



Altogether better

Regeneration Statement

2012 - 2022

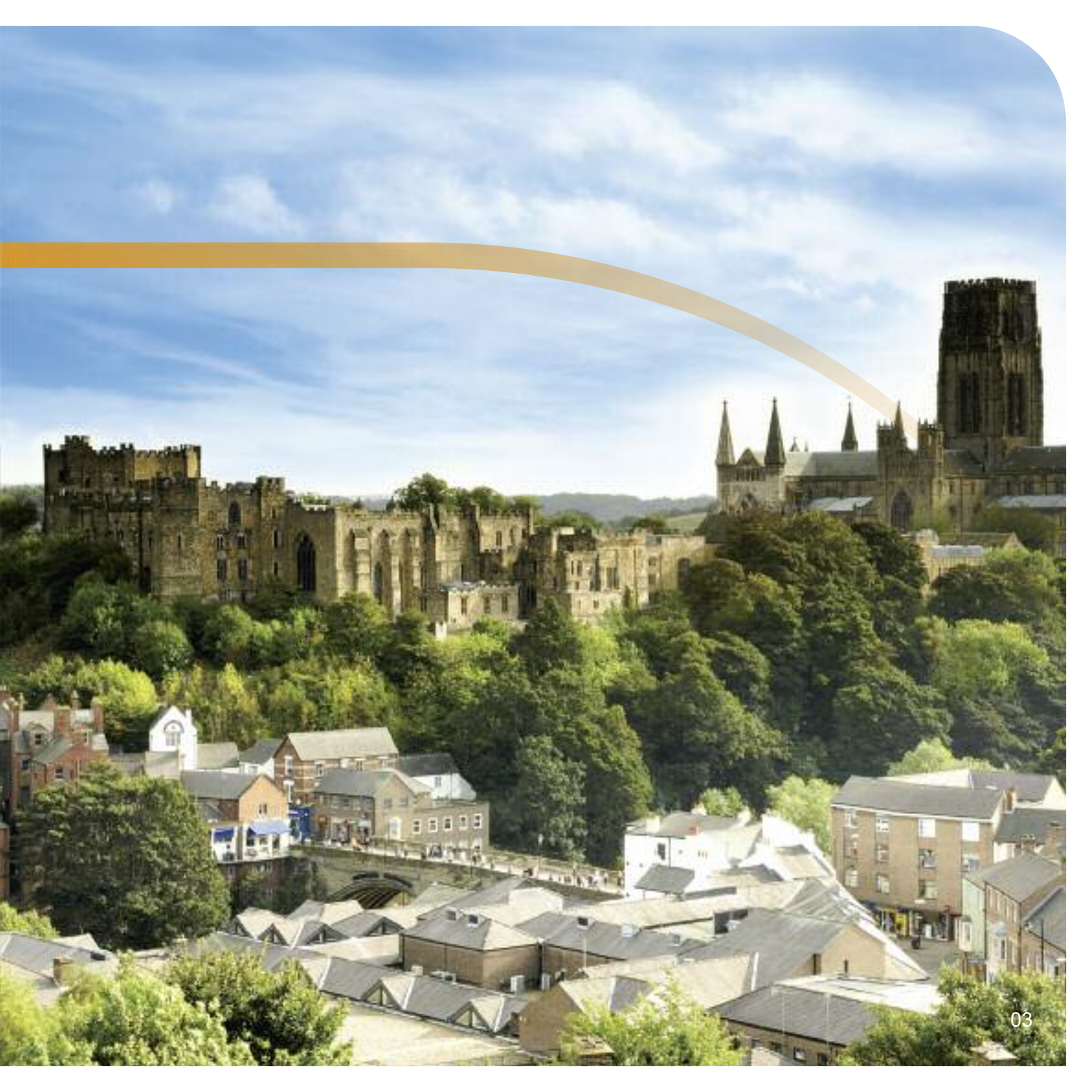


County Durham
Economic Partnership

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Aspiration, ambition and the determination to make it happen...



Foreword



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Economic Partnership

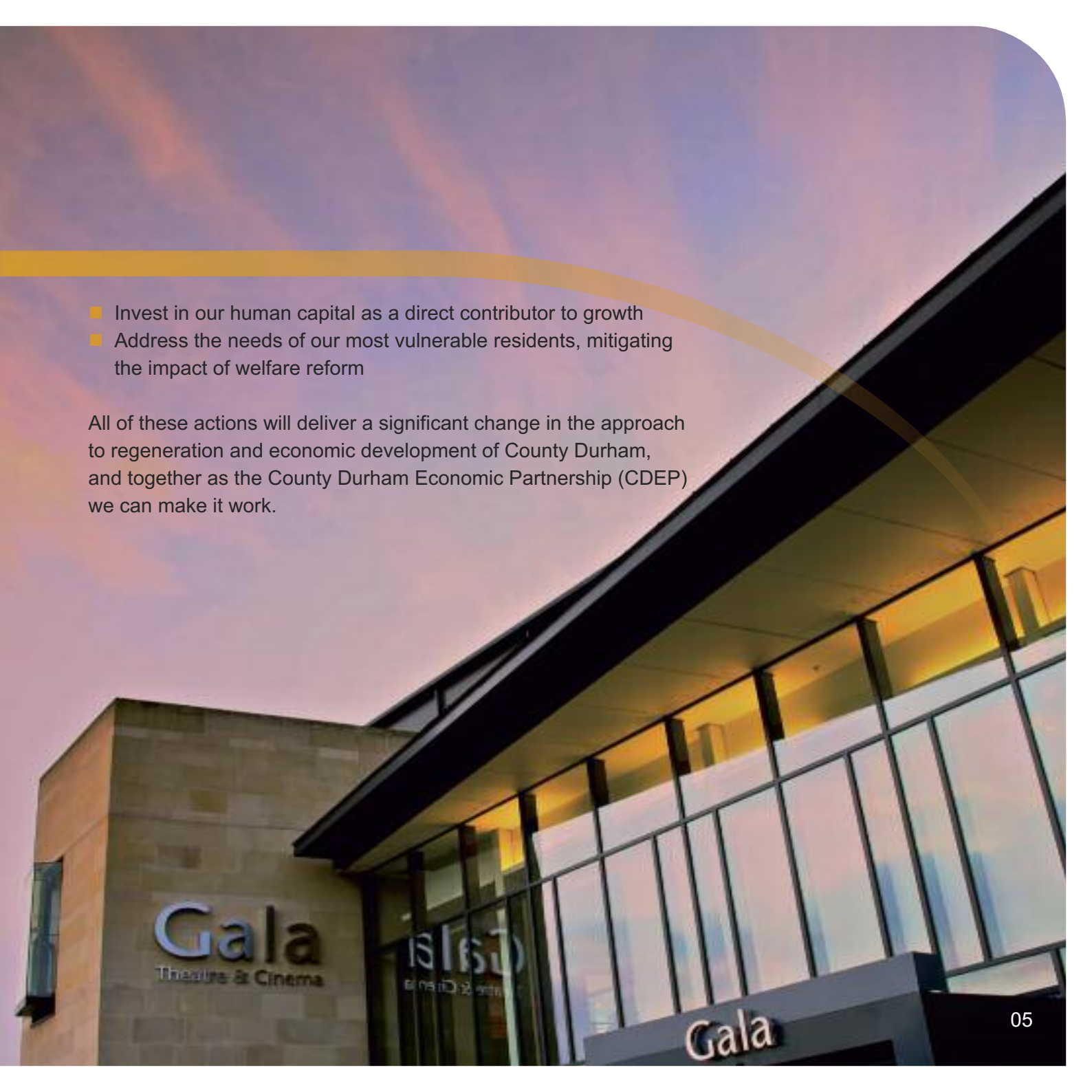


Ian Thompson
Corporate Director
of Regeneration and
Economic Development

The initial County Durham Regeneration Statement that was developed in 2009, has been widely welcomed by partners and has set the direction for Regeneration and Economic Development in County Durham for the past three years. The Statement was developed at the beginning of the global economic crisis and whilst a lot has changed we have made good progress. Three years on, following the experience and evidence we have gained, it is time to reflect and refresh the Regeneration Statement and restate our ambition of shaping a County Durham where people want to live, work, invest and visit whilst enabling our residents and businesses to achieve their potential. The Statement underpins the Sustainable Communities Strategy for County Durham and in particular supports our vision for an 'Altogether Wealthier' Durham.

The Regeneration Statement recognises the progress made since 2009 and looks forward over the next ten years to a challenging integrated programme of activity which takes advantage of our key assets and tackles any constraints to growth. In a partnership approach we will:

- Lift constraints on development and stimulate investment in the economic infrastructure needed to increase economic activity and wealth
- Capitalise on Durham City's business and tourism potential to drive forward economic growth for County Durham
- Invest in our major towns, continuing with our 'Whole Town' approach
- Drive forward the delivery of new homes with the right mix of services to support our growth aspirations
- Improve the range of choice and standard of existing public and private housing

- 
- Invest in our human capital as a direct contributor to growth
 - Address the needs of our most vulnerable residents, mitigating the impact of welfare reform

All of these actions will deliver a significant change in the approach to regeneration and economic development of County Durham, and together as the County Durham Economic Partnership (CDEP) we can make it work.

Durham Context



County Durham lies at the heart of the North East, connecting Tees Valley with Tyne & Wear and Northumberland. With a population of 510,800 across a total area of 862 square miles, County Durham has a diverse spatial geography and rich economic history arising from a strong industrial heritage. Geographically, County Durham is well placed to realise economic opportunity. Whilst many of our historical industries have declined, County Durham has made headway towards a more diverse economy with world class knowledge assets such as Durham University, NETPark and with key private sector drivers of research and development including Thorn Lighting, Glaxo Smith Kline (GSK) and 3M. Located in the heart of the county and strategically positioned connecting the region, Durham City is a hub of economic and cultural activity.

Economic Issues

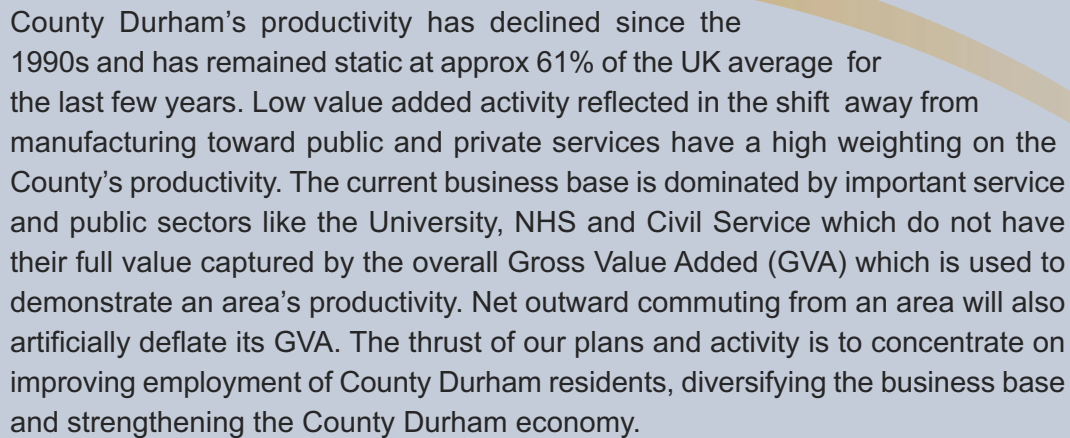
County Durham's pre-recession employment rate had been rising and was very close to the national average. Since 2008 this has fallen again and remains low due to the reduced levels of private and public investment. Achievement of the pre-recession employment level will require growth to replace and exceed the level of jobs lost alongside a reversal of the high proportion of the working age population claiming out of work benefits. This will be particularly challenging given the impacts of public sector contraction and the difficulties of replacing these jobs with private sector employment. The skills, abilities and attitudes of the current and future County Durham workforce are critical to the future economic success of the County and will underpin a more competitive and productive economy.





