

Inclusive Economic Strategy

Inclusive and Green County Durham: a sustainable economy for a diverse county

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What the presentation covers

The emerging Inclusive Economic Strategy

- Our approach
- Working in partnership
- What did the evidence show?
- What did our communities say?
- Our vision
- Focus and delivery
- How does the strategy drive change?

Inclusive Economic Strategy

Our approach

An *Inclusive* Economic Strategy



Inclusive in development
Through the Big Econ-versation

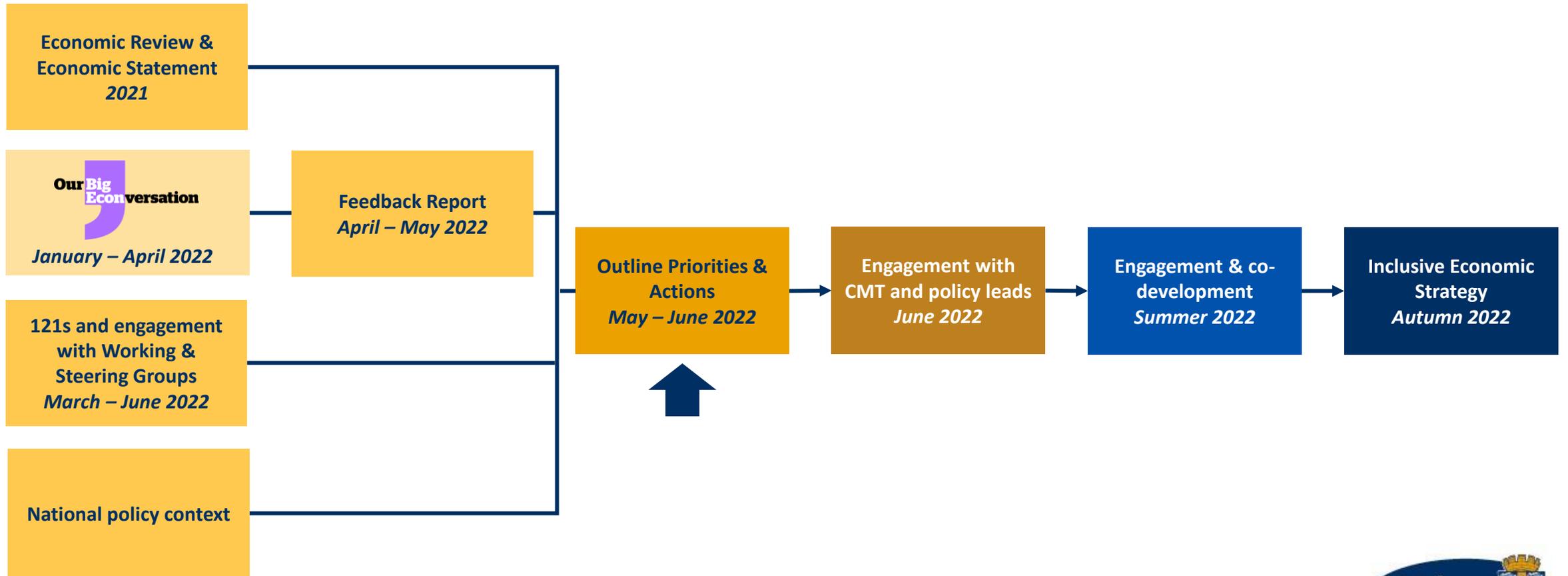


Inclusive and green in design
Going beyond a traditional economic strategy

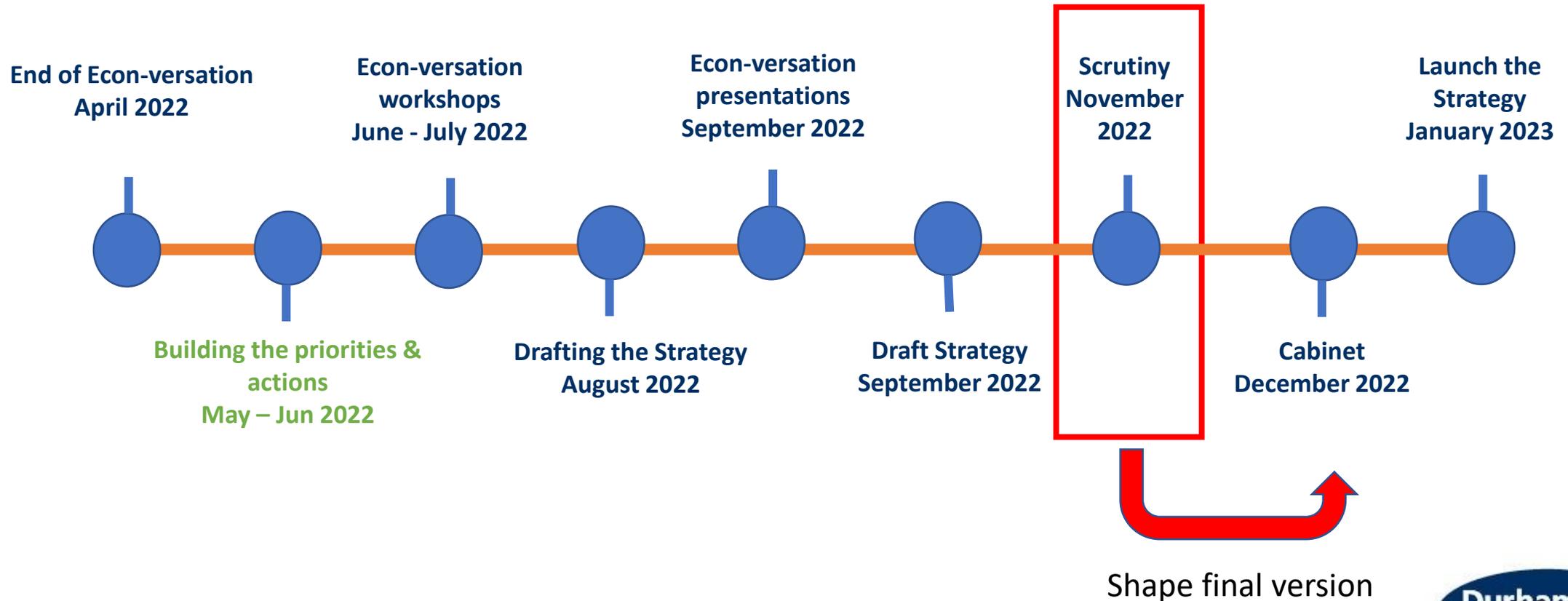


Inclusive in delivery
Delivered as a partnership

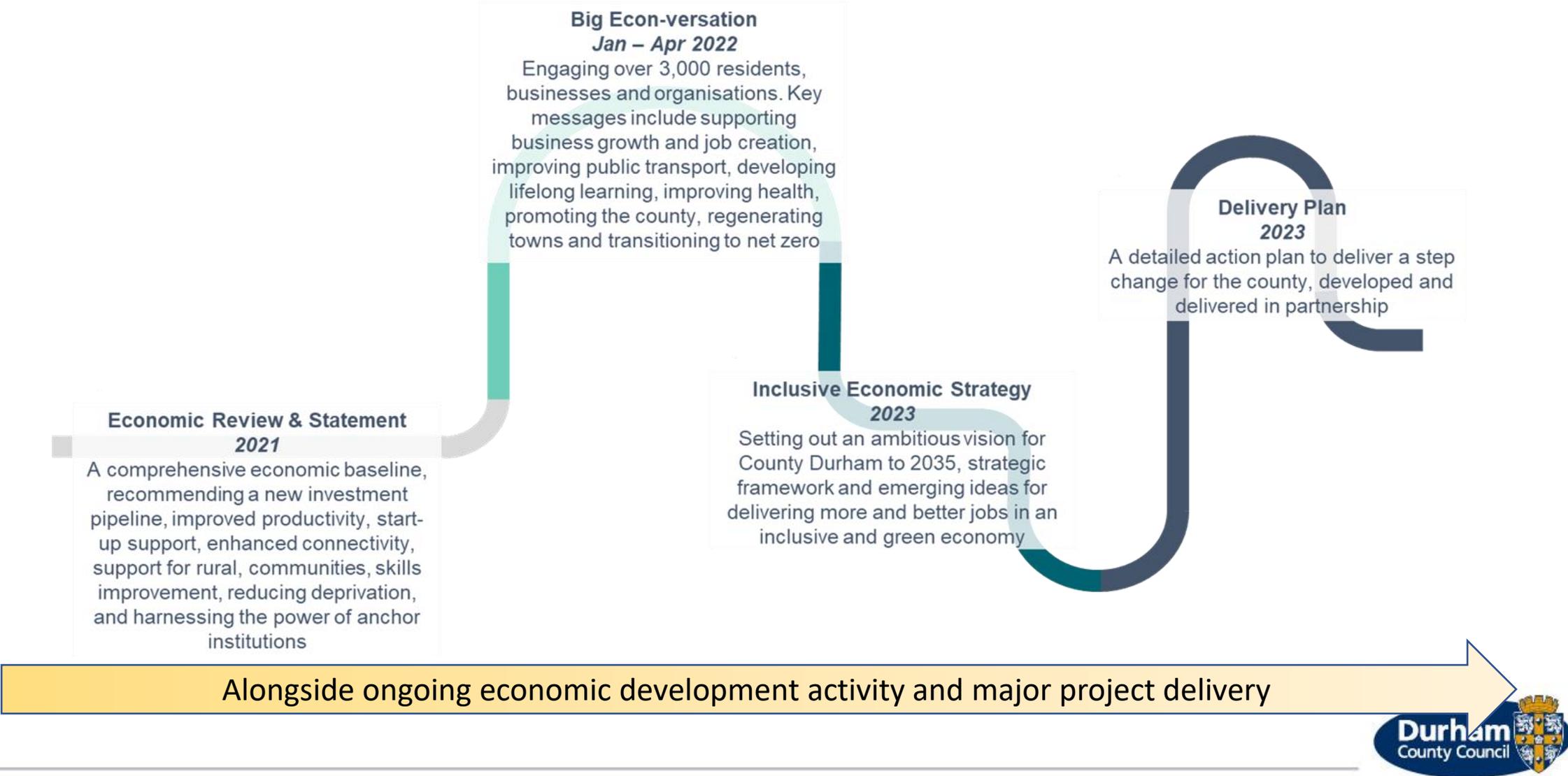
