

Strategic Job Creation Plan

Amy Harhoff

Corporate Director Regeneration, Economy and Growth



Economic Strategy Landscape

County Durham

- Regeneration Statement (2012 to 2022)
- Business and Enterprise Framework
- Skills Strategy
- County Durham Vision (to 2035)
- County Durham Plan (to 2035)

North East Local Enterprise Partnership

- Strategic Economic Plan

Government

- Plan for Growth (2021)
- Plan for Jobs (2020)

New County Durham Economic Strategy

- To replace:
 - Regeneration Statement
 - Business and Enterprise Framework
 - Skills Strategy
- To deliver County Durham Vision priorities

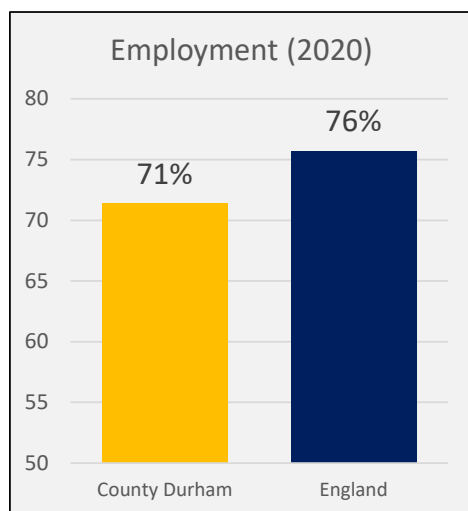
Timeline

- Economic Review completed March 2021
- Economic Statement > Scrutiny October 2021
- Consultation > 2021/22
 - What are your views?
- Completion > Summer 2022

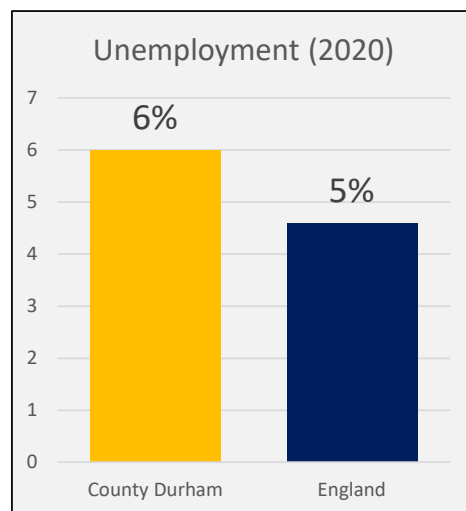
REG: Economic Development Functions

Corporate Director of Regeneration, Economy and Growth <i>Amy Harhoff</i>		
Transport and Contract Services <i>Dave Wafer (Interim)</i>	<ul style="list-style-type: none"> Care Connect / CCTV Strategic Traffic 	<ul style="list-style-type: none"> Integrated Passenger Transport
Communications and Marketing <i>Michelle Atkinson</i> <i>Maureen Dixon-Berne (Interim)</i>	<ul style="list-style-type: none"> Press and publications Internal and external marketing and communications 	<ul style="list-style-type: none"> Digital services Branding Covid communications
Corporate Land and Property <i>Susan Robinson</i>	<ul style="list-style-type: none"> Strategy and property management Buildings and facilities management 	<ul style="list-style-type: none"> Construction consultancy services
Development and Housing <i>Geoff Paul (Interim)</i>	<ul style="list-style-type: none"> Strategy and project development Spatial planning Planning development Building control 	<ul style="list-style-type: none"> Economic development Housing development Housing solutions Funding and programmes
Culture, Sport and Tourism <i>Alison Clark</i>	<ul style="list-style-type: none"> Leisure Infrastructure and development Culture 	<ul style="list-style-type: none"> Wellbeing and partnerships Tourism (Visit County Durham)
Business Durham <i>Sarah Slaven (Interim)</i>	<ul style="list-style-type: none"> Property and business services Inward Investment 	<ul style="list-style-type: none"> Business engagement Marketing