As part of the biggest changes to welfare reform in the last 60 years, the introduction of a 'Universal Credit' will replace a range of existing means-tested benefits and tax credits for people of working age, these changes will have a severe impact on areas such as County Durham with high unemployment and a high proportion of the population relying on benefits. County Durham residents that are unemployed will be disproportionately affected by the changes made by welfare reform. These changes will also have a significant impact upon household disposable income, particularly in our more deprived communities. Such changes are likely to have wider societal impacts on health, life expectancy and social exclusion.

The Government's strategy for the health of the national economy relies on reducing the national deficit by a combination of economic growth and reduced government spending. However the scale and speed of reductions in public sector expenditure has hit recovering economies and the most deprived areas hard. Durham's local economy is mixed, with private and public spending closely related. Whilst Durham has many economic assets, not least its people and places; the reductions in bank lending and unprecedented cuts in public spending are making economic growth all the more challenging.



County Durham's productivity has declined since the 1990s and has remained static at approx 61% of the UK average for the last few years. Low value added activity reflected in the shift away from manufacturing toward public and private services have a high weighting on the County's productivity. The current business base is dominated by important service and public sectors like the University, NHS and Civil Service which do not have their full value captured by the overall Gross Value Added (GVA) which is used to demonstrate an area's productivity. Net outward commuting from an area will also artificially deflate its GVA. The thrust of our plans and activity is to concentrate on improving employment of County Durham residents, diversifying the business base and strengthening the County Durham economy.

The educational profile of County Durham residents has improved significantly over recent years and has been one of the main factors behind the County's improving deprivation rankings. Skills improvements have been driven mainly by a marked increase in GCSE attainment and the growth on higher skilled jobs in the public sector. The proportion of people in County Durham with no qualifications has reduced from just below 18% in 2004 to just over 13% in 2010. The County has a similar proportion of residents with no or lower level qualifications (levels 1 and 2) to the averages for the North East and Great Britain. However, in terms of higher-level qualifications (levels 3 and 4), it will take a significant improvement to close the gap with national averages.



After 30 years of population decline and more recent population growth, latest projections forecast that the population is likely to remain fairly static (currently 510,800) over the next 20 years in the absence of a significant change in policy. Although a significant change to the total population is not projected, the working age population (16-64 years) is set to decrease by some 35,000 (10%). By 2031 the number of retired people aged 65+ will have increased by 55,300 (61.6%). An ageing workforce and a gap emerging in replacement skills is posing a significant challenge for training and education providers and employers. Our main focus on raising employment rates for the resident population, reducing worklessness and supporting economic growth will rely on increasing inward migration to mitigate the expected reduction in the working age population. To this end a co-ordinated plan of additional housing, improved infrastructure and realigning market led sites for economic development and business growth is essential for our future prosperity.

Measures of Success

As a partnership we have already agreed long term measures of success...

- The County Durham employment rate to converge to and be maintained at pre-recession levels (73% of the working age population) within the period 2010-2030 leading to 30,000 additional jobs for County Durham residents
- Facilitate the delivery of 30,000 new homes up to 2030
- The number of businesses in the County to increase by 4,300 by 2030 contributing towards the rise in the employment rate
- Gross household disposable income to rise within the next 20 years to a position that is 103% of the regions values (or 87.4% of the national figure)
- The County's per capita GVA figure to rise to 87% of the regional value (or 68% of the UK figures) by 2030
- The number of Lower Super Output Areas in the County which are ranked nationally in the top 20% of the Index of Deprivation's employment domain to reduce from the current number of 174 to 64

Altogether Wealthier



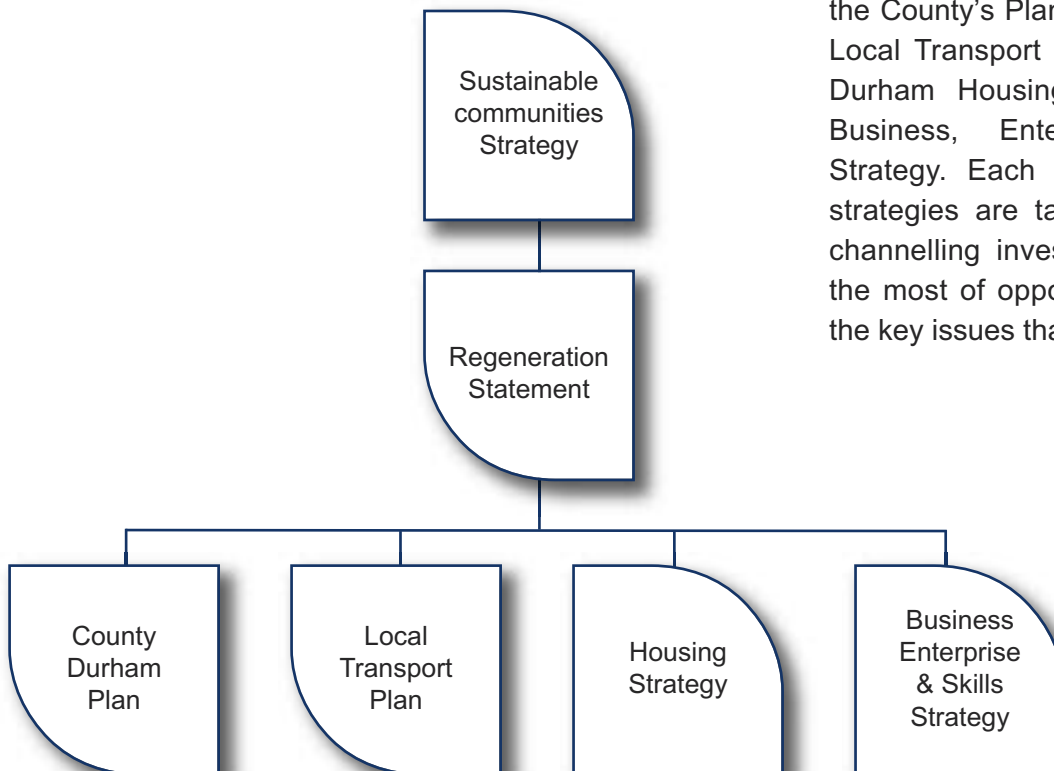
Our ambition underpinning the vision of an 'Altogether Wealthier' Durham is to shape a County Durham where people want to live, work, invest and visit and enable our residents and businesses to achieve their potential. This ambition requires commitment to the transformation of County Durham, shared across public and private stakeholders and supported by residents. Success will require us to capitalise on untapped potential to provide growth and resulting in narrowing the productivity and employment gap between the county, the region and the UK. Progress and success will not only benefit our businesses, communities and residents financially, but will help to enable social mobility, improve community cohesion, reduce social exclusion, reduce job related health problems and improve life expectancy.

The world around us has changed making it more important than ever to instil and build confidence in our County as a place that can respond to a challenge, think beyond the present and prepare for economic growth by laying the foundations for a prosperous future. We will develop a powerful voice and work with our partners in the region to use existing resources to make maximum impact. We will provide strong and consistent leadership and direction, enabling the public, private, voluntary and community sector to come together and move the county forward.



Suite of Documents

As illustrated in the diagram below, the Regeneration Statement underpins the Sustainable Communities Strategy and has framed the County Durham Plan, the County's Planning Framework, the Local Transport Strategy, the County Durham Housing Strategy and the Business, Enterprise and Skills Strategy. Each of these plans and strategies are targeting delivery and channelling investment which makes the most of opportunities and tackles the key issues that we face.



Key Ambitions and Objectives



Thriving Durham City

- Exploit the City's potential as a major retail, business and residential centre, academic hub and visitor destination
- Deliver the cultural and tourism ambitions for the City which will benefit the entire County



Vibrant and Successful Towns

- Embed a 'Whole-Town' approach through coordinated investment in housing, infrastructure, employment, retail, leisure, education and health
- Improve the Economic Transport Corridors to unlock the potential of our network of major centres



Competitive and Successful People

- Raise the aspirations, participation and attainment of young people
- Reengage adults with work, moving economically inactive residents into the labour market
- Stimulate the demand for higher level skills and support an employer led skills agenda



Sustainable Neighbourhoods and Rural Communities

- Establish communities where people live, can live and want to live
- Improve the housing offer, narrowing the deprivation and inequalities gap between communities
- Improve equality of access to employment and services
- Mitigate the impact of welfare reform on our most vulnerable residents

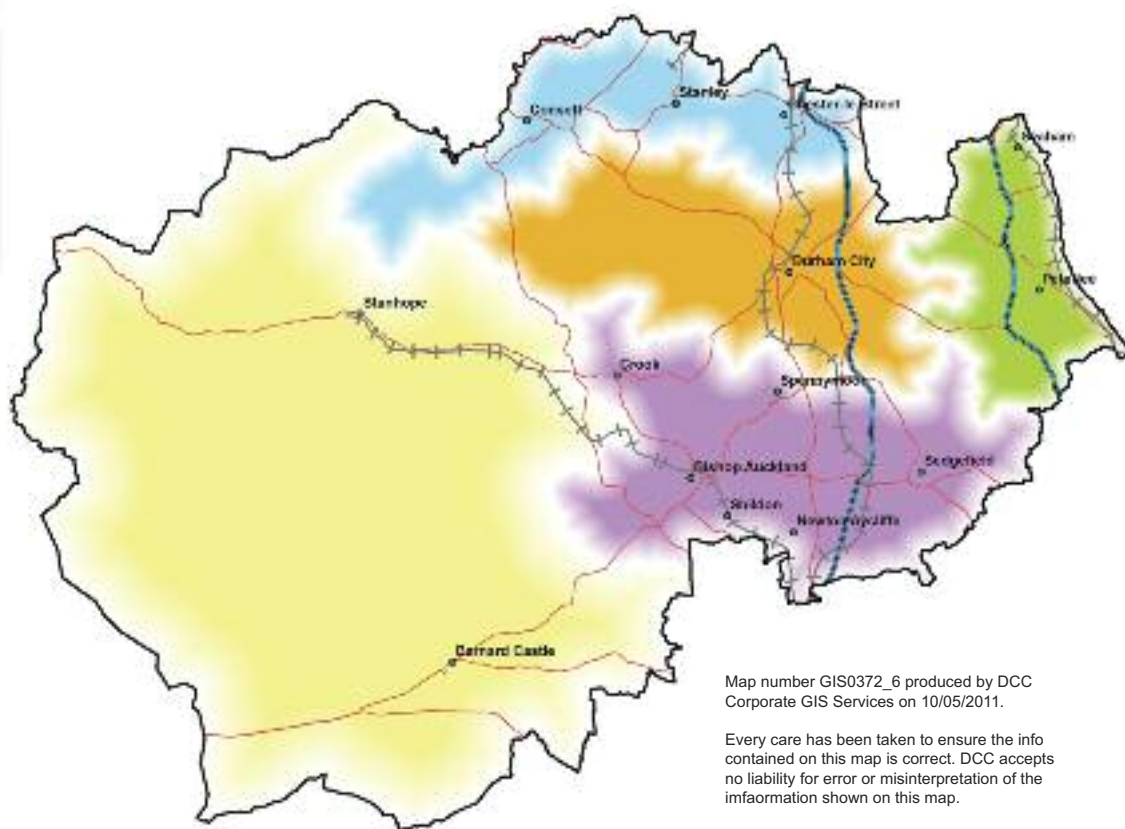


A Top Location for Business

- Nurture business creation, development and growth, aligned with key wealth creating sectors
- Create the right environment for innovation and growth
- Promote County Durham as an attractive economic location for investment



Looking at the County from a spatial perspective and taking functional economic areas into account, including housing, labour and travel to learn markets and recognising common socio-economic characteristics we have identified five strong spatial areas of opportunity as illustrated in the map below.



