EU policies and programmes on their daily lives. Thus the European Institutions support greater involvement of the regions in all aspects of affairs at the European level. The Representation of the European Commission in the United Kingdom has embarked upon a process of decentralisation of European Information. Thanks to the setting up of Public Information Relays within the existing Local Library Authorities framework, the general public now has access to EU information at the local level.

This series of Regional Brochures follows the first edition produced in 1994, and builds upon the growing demand for clear and illustrative assessments of the impact of European policies in the regions of the United Kingdom.

Geoffrey Martin.



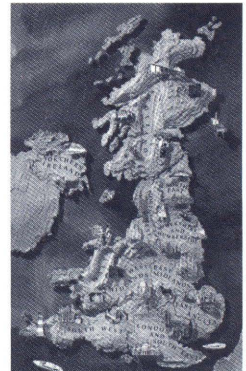
THE EUROPEAN UNION is composed of 15 Member States but it comprises a much greater number of regions whose dynamic diversity is one of the Union's greatest strengths. The current European Union of 15 is clearly very different from the Common Market

1 GENERAL INTRODUCTION

of the original 6. However, its political geography will soon be further changed as negotiations take place over the next few years with Cyprus, Malta and countries in Eastern & Central Europe, the result of which will be a still wider Union. In this radically reshaped Union, the sense of regional identity will be a useful counter-balance to the decision-making by Ministers which national Governments will undertake at the level of the Union itself.

An Inter-Governmental Conference starts in 1996. It will reflect on the current state of the Union and progress made since Maastricht. It will put forward adaptations necessary to carry this reshaped Union forward into the twenty-first century.

The removal of internal frontiers in Europe and the arrangements for completing a Single Market in which there is free movement of people, goods, capital and in the provision of services, has increased the extent of cooperation between regions, be it at the level of the regional or local authorities themselves or through companies and business organisations, or through the educational system and in many other diverse ways. These inter-regional links have grown up throughout the Union, some of them based on Community development programmes



1 GENERAL INTRODUCTION CONTD.

such as INTERREG, while others are of a much simpler kind, based often on long-standing twinning agreements with recent trade-related components added.

As the Union adapts to change, the desire for greater democracy and openness in the way decisions are made at the European level increases. Some discussion is focusing on the future role of national Parliaments where Westminster has a contribution yet to make. A recent development has been the establishment of the Committee of the Regions where European Union matters are appraised from a regional perspective by representatives drawn from the regions themselves.

The broad policies of the European Union affect all its citizens and regions both directly and indirectly. These include the creation of the Single Market, the common trade policies, the Common Agricultural Policy, consumer protection rules, environmental improvement, education and training, social policy including health and safety protection and, of special interest

to the regions, the establishment of Trans-European networks in transport, energy and telecommunications.

There are, of course, certain policies and programmes with a more definite regional perspective. These include the Structural Funds, geared to the poorest regions in the Union and those that have been affected by industrial decline. Many regions have suffered from similar changes in key local industries such as steel, coal, textiles, shipbuilding and the defence sector. Policies have, therefore, been drawn up at the European level to address these problems in a similar way in each country. This is one example of the dynamics which the Union is creating at regional level.

Outside the capital cities and sometimes within the most peripheral regions, much of Europe's scientific and educational resources are based. The development of European-wide policies in these areas has helped forge a vast network of regional links that have become part of the nervous system of the Union as a whole.



The North East of England is a region combining the large urban conurbations of Tyneside and Teeside with some of the England's last wilderness areas in rural Durham and Northumberland. Bordering the North Sea, the region has always placed importance on the maritime and fishing industry. In addition, the region's place at the heart of the Industrial Revolution provided new opportunities and made the area prosperous. At the end of the twentieth century this situation

has changed and industrial restructuring has led to a need for the region to develop new industries to again provide wealth and employment. The region has an enormous amount of work to do to revitalise the economy and the community, and is supported in these efforts by European policies and programmes. This brochure highlights the range and impact that some of these policies have had on the region in the last few years.



*Bridges over the
River Tyne -
Newcastle*

2 REGIONAL PROFILE

THE NORTH EAST OF ENGLAND consists of the four counties of Cleveland, Durham, Northumberland and Tyne and Wear. Three quarters of the region's population live close to the North Sea coast and along the major rivers of the Tees, the Tyne and the Wear.

The area has developed a strong regional identity and culture over the years, and this has been important in the development of trading links with the rest of the UK, with other European regions, and increasingly in international markets. The economy of the region is characterised by a dependence on manufacturing industries, which accounts for 29% of total output, and the region's export performance is particularly good. However, massive industrial restructuring has resulted in high levels of unemployment; at 10.5% in May 1995, this was well above the UK average of 8.3%. These figures disguise the fact that some communities are facing local unemployment of up to 20%, and there are considerable numbers of the very long term unemployed.

The workforce of the North East has a reputation for skill, craftsmanship and adaptability which has attracted some substantial inward investment by companies wanting to develop their European operations. Together, with an availability of strategic sites for development, this has attracted some 38 inward investment projects to the region in 1994 alone. These have provided much needed employment and economic opportunities, but in general the regional economy still remains fragile. Local Authorities, inward investment agencies, employers, trade unions, educational, social and cultural organisations are all working together to meet the needs of the region's business community.

