North East Mayoral Strategic Authority | Kim McGuinness North East Mayor

The North East CREATES

North East Culture, Creative Industries, Heritage and Sport

2026-2036
Strategic Framework Summary





Our vision

The North East has always been a place that creates.

Over the next decade, the mayor wants to harness the power of culture, creative industries, heritage and sport to drive economic growth, create jobs, strengthen communities and build national and international recognition for our region.

This Framework explains how the North East Mayoral Strategic Authority will use its devolved powers, investment and convening role to help people, businesses and places thrive. It sets a shared direction for regional partners and positions culture, creativity, heritage and sport as key drivers of inclusive economic growth, rather than as standalone sectors.

Our ambition

By 2036 we want the North East to be recognised as one of Europe's leading regions for culture, creativity, heritage, and sport, a place where:

- Businesses grow
- Talent stays and thrives
- Communities participate
- Investment increases
- Creativity drives inclusive prosperity

Why this matters

2019-22 — the North East recorded the fastest proportional growth in creative industries GVA of any English region, 2019-22

Approximately 55,000 — people employed across the creative industries

£7.13bn — Visitor economy

Globally recognised — heritage, culture and sporting assets





Our three priorities



1 Create Jobs, Drive Growth, Investment & Recognition

Support high-growth sectors including screen, music, writing and publishing, events and sport.

Strengthen the visitor economy, attract inward investment, support creative businesses and position the North East as globally recognised destination to invest, visit and create.



2 Develop Skills & Talent

Create clearer pathways into creative and sporting careers

Support freelancers, entrepreneurs and businesses, retain regional talent and ensure people from every community can build sustainable careers in the North East.



3 Increase Opportunity

Remove barriers so everyone can take part in culture, creativity, heritage and sport

Increase participation, improve health and wellbeing, strengthen communities and create opportunities that lead to skills, employment and lifelong engagement.

How we'll deliver it

The Mayoral Strategic Authority will provide regional leadership by:

- **Bringing partners together**
- **Growing & aligning investment**
- **Supporting businesses and talent**
- **Championing the North East nationally and internationally**
- **Building a strong evidence base by bringing together data across our sectors to inform future investment and impact**
- **Working with local authorities, businesses and organisations, practitioners, education providers, national agencies and communities to maximise collective impact**

Unlocking more

From Durham Cathedral to The Glasshouse, Kynren to the Great North Run, Hadrian's Wall to Lindisfarne, and St James' Park to the Stadium of Light, the North East is home to iconic cultural, creative, heritage and sport institutions. They are all innovative creative businesses driving growth, powered by local talent, ambition and pride.

This Framework is about coming together to unlock those strengths. Creating more opportunities for young people, more support for talent, more events, more visitors, and more reasons to be proud of where we live.