Map number GIS0372_6 produced by DCC Corporate GIS Services on 10/05/2011.

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The Approach

Quality of place matters in economic, social, cultural and emotional terms. A sense of place helps establish strong social infrastructure which supports people to improve their prospects and maximise their potential. We are taking a 'Whole-Town' approach will vary, creating places that are attractive, well-designed, and well-managed, with a range of shops, arts and cultural uses, entertainment, good amenities and transport connections, providing a focal point for business and social interactions. Our 'Whole-Town' approach focuses on tailored solutions for each settlement and business location in the County, shaping the places people live, work and socialise. We are taking into account investment in education and skills, business, housing, public realm and the wider built environment, investing sufficiently to take advantage of opportunities with a strong commitment to excellence.

By investing in opportunities across the County and capitalising on our strengths such as Durham City, Hitachi choosing to locate in Newton Aycliffe, access to universities and an excellent labour force as drivers for growth we are supporting the reinvigoration of our economy. Building on the momentum generated through an integrated 'Whole-Town' approach we are aligning activity and leveraging private sector investment to deliver the aims and objectives outlined in this Statement. We are recognising our major assets as those that have the potential to deliver the greatest impact. County Durham has some major under utilised assets such as Durham City, Durham University, NETPark, Aycliffe Business Park and natural assets such as the coast and the dales.





Building on and investing in these assets alongside complementary interventions will release the County's potential for growth and connect areas of growth with deprived places in need of regeneration. By following a planned phased approach across the County, utilising these opportunities we will be able to deliver greater impact for each locality and the whole of the County, using the resources available to us to best effect.

Progress (2009-2011)

The first iteration of the Regeneration Statement developed in 2009 recognised the progress that had been made up to that point. Following Local Government Reorganisation it looked at what needed to be delivered in the following years. As illustrated above a lot has happened since then with the continuing stagnation of the economy, the change of Government, a changed economic development and regeneration landscape and focus and deep public sector cuts. Despite all these substantial changes, the County Durham Economic Partnership has achieved a lot towards the long term vision, aims and objectives originally agreed.



Through the development of an evidence base and growth driven policy framework we have been able to target and tailor activity to deliver our aims of a Thriving Durham City, Vibrant and Successful Towns, Sustainable Neighbourhoods and Rural Communities, Competitive and Successful People and a Top Location for Business.

In Durham City a number of key improvements have been completed including the Market Place improvements and the development of the World Heritage Visitor Centre for the Durham Castle and Cathedral World Heritage Site.

Development plans have also been completed for strategic sites in the City to ensure that we can clearly articulate our ambitions for individual sites but also for the City as a whole. Transport infrastructure improvements to improve the efficiency of transport services and traffic management within Durham City have also been completed including construction works for the extension to Belmont Park and Ride site in time for Lumiere and also in preparation for the Lindisfarne gospels in 2013. The 2011 'Lumiere' event was successfully delivered with over 150,000 people attending over the four days and an economic impact of £4.3m.

Our tailored approach for Vibrant and Successful Towns has been articulated through seven completed Regeneration Frameworks or Masterplans with the remaining five due to be completed in 2013. Key projects such as DurhamGate are being delivered throughout the County supported by public sector capital investment, use of external funding and private sector support. Other public sector schemes and redevelopment works such as the North Durham Academies, Seaham North Dock and St John's Square are either completed or on track and leveraging private sector investment into our towns.

Significant improvements have been made to the housing stock as part of the Decent Homes Programmes in Dale and Valley Homes, Durham City Homes and East Durham Homes. New council house developments, funded by the Homes and Communities Agency and Durham County Council have been completed at Bowburn, Bearpark, Croxdale, High Pitlington and Crook, offering quality affordable accommodation in these communities.





Funding has also been secured through the Homes and Communities Agency Traveller Pitch Funding Programme which will be matched by Durham County Council's capital programme to refurbish key sites.



In regards to connectivity, improvements on Economic Transport Corridors are underway and the £5 million Transit 15 programme, improving connections between settlements and Durham City has been completed. County Durham has received £7 million funding from Broadband Delivery UK which as part of a much larger investment programme will deliver broadband infrastructure improvements across the County.

Supporting Competitive and Successful People is a priority not only for the CDEP but also the wider County Durham Partnership. A multi agency approach has been adopted, with a number of key initiatives such as national and local apprenticeship programmes, the inclusion of social clauses in procurement and planning agreements, engaging young people with the world of work and tailored training schemes for the needs of employers proving to be examples of partners working together to support residents to maximise their potential and access employment opportunities.

Significant inward investment has been attracted to Newton Aycliffe Business Park with Hitachi Rail Europe awarded the Intercity Express programme and ongoing engagement with local businesses will ensure supply chain linkages are established and embedded.

In regards to business infrastructure European Funding has been secured for a Consett Business Park development, key serviced sites are being promoted for development and a £2 million refurbishment programme for industrial sites owned by the Council is on track. Two new large grow on space buildings have been completed at NETPark. These represent the final stage of a larger £10 million project to provide suitable accommodation for high technology companies wishing to expand out of the NETPark Incubator or move from other premises. We are working in partnership with the North Eastern Local Enterprise Partnership to utilise inward investment opportunities and investing in key sites and infrastructure to boost economic growth.



Thriving Durham City

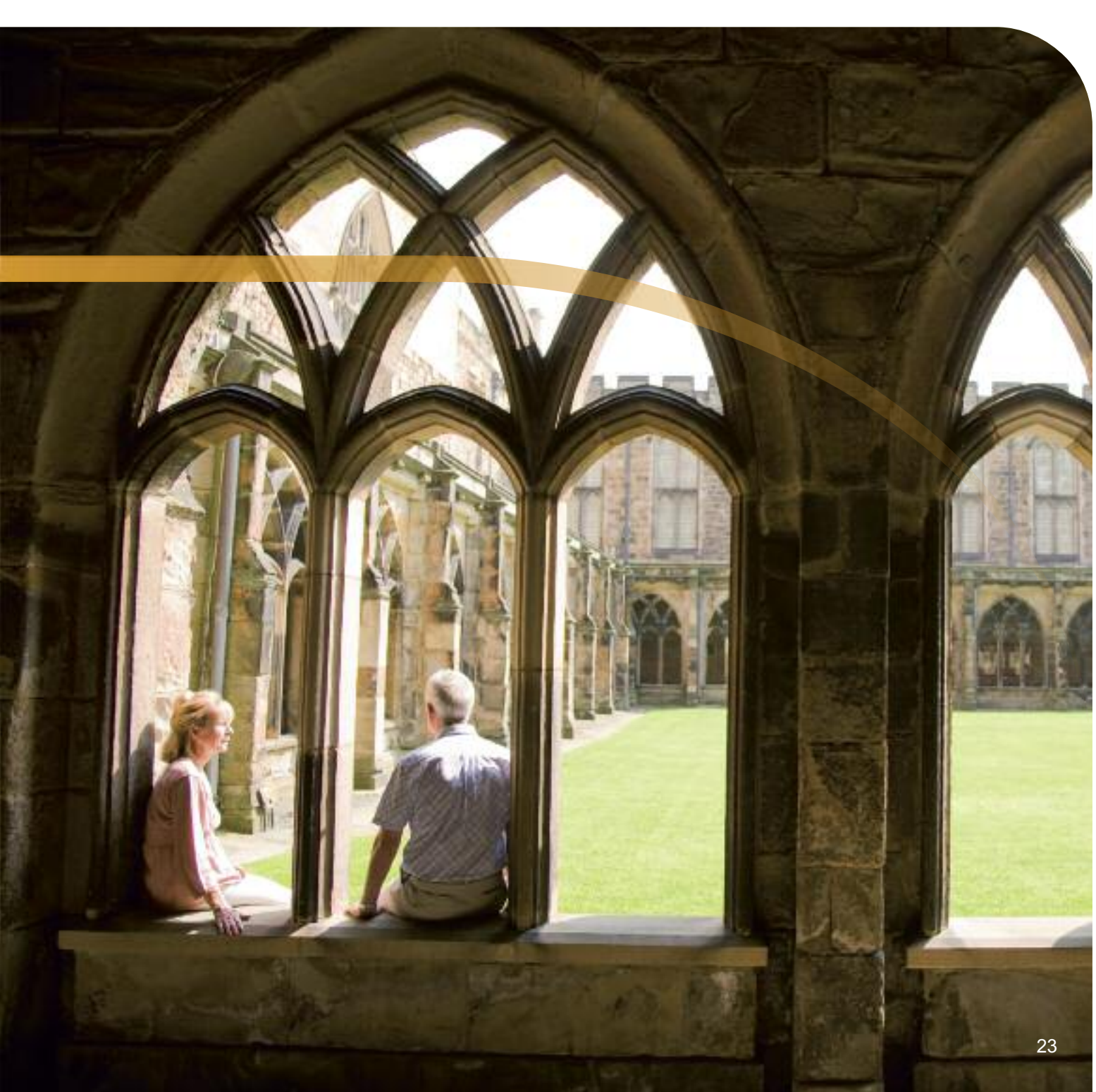


Objectives:

- Exploit the City's potential as a major retail, business and residential centre, academic hub and visitor destination
- Deliver the cultural and tourism ambitions for the City which will benefit the entire County

The first iteration of the County Durham Regeneration Statement set out our approach of investing in opportunity and identified latent potential in Durham City which if exploited would benefit the County and the North East region. Durham City has enormous untapped potential and we will continue to facilitate investment in and around the city which will deliver a significant share of a 'step-change' in the economic growth of the County. By utilising our assets, supporting private sector development and promoting Durham as a place to invest, its offer will be improved which will create more diverse employment opportunities, stimulate further housing demand and development and enable transport infrastructure improvements. Although the physical infrastructure is critical we will enhance this through supporting an equally strong economic, environmental, social and cultural infrastructure.

Durham City is an asset and the World Heritage Site is at the centre of its distinctiveness. However, the limited scale and offer of the City as an employment and population centre prevents it from playing a much bigger role in the County's economy. The City needs a critical mass of employment, population and visitors to build on opportunities and become a City of regional, national and international significance. A core business quarter at Aykley Heads, a housing offer that complements economic growth, a visitor offer that encourages visitors to stay longer, together with the associated infrastructure needed to support this growth, is therefore central to our approach.





Delivery

Durham University is a major asset embedded into the City, shaping the built environment, contributing to the cultural offer, developing highly skilled individuals as well as being a major employer and a purchaser of local goods and services. As a top three UK university, its cross-cultural research shapes local, national and international agendas. The University facilitates business and industrial research collaborations and partnerships able to commercialise the relevant outputs of research activity. The University's influence and impact is global, with significant opportunities for local and regional development.