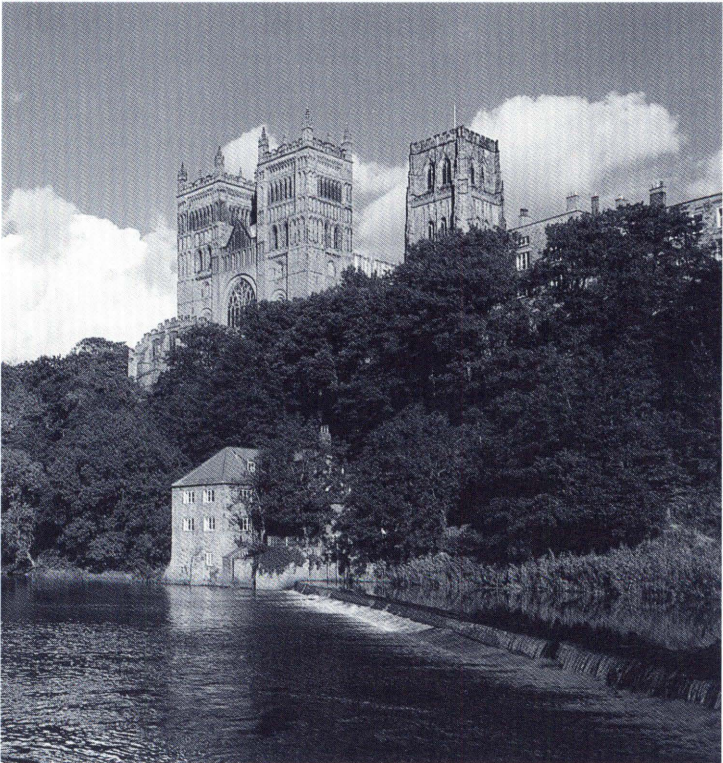
Although inner city areas in Tyneside and Teesside illustrate the classic problems of urban deprivation, the overall environment of the region is excellent. Much of Northumberland is designated as a National Park, including Kielder Water, England's largest reservoir, which provides water resources for the whole region. The surrounding area contains northern Europe's largest man-made forest providing a valuable source of income for this remote area.

The coastal environment of the region is diverse, with modern ports, former fishing and mining communities and traditional seaside resorts in more populated areas. Long beaches and ancient castles can be found in the rural areas, much of which has been designated as a heritage coast, or area of outstanding natural beauty.



Although the North East is a well defined area geographically, businesses and people cannot afford to be insular. The region has good communication links with the South of England, but increasingly it is consolidating air and sea links with countries bordering the North Sea and the Baltic States. The recent accession of Sweden and Finland to the EU, and the independence of the Baltic States has increased transport, trade and cultural links from which the region can benefit.

The North East is coming to terms with the effects of industrial change, and Europe continues to provide substantial financial support for social and commercial development in both urban and rural areas. Being a peripheral region in England, the North East is already accustomed to taking its place as a region in Europe, and making its contribution to European integration.



*Durham Cathedral -
County Durham*

3 IMPACT OF EU POLICIES AND PROGRAMMES

A Economic Impact

REGENERATION OF AREAS AND INDUSTRIES

Although the North East still relies heavily on manufacturing industries, many years of decline in the traditional industries of shipbuilding, mining and the steel industry have meant that the region has had to seek new sources of employment. Other manufacturing plants in the region are branches of a nation-wide structure and are particularly vulnerable to rationalisation processes. County Durham has been particularly affected by job losses through rationalisation, and the effects are often most keenly felt in rural areas. The cities and larger towns of the region suffer from varying degrees of urban deprivation manifesting itself in the form of high unemployment, poor housing, a lack of community facilities, inadequate public transport and an inferior environment.

Urban revitalisation programmes to improve the image of many of the Region's major towns and cities have received EU support.

By making the best use of the resources available to it, sometimes with highly innovative projects, the Region has continued to benefit significantly from European Union (EU) funding, mainly from the European Regional Development Fund (ERDF) and the European Social Fund (ESF). For example, the Tyne and Wear Development Corporation's (TWDC) on-going flagship regeneration of the East Quayside at Newcastle has received £2.3 million of EU money. Improvements at Haltwhistle will transform the centre of this ancient Northumbrian market town.

The European Commission designated a substantial area of the region as eligible for assistance under Objective 2 which provides assistance for declining industrial areas. All of Tyne and Wear together with South East Northumberland has Objective 2 Status, as have Cleveland and large parts of Durham (areas qualifying under Objective 2 come up for review in 1996). This support centres on business and community economic development, tourism and new technology. By December 1995, over half the available funds had been committed to a range of projects expected to create up to 38,000 jobs.

Other parts of Durham and Northumberland, together with areas of Cumbria - the Northern Uplands - qualify for support as rural areas under Objective 5b.

The region also benefits from a range of European Union initiatives to assist areas dependent on specific industries. Recent and current



Community Initiatives include RESIDER (steel industry), RECHAR (coal mining), PESCA (fishing industry), KONVER (defence industry) and RENAVAL (shipbuilding industry).

Under RECHAR, for example, a special initiative was launched in 1990 to offset the effects of the closure of the Region's deep mine collieries - one has since been reopened by a private operator, although with a much reduced workforce than hitherto. Assistance has been provided for environmental improvements, reclamation of derelict land and factory building. Help has also been given with new business start-ups and extensive retraining programmes. For example, Seaham, another East Durham community hard hit by coal closures, is to benefit from town centre regeneration following a study partly financed by the EU.

RENAVAL covers areas badly affected by the decline of another of the North's basic industries - shipbuilding. At Sunderland some £4.2 million has been made available to the Tyne and Wear Development Corporation, under the RENAVAL programme, for riverside redevelopment following the closure of the City's shipbuilding yards.

KONVER was created to provide support for areas suffering from the changed European political situation and the consequent decline in defence contracts. As far as the Region is concerned the areas involved are those previously involved in naval work - Tyneside and Barrow in Furness - and both have received funds under the ERDF and the ESF. Tyneside TEC, for example, obtained nearly £0.5 million for a subsea conversion initiative, while the Northern Development Company (NDC) received £385,000 to assist defence suppliers to diversify.



*The MetroCentre -
Gateshead*

BUSINESS DEVELOPMENT AND INWARD INVESTMENT

In recent years the EU has been seen to be less involved with large capital infrastructure projects than previously and more concerned with business development, in particular opportunities for small and medium enterprises (SMEs). This has enabled inward investment promoting bodies like the Northern Development Company, together with local authorities and the private sector, to mount investment and job-creating initiatives with the help of EU funding.

The region has benefited from some substantial inward investment in the past ten years. European funds provided new infrastructure on a site in North Tyneside which was subsequently chosen by Siemens for a new factory to be constructed in 1996. Altogether, the last decade has seen some 390 inward investment projects in the region, which have generated 50,000 jobs and put £4 billion into the local economy. Set against the national situation, the region has secured 10% of all jobs coming in the UK during that time.

The current Objective 2 plan has designated £3.2m for inward investment support. The Northern Development Company is the recipient of a number of EU grants; one such grant enabled it to set up a valuable information system, passing on details of public sector tenders across Europe to businesses in the region.

