



County Durham
Inclusive Economic Strategy

Economy and Enterprise Overview and Scrutiny Committee
4 March 2022
Amy Harhoff

The Inclusive Economic Strategy will...

- **Balance economic growth with the need to reduce carbon emissions** and improve social and economic sustainability
- **Define priorities for growth** and recovery from Covid-19
- **Enhance and create opportunities** across the county
- **Align with the County Durham Vision 2035**, which sets the ambition of generating more and better jobs across the county

The Inclusive Economic Strategy will...

- Demonstrate our **levelling-up** needs, opportunities and ambitions
- Support **county deal** negotiations
- Support the development of an Investment Plan for the **UK Shared Prosperity Fund**
 - Replacement for EU funding
 - Devolved budget
 - Guidance due in spring
 - Investment Plan due summer



3-Stage Development Process...

✓ **PROCESS AGREED** by Durham County Council Cabinet in December

1. Economic Review ✓ **COMPLETED**

Independent evidence base

2. Economic Statement ✓ **COMPLETED**

Summary of issues, evidence & structure

3. Inclusive Economic Strategy

To be developed based on **Our Big Econ-versation**



Economic Review

Cabinet agreed that the new Strategy will reflect the evidence in the Economic Review. Some of the findings include:

- The Gross Value Added (GVA) of our economy has grown by £2.6 billion over the last fifteen years to £9 billion, which is a 44% rate of growth but significantly below the national rate of 64%
- At £16,925 our GVA per capita is 56% of the national average of £30,239. If we had matched national levels of growth in the last fifteen years, it would be around 10% higher at around £18,400
- The employment rate is lower than the national average with 73.8% of the working age population in employment, compared to 74.7% nationally, accounting for £105 million of the gap in GVA levels

Economic Review (cont..)

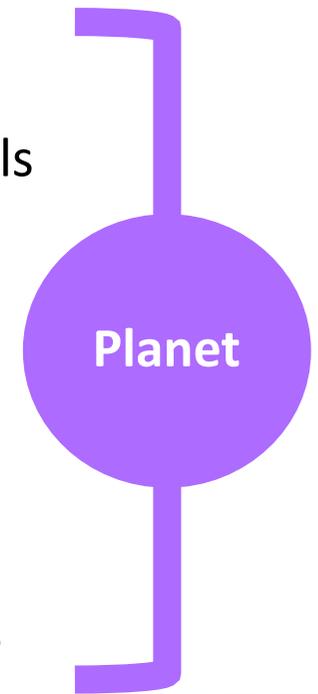
- 89% of County Durham's primary schools are either outstanding or good, comparable to 88% nationally
- County Durham has a far lower proportion of residents with higher level skills (40%) than the national average (50%)
- ONS population estimates suggest there will be an additional 36,850 people aged 65 and over (+33.3%) resident in County Durham by 2039, while there will be 9,400 fewer people across the key working age groups
- 29.5% of those classed as economically inactive are due to long-term health conditions, exceeding the regional (28.8%) and national (23.0%) proportions

Economic Review (cont..)

- Manufacturing and health are County Durham's most prominent employment sectors, accounting for 13.7% of employment (50,000 people) each;
- Sectors which are under-represented include: professional, scientific and technical professions that account of 4.4% of jobs in County Durham compared to 9.8% nationally;
- 11.7% of the workforce work in caring and leisure roles compared to 8.8% nationally. Similarly, only 8.7% of the workforce are in managerial and senior roles compared to 11.8% nationally

Proposed Framework...

People	Supporting people into education, training, jobs, and to excel in business and their careers
Prosperity	Supporting business innovation, growth, and higher levels of productivity
Places	Improving places and infrastructure so people and businesses can access opportunities
Promotion	Promotion of the county and our assets to visitors, investors, and developers
Partnerships	Working in partnerships to develop an inclusive, greener economy



Timescales...

**January to 22 April
2022**

Our Big Econ-versation

May to July

Feedback report setting out what was said and how it has been taken into account. This will then inform the drafting of the Inclusive Economic Strategy

**Summer to
Autumn**

Consultation on the draft Strategy

Late 2022

Further amends followed by adoption of strategy



Website...

Get involved

Tell us your ideas to make life in County Durham better for you and your community
31 January - 22 April

Our Big Econversation



Advertising...



A few examples of the many events...

- Officers are also organising several bespoke events with businesses including:
- Business Breakfast on 29 March 2022
- Attending the county's Business Networks, the North East England Chamber of Commerce, Registered Providers, Enterprise Agencies and the County Durham Start Up Network, Area Action Partnerships
- Workshops including with the North East Local Enterprise Partnership, Durham University and the NHS Foundation Trusts, Visit County Durham
- Promoting the conversation at meetings hosted by other bodies such as the County Durham thematic partnerships, external organisations and town and parish councils
- Working with the County Durham Together Partnership including distributing a facilitation pack which enables groups to hold their own workshops
- Using some of the principles of co-production, including through asking for volunteers to get involved as part of our over 18 survey

Feedback so far...

People

- Poor access to jobs is a common issue, especially for younger people who have been negatively affected (e.g. self-confidence) during the Covid pandemic
- The links between health and social care and various aspects of the economy have been continuously raised
- Self-employment has been overlooked in the past as a means of employment and growth

Feedback so far...

Prosperity

- A lack of good career paths and well-paid jobs and the need for businesses and schools to work together to address skills gaps and future needs
- A need for improved business support services, premises, and finance for small businesses
- The need for a long-term focus to address complex economic problems and catch-up with national levels of growth
- The need for more innovation to grow better job and career opportunities

Feedback so far...

Places

- Declining town centres and unequal levels of investment across the county
- A large number of vacant buildings in some places and the opportunity to bring them back into use
- Poor public transport services and poor access to the main road networks (e.g. A1M) for businesses in some localities
- Broader issues such as the lack of local leisure services, the need for more affordable homes, and the high levels of antisocial behaviour have also been widely identified

Feedback so far...

Promotion

- A need to promote attractions across the county and a perception that only certain places are promoted
- A need for more visitor attractions across the county and promote the distinctiveness of the county
- A need to attract more, better-paid jobs to the county

Feedback so far...

Partnerships

- A need for DCC to work with other agencies to tackle localised issues such as crime, anti-social behaviour, access to healthcare and education, and poverty and deprivation.
- Strong support for initiatives that address and reduce the impacts of climate change

Get Involved...



Website www.durhamecon-versation.co.uk

Surveys [General](#) | [Businesses](#) | [Youths](#)

Email [**Econ-versation@durham.gov.uk**](mailto:Econ-versation@durham.gov.uk)

Post **Freepost ECON-VERSATION**

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A few example questions for discussion...

- How can we increase productivity?
- What are the barriers to accessing, learning, training or jobs?
- What advantages are there for businesses locating in the County?
- What should the role of our town centres be?
- How can we reduce levels of economic inactivity in our workforce?
- How can businesses help to address the causes of climate change?
- What should our priorities for investment be?
- How can we support new start up businesses?
- How can we encourage more professional, scientific and technical professions?