Shaping the Inclusive Economic Strategy



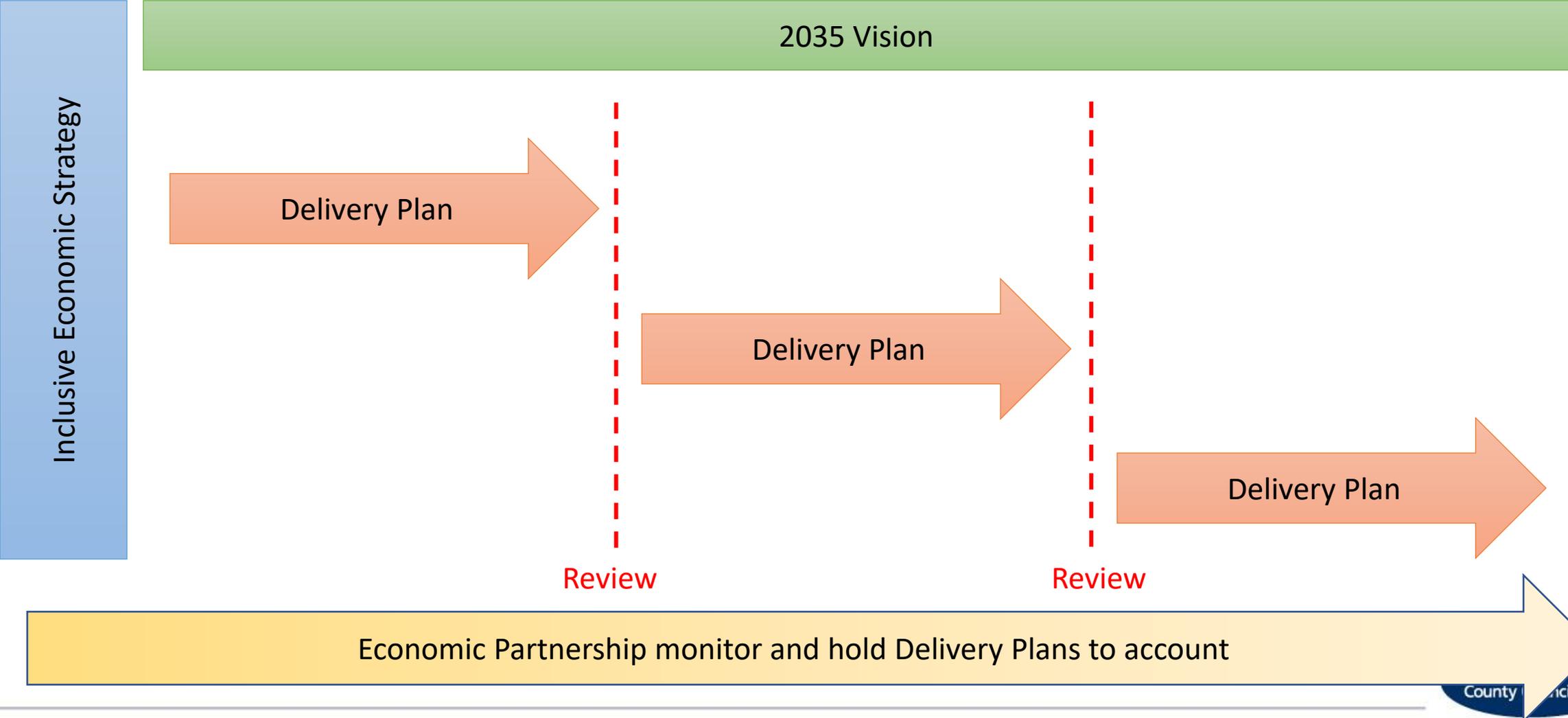
Shaping the Inclusive Economic Strategy



Roadmap for the Inclusive Economic Strategy



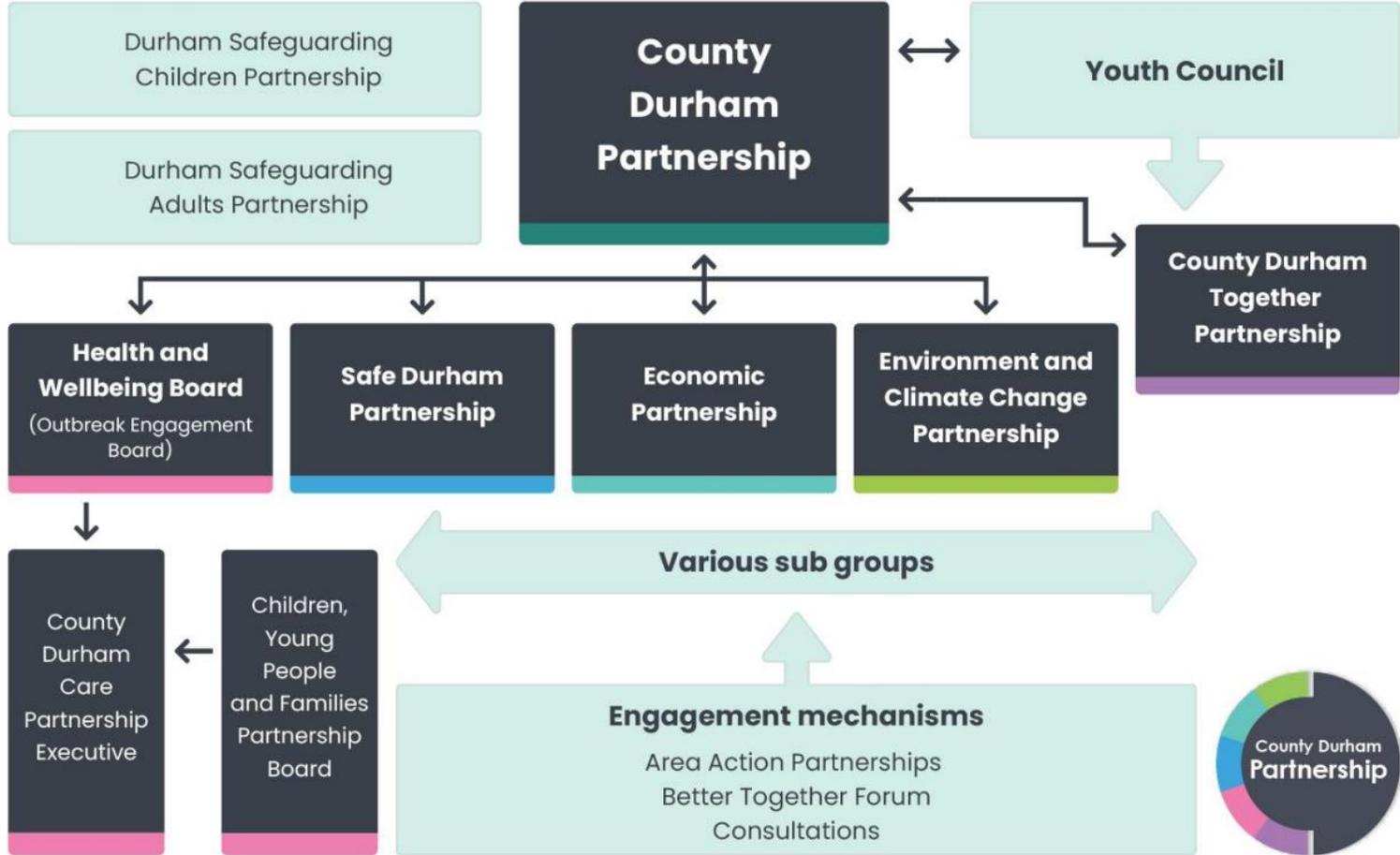
Delivering the Inclusive Economic Strategy