The region recognises that competition is fierce for new investments so it is also aiming to diversify its existing industries to avoid being dependant on a few large inward investment initiatives. In order to achieve diversity, many EU-funded projects provide assistance to SMEs in the region. In Sunderland's new Riverside Business Park, the Business Innovation Centre provides assistance to SMEs in the field of new technology. As part of the EU's Business Innovation Centre network (BIC), the Centre has a number of integral starter units for new businesses and is the base for Sunderland's Business Link, which, like all of the region's Business Links, provides advice to SMEs. Similarly, the private sector, through the Chamber of Commerce, is providing help for companies to set up export markets. Another initiative has sought to consolidate links with industries working in similar fields so that companies can compete more effectively on the international market.

TOURISM AND THE ENVIRONMENT

The North has much for the tourist, and apart from the Lake District in nearby Cumbria, one of the best known tourist attractions in the UK, both Durham and Northumberland offer the visitor much in the way of highly attractive countryside.

The Region's landscape and seascape, moorland and forest attract ramblers, sports enthusiasts, cyclists, riders and those with a love of fine unspoilt nature. The north Northumberland coastline boasts some of the finest and least crowded beaches in the country. Excellent fishing rivers provide good sport for the angler. A number of modern marinas, many the result of EU-supported projects, cater for local and visiting boating and sailing enthusiasts.

A wide range of projects receive European support for tourism from ERDF and ESF funds, both under Objective 5 and Objective 2. For example, at Kilder Reservoir - Europe's largest man-made lake - there are initiatives to boost tourism, from improved signposting to a forest sculpture trail with the artists using local materials creatively.

The largest visitor attraction project to secure funding - some £2.3 million - is the Teesside Development Corporation (TDC) Hartlepool Historic Quay development calculated to attract a quarter of a million new day visitors. Backed by £250,000 from the EU, the TDC has also constructed a canoe slalom facility at the Teesside white water course,



created by the construction of the new £50 million Tees Barrage. This project is expected to generate 20,000 new visitors a month.

The North East of England has two World Heritage sites : Hadrian's Wall and Durham Cathedral, and numerous other historic sites connected with the centuries of border conflict. Coupled with heritage coastline in Northumberland and the moorlands of the Northern Pennines, the area attracts modest numbers of tourists from outside the region.

Efforts are being made to increase the number of visitors who stop over in the region, rather than pass through to Scotland or Yorkshire, and Northern Sights, a partnership between local authorities, Northern Arts, the Northern Development Company and the Tourist Boards, has been established recently. One of the main tasks of the company (which is supported by European Regional Development funds) is to capitalise on the tourism potential of the 1996 UK Year of the Visual Arts, hosted by the region. Over a thousand arts projects, supported by private and public sector funds, will have taken place by the end of 1996 and Northern Sights aims to bring more than additional 30,000 overnight visitors to the region.

Two existing and successful developments which have been supported by European funding are the Killhope Lead Mining Centre and Beamish Museum, both in County Durham. These attractions present an insight into life and work during the Industrial Revolution and, at Beamish, the early years of this century when the North East led the world in engineering and innovation.

Environmental improvements to the region's beaches have been made, largely as a result of the European Bathing Water Directive, and one beach at Tynemouth has gained the coveted Blue Flag status. However, many beaches continue to be affected by the present industry or by the legacy of the past: in particular years of coal mining close to the sea have left their mark, and standards still fall below the UK average. Abandoned mine workings threaten to pollute inland waterways following mine closures.

Nevertheless, rivers have always been important in the economy of the region and there have been recent successes in the region regarding reclamation of derelict riverside land. In Sunderland, the Tyne & Wear Development Corporation has rejuvenated the formerly derelict area of St.Peter's Riverside with housing and a new £12m campus for the university which has been part-funded by the European Regional Development Fund. A centre tracing the history of glass-making is now under construction on part of the 80 acre site which will support indigenous glass businesses and attract visitors.



*Beamish Open
Air Museum -
County Durham*

TRANSPORT

The road network of the North East has traditionally been centred on North-South routes passing through the region en-route from the South East to Scotland. As a consequence the East-West links to Cumbria and the North West as well as within the region have been neglected and hampered economic development. However, the region has secured the inclusion of the A69 Newcastle to Carlisle as one of the priority routes in the Trans European Networks (TENs). Upgrading of the A1 (another TENs route) to motorway status in North Yorkshire will also improve road communications with the south, but there is popular support for improved links with Edinburgh. As with all road improvements, future developments would have to deal with a number of environmental considerations.

Car ownership in the North East is the lowest in the country, and provision of an efficient public transport network is therefore necessary to ensure a mobile labour supply and to meet social needs. The Tyne & Wear Metro system, which was established in 1979, provides light rail links from the centre of Newcastle to the coastal areas both north and south of the river Tyne. It also serves several of the residential areas to the north of the city centre. By seeking to integrate transport services in the area, European funds contributed to an extension of the metro to Newcastle airport that was completed in 1991. A further extension to Sunderland is now being proposed. New guided bus schemes are also being considered to improve the efficiency of public transport.

Although the area suffers from geographic peripherality, both within England and Europe, transport links have been upgraded over recent years. The region boasts a fast and frequent rail service to London which was electrified in the 1980's with assistance from the European Union. This investment has now added significance in the form of links to Europe through the Channel Tunnel.

EU support has been recommended for a number of specific projects aimed at improving air and shipping links with international partners, plus exploratory work on the development of electronic communications systems. Immediate objectives include backing for six export initiatives, helping to establish two new sea services and three new air services, plus securing a 5% increase in overnight visitors to the Region.

European funds were provided for the upgrading of the container terminal at Teesside which saw an increase of freight by almost 10% between 1989 and 1991, against national trends. Marketing of the region's port services is currently underway in order to raise the awareness of the range of regular shipping to other EU countries as well as the Baltic States, Russia and Norway.

Conceived in the Region with support from both the public and private sectors, Northern Arc seeks to stress the need for a northern trade and



communications route around the periphery of the Community, aimed at improving access to markets around the Baltic for regional SMEs. The concept has attracted international partners in Denmark, Estonia, Finland, Germany, Ireland, Latvia, Lithuania, Norway, Poland, Russia and Sweden.