Durham City is already an important employment centre with a substantial number of employees working in the City itself, in addition to significant office and industrial premises in and around the city centre. However, considering the geographical area it covers and the growth in the regional service sector, County Durham has a surprisingly limited office market. The City lacks a defined, modern central business quarter, which would be attractive to occupiers, being located in a vibrant historic city. A new business quarter would be a pre-eminent office location in a historic city with excellent transport links to Newcastle, Edinburgh and London, able to attract high value occupiers as well as having a positive impact to the vitality of the city centre retail offer. We are therefore facilitating the creation of a Central Business quarter with up to 70,000 square meters of floorspace and up to 6,000 gross new jobs which will not only increase the economic potential for the City but will have significant economic benefits for the wider County.

Other opportunities are also being developed on the former Ice Rink site and Milburngate House riverside sites which offer substantial potential to bring forward more high value employment into Durham City which will benefit County Durham residents and regional commuters. In turn these developments will also spur on other developments in Durham City such as the opportunity that North Road presents.

Following an assessment of the landscape capacity, the evolution of the City and most importantly the housing and economic potential of the area we are planning for the development of 5,000 homes. Some of these can be accommodated in housing allocations within the City but we are also proposing three strategic housing sites which will accommodate around 4,000 new homes that will provide the opportunity to create new communities, building on the existing infrastructure, environment and quality, for which the City is renowned. The sites will also support new schools and local facilities including the development of high quality landscaping and environment. In order to augment the wider role of Durham City as a regionally significant employment, residential, retail and service centre and to meet the needs of communities surrounding the City, significant amounts of housing have been allocated to the settlements adjoining Durham City from Brandon to Ushaw Moor and Langley Park.

The provision of a Northern Relief Road will provide an alternative route from the A1 corridor to the north and west of the City Centre, and a measure of relief to the already congested section of the A690 crossing the River Wear at Milburngate. It will also improve links between North West County Durham and the A1.



The provision of a Western Relief Road will provide an alternative route from the A690 and the A691 on the west of Durham and relieve the congested A167 whilst also providing relief to the junction at Neville's Cross which currently encounters significant delays in the peak hour periods. It must be noted that we see the roads as only part of the solution and they will be developed in conjunction with significant investment in public transport, park and ride, cycleways and pedestrian links.

County Durham has a track record of delivering innovative transport solutions including modest congestion charging, three park and rides, and Transit 15 which is improving connectivity within County Durham. However current transport modelling shows that the existing road network in Durham City is nearing capacity. Natural traffic growth will inevitably make this situation significantly worse. Public transport and other improvements would partially alleviate the congestion problems but it is clear that a major infrastructure solution is required. Therefore to address existing congestion and air quality issues and to facilitate the development proposed for Durham City we are proposing two new relief roads.

In addition to the new roads and other transport improvements, Durham City is also located close to the Leamside Railway Line. This line is seen as an important component in the longer-term development of transport links in the area. When developed it will deliver greater accessibility to communities within the catchment and provide a viable (and more sustainable) alternative to the A1(M) for transporting people and freight.

Although the County's visitor economy has been growing steadily in recent years and supports around 10% of our workforce, there is some way to go to match the performance of comparable visitor destinations. Fulfilling the City's potential as a destination of national and international significance will encourage visitors to spend more time in the City and the County, increase the economic impact of the visitor economy in our area and almost double the number of jobs currently supported. By facilitating improvements to the quality and range of accommodation and attractions in and around the City; supporting the establishment and expansion of a varied cultural programme; and continuing work to enhance the night time economy in the City; along with all of the physical townscape and infrastructure improvements already underway and planned - Durham City's visitor offer will continue to be strengthened.

The delivery of aspirational projects such as Lumiere and the Lindisfarne Gospel display are reinforcing the cultural role of Durham City. The Durham Lumiere, a four-day light festival held in Durham City in 2009 and 2011 attracted thousands of visitors leading to an estimated economic impact of approximately £4.3m in 2011. This successful event may return in the future, pending public consultation, and will compliment other big events such as the return of the Lindisfarne Gospels. An exhibition of some of Britain's most significant manuscripts and books alongside stunningly beautiful artefacts from Anglo-Saxon England including the Lindisfarne Gospels will be on display in Durham in the summer of 2013 attracting thousands of visitors into Durham City. These cultural events have widened the opportunities for local people and visitors by complementing the existing offer with new possibilities to experience, participate in, use and enjoy the City.

Vibrant and Successful Towns



Objectives:

- Embed a 'Whole-Town' approach through coordinated investment in housing, infrastructure, employment, retail, leisure, education and health
- Improve the Economic Transport Corridors to unlock the potential of our network of major centres

We are taking a 'Whole-Town' approach, creating places that are attractive, well-designed, and well-managed, with a range of shops, arts and cultural uses, entertainment, good amenities and transport connections, providing a focal point for business and social interactions. Vibrant towns are good for business: they create jobs, attract investment and generate income - they are engines for economic growth. At their best, they create a discernible local buzz and define the wider area, attracting people from near and far.

Creating Vibrant and Successful Towns is a complex task, dealing with interrelated issues and driven by wider economic and environmental factors. A whole town approach encompasses a full range of physical, social, economic and environmental interventions across the wider town rather than just in the town centre. Housing, employment and access are intrinsically linked with a town's purpose and performance. Business development, community involvement, education and the creation of social capital are required alongside physical investment.



County Durham has a dispersed settlement pattern of a large number of distinct towns and villages serving localities of differing sizes. Each town is different, each with its own opportunities to take advantage of and needs and issues to tackle. Therefore the 'Whole Town approach' will vary for each settlement but will focus on tailored solutions to market failure, shaping the places people live, work and socialise. We will take into account investment in education, business, housing, public realm and the wider built environment, investing sufficiently to tackle poor quality of place with a strong commitment to excellence. To maximise the impact required to transform County Durham we must ensure that places are given the right levels of available resources to encourage development or maintain their sustainability. This will require a phased approach re-prioritising investment to where there are opportunities



Delivery

Regeneration frameworks and masterplans have already been completed for some of our main towns. The tailored 'whole town' approach for each of our other settlements are also in development.

The Consett and Stanley masterplans set what the 'Whole-Town' approach is for these settlements in a climate of restricted public spending. Building on public sector investment we will deliver some key improvement initiatives in and around each town centre which will seek to act as a catalyst for further initiatives and investment. The two Academies, the leisure centre in Consett, business space provision, proposals for shared public service provision, significant housing allocations and the use of key land assets; are key enablers for further investment in the future.'



The Seaham and Murton Regeneration Framework outlines the approach to stimulate regeneration activity and to guide investment and development, with a focus on enhancing the vitality of both centres. Building on successful regeneration schemes, investment in key sites for housing and employment alongside environmental and infrastructure improvements in and around the town centres and complementary education and skills initiatives will leverage in investment and support modern and vibrant settlements with the potential to further diversify and grow. The regeneration of East Durham's Heritage Coast and the focus on Seaham as a catalyst for economic revitalisation through tourism is a success story. The developments at Seaham North Dock provide the opportunity to create a major visitor hub which will unlock the benefits of the visitor economy to the area as well as providing great space for small businesses.

Bishop Auckland is a key retail and service centre for the County and a main service centre for the West and South of Durham. The town centre is home to a cluster of businesses including a number of national retailers and is the largest retail town centre in Durham. Active engagement with a range of private sector developers and public sector partners in order to influence the pace and scale of development in Bishop Auckland to lever in maximum private sector investment is central to delivering the objectives set out in the Bishop Auckland regeneration framework. Up to 2030 the focus will be on enhancing the vitality and quality of the town centre and expanding the retail offer; improving the links between public transport hubs; facilitating the provision of some new homes to meet the needs of an expanding population; and taking advantage of the opportunities offered by Auckland Palace and collection of Zurbarán paintings as a significant visitor attraction.

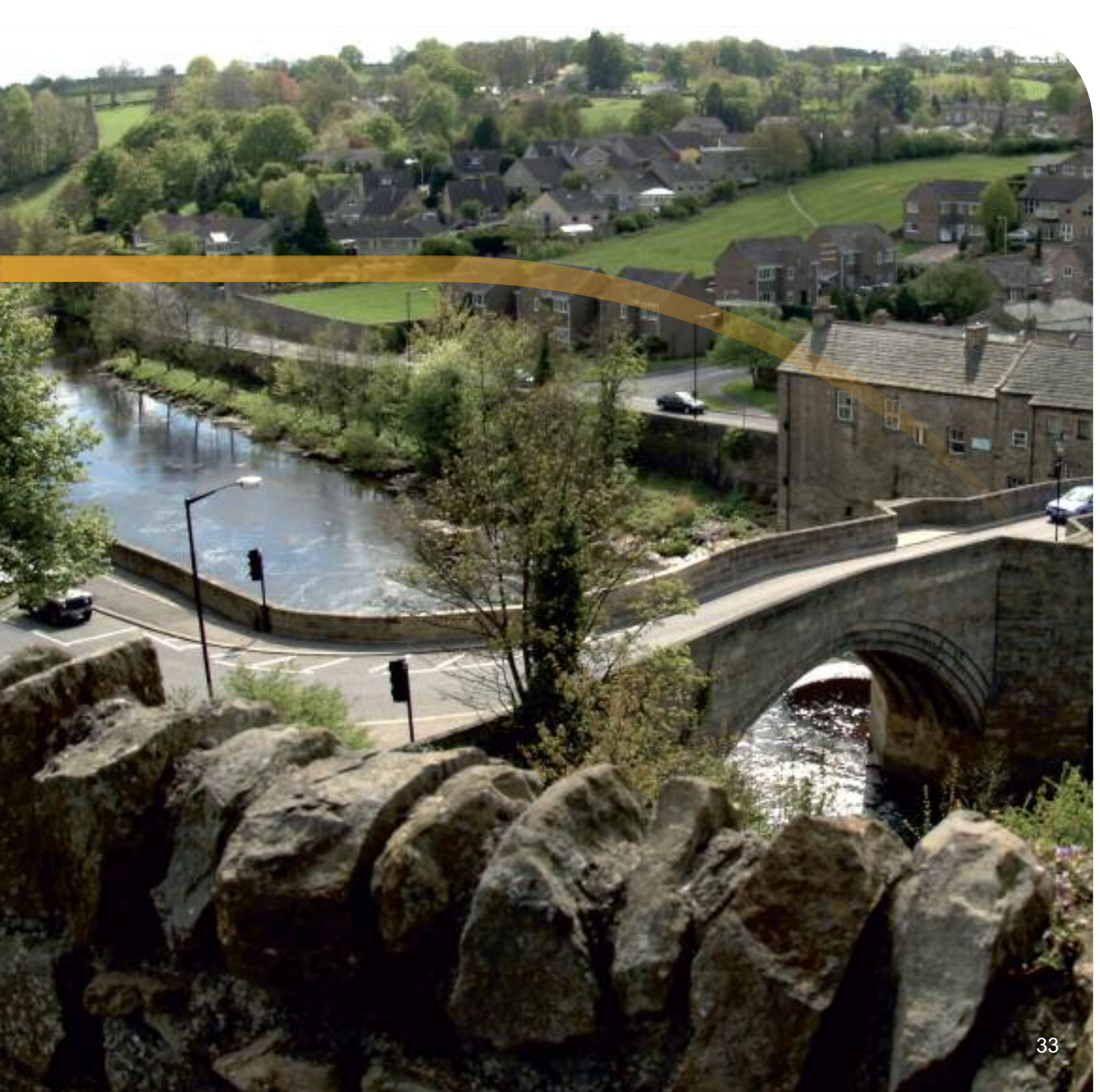


Plans for Barnard Castle, encompassed in and enabled through Barnard Castle Vision and the Barnard Castle Regeneration Framework, see the town transformed into a leading rural service centre, a heritage destination of regional significance, a hotbed of entrepreneurialism and a location for high value-added manufacturing and knowledge-based business investment. A number of key regeneration and economic development initiatives include bringing forward a number of sites for housing; the redevelopment of Witham Hall for community and commercial uses; a number of townscape improvements and schemes to support local retailers; a creative industries hub which will expand the potential for achievement of the area's artistic, digital and creative businesses; and the creation of an iconic tourist attraction in the form of a pedestrian suspension footbridge over the river Tees.