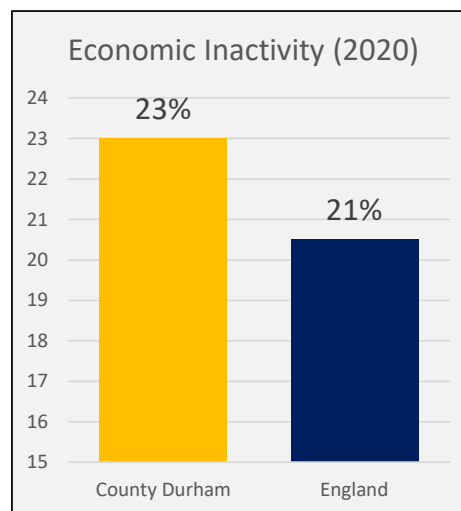
Long-term labour market issues



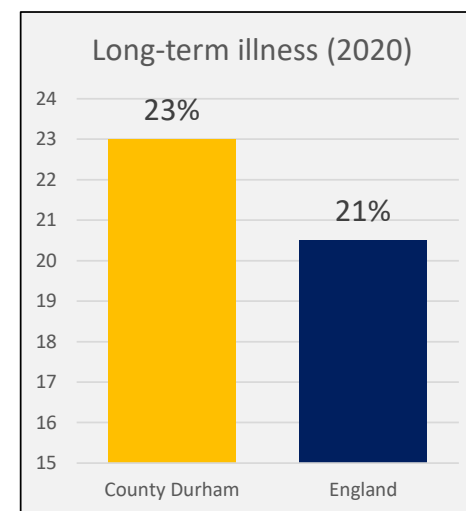
We have a lower employment rate



...and a higher unemployment rate



...with high rates of economic inactivity (e.g. people not in work and not seeking work)



...due to higher levels of long-term illness

Economic Review: Weaknesses & Challenges

- The County has much higher proportions employed in lower skilled occupations (e.g. caring & leisure roles, elementary occupations, plant & machine operatives)
 - Many routine jobs are at threat from new technologies
- Very poor ICT and financial and insurance services sector in County Durham
 - Productivity per job is less than half of the UK average
- Too few people working in highly skilled occupations and there are recruitment issues relating to senior and experienced staff across most sectors
- Research and development spend per employee was just £722 in the North East region in 2018
 - This is the second lowest investment per job in the English regions (Yorkshire and the Humber = £661)

Recent labour market challenges

Shortages of skilled workers, such as:

- Delivery drivers
- Fork lift truck operators
- Health and social care staff
- Skilled trades
- Teachers
- ICT professionals

Also...

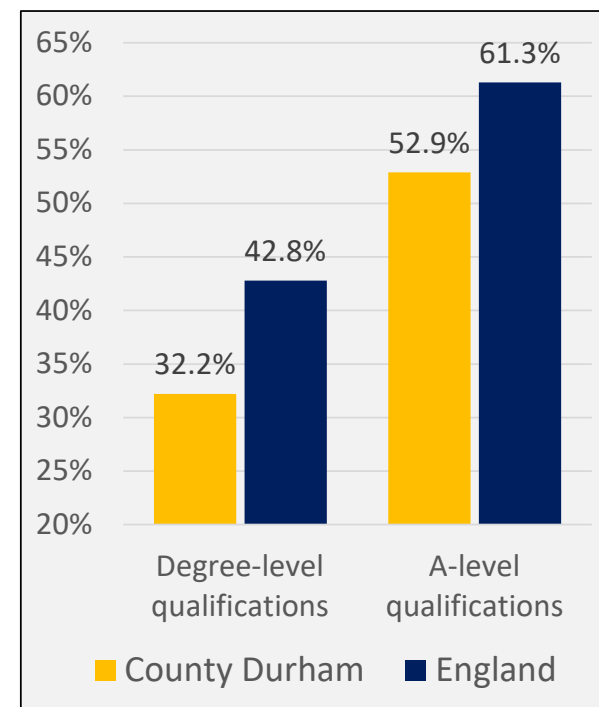
- Hospitality staff
- Storage occupations
- Security guards

Other issues:

- Apprenticeships are too expensive for many small businesses
- Businesses feel school-leavers do not have basic, transferrable competencies such as communication, ICT, and organisation skills
- EU funding has been critical for upskilling and retraining people but funding is ending
- Keeping track of redundancies has been difficult – some announced but not made
- Information, advice and guidance is fractured - too many organisations involved – difficult for those in need to find what they need

Education results / school performance

- The majority of primary schools in the County are good or outstanding
- Schools across the County continue to improve attainment at all levels and provide older pupils with better information, advice and guidance to make the transition to further education or employment
- However, we have far fewer residents with A-Level and degree equivalent education than the national average
- There is a small but significant group of young people who perform very poorly at school, with a serious and long term effect on their life prospects



Partnerships are key to growth & job creation

County Durham Economic Partnership

- More than 50 members from private, public and third sector
- Key role in development of strategies and action plans
- New private sector chair (Glyn Llewellyn, Morton Solicitors)
- Supported by Durham County Council