Of the five east coast ports Tyne and Tees are the two largest. Last year the Tees was the second biggest port in the UK handling 43 million tonnes of cargo. A £12 million container terminal has been constructed at Teesport together with additional Ro-Ro facilities. A new oil pipeline and a fruit importing facility have just been built. There are daily sailings to Rotterdam, with regular freight services to Sweden, Germany, Finland, Russia and Waterford.

Funding is being made available for improving access to the international ferry terminal on the River Tyne, a crucial staging post in the movement of passengers and freight to northern Europe. The smaller ports, such as Seaham and Blyth, depend mainly on traditional trade with specific countries, some 80% of Blyth's trade being with Finland.

Air freight has been assisted by a package of European funding which has resulted in the construction of a £3m freight village at Newcastle airport, as well as continued development of the terminal facilities and runway at the airport. This, together with improvements at Teesside airport, has led to the increase of domestic and international flights from the North East.

RESEARCH AND DEVELOPMENT AND SCIENTIFIC CO-OPERATION AND ENERGY

In addition to industrial restructuring, research and development in the region has undergone significant changes in the past few years. University departments of marine architecture and mining engineering provided valuable sources of research for the traditional industries, but increasingly research is now required to assist the new manufacturing industries to remain competitive and innovative. Large companies locating in the North East may not always locate their R&D establishments in the region, or even in the UK which has resulted in a dearth of business-led R&D expertise that might benefit local SMEs. The region recognised this problem, and in its plan for the Objective 2 programme in 1994-1996, set aside £20m of European funding for Research and Development activities.

Recently, the Higher Education Support for Industry in the North (HESIN) organisation has been established to provide businesses with details of the research and development activities of the six universities in the North East. The project, called Knowledge House, has received a £858,000 ERDF grant. The aim is not only to improve the competitiveness of existing businesses and new SMEs, but also provide valuable information for potential inward investors. This will encourage the transfer of know-how, enabling



SMEs to gain access to the combined resources of the Region's universities and drawing on the expertise of between 3,000 and 4,000 academics.

Other initiatives where university research aims to address the practical problems of industry include the European Process Industry Competitiveness Centre (EPICC) at Teesside University which has received £400,000 of EU funding to encourage companies in the use of emerging new technologies. Assisting some 300 SMEs to adopt innovative products, processes and best practices, EPICC will lead and develop at least 20 R&D proposals. It will also develop strategies for the commercial exploitation and dissemination of R&D results. A £900,000 Euro Standards Technical Advice Centre has been established at Sunderland University.

Given that the North Sea is the EU's main source of energy, with the UK supplying a substantial proportion of its primary needs, the region has a substantial interest in construction work for off-shore industry. European support has recently been secured for a centre of technological excellence in this field in Blyth. Blyth is also home to a number of wind generators and an EU- funded research centre has been established in the region to consider other renewable and clean energy sources. The legacy of coal mining in the area makes work on sustainable energy initiatives particularly appropriate in the region.

At Sunderland, the City Council is to receive a £1.5 million grant from the ERDF to build three large high specification factories as the first phase of the Doxford International Technology Park. The EU cash has attracted £3.5 million of private sector investment.

At Newcastle a bid is being made for £11 million of EU funding towards a £30 million project on the site of the defunct Stella electricity generation station at Blaydon. A partnership between Newcastle City Council, the regeneration agency English Partnerships and a private developer aims to provide a technology park dedicated to sustainable industrial development and energy technology, including combined heat and power, solar energy and other renewables. The scheme has been adopted by English Partnerships as one of only five flagship ventures in the UK.

Cross-frontier co-operation is a major feature of the EU Fourth Framework programme and the development of telematics projects. The Northern Informatics Applications Agency is working with partners in France, Italy and Austria to apply new technology networks and communications in the fields of Health, Library Services, Education, Rural Development and Local Government.

RURAL DEVELOPMENT AND AGRICULTURE

Whereas the North East as a whole suffers from the problem of

peripherality and a relatively deprived economy, certain rural areas, particularly in Durham and Northumberland, have the additional problems caused by being remote and sparsely populated. In recognition of these problems, these areas (referred to as the Northern Uplands) were designated for EU support under Objective 5b in 1994. The full impact of this funding programme will become apparent in the next few years and many projects are only in the initial stages of development, but already a Business Advice Centre network is operating in Northumberland to assist new and existing businesses in rural areas with planning, training and finance.

One of the major threats in rural areas like the Northern Uplands is depopulation, which leads to increased economic difficulties and loss of effective environmental management. Farmers in the Northern Uplands (which is designated as a Less Favoured Area) have gained from EAGGF support in the form of Hill Livestock Compensatory Allowances and the Farm and Conservation Grant scheme, which have benefits for all the local community. Presently the population of the rural areas in the region remains stable, even in the numbers of working-age people, although agricultural employment continues to fall and is currently around 25,000. Under the European set-aside programme to reduce over-productivity, some 22,775ha of the region's agricultural land is currently left fallow. The future course of rural development is the subject of an EU-funded research programme at Newcastle University.

The fisheries sector has contracted as a result of over-fishing and the modernisation of fishing methods. Specific support for affected areas through the EU's PESCA programme has assisted in the diversification of fishing ports and harbours, for example at North Shields Fish Quay which is developing its tourism potential.

CROSS-FRONTIER CO-OPERATION

The implementation of the Single Market and the accession of Sweden and Finland to the EU have already raised the profile of cross-border co-operation in the region. Extension of the Union into the Baltic and probably subsequently into Eastern Europe must provide the region with many new opportunities in the field of exports and international trade in general.

The region is represented on three organisations concerned with the economic development of the North Sea area, the North Sea Commission, the Alliance of Maritime Regional Interests in Europe (AMRIE) and Northern Arc. These bodies are currently developing a strategy and a number of projects to address EU spatial planning policies, as set out in the Europe 2000+ document. The North of England Assembly of local authorities is in a unique position, being a member of all three organisations and can aid co-operation between them.

B Social Impact

EDUCATIONAL OPPORTUNITIES

The region boasts six universities. Three of them are former polytechnics that have recently received university status, and the Open University which operates its courses for the European mainland from its offices in Newcastle upon Tyne. All of them receive EU support for a variety of projects.