Newton Aycliffe and Spennymoor are important service centres in South Durham located near the A1 economic market area which is capable of attracting employment of national significance. DurhamGate is a vibrant new sustainable mixed use development which will revitalise industrial brownfield land and buildings in a 55 acre site in Spennymoor. Around 4,000 new homes have been allocated for Newton Aycliffe and Spennymoor, the development of these along with completion of the Hitachi Rail Europe facility at Aycliffe Business Park and DurhamGate alongside a targeted business improvement programme and key town centre improvements will enhance the role of the towns as service, employment and residential centres.





Sustainable Neighbourhoods and Rural Communities



Objectives:

- Improve the housing offer, narrowing the deprivation and inequalities gap between communities
- Establish communities where people live, can live and want to live
- Improve equality of access to employment and services
- Mitigate the impact of welfare reform on our most vulnerable residents

Sustainable neighbourhoods and rural communities are places where people can live and want to live, places that help to enhance the wellbeing and potential of our communities. A sustainable place provides a quality built environment, with good housing and living conditions and access to services, from GPs to leisure amenities and employment opportunities, through an appropriate transport and broadband infrastructure. Situated at the heart of the region, County Durham can make a significant contribution to the growth of the region as a whole and in turn take full advantage of regional growth for the benefit of County Durham residents and businesses. Our quality of place, our housing offer and connectivity are integral to ensuring that people and businesses are attracted to County Durham and that current residents and businesses can access region wide opportunities.

Industrial restructuring in the region and the County has disproportionately affected some communities and groups with large jobs losses, out migration and housing market pressures leading to area deprivation. Despite improved economic circumstances and in particular, employment growth prior to the recession and initiatives to regenerate these areas, geographic concentrations of deprivation persist.





There are varying needs and quality of place across the County and like the ‘whole-town’ approach, each neighbourhood requires a different level or type of support to ensure sustainability. Areas in the far west of the County face rurality barriers, such as access to services and jobs and affordability, whilst deprived neighbourhoods within the east of the County have housing condition and quality of place priorities. The combined effects of the welfare changes will impact the vulnerable and those who may not be able to re-integrate into the workforce easily or increase currently low incomes. For some, increased poverty and hardship are likely to be a real possibility as a consequence of the changes about to take place. Ultimately, a subsequent increase in homelessness and increases in demand for social housing and support services is something we are planning for, especially for areas with geographic concentration of deprivation.

Investment in housing is an essential component to regenerating our communities and improving our economic performance. Good quality and connected housing is essential for creating sustainable communities which will attract and retain economic investment and skilled workers. The County has a variety of housing, high quality accommodation contrasting with outdated stock in need of considerable investment. The strategic housing approach for Durham is to create a residential offer that retains and attracts economically active households but provides for those more vulnerable households in housing need and more specialist accommodation for older people. 30,000 new homes are planned up to 2030 accompanied by targeted efforts to update existing stock.

Connectivity between the region’s two major conurbations is important to County Durham as this will provide greater access to employment opportunities.

The A1, A19 and A167 represent the main corridors for the movement of goods and people in the region and are key links between the areas to the north and south of the County. The East Coast Mainline also runs through the County which along with the Durham Coast Rail Line and the potential for the Leamside Line providing substantial opportunities for investment to improve capacity and connectivity, bridging the gap between areas of opportunity and areas of need.

Accessibility is at the forefront of transport issues in the County, reflecting not only its rural nature and dispersed settlement pattern but also the fact that there are many deprived parts of the County, where low levels of car ownership and high dependence on public transport are predominant. Better accessibility for people through targeted improvements to public transport, safer roads, reducing problems of congestion whilst minimising the impacts on our environment, particularly air quality, are all priorities. Where connections are less strong the focus is on improving them through superfast broadband rollout and transport solutions to ensure that residents have access to new employment opportunities and high quality services.



Delivery

Durham City holds some important investment opportunities due to its geographical position and strategic transport infrastructure. Transport infrastructure improvements will enable and ensure the successful development of employment and housing sites and help residents to access employment, education and training opportunities across the County and the region. The creation of a new station at Peterlee/Horden on the Durham Coast Railway Line, will create an economically sustainable solution to some of the access constraints of the area. Limitations of the highway network and junction capacity on the A167, A693 and A19 corridors will become increasingly important to sustaining sub regional economic growth and capacity improvements on these corridors are a focus for the County's Local Transport Plan Integrated Transport Block funding.



East Durham Link Road Phase 2 is a strategic infrastructure requirement which when completed, will improve east-west road links between the industrial development at Seaham/Dawdon and the A1(M). These improvements will form part of an integrated package focusing on regeneration and economic development priorities for Murton and Seaham.



Improvements in Information Communication Technologies such as Super Fast Broadband will encourage economic growth and quality of life, as at present this is variable and large parts of West Durham have no mobile phone coverage and access to broadband is patchy.

The long term aim is to provide Super Fast Broadband to every business, home and community in the County. The approach adopted encompasses stimulating demand for broadband services and adopting a range of delivery vehicles or partnerships models. Better access to broadband will remove constraints in this remote rural area and provide better access to services and markets for both residents and businesses.

In order to deliver the spatial approach of the County Durham Plan we are distributing new development so that it can maximise benefit to the County 's economy and also meet the needs of existing and future residents. To support the population, migration and job growth needed we are facilitating the delivery of 30,000 new homes by 2030. The Plan seeks to accommodate this number of new households by providing for a range of new homes of a mix of size, type and tenure across the settlements of County Durham in relation to their role, function and economic prospects. Housing allocations have been determined for each area of spatial opportunity, reflecting projected population growth.

Working with registered social housing providers and developers, housing regeneration activity is ongoing across the County concentrating on tackling the number of empty homes, targeting the homes identified as blight, improving home energy efficiency and working with private landlords to improve standards. Ongoing programmes are being delivered in North Durham (Craghead; Esh Winning), East Durham (Dawdon; Wembley/Easington Colliery; Wheatley Hill) and South Durham (Ferry Hill Station; Dene Bank; Chilton West).



These schemes are complimented by other initiatives including an HCA funded affordable homes programmes and a Decent Homes programme in East Durham to alleviate properties in a poor state of repair, bring empty homes back into use and raise standards. The HCA 4 year programme delivering 708 new units is being delivered but our ambition is to deliver more units through planning agreements, land disposals and through other innovative funding mechanisms.



Although West Durham consists of almost half the land area of the County it has only 10% of its population which poses significant challenges for service delivery. The market towns of Barnard Castle, Stanhope and Middleton-in-Teesdale are important rural centres serving their rural locale needs and those of visitors. Mixed-tenure affordable accommodation is being developed in both market towns and more remote rural areas where increased provision can enhance community vitality and sustainability. This will tackle the need for affordable housing for local people and will enable key workers to be retained. To reflect the availability of suitable land and to ensure that their need for housing is addressed West Durham has been given an allocation of 950 homes. Although these figures may appear low this reflects the likelihood that most housing in West Durham will continue to be delivered on small sites, which are not included in the Housing Land Requirement for the County Durham Plan.





Competitive and Successful People



Objectives:

- Raise the aspirations, participation and attainment of young people
- Reengage adults with work, moving economically inactive residents into the labour market
- Stimulate the demand for higher level skills and support an employer led skills agenda

In County Durham there is a clear commitment to facilitate employment intensive growth whilst enabling residents to achieve their potential and access employment opportunities across the region. The skills, abilities and attitudes of the current and future County Durham workforce are critical to the future economic success of the County and will underpin a more competitive and productive economy. Investment in raising aspirations, improving the skills base, addressing skills inequalities across the county; driving forward an employer led skills agenda, encouraging businesses to move up the value chain and attracting more people to live in County Durham are critical to moving towards a flexible economy and raising the County's employment rate and productivity.

Unemployment and specifically youth unemployment is rising to its highest rate in a generation. With interrelated determinants of unemployment and the effect of local context there is no single answer to solving this problem. Without a significant increase in economic activity and job creation, a substantial fall in unemployment will not be possible. Additionally, many residents are lacking the transferable skills for current or future employment and unable to make the progression into work or within work.





Demand from employers for higher level skills both on the local and the regional scale, has been weak in comparison to other regions. Supporting key growth sectors and businesses to create and sustain higher level skills will tackle the labour market processes that are creating a circle of low demand and low supply for higher level skills. Alongside this however, there is also a recognition that many sectors and businesses will continue to operate within a mid to low skills spectrum which is beneficial for entry level employment for County Durham residents. In the short to medium term we will continue to concentrate on facilitating the creation of employment opportunities and assisting County Durham residents to progress into employment alongside longer term efforts to diversify the economic base and encourage the creation and demand for higher level employment. Concentrating on manufacturing skills, especially high value manufacturing skills driven by needs of businesses currently in the County Durham labour market and incoming employers such as Hitachi will ensure that our residents are best placed to take advantage of employment opportunities and that businesses have access to an appropriately skilled labour market.

Our young people are an important driver in developing a strong economy with a highly skilled workforce, job ready labour market and high levels of economic participation. The skills, abilities and attitudes of our young workforce are important for the future economic success of the County to help improve productivity and our competitiveness. There is a large cohort of young people entering the job market in uncertain times so it is critical that they are provided with the right skills and opportunities supported by strong information, advice and guidance to avoid creating a low skilled, jobless and benefit dependant generation.

We will continue to deliver priority interventions aimed at ensuring that residents maximise their current and future employment prospects and are fully equipped to benefit from local and regional economic growth. These interventions will focus on young people in education, families and our current workforce. A concentrated multi-agency and person-centred approach to address employability and skills has already been adopted within target disadvantaged communities across the County with further effort concentrating on models that have proven successful. We will continue to build on coordinated activity across Jobcentre Plus, Further Education Colleges and Registered Social Landlords to deliver our employability objectives.

Delivery

Despite significant improvements made over recent years, there are many communities in East and South West Durham facing multiple deprivation issues. In regards to worklessness in particular, there is a concentration in County Durham's deprived communities, linked to poor access to employment, poor skills and work experience but also a mix of personal, welfare and jobs related factors. We will continue to deliver a number of integrated initiatives seeking to tackle interrelated barriers to learning and employment. We are taking an integrated, coordinated and multi agency approach to supporting families in County Durham supported through the Government's Troubled Families Programme and the Department for Work and Pension's European Social Fund Provision. Families in County Durham will receive extra help to get children into school, reduce youth crime and anti-social behaviour and put adults on a path back to work.