Inclusive Economic Strategy

Working in partnership

County Durham Partnership structure



County Durham Economic Partnership



Key partner and facilitator



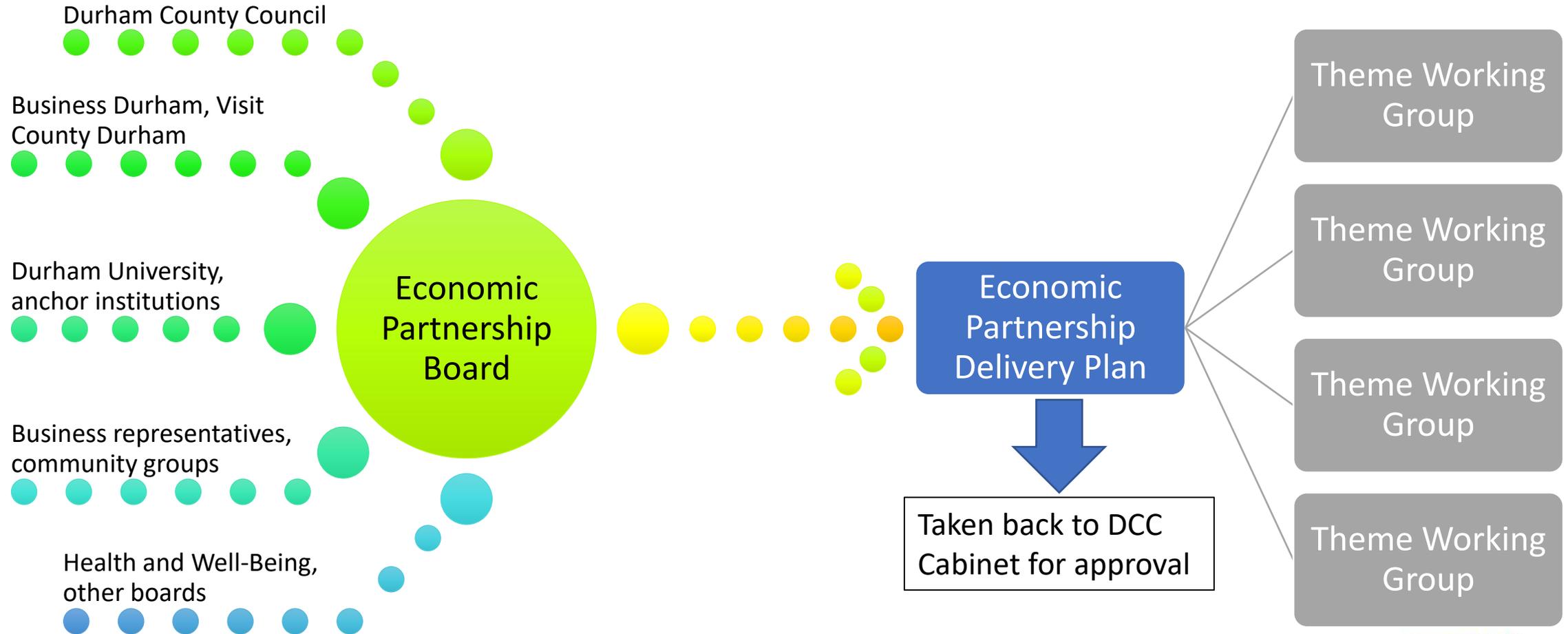
Business Enterprise and Skills Working Group
Chair: Sue Parkinson

County Durham UK Prosperity Fund Group
Chair: Sue Parkinson



Delivering the plan

ECONOMIC PARTNERSHIP



Inclusive Economic Strategy

What did the evidence show?

County Durham today – our economy



**£8.8bn
GVA**



**14,105
businesses**



**23% business growth
(33% nationally)**

Between 2006 and 2020 our growth was 26.8%, but nationally the figure was 49.6%

There is a significant and growing gap between the county's and national performance, amounting to £3.2 billion per annum



**183,000
jobs**



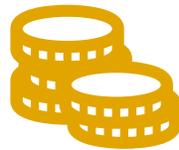
**533,100
residents
(largest LA in NE)**