For example, in the July 1995 awards, Sunderland University gained backing for its Euro Standards Technical Advice Centre, together with its Centre of Achievement Manufacturing/Management (CAMM). CAMM, which has attracted ERDF backing of over £1 million, is being established as a centre providing support for firms engaged in medium to high volume manufacturing to improve their performance and competitiveness.

In 1993/4 Newcastle University secured over £3m of European funds for research, including projects in the areas of pollution, communications, biotechnology and rural development. The university continues to pass on practical advice on EU programmes to other academic institutions in this country and abroad and many transnational research groups have been formed as a result.

European Regional Development funds of £600,000 have been provided for a multimedia facility at Prior Pursglove College in Cleveland. The grant for building and equipment means that media studies and information technology courses can be offered to both college students and adult learners.

In addition to the development of a new Sunderland University campus, smaller scale capital schemes at Longhirst Hall in Northumberland and Hartlepool FE College were supported with European funding.

Durham University has backing for a Life Long Learning Project. Using the regional super-highway network, the scheme aims to teach work-related skills and encourage people to become generally interested in education. Using the network as a means of moving education into the home or the workplace is seen as a means of establishing life-long learning to "grow" the intellectual capacity of the community.

EU Educational Programmes such as COMETT and ERASMUS have provided financial support for students in the region to undertake periods of study in other member states. Teacher-exchanges have also been supported.

TRAINING

It is widely acknowledged that in order to restructure the economy of the North East, the labour force needs to be equipped with the relevant skills required by new industries. With a poor history of post-16 education,



a decline in traditional industries training through apprenticeships and many semi-skilled and unskilled workers, the region continues to suffer from a lack of suitably qualified people in the labour market. This has led to high levels of unemployment and the European Social Fund annually provides approximately £12m in the region for training and guidance for these people. The programme targets those people particularly disadvantaged in the labour market through long-term unemployment, disability or poor education. Trainees gain qualifications from basic literacy and numeracy skills to high-level NVQ's and BTECs, and some have places on EU-funded work placements. This is delivered by a variety of organisations including: Local Authorities, Further Education establishments, Training and Enterprise Councils (TECs) and the voluntary sector.

In a co-operative effort the five North East TECs, led by Teesside, have secured substantial EU support under Objective 3 for a Virtual Reality Training Scheme. This aims to meet the needs of employers operating a continuous production line which would be expensive to close down while training of operatives is carried out.

Under Objective 3, Gateshead Council, through its social services department, operates a direct employment project talking to local employers in an effort to seek jobs for people with learning difficulties.

Training and retraining in information technology is the objective of the Northern Regional Information Technology Enterprise Agency (NRITEA). Supported by the ESF, through Objective 3, its trainees in IT are drawn from a wide range including school leavers and older workers who have been made redundant.

Other initiatives have focused on the adaptation of skills gained by employees of traditional industries. Tyneside TEC has developed a project to convert shipbuilding skills for use within the subsea sector, which was funded through the EU's KONVER programme for areas affected by contraction of defence industries. The EU's new ADAPT initiative has also resulted in increased interest in this type of training, particularly in the field of information technology.

Just as important is the training of people in work which will benefit the individual, the company and ultimately the region's economy and potential. Under the Objective 2 programme, some £57m of European funding is earmarked for training courses and facilities. The range of approved training courses is vast, but includes areas such as information technology, business management, engineering, finance and a variety of modern apprenticeships. Training facilities have been enhanced in order to deliver these and other courses at a number of colleges and universities including Derwentside College, South Tyneside College and Durham University.



SOCIAL SUPPORT MEASURES

EU funding for peripheral housing estates through the Estate Action programme has led to regeneration in these areas in the past few years. Although physical improvements alone cannot improve the nature of the area, when other assistance, for example training and community services are added, the improvements can be dramatic. Current plans for EU funds include support for community businesses, crime prevention schemes and enhancements to leisure and educational facilities.

The EU's RECHAR programme for ex-mining areas enabled a range of community support measures to be implemented, including an integrated community development initiative in the former mining areas of County Durham. A new programme of assistance worth £18m has recently been agreed, highlighting the continuing need for external support for communities who were totally dependant on mining for economic survival.

Social support is just as relevant in rural areas. Through the Objective 5b programme for the Northern Uplands, some £15m of European funds have been earmarked for community development initiatives such as the enhancement of village halls and other public buildings, support for community transport projects, and child care facilities. A partnership approach to the examination of the problems in rural areas will take the form of a village appraisal to identify potential projects, which will involve the local community.

Cultural Impact

RESTORATION OF CULTURAL AND ARCHITECTURAL HERITAGE

As the leading industrial region in the world in the last century, the region has a long tradition of culture and architecture encouraged by the generosity of Victorian entrepreneurs. Support for cultural projects has come from a variety of European Community funds.

One of the finest buildings in Newcastle-upon-Tyne - the Theatre Royal - refurbished several years ago with European support continues to present a high quality programme of drama, opera and ballet. The modern Playhouse theatre, home of the region's Northern Stage theatre company is now in line for European funded capital development. Through Northern Arts, cultural developments are especially encouraged outside the region's urban areas. A European funded sculpture project at Kielder reservoir has recently been undertaken as well as improvements to the Playhouse at Alnwick in Northumberland.

Northern Sights is a company specifically set up by the North of England

Assembly, Northern Development Company, Cumbria and Northumbria Tourist Boards and Northern Arts, to capitalise on the hosting by the Region of the UK Year of the Visual Arts in 1996. As part of the Year of the Visual Arts programme, Local Authorities, local arts organisations, the performing arts, schools and universities will be promoting more than a thousand projects and is expected to bring more than 300,000 overnight visitors to the Region. This has been recognised by the EU which has allocated ERDF funding for projects within the Year.

The Tyne and Wear Development Corporation received £194,557 under the RENAVAL programme, towards the £3 million spent in preparing the Jarrow site for the Bede Heritage Park. The project will include a new museum, adjacent to the ruins of the Jarrow Monastery, where the Venerable Bede wrote his Chronicles, and a replica Anglo-Saxon settlement giving visitors a flavour of life on Tyneside 1300 years ago.