In County Durham our aim is to provide the best life chances for all children and young people, we want to maximise the chances young people have to aim high, achieve and be successful. The new buildings and educational facilities delivered through the Building Schools for the Future programme enable pupils to get the most out of their education by helping and inspiring them to learn. The education offer in North Durham will be improved through the development of two new academies in Consett and Stanley. Each academy will cater for 1,500 students aged 11 - 19. Based on concepts of inspiration, creativity and innovation, environments will be created that allow each student to excel. Both academies are operational now with new campuses to be delivered in Stanley in 2013 and Consett in 2014. Schools in East Durham were included in the initial stages of the Building Schools of the Future programme before it was abolished, with three schools now open and four more currently being developed.

East Durham College has been successful in bidding to open a “Peter Jones Enterprise Academy” and will offer two unique BTEC courses in Enterprise and Entrepreneurship. These qualifications will focus on developing and furthering the aspirations of young entrepreneurs. We will build on recent education improvements and continue to focus on raising skill levels and engaging people with learning and work. Low skills remain a significant challenge for this area with the proportion of residents attaining qualifications at Level 2 or above, several percentage points lower than the rest of Durham.

A key element of our approach in tackling youth unemployment is promoting and enabling apprenticeships as a viable route into employment. The County Durham Apprenticeship Programme is an initiative to encourage small to medium enterprises and social enterprises to employ young people across the County, for a minimum of two years. The scheme which was launched in November 2011 provides a six month wage subsidy to support small companies or social enterprises to employ an apprentice. Funding has been secured for 150 apprenticeships for unemployed 16-24 year olds in County Durham which completed the National Apprenticeship scheme. We will continue to source funding to expand the programme. Other ongoing initiatives include the sector routeways programme which provides pre-employment courses to place young people into targeted industry sectors and the Targeted Recruitment and Training Policy, adopted by Durham County Council in July 2011, which is already supporting a significant number of job starts and/ or apprenticeships to young people in County Durham through social clauses in corporate contracts and in planning agreements.

The Countys' colleges have been pro-active in relation to promoting apprenticeships with local employers and work is ongoing reviewing the range of apprenticeship frameworks on offer (including the launch of higher apprenticeship frameworks) so that it reflects local labour market requirements. Additional work is also being undertaken to assist local employers with workforce development, ensuring that potential investors have access to a well trained labour market with Colleges offering a wide range of services to businesses, including bespoke training which is often provided in the work place.



A Top Location for Business

Objectives:

- Nurture business development and growth, aligned with wealth creating sectors
- Create the right environment for innovation and growth
- Promote County Durham as an attractive economic location for investment



County Durham's business base grew reasonably strongly during the sustained growth of the last decade up to the start of the recession with notable successes from the Be Enterprising Programme. However, the County did not experience the same gains as similar areas during the period of expansion, and it has been harder hit in regards to employment, since the economic downturn. Manufacturing, accommodation and food services, and admin and support services have all taken a hard hit in the initial period of recession. Manufacturing however, has performed better than regional and national comparators, with some very high performing sub-sectors and strong export markets. The public sector has also contracted since 2010 with the impact of the government's cuts.

Building on local circumstances and our assets we are taking an approach that builds on indigenous potential. Establishing new businesses, growing and sustaining existing businesses and developing and upgrading labour are central to a balanced approach which seeks to attract inward investment, combining the two to embed this investment in local supply chains and networks. Boosting our current export potential and supporting businesses to access new markets is pivotal to our approach as well as attracting inward investment and supporting the establishment of local supply chains for our main growth sectors.





The competitiveness of Durham's economy is defined and enhanced through interaction of many factors but mainly enterprise, innovation, skills and physical environment. For County Durham to become more competitive and develop a sustainable and growing economy, becoming a top location for business, all of these factors and the relationships between them are being developed. A competitive economic environment will provide incentive for businesses to innovate and to invest regularly to remain in a position to exploit opportunities in a changing market place.



To become a top location for business, improve and diversify the economy of County Durham and increase employment opportunities we will concentrate on supporting start up businesses, facilitating the expansion of businesses with high growth potential and attracting inward investment to County Durham. The objectives moving forward centre around supporting entrepreneurial activity; active business engagement; supporting innovation and growth; and promoting County Durham as an attractive location for businesses

Despite the impact of the recession there are important sectoral strengths to develop and niche opportunities to pursue which can help with diversifying the economy and increasing employment. Global market forces continue to pose threats and opportunities for our economy, particularly in our manufacturing sector, which accounts for around 21% of Gross Value Added and 16% of employment. A 2012 Experian report on potential for local growth places County Durham in the top 20 for export potential based upon characteristics such as high proportions of business within sectors that export, the presence of business champions and foreign ownership.

Expanding the markets of existing businesses and diversifying the economic make up of County Durham will help us to grow and remain resilient to market forces. County Durham has experienced growth, to some degree, over the last ten years in green technologies, creative industries, financial services, pharmaceuticals and advanced engineering sectors and has the potential to develop continued growth over the next decade.

There are significant regional strengths and opportunities in a number of sectors such as automotive; low carbon technology; marine and offshore; pharmaceuticals; biotechnology; financial, business and professional services; culture; creative and digital; engineering; tourism; construction and land-based industries. For Durham the Manufacturing; Energy; Tourism; Transport and Storage; Professional, Scientific and Technical activities; and Health and Social Work sectors in particular hold potential to drive economic growth in terms of productivity, employment rate, and business stock moving forward. We will take advantage of regional and local opportunities to enable the development of the industries and supply chains to support the growth of these sectors.

Durham University's research commercialisation and business engagement activities also provide significant potential to create new businesses and to help businesses to innovate and grow. The University's reach is global, however it is crucial that we continue to facilitate local access to not only the research expertise of the university but also the global networks and opportunities that it has access to. Enhancing innovation, enterprise, business development and growth through engagement with current and emerging research will support our aim of County Durham being a top location for business. Unlocking the knowledge and expertise of the university and taking advantage of global innovation networks for the benefit of local businesses is a priority moving forward.



NETPark is a regionally important science, engineering and technology park located in Sedgefield. Durham University research facilities are based here - the Centre for Advanced Instrumentation and the Semiconductor Crystal Growth and Ceramics Group, along with a third major facility - The National Printable electronic Centre. In 2011 the Centre for Process Innovation was named as the process element of the government's elite network of Catapult centres. The High Value Manufacturing Catapult brings together individual centres of collaborative research, which includes The National Printable Electronic Centre, to create a single network covering high-value sectors from pharmaceuticals to power generation, where knowledge gained in one area can be transferred to others. This awards CPI direct involvement in UK and EU strategy alongside substantial sustained investment to ensure staff and facilities are at the cutting edge of product and process development

Prestigious business sites are delivered and will be provided at key locations throughout the County to enhance the current business accommodation offer. It is equally important however to ensure that the current business infrastructure is maintained and developed to meet the needs of new and existing small businesses. We will maintain and promote an attractive supply of land and premises to meet business needs, including incubators, managed workspace and grow on space.

Delivery

There are number of Functional Economic Market Areas across County Durham which reflect local commercial markets. These markets areas are: Durham City (International Market Area); the A1 Corridor (International Market Area); the A19

Corridor (Regional Market Area); Consett and Stanley (Local Market Area); and Bishop Auckland (Local Market Area).

In regards to delivery areas, 297 hectares of land are being allocated for employment use, with 90ha in Central Durham, 50.5ha in North Durham, 101ha in South Durham, 42 hectares in East Durham and 13.5ha in West Durham.

Aycliffe Business Park is the second largest industrial park in the region and is a major source of manufacturing-related employment for the surrounding area. 250 firms are located here, providing employment for around 8,000 people and will also be the new home for Hitachi Rail Europe. The 450,000 sq ft factory will be provided for Hitachi at Amazon Park on the Aycliffe Industrial Estate. The £4.5 billion project will bring 500 highly skilled jobs to the site, plus thousands more throughout the supply chain. The factory is scheduled to open in 2014, and the first stock is scheduled to roll onto the tracks in 2016. This major investment for County Durham will have a very strong impact on County Durham's economy and employment opportunities with an impetus however to ensure that we fully capitalise on the opportunities presented by the new employment prospects, potential in- migration and supply chain opportunities and embed this investment in County Durham and the region. Priorities over the next few years will centre around improvement of Heighington Railway Station to support the Hitachi facility, supporting businesses to take advantage of supply chain opportunities and supporting the labour market to develop their skills in preparation for current and future employment opportunities.



Through the established links between education, research and spin-out activity, pre-commercial development and incubation facilities, Durham University, PETEC and NETPark have the potential to create new jobs, generate new businesses, nurture and collaborate with existing firms, leverage Government and European funding for research and development (R&D), and attract overseas investors to the County. We are building on key recognised innovation assets across the County and delivering a tailored programme of support to high-growth, technology-intensive firms with the potential to utilise innovation for the commercial exploitation of new products, processes and/or services.

The A19 as an economic market area, is significant to the regional economy and is emerging as a renowned location for low carbon, automotive and high value manufacturing operations. This has been bolstered by the North Eastern Enterprise Zone targeting low carbon offshore wind power and ultra low carbon vehicle manufacture. The Zone will comprise 3 sites on the River Tyne (for the development of wind turbines etc) and one on the A19, close to the Nissan car plant near Sunderland, for low carbon vehicles. There is potential to extend this concept throughout the A19 corridor and Hawthorn is well-positioned to take advantage of potential investments in this sector. The Hetton Bypass and the Central Route transport development in the City of Sunderland along with the East Durham Link road will facilitate a growth corridor linking the main strategic routes of the A1(M) and the A19. These planned road network improvements will provide a western access to and from Hawthorn Business Park, which considering its location and Enterprise Zone potential, it could become an employment site of regional significance.

The importance of the A19 has been reflected by an employment land allocation in the County Durham Plan of nearly 20 hectares for Peterlee, located on the highly successful North West and South West Industrial Estates. In addition Seaham has been allocated a figure of 69 hectares, located on the South of Seaham site.

A further 21 Hectares of land at Hawthorn, Murton has recently been serviced and is available for development. The potential to develop a Centre for Creative Excellence to the south of Seaham is of regional significance and will be maximised. This project is identified as a key strategic site within the County Durham Plan to provide some certainty for this type of proposal to be brought forward in future years.

Tanfield Lea Industrial Estate near Stanley, Consett Business Centre and Drum Industrial Estate are considered key sites in terms of the future economic position of the settlements with access to the A1(M) and new modern business accommodation. Developments like the Tanfield Lea Business Centre and Consett Business Park have been very successful with supporting an enterprise surge, providing local employment opportunities and improving the quality of business accommodation in the area. A £3.7 million project funded by Durham County Council and European Regional Development Fund will deliver new business space on Consett Business Park, high quality investment of this type is a vital catalyst for long-term market restructuring and supporting economic and employment growth.



West Durham is dominated by a narrow economic base with few larger employers and an important but declining land based sector. However, it benefits from a growing tourism sector, a multitude of micro-businesses, and an increase in home working. The future success of West Durham's economy will be based around supporting enterprise, embedding the investment and activity of existing larger employers, developing the tourism sector and associated businesses, and retaining younger skilled workers.