**3.8% unemployment
(11.1% in 2012)**



**101,800
highly skilled
workers**



**£26,495
median wages
(£31,777 nationally)**



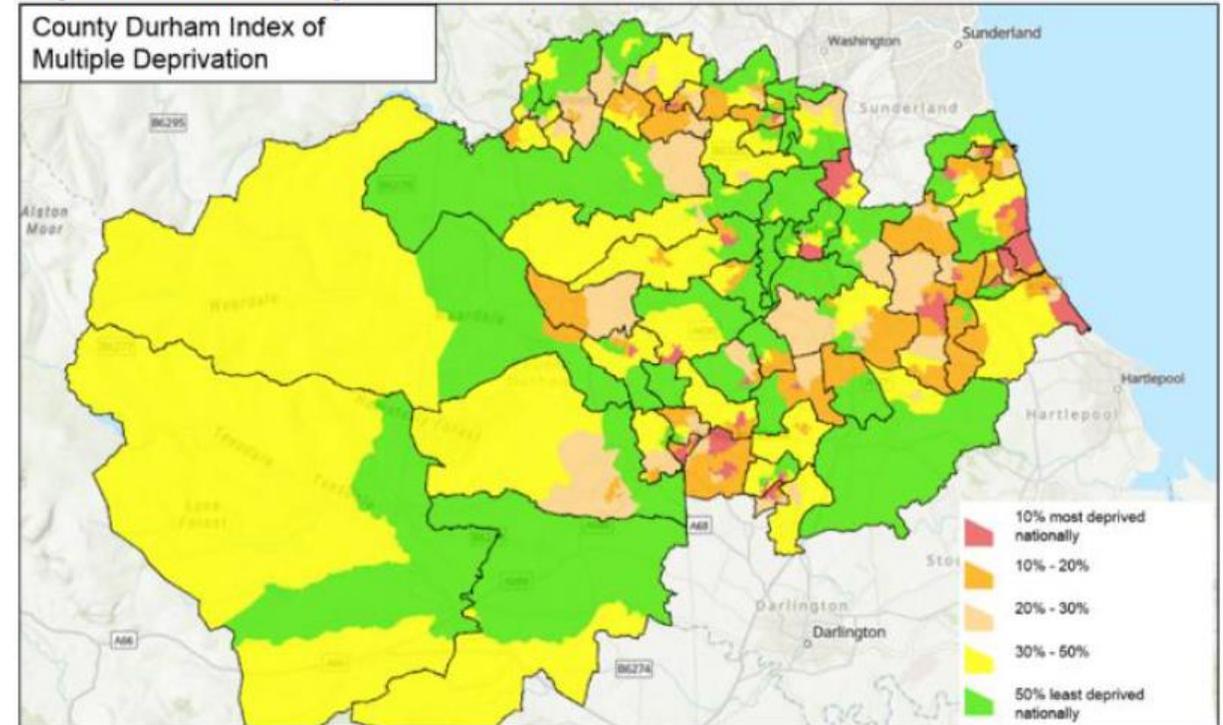
**22.2% youth
unemployment (12.9%
nationally)**

Almost 1 in 4 jobs in the county earn below the Real Living Wage and an estimated 21% percent of households across the county live in relative poverty

County Durham today - challenges

- Significant poverty and deprivation, but areas of great beauty and affluence
- 12% neighbourhoods in the 10% most deprived in the country
- Deprivation tends to be higher in towns but likely hidden rural deprivation