The culture, architecture and environment of the region has already brought revenue into the region through the film industry. Funds under both the RECHAR and RENAVAL initiatives, matched by local authority grants, have been provided to establish the Northern Screen Commission to assist film and television production teams to find suitable locations and resources in the Region. This initiative, which continues to be supported by European Regional Development funds, has already benefitted the local economy, provided work for regionally-based technical and logistic support for large production teams operating in the Region and is also likely to have a knock-on effect on tourism.

Some of the architectural heritage of the region is very old and requires specialised approaches to its restoration and/or display. Hadrian's Wall and associated Roman forts are a popular attraction and English Heritage and partners have recently produced a management plan for the Hadrian's Wall Military Zone in order that future developments may be sensitive to the (often conflicting) considerations of visitor access and the environment. Reflecting more modern times, the region is considering the preservation of industrial and commercial buildings of the last century. The strong maritime and fishing industries brought prosperity to the area, and many fine waterfront buildings were erected. At Hartlepool Historic Quay, a £2.3m restoration and development programme by the Teesside Development Corporation, and supported by European funds, has the dual aim of attracting tourists and creating small businesses in the once-derelict quayside properties.

Funding of £1 million has gone to the Tyne and Wear Development Corporation to assist in the transformation of a former Newcastle railway goods yard into a 10,000 seat indoor area, capable of attracting national and international music events, as well as regular sporting fixtures.

INTER-REGIONAL ACTIVITIES - EURO WEEKS, TWINNING

Through local authorities, many towns have established twinning links with other EU states and they have held several Euro Weeks. Blyth Valley District Council has recently been commended by the European Commission for its twinning programme.

However, there is now a need for growth in cross-frontier partnerships to work on specific development tasks. Newcastle City Council has recently become a member of EURO CITIES which is seen as an opportunity to develop further trans-national partnerships to assist its development activities. Some European funding programmes, notably in human resources, have required transnational partners. For example, Newcastle, Durham and Northumberland local authorities are part of a partnership concerned with developing alternative energy sources, in co-operation with Denmark, Ireland and the Netherlands.

4 THE INVOLVEMENT OF LOCAL AND REGIONAL BODIES AND INDIVIDUALS

MANY OF THE EUROPEAN-FUNDED INITIATIVES outlined in this booklet have been established by local and regional organisations forming partnerships to support projects and strategies. Key players often include national and local government, training and business organisations, educational establishments, economic development agencies, trade unions and employers. The European Commission favours such an approach which can give added value and cohesion to regional development and greatly increase the potential for long-term success and self-sufficiency.

Local councillors are represented on the Assembly of European Regions which covers a larger area than the European Union. Local authorities are also represented on several commissions of the Committee of the Regions which brings together local politicians from across Europe. The region is therefore able to express opinions regarding European policy and proposed legislation at a more local level, something encouraged by the European Commission. The region is particularly concerned with the Transport and Communications work of the Committee of the Regions.

The Northern Development Company, the region's TECs and local authorities established a regional office in Brussels some years ago. The aim of the office is to communicate the latest European developments to its sponsors in the region.

The North East's MEPs support the economic and social activities of the region and promote the region's industry and commerce. They are also concerned with issues relating to agriculture, tourism, the environment and transport.

Information about the activities and policies of the European Union is provided at the University of Northumbria in Newcastle, which has one of the European Documentation Centres. This centre provides information for students and the general public and holds copies of all the official publications from the European Commission. Additional information services are available for businesses at the Northern Development Company and local authority economic development and European departments can also assist with information on European Union grants.

i SOURCES OF EUROPEAN UNION INFORMATION

EUROPEAN DOCUMENTATION CENTRES (EDCS)

help universities promote and develop studies in the field of European integration. Some of them receive the complete range of EU documentation, others receive selective documentation. Both enjoy privileged access to EU databases. EDCs also allow access for European information to the public and to students. The EDC network is supported by the European Commission.

The Library
University of Durham
Stockton Road, **DURHAM**
County Durham DH1 3LY
Contact: Richard Caddel
Tel: 0191 374 3041
Fax: 0191 374 7481

The Library
University of Northumbria
City Campus Library,
Ellison Place
NEWCASTLE-UPON-TYNE
Tyne & Wear NE1 8ST
Contacts: Anne Ramsay
or Maimie Baltour
Tel: 0191 227 4136
Fax: 0191 227 4563

EUROPEAN REFERENCE CENTRES (ERCS)

are based in academic institutions and public libraries. They have

small collections of EU publications for reference only. All are open to members of the general public and students. ERCs are, however, not able to offer a specialised consultancy-type service and may direct visitors to another source of information if necessary. The ERC network is supported by the European Commission.

The Library
University of Teesside
Borough Road, **MIDDLESBROUGH**
Cleveland TS1 3BA
Contact: Carol Dell
Tel: 01642 342 123
Fax: 01642 342 196

EURO UNITS

provide a range of European orientated support services to all providers of vocational training and education. Euro Units have contacts in Government, industry, education and other bodies. Services include: the provision of regional resource and information centres, organisation of conferences, study visits; the development and promotion of initiatives for teaching languages and developing and disseminating of good practice in the Europeanisation of the curriculum.

Northern Council for Further Education (NCFE)

Newcastle-upon-Tyne
Tyne & Wear NE2 2RU
Contact: James Pearce,
Chief Executive
Tel: 0191 281 3242

PUBLIC INFORMATION RELAYS (PIRS)

consist in public libraries who have set up, in partnership with the European Commission, a network to provide the general public with access to EU information on the established policies and programmes of the EU at a local level. They receive some of the information and materials published by EU Institutions and other relevant bodies in printed, and possibly in electronic form.