Durham, Northumberland and Gateshead as part of the North Eastern Farming and Rural Advisory Network on behalf of the North Eastern Local Enterprise Partnership have been successful in securing funding for a rural growth network. A programme of activity which covers the establishment of enterprise hub clusters; the provision of enterprise support and micro enterprise grants; and enhancing broadband access and participation will pilot different approaches to improve the infrastructure for future business sustainability as well as directly contribute to business creation, retention and growth.

Eastgate is another opportunity which could act as a catalyst to diversify the rural economy and showcase renewable energy. Previous plans for an eco village on the former Lafarge site have stalled because of the funding climate we are currently in, however the ambition remains to bring forward a development which builds on the geothermal assets of the site and improves the local economy. Durham University's Energy Institute is currently carrying out geothermal research focusing on but not restricted to low to medium grade resources.

Particularly the institute is interested in hot aquifer systems, and optimising the process for generation of heat and electricity from low temperature resources. There are opportunities in Durham to facilitate more research and innovation into geothermal energy, building on work that Durham and Newcastle University are carrying out with the commercial sector on adding value to planned development sites.

A strong supporting infrastructure in Durham which includes Business Durham, Durham University, Enterprise Agencies, collaborative business support and development organisations, Colleges, Academies, schools and training agencies underpin the investment in employment sites and support the creation and growth of businesses. We will continue to deliver a Strategic Account Management Programme with the top 150 businesses within the County in order to further their development and growth. We will also maintain and develop support services specific to innovative, high growth and strategic companies to encourage the creation of higher skilled jobs and promote innovation across the wider business base and the public and voluntary sectors.



Regeneration Schemes and Projects



The major high level, regeneration schemes from across the County are detailed below by spatial area. These illustrate some of the main investment priorities for the County Durham Economic Partnership over the coming years. This list is not exhaustive and schemes are at different points of development and implementation.



Overarching Schemes

- Local delivery of national programmes such as the Work Programme and the National Apprenticeship programme - Using local knowledge to add extra support for those local jobseekers who need extra help
- County Durham Apprenticeship Programme - Helping to increase the numbers of 16-24 year olds participating in education, training and work by providing sustainable work based training opportunities
- Families First Project - Providing families with a long history of worklessness with tailored support to overcome the barriers they face in finding employment
- Provide business support to the top 150 companies in County Durham - Building on local potential to help grow and sustain business and labour markets
- Consider and consult on options for the future management of Durham County Council's social housing stock - Looking at the options available to help fund improvements to the County's homes, neighbourhoods and housing services
- Digital Durham Broadband Delivery Programme - Improving the economic and social well-being of all residents by providing superfast broadband access to all businesses, homes and communities in County Durham
- County Durham Cultural Programme - Providing a varied programme of events and activities increasing opportunities for people to experience and take part in cultural activities by drawing together existing and new initiatives in order to address the economic, social and environmental needs of the County



Case Study: Apprenticeships



There are a number of structural, demographic and economic factors that are affecting the youth labour market. It is essential for County Durham's future prosperity that young people are able to make a successful transition into work. Apprenticeships act to increase the number of 16 to 24 years olds participating in education, training and work, making a lasting difference to their individual lives through providing young people with both the opportunity and the necessary support to fulfil their aspirations and ambitions.



Tackling employability, deprivation and regenerating our communities, alongside wealth generation is a high priority in County Durham. Apprenticeships offer sustainable work-based training programmes designed and developed around the needs of employers, whilst also providing individuals with a nationally recognised qualification.



Key Facts

- Both the numbers of 18-24 year olds claiming Job Seekers Allowance and the number of 16-24 year olds classified as not being in employment education or training (NEET) are traditionally high in County Durham, with the County persistently faring worse than national averages.
- In order to tackle the problem of rising youth unemployment and economic inactivity an apprenticeship package has been established which will assist in the creation of at least 150 additional apprenticeship opportunities for unemployed 16-24 year old individuals who live in the County
Two Apprenticeship Programmes are being delivered:
 1. A countywide scheme funded jointly by Area Action Partnerships, The Coalfield Regeneration Trust and Durham County Council. The £336,155 fund aims to create 120 apprenticeships
 2. A programme spanning several wards in the former District areas of Chester-le-Street, Derwentside, Durham, Easington and Sedgefield funded jointly by Durham County Council and The Coalfield Regeneration Trust. The £109,440 programme aims to create 30 apprenticeships with Social Enterprises and Community Anchor Organisations

Durham City



- Deliver key Durham City development opportunities to stimulate investment and maximise job opportunities within the City including sites at:
 - Aykley Heads,
 - Freemans Reach former ice rink site
 - Millennium Square
 - North Road
- Raise the national and regional profile of Durham City and promote key development opportunities to investors
- Improve efficiency of transport services and traffic management within and around Durham City
- Develop the transport infrastructure required to support the additional jobs and homes in and around the City.
- Deliver flood mitigation works including the potential for an off-site flood storage area up-stream to protect Durham City from flood risk.
- Encourage improvements to the overall retail offer in the City
- Establish a Business Improvement District in Durham City - Which will carry out additional services the public sector does not provide, using a levy from businesses in the City to help businesses take control of and improve their trading environment. The improvement district will cover shops and licensed premises in lower Claypath, Elvet, the Peninsula, Framwellgate Waterside and North Road
- Development, delivery and support of signature events such as Lumiere and the Lindisfarne Gospels
- Deliver a visitor focused action plan in partnership with private sector business in the city to address priorities to make Durham a 48 hour stay, and an internationally recognised destination.
- Establish a new family orientated major visitor attraction in Durham City

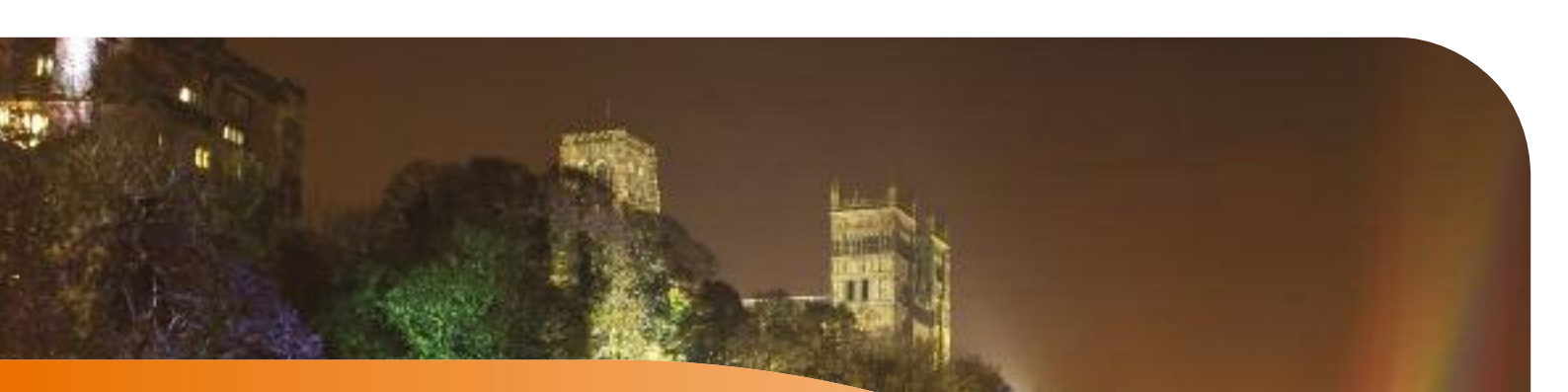


Case Study: Lumiere



Durham Lumiere is a four-day light festival which was held in Durham City in 2009 and again in 2011. Lumiere provided the opportunity to showcase Durham as a world class cultural and visitor centre. The festival, produced by Artichoke with support from The European Commission Culture Programme, Arts Council England, Durham County Council and a range of business sponsors and other funding bodies attracted 150,000 visitors in 2011, leading to an estimated economic impact of approximately £4.3 million. Reinforcing the cultural role of Durham City and providing a significant boost to the visitor economy across the County.





Key Facts

- The overall economic impact of the festival in 2011 is estimated to have been of the order of £4.3m, a marked increase over the 2009 figure of £1.5m. This figure includes £404,000 worth of local contracts and represents a near 10 fold return on investment
- The 2011 festival attracted 150,000 visitors a significant improvement on the 75,000 visitors to the 2009 Lumiere
- 75% of those responding to surveys conducted by Miller Research had visited Durham specifically for the event - representing an additional 112,000 visits to the City
- In total, the festival generated an estimated £2.25m of PR value for Durham, including significant national press coverage, representing a near fourfold increase in the press coverage generated in 2009
- The majority of visitors to the Lumiere were attracted from outside the County with 35% of visitors originating from elsewhere in the North East, 21% from the rest of the UK and 3% from overseas. This represented a 50% increase from the number of overseas visitors from the 2009 festival. Of those who were visiting from outside the area, almost a fifth of participants stayed in local hotels
- Of the businesses surveyed in 2011 50% of all respondents felt that Lumiere had a positive impact on their business while 26% reported seeing a very positive impact
- 86% of businesses in Durham felt that Lumiere was good for the City and the region, and 88% of accommodation providers felt Lumiere helped to promote Durham as a short-break destination



North Durham



North Durham

- Facilitate investment and improvement to strategic sites and premises resulting in high quality business space at:
 - Drum Industrial Estate
 - Consett Business Park
 - Genesis Site
 - Greencroft Industrial Park
 - Tanfield Lea Industrial Estate
- Delivery of the Consett and Stanley Masterplans which aim to ensure new developments are successfully integrated into the town and give confidence for businesses to invest in the area
- Targeted investment in economic transport corridors
- Develop two academies in North Durham replacing two schools and two colleges in the area to provide the best possible learning opportunities to around 3,200 students
- Improve housing standards and drive forward housing growth by facilitating the delivery of new homes
- Facilitate the development of the Lambton Estate including the provision of high quality housing
- Supporting investment in key leisure and tourism assets such as the Emirates Durham Internal Cricket Ground



Case Study: Consett Development Framework and Masterplan



Consett is an important local centre of employment, shopping, leisure and public services for the North of the County. In order to stimulate and guide investment and development within Consett, Durham County Council and its partners commissioned a multi-disciplinary team led by GVA Grimley to prepare a Development Framework and blueprint Masterplan. The Development Framework proposes to put in place a guide for regeneration and investment activity over the next 15 to 20 years and is supported by the town centre Masterplan to secure the creation of a 21st Century modern and vibrant town centre.

By providing both long term and short term direction for Consett, the Development Framework and Masterplan allows partners to focus on realistic and deliverable interventions, while also recognising that for the town centre to further develop as an attractive and vibrant location over the long term. An approach focusing on fostering a critical mass of commercial development and associated leisure and retail opportunities is required.





Key Facts

- The key themes of the Development Framework focus on:
 1. Delivering optimal development potential across the town;
 2. Creating a vibrant and distinctive town centre;
 3. Ensuring Consett benefits from a high quality environment where people want to spend their time;
 4. Addressing traffic movement, accessibility and car parking.