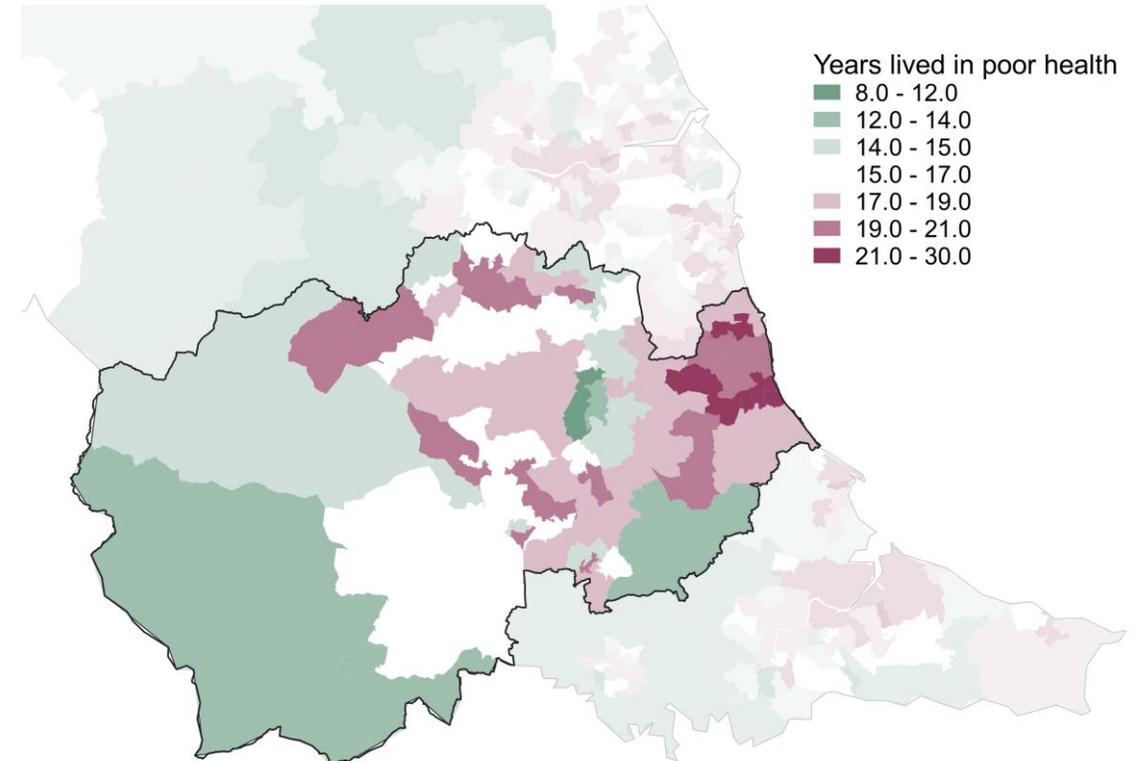
Deprivation in County Durham, 2019



Source: IMD 2019 and ekosgen mapping

County Durham today - challenges

- 1 in 4 neighbourhoods in most deprived 10% for health outcomes
- Average Healthy Life Expectancy of 59 is over 4 years lower than the UK average
- Varies by 13 years across the county – 51 years in the lowest performing neighbourhood
- 22,000 economically inactive due to long-term health conditions & 18,600 due to caring responsibilities
- Ill health and disability create barriers into and staying in work



County Durham – opportunities

Major employment sectors

- Advanced manufacturing
- Health and social care
- Visitor and tourism

Major businesses

- Hitachi Rail Plant, Caterpillar and GlaxoSmithKline
- Knowledge & high-tech - Atom Bank and Waterstons

Key opportunity sectors for growth

- Green jobs
- Electronics
- Digital and creative
- Fintech
- Life sciences
- Satellite applications