Durham County Council
Arts, Libraries and Museums
Department, County Hall
DURHAM
County Durham DH1 5TY
Contact: Rosemary Laxton,
Information Services Manager
Tel: 0191 383 4231
Fax: 0191 384 1336
or (Public Enquiries)
Tel: 0191 386 4003
Fax: 0191 386 0379

Gateshead Central Library

Gateshead MBC Libraries and Arts
Prince Consort Rd, **GATESHEAD**
Tyne & Wear NE8 4LN
Contact: Mrs Jo Aitkins
Tel: 0191 477 3478
Fax: 0191 477 7454

Central Library
Victoria Square, **MIDDLESBROUGH**
Cleveland TS1 2AY
Contact: Mrs Bunyan,
Reference Services Officer
Tel: 01642 248 155
Fax: 01642 230 690

Amenities Division
Central Library, The Willows
MORPETH
Northumberland NE61 1TA
Contact: Mike Dimelow,
County Amenities Officer
Tel: 01670 511 156
Fax: 01670 510 012

Central Library
Princess Square
NEWCASTLE-UPON-TYNE
Tyne and Wear NE99 1DX
Contact: Stephen Darby,
Business and Sciences Librarian
Tel: 0191 261 0691
Fax: 0191 232 8520

South Tyneside Library
Prince George Square
SOUTH SHIELDS
Tyne & Wear NE33 2PE
Contact: Hildred A Whale
Tel: 0191 427 1818 x 2130

City of Sunderland
Metropolitan Borough Council
City Library and Art Centre
28-30 Fawcett Street
SUNDERLAND
Tyne & Wear SR1 1RE
Contact: David Sharpe,
Assistant Librarian
Tel: 0191 514 1235
Fax: 0191 514 8444

DEPOSITORY LIBRARIES
stock a comprehensive

collection of official EU
documentation which can be
consulted by the general public.
In addition, the material held
by the British Library Document
Supply Centre is available
through the national network
for inter-library lending.

**London - Westminster
Central Reference Library**
Contact: Kathleen Oxenham
Tel : 0171 798 2034

**Liverpool - Business and
Information Library**
Contact: Edwin Fleming
Tel : 0151 225 5430

**Wetherby - British Library
Document Supply Centre**
Contact: Andrew Smith
Tel: 01973 546 044

**LOCAL AUTHORITY
EUROPEAN LIAISON OFFICERS**

are responsible for the coordin-
ation of EU general awareness
raising activities and/or dissemi-
nation of general EU information
within the local authority. They
may also coordinate their
authority's applications for
European Union funding.

COUNTY COUNCILS

Durham County Council
Durham, County Durham
Contact: Mr R T Statham,
European Liaison Officer
Tel: 0191 383 4373

Cleveland County Council
Middlesbrough, Cleveland
Contact: Magne Haugseng,
European Team Group Leader
Tel: 01642 262 444

Northumberland County Council
Morpeth, Northumberland
Contact: Ian Bullock,
European Coordinator
Tel: 01670 533 931

**METROPOLITAN BOROUGH
COUNCILS**

**South Tyneside Metropolitan
Borough Council**
South Shields, Tyne & Wear
Contact: Jane Knight, Team Leader
Tel: 0191 427 1717 x 5573

DISTRICT/BOROUGH COUNCILS

Alnwick District Council
Alnwick, Northumberland
Contact: Mr P B Sansum,
Planning Officer
Tel: 01665 510 505

Wansbeck District Council
Ashington, Northumberland
Contact: Mr M Molyneux,
Economic Development Officer
Tel: 01670 528 200

Chester-Le-Street District Council
Chester-le-Street, County Durham
Contact: Barry Bradshaw,
Director of Operations
Tel: 0191 387 1919

Darlington Borough Council
Darlington, County Durham
Contact: Ray Sunman, Projects
& Administration Manager
Tel: 01325 388 622

Tynedale District Council
Hexham, Northumberland
Contact: Andrew Dean,
Economic Development Officer
Tel: 01434 652 372

Middlesbrough Borough Council
Middlesbrough, Cleveland
Contact: Cliff Shepherd,
Assistant to the Chief Executive
Tel: 01642 263 564

Castle Morpeth Borough Council
Morpeth, Northumberland
Contact: David Wright,
Economic Development Officer
Tel: 01670 514 351

Easington District Council



Peterlee, County Durham
Contact: Helen Joicey,
European Liaison Officer
Tel: 0191 527 0501

Blyth Valley Borough Council

Seaton Delaval,
Northumberland
Contact: Bill Tarbit, Economic
Development Officer
Tel: 01670 542 309

CITY COUNCILS

**Newcastle-upon-Tyne City
Council**

Newcastle-upon-Tyne,
Tyne & Wear
Contact: Jane Hedges,
European Liaison Officer
Tel: 0191 232 8520

Sunderland City Council

Sunderland, Tyne & Wear
Contact: Janice White,
European Team Leader
Tel: 0191 563 2403

**UK MEMBERS OF THE EURO-
PEAN PARLIAMENT (MEPS)**

There are now 87 MEPs for the UK, who have been elected by universal suffrage for a five year term (1994-1999). Their role is to represent their constituency in the European Parliament, which monitors proposals made by the European Commission and decisions made by the Council of Ministers and can suggest amendments. It also has important powers over the EC budget. MEPs may enquire about any Community legislation by submitting oral and written questions. Finally the Maastricht Treaty gave MEPs new powers of co-decision with the Council of Ministers in certain policy areas.

Cleveland and Richmond

David Bove (Labour)

10 Harris Street,
Middlesbrough
Cleveland TS1 5EF
Tel: 01642 247 722
Fax: 01642 247 804

Durham

Stephen Hughes (Labour)
Durham Euro Office, Room 1/76
County Hall, Durham
County Durham DH1 5UR
Tel: 0191 384 9371
Fax: 0191 384 6100

Northumbria

Gordon Adam (Labour)
10 Coach Road, Wallsend
Tyne and Wear NE28 6JA
Tel: 0191 263 5838
Fax: 0191 263 7079

Tyne and Wear

Alan Donnelly (Labour)
1 South View, Jarrow
Tyne and Wear NE32 5JP
Tel: 0191 489 7643
Fax: 0191 489 0643

**UK MEMBERS OF THE
COMMITTEE OF THE REGIONS
RESIDENT IN THIS AREA**

There are 24 UK Members of the Committee of the Regions who are appointed on a political and geographical basis to represent all types of UK local government for a period of four years. Acting as an advisory body, it must be consulted on subjects such as education, youth, culture, public health, transport, etc. It may also take the initiative to give its opinion in other areas of interest to the regions, including agriculture, environmental protection, etc.