- The Development Framework identifies the potential for further residential, retail and commercial development over the next 20 years which will act to drive demand for additional comparison retailing within the town
- Through significant resident and business input to the Framework's development, a programme of activity has been established which is designed to complement the range of current investments being made across the town including the new combined Academy and Leisure Centre
- The additional projects will ensure that the wider needs of residents, businesses and employees are met and that future opportunities to add to the regeneration of the town can be secured and delivered
- The current programme of private investment identified through the Masterplan - largely relating to retail and residential development, is estimated at over £100million. These combined investments provide the initial elements of the regeneration programme and demonstrate the commitment and an emerging confidence in Consett



East Durham



- Investment and improvement to strategic sites and premises resulting in high quality business space along the strategic regional route of the A19
- Enable road infrastructure improvements such as the East Durham Link Road to open up links between the East and West of the County
- Facilitate the development of a new rail halt at Horden, improvements at Seaham Rail Station and lobby for increased frequency of train services
- Improve provision of housing and housing standards through the East Durham Homes Decent Homes programme.
- Deliver housing regeneration schemes in Dawdon, Wembley/Easington Colliery and Wheatley Hill
- Focus on raising skill levels and engaging people with learning and work.
- Tourism investment in and around Seaham and the Durham Heritage Coast in tandem with further developing the night time economy

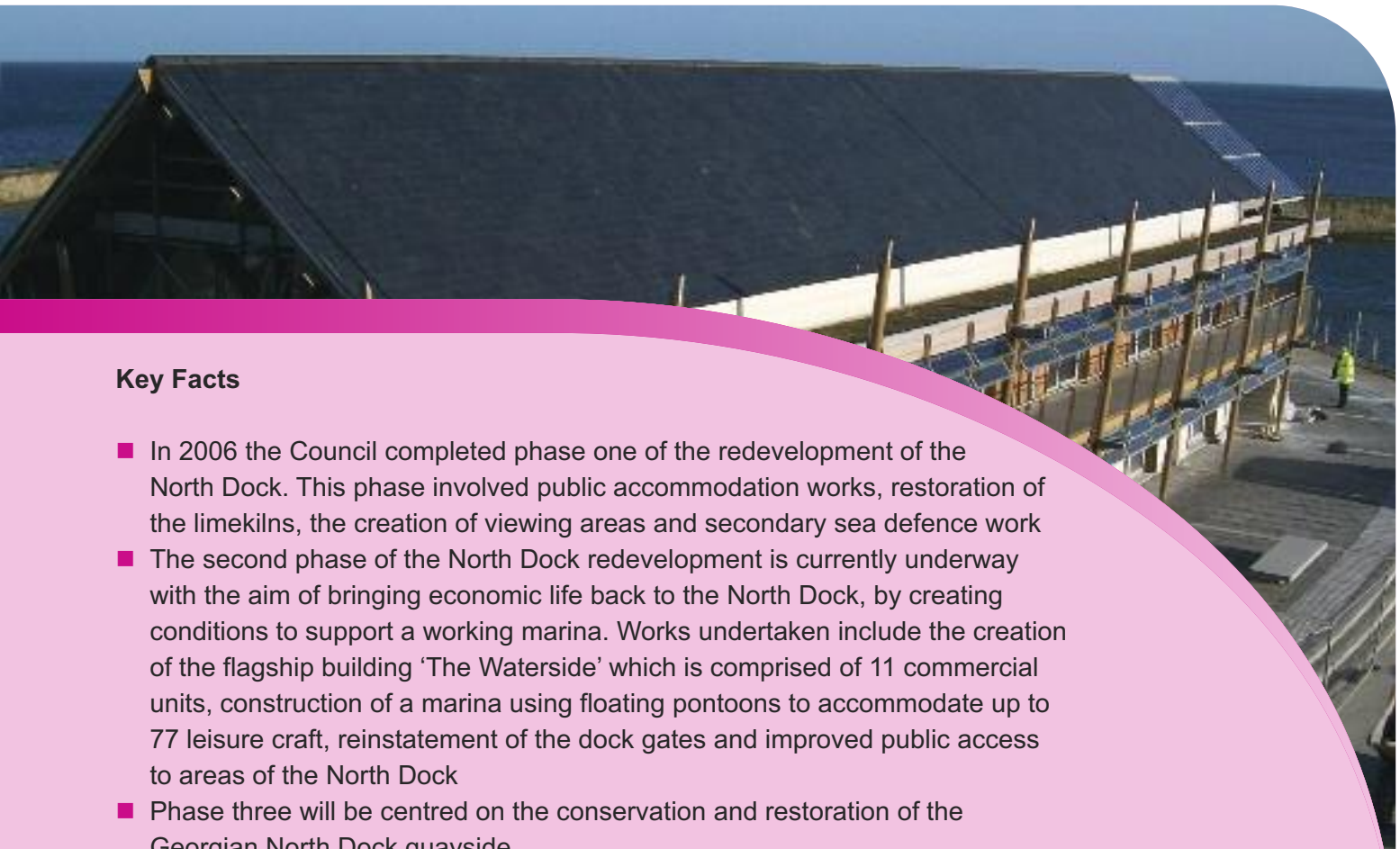


Case Study: Seaham North Dock



The ongoing development of Seaham North Dock provides the opportunity to create a major visitor hub, unlocking the benefits of the visitor economy in the area whilst providing access to first-rate modern business space for small businesses. Working in partnership with the Seaham Harbour Dock Company, Friends of North Dock Seaham and the local community, Durham County Council has embarked on a three phased regeneration programme to revitalise the area.





Key Facts

- In 2006 the Council completed phase one of the redevelopment of the North Dock. This phase involved public accommodation works, restoration of the limekilns, the creation of viewing areas and secondary sea defence work
- The second phase of the North Dock redevelopment is currently underway with the aim of bringing economic life back to the North Dock, by creating conditions to support a working marina. Works undertaken include the creation of the flagship building 'The Waterside' which is comprised of 11 commercial units, construction of a marina using floating pontoons to accommodate up to 77 leisure craft, reinstatement of the dock gates and improved public access to areas of the North Dock
- Phase three will be centred on the conservation and restoration of the Georgian North Dock quayside
- As part of phase three, it is proposed that applications for external funding are to be developed to undertake additional capital works to further open up areas of the North Dock currently closed to the public. This will help to develop the economic and cultural potential of the North Dock and North Pier by creating a heritage based visitor attraction



South Durham



South Durham

- Capitalise on the Hitachi development to grow and embed a diversified supply chain
- Facilitate an improved employment land and premises offer at key employment sites such as Green Lane (including DurhamGate), Newton Aycliffe and NETPark
- Grow the links between niche knowledge-based activities and traditional local industries such as manufacturing and engineering
- Invest in and promote Bishop Auckland as an important retail, business and leisure centre for the County, and build on the town's heritage to increase its tourism potential
- Facilitate continued redevelopment of Newton Aycliffe and Spennymoor town centres
- Deliver the Local Sustainable Transport Project - which focuses on reducing the environmental impact of travel, improving the movement of goods and people along main routes between sites of employment, retail and industry contributing towards the whole town approach to regeneration
- Drive forward housing growth, enabling the delivery of 9,500 new homes
- Deliver housing regeneration schemes in Ferry Hill Station, Dene Bank and Chilton West



Case Study: Hitachi



In March 2011 the Department for Transport announced their intention to award the Agility Consortium the contract to construct and service around 600 new rail carriages for use on the Great Western and East Coast Main Lines. Amazon Park at Newton Aycliffe was confirmed as Hitachi Rail Europe's preferred location for the assembly plant.



Key Facts

- Construction of the 450,000 sq ft Hitachi factory at Amazon Park is set to begin in 2013, with the opening scheduled for 2014. The first stock is set to be delivered by 2016
- The Hitachi project represents a major development in the south of the County over a four year period involving construction procurement in excess of £54m, rail and interface contracts with an overall contract value of circa £80m
- The £4.5 billion project will directly bring over 500 skilled jobs to the area bringing about a significant boost to the County's economy
- It is estimated that there is likely to be thousands more jobs throughout the supply chain, there is an opportunity, then, to capitalise on the Hitachi development to grow a diversified supply chain embedding the investment in County Durham and the region
- This will be Hitachi's only train manufacturing facility outside of Japan and will be placed at the centre of future expansion in the UK and Europe
- The Amazon Park site offers further opportunities to house businesses with units from 10,000 sq ft to 350,000 sq ft to suit individual requirements and with planning permission granted for another five years



HITACHI

Inspire the Next

West Durham



West Durham

- Investment in key visitor attractors such as Bowes Museum, Killhope Lead Mining Museum and Hamsterley Forest to enhance the West of Durham's visitor offer
- Invest in Barnard Castle as a gateway to the Durham Dales and deliver key projects including the redevelopment of Witham Hall, townscape improvements, retail support schemes and a pedestrian footbridge across the river Tees providing a visitor attraction to realise economic development in the town
- Deliver Rural Growth Network projects - To boost the rural economy and create rural employment
- Showcase renewable energy at Eastgate and continue to develop proposals with the private sectors on the site which will revitalise the rural economy
- Deliver Heart of Teesdale Landscape Projects - highlighting the unique character of the area through restoration and conservation whilst increasing community participation and training and skills of the residents of Teesdale
- Deliver Love Food North Pennines Project - supporting and promoting the production, use and appreciation of locally grown or reared food in the North Pennine Dales
- Enable the roll out of Super Fast Broadband and homeworking, tackling both supply and demand issues
- Tackle housing affordability issues



Case Study: Digital Teesdale



Digital Teesdale is a community broadband project led by Barnard Castle Vision in conjunction with a number of local partners. The aim of the project is to establish next generation broadband access to rural communities in Teesdale. The project seeks to ensure that the provision of high speed wireless broadband services is available to both residents and businesses at affordable rates.





Key Facts

- Strong demand and a need for improved broadband by residents and businesses alike was evidenced in a 2008 survey led by the Enterprise Agency for Wear Valley and Barnard Castle Vision, a needs analysis carried out by the Teesdale Area Action Partnership provided further evidence for the project
- Barnard Castle Vision and its partners completed the European Procurement for a technological solution to bring broadband to the Teesdale area, securing funding for the building, maintenance and operation of the £1 million project
- The broadband service is being delivered through a signal, like radio, utilising 3.5 GHz of licensed WiMax and is available to 12,000 domestic residences and 1000 commercial premises
- The Digital Dale infrastructure was completed in 2011 and has already connected a number of micro-enterprises and a wide variety of residential, community and business users. The project has been of significant benefit to a number of communities in the dale providing access at affordable rates to those who previously struggled with poor or no connectivity



Next Steps



The County Durham Regeneration Statement gives an overview of our approach to make County Durham a better place to live, work, invest and visit and outlines the spatial, social and economic priorities over the coming years. It also demonstrates the way we have brought together partners and activities over the last three years into a unified regeneration thrust for County Durham. We continue to set high-level priorities; to align our activities more effectively; to provide the framework for joined up investment; and to work with others to create the right environment for regeneration. Above all, it is our job to remove the barriers to action and ensure that we are proactive to regeneration opportunities and to the needs of the private sector and our communities.



One of our first main steps will be to refresh the Altogether Wealthier Delivery Plan to accompany this statement and which will ensure we are taking the steps towards achieving our ambition. To further facilitate delivery, we will lift constraints on development, align capital and physical regeneration priorities and work closely across the partnership locally and in the Local Enterprise Areas, taking a phased approach towards regenerating the county.



Delivering on our key priorities, we will create an outstanding quality of place with a premier environment, world-class cultural assets, high quality developments, real housing choice and effective transport connections for businesses, residents, workers, visitors and investors. We will also ensure that our people and businesses have all the tools necessary to become competitive and successful. We recognise that we cannot, and do not, act alone. We rely on relationships across the public and the private sector to pursue a coordinated approach to regenerating County Durham.





Further Information

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Please ask us if you would like this document summarised in another language or format.

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