Also

- North East Local Economic Partnership: funding & Government representation
- North East Combined Authority: governance, coordination, transport
- Inward investors and private developers: DCC enables developments & jobs
- Government departments: operational funding, infrastructure, town centres

Strengths & Opportunities

- Significant employment growth; 10,500 additional jobs since 2009
- Manufacturing is a key sector
 - A large and diverse company base supporting 25,000 jobs
 - Employee productivity in manufacturing exceeds the national average
 - It has remained strong during Covid but may be affected by Brexit
- Health sector has a very large employment base in the County
 - Brexit may affect the ability to fill job opportunities

Skills and Education Objectives

County Durham Vision: More and Better Jobs

- Employment sites
- Strong, competitive economy
- Broader visitor experience
- **Education, training and employment for young people**
- **Help all people into work**
- **Fewer people affected by poverty and deprivation**

Employability support offered

- Covid-19 support
- Digital skills
- Apprenticeships
- Training and skills development
- Redundancy support
- Recruitment advice

Enabling Economic Infrastructure

A key Strategic role in the development of infrastructure which secures private development , investment and jobs.

- Undertaking physical works including constructing access roads, improving junctions, ensuring the site has sufficient power
- Sourcing and securing external funding to address development gaps, along with Sector and geographically targeted programmes
- Undertaking an active role in property developments to secure business attraction and growth
- Direct Business support and enabling the conditions for business attraction, formation and growth

Case Study: DurhamWorks

DurhamWorks is a dedicated programme for young people aged 16-24 living in County Durham who are not in education, employment or training.

- DurhamWorks is funded by The European Social Fund, supported by the European Youth Employment Initiative and delivery partners
- Funding is available until December 2021, by then we aim to have supported nearly 10,000 young people
- We are a partnership programme between Durham County Council and 7 organisations

DurhamWorks provides

- One to One support with a dedicated member of the team
- Helping you find out what you want to do
- Getting you the skills and qualifications, you need
- Finding you the experience, you need
- Supporting with benefits, housing, care arrangements
- Helping you into work, volunteering, further learning or training
- In work support and aftercare up until December 2021



Case Study: Employability Durham



**Employability
Durham**

Qualified advisers working across County Durham to support adults towards employment and training

- Four programmes funded by European Social Fund supporting those in deprived areas and furthest from the labour market currently supporting 2000+ residents
- Specialist support for refugees resettled in County Durham
- FLEX programme designed in response to Covid pressures





- All programmes offer one to one tailored advice and guidance
- Identification of skills gaps, training needs and opportunities
- Links to specialist support to tackle all factors contributing to worklessness
- Adapted delivery due to pandemic and future focus is on both a face to face and digital offer

- Employer offer for recruitment support
- Rapid response to redundancy support for employers and employees (all ages) alongside Business Durham, Jobcentre Plus and National Careers Service

Employability Durham Programmes



**Employability
Durham**

Durham Advance	Employability Mentoring Project	North Durham Assist	LINKCD	FLEX	Refugee Mentoring Programme
<p>Over 25 with health conditions or disabilities OR those over 50</p> <p>Progress to Job Search, Improved Basic Skills, Employment or Self Employment</p> 	<p>Over 25 and living in Spennymoor, Bishop Auckland or <u>Shildon</u></p> <p>Progress to Job Search, Training, Employment or Self Employment</p> 	<p>Over 25 and living in Chester le Street or Stanley</p> <p>Progress to Job Search, Training, Employment or Self Employment</p> 	<p>Over 18 with multiple and complex barriers to employment</p> <p>Delivered alongside specialist delivery partners</p> <p>Progress to Job Search, Training, Employment or Self Employment</p> 	<p>Over 25 and need employability support due to COVID-19</p> <p>Progression is flexible, Emphasis on Improvement in Circumstances</p>	<p>Eligible adults resettled in County Durham as part of the Vulnerable Persons Resettlement Scheme</p> <p>Progression: Language Skills Confidence Self-advocacy Volunteering Education Training Employment</p>

Case Study: Amazon Recruitment Routeway

- Programme delivered by DCC and external providers
- Initial 1,000 jobs plus Christmas temp roles
- The initial Routeway handled:
 - 342 interviews offered
 - 92% attendance
 - 87% offered jobs

...**plus** ongoing recruitment to support turnover.



Routeways support extends to recruitment for the Fulfilment Centre in Darlington and the new centre in Gateshead