25,000
jobs in advanced
manufacturing



2,000 life science &
pharma jobs and
25,000 in health and
care

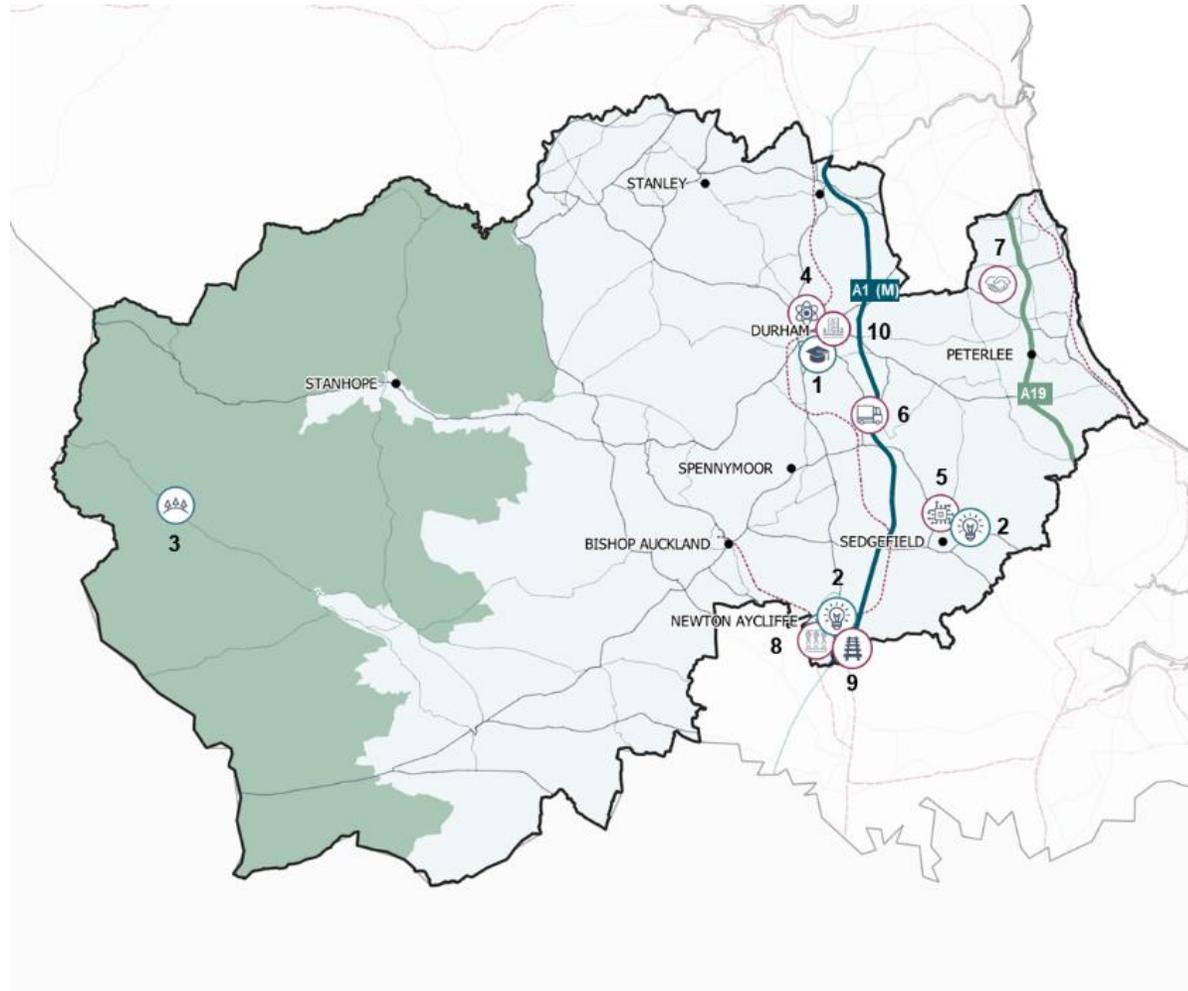


10,000+
jobs in tourism & supply
chain



16m visitors and
£827m spend

County Durham – strategic sites



National assets		
	Durham University – one of the UK's top universities with £700m planned investment	1
	Centre for Process Innovation – focusing on technology commercialisation and formulation	2
	North Pennines Area of Outstanding Natural Beauty (AONB) – the second largest AONB in the UK	3

Strategic employment sites		
	Aykley Heads – 400,000 sq. foot business park development and employment site	4
	NET Park – science, engineering and technology park with £58m expansion	5
	Integra 61 – logistics hub with £300m mixed use extension and home to Amazon	6
	Jade Business Park – distribution and tech park with plans for £200m investment	7
	Forrest Park – an 116-acre site with planning consent for 1.75m sq. ft industrial/distribution accommodation	8
	Merchant Park – home to 30-acre Hitachi Rail Europe Train manufacturing facility	9
	Milburngate – 450,000 square foot mixed use development on the banks of the River Wear	10

Key			
	A1(M) Corridor		Roads
	A19 Corridor		Settlements
	Railway Links		County Durham Boundary

Ongoing economic development activity

1

Skills programmes and employment routeway courses, for instance Durham Learn and Durham Employment and Skills courses

2

Employability programmes, such as DurhamWorks, DurhamEnable and Employability Durham, tailored to meet the needs of residents over 50, those in poor mental or physical health or with caring responsibilities, and young people

3

Specialist business support, space and finance through Business Durham and the Finance Durham initiative to help businesses to start, grow and thrive, and use experience to leverage business investment in enabling digital technologies

4

The County Durham Pound initiative to increase the local spend of the 11 anchor institutions, and consider expanding the network to include major private sector employers

5

Targeted improvements to our town centres through the Town and Villages Programme Investment Plan, masterplans and Targeted Delivery Plans

6

Delivery of strategic employment sites at Aykley Heads, Merchant Park, Forrest Park, Integra 61, Jade Business Park, NETPark, South Church and Low Willington, to support incubation, start up and expansion premises

7

The Durham 2025 cultural programme, to raise the profile of the county and civic pride

8

Programmes, such as Create North, Creative Fuse and the Memorandum of Understanding with the BBC and North East local authorities, to develop our cultural and creative sector

9

Work with employers, colleges and training providers to ensure learners are equipped with green skills, for instance in retrofit, and have the right information, advice and guidance to move into green jobs

10

Energy efficiency in county's business base to help reach net zero, expanding the Business Energy Efficiency Programme

Inclusive Economic Strategy

What did our communities say?

Econ-versation



1,455
surveys completed



70 organisations
and over 1,500
people engaged
through conversations



86 conversations



Business, partnerships,
anchor institutions & partners,
community groups & residents
and DCC staff & members



Promoted via web,
social media, bus &
radio



Inclusive – diverse
representation and
online/offline reach

Econ-versation

Our residents said...

More good quality jobs

and ensuring these are accessible to local people is a major priority.

Public transport

is a major priority and seen as a barrier to economic opportunities, especially in rural communities

“There has been a historic lack of investment in the area compared to other parts of the country.”

Our businesses said...

A skilled workforce

was viewed as the best way to improve productivity

Skills, digital & transport infrastructure

was seen as the key to economic growth

“My business is in County Durham because I am proud of where I live.”

Our young people said...

c. 57%

of those who plan to go to a university, said they would go to one outside of the county

54%

said they could not or are unsure they could pursue their chosen career or business idea in the county

“I don't know where I want to live; it will depend on work opportunities but I'd like to stay in Durham near my family and friends.”

Inclusive Economic Strategy

Our vision

2035 Vision

- Sets a positive, **bold** and **ambitious** vision for the future of County Durham
- Allows a clear **strategic focus** and alignment of inward investment, sectoral growth, skills and training to the jobs created
- Explains how the economy is **interlinked**, and investment in one area or sector will **drive economic growth** across the County
- Provides a clear picture of **opportunities** for our **communities** and young people **to raise aspiration** and ambition
- Recognises and embraces the need for **jobs at every level**
- Agrees a **long-term direction of travel** within which delivery plans can be reviewed and recalibrated