Councillor George Gill

CBE (Labour)
Gateshead Metropolitan
Borough Council, Civic Centre
Gateshead, Tyne & Wear NE8 1HH
Tel: 0191 477 1011
Fax: 0191 478 2755

**EUROPEAN INFORMATION
CENTRES (EICS)**

provide information on European Union issues to SMEs. EICs receive a continuous flow of information on Europe and have access to EU databases, including Tender Electronic Daily (TED) which carries details of invitations to tender for public works, supply and service contracts. Some EICs also assist companies looking for business partners in the EU through the Business Cooperation Network (BC-Net) - see description below - and advise businesses on their participation in EU activities. The EIC network is supported by the European Commission.

EuroInfoCentre
c/o Northern Development
Company, Great North House
Sandyford Road

NEWCASTLE-UPON-TYNE

Tyne & Wear NE1 8ND
Contact: Kirsten Johnson
Tel: 0191 261 5131
Fax: 0191 222 1774

**BUSINESS COOPERATION
CENTRES NETWORK (BC-NET)**

was established by the European Commission to give companies a framework within which to expand into the EU market and the practical means, through specialist support, to develop commercial, financial and technical co-operation at a European level. Its primary task is to help identify, through a European network of business advisers, other businesses with which they can work. It operates through a network of 600 business advisers, who endeavour to find a partner for any type of business activity, eg mergers, joint ventures, franchises etc. The cost for such a service varies quite considerably. In general, there is an administrative charge and a consultancy fee.



Cleveland County Council
Economic Development &
Planning Department, PO Box 77,
Gurney House, Gurney Street,
MIDDLESBROUGH
Cleveland TS1 1JJ
Contact: Mr Magne Haugseng
Tel: 01642 262 444
Fax: 01642 230 870

EuroInfoCentre
c/o Northern Development
Company, Great North House
Sandyford Road
Newcastle-upon-Tyne
Tyne & Wear NE1 8ND
Contact: Kirsten Johnson
Tel: 0191 261 5131
Fax: 0191 222 1774

INFORMATION CENTRES FOR RURAL AREAS (CARREFOURS)

the network is an EU initiative designed to provide information on Community policies and measures affecting rural society, promote awareness of rural development and encourage dialogue, partnership and cooperation between members of rural society and regions on common problems

Durham Dales Centre
Castle Gardens, Stanhope
Weardale, County Durham DL13 2FJ
Contact: V.C. Bendelow
Tel: 01388 527 650

INNOVATION RELAY CENTRES

promote the EC's research and technological development policy by offering specialist advice to local industry in the identification of partners through the Community Research and Development Information Service (CORDIS), of opportunities for participation in R&D programmes and for the submission of proposals. They provide a range of services to contractors involved in R&D to help them protect, exploit and

disseminate the results of their work.

Regional Technology Centre North
Unit 3D, Hylton Park
Wessington Way, Sunderland
Tyne & Wear SR5 3NR
Contact: Gordon Ollivere
Tel: 0191 549 8299
Fax: 0191 548 9313

INTEGRATED REGIONAL GOVERNMENT OFFICES

bring together the regional offices of the Departments of Employment, Environment, Trade and Industry and Transport, pooling their expertise. The role of Government Offices is to work in partnership with the local community to maximise the competitiveness, prosperity and quality of life in the region. They also represent the UK Government in regions. Their European branches provide a secretariat for organisations and individuals on various European programmes including the European Regional Development Fund and the European Agricultural Guidance and Guarantee Fund, etc. The Scottish Office, Welsh Office and Northern Ireland Office perform similar functions within their area.

Government Office for the North East

Stanegate House, Groat Market
Newcastle-upon-Tyne
Tyne and Wear NE39 1PB
Contacts: Irene Riley or Ian Dodds
Tel: 0191 235 7728 / 7214
Fax: 0191 237 7225

TRAINING AND ENTERPRISE COUNCILS (TECS)

in England and Wales and Local Enterprise Companies (LECs) in Scotland are independent private companies formed by local business people, working under performance related

contracts to the Government. There are 81 TECs covering England and Wales. Their counterparts in Scotland are the 22 LECs. The fundamental aim of every TEC is to foster economic growth and contribute to the regeneration of the community it serves. TEC initiatives include Training for Work, Youth Credits, Modern Apprenticeship, Investors in People, National Vocational Qualifications, Education Business Partnerships, Business Start Up and Business Link.

Sunderland City TEC
Sunderland, Tyne & Wear
Contact: Paul Robson,
European Manager
Tel: 0191 516 0222

REGIONAL ASSOCIATIONS

The North of England Assembly seeks to promote the economic and social well-being of the people of the Region; provide a forum for discussion of matters affecting the Region or Local Government in the Region; make representations on behalf of the Region to Government and national and international institutions; liaise with other regional institutions and secure, in pursuit of these objectives, the maximum co-operation and co-ordination between constituent authorities.

The North of England Assembly

Guildhall, Quayside
Newcastle-upon-Tyne
Tyne & Wear NE1 3AF
Contact: Adrian Smith
Tel: 0191 261 7388
Fax: 0191 232 4558



1995 REGIONAL BROCHURES

- 1 **YORKSHIRE AND HUMBERSIDE**
Humberside, North Yorkshire,
South Yorkshire, West Yorkshire
ISBN: 1 86158 002 9
- 2 **THE SOUTH WEST**
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Part 2 : Avon, Dorset, Gloucestershire,
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ISBN: 1 86158 003 7
- 3 **THE EAST MIDLANDS**
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Nottinghamshire
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- 4 **THE NORTH WEST**
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- 5 **EAST ANGLIA**
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Hertfordshire
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West Midlands
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- 8 **THE NORTH EAST**
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- 12 **WALES - in English**
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- 13 **WALES - in Welsh**
ISBN: 1 86158 014 2

The Regional Brochures have been organised on the basis of the Government's existing standard regions for England. These are the areas covered by the English Regional Associations which, inter alia, are responsible for advising the Secretary of State for the Environment on regional planning guidance. Some of the Regions have been subdivided to reflect their population and/or geographic size. Cumbria has been included in the North West brochure as its European Structural Funds are handled from Manchester, as part of the North West programme.

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University of Leeds

THE NORTH

EAST



NORTHUMBERLAND

TYNE
& WEAR

NEWCASTLE UPON TYNE

Whitley Bay

Gateshead

North Shields

Washington

South Shields

Chester le-Street

Houghton le Spring

Durham

DURHAM

Hartlepool

CLEVELAND

Stockton-on-Tees

Redcar

Darlington

Middlesborough

