

DRAFT INCLUSIVE ECONOMIC STRATEGY



Better for everyone

Ambition

At the heart of the strategy is a simple ambition: more and better jobs in an inclusive, green economy

- More jobs - creating the conditions for more businesses to start, move, and grow in all parts of the county
- Better jobs - to ensure that residents can access secure work that pays a living wage
- Inclusive - to ensure that the benefits of growth are shared fairly
- Green - to ensure that activity contributes to the Climate Emergency and 2045 goal of net zero carbon County Durham
- To achieve this Ambition the IES sets a framework for an inclusive economy, focusing on People, Productivity, Places, Promotion and Planet



People, Productivity

We will enable residents to access economic opportunities and excel in business and their careers by focusing on:

- Raising skills levels, including higher and green skills, linked to what employers need
- Overcoming barriers to employment, including work readiness, skills, careers advice and guidance, and poor health
- Supporting in-work progression and upskilling
- Improving health and wellbeing

We will support business growth and innovation, and retain wealth locally by focusing on:

- Nurturing our opportunity sectors
- Supporting our major employment sectors, including manufacturing, health, and the visitor economy
- Enabling businesses to start, grow and stay in County Durham
- Developing a regional innovation ecosystem
- Encouraging good business practices, including improving health in the workplace



Better for everyone

Places, Promotion

We will develop places and infrastructure so that people and businesses thrive by focusing on:

- Creating vibrant town and local centres
- Developing dynamic community and public service hubs
- Unlocking employment land for high quality premises
- Improving physical connectivity, including public transport and active travel

We will promote our county, assets and opportunities by focusing on:

- Developing a clear brand and investing in place marketing
- Attract inward investment
- Supporting an annualised visitor economy through events and infrastructure
- Enhancing cultural and creative infrastructure



Better for everyone

Planet

We will support the drive to net zero by focusing on:

- Developing a globally significant green economy cluster
- Connecting residents to new opportunities through green skills
- Developing sustainable communities and neighbourhoods
- Supporting businesses to transition to net zero and adopt sustainable practices



Delivery

In delivering this Strategy, we will use the levers at our disposal as a county:

- Our assets including the land and property owned by the Council and our partners
- Our policies including planning, skills, public health and transport
- Programmes and funding including UK Shared Prosperity Fund and leveraging as much external investment as possible
- Working together with our partners

The IES also includes a list of early actions across People, Productivity, Places and Promotion which will be developed into a detailed action plan and monitoring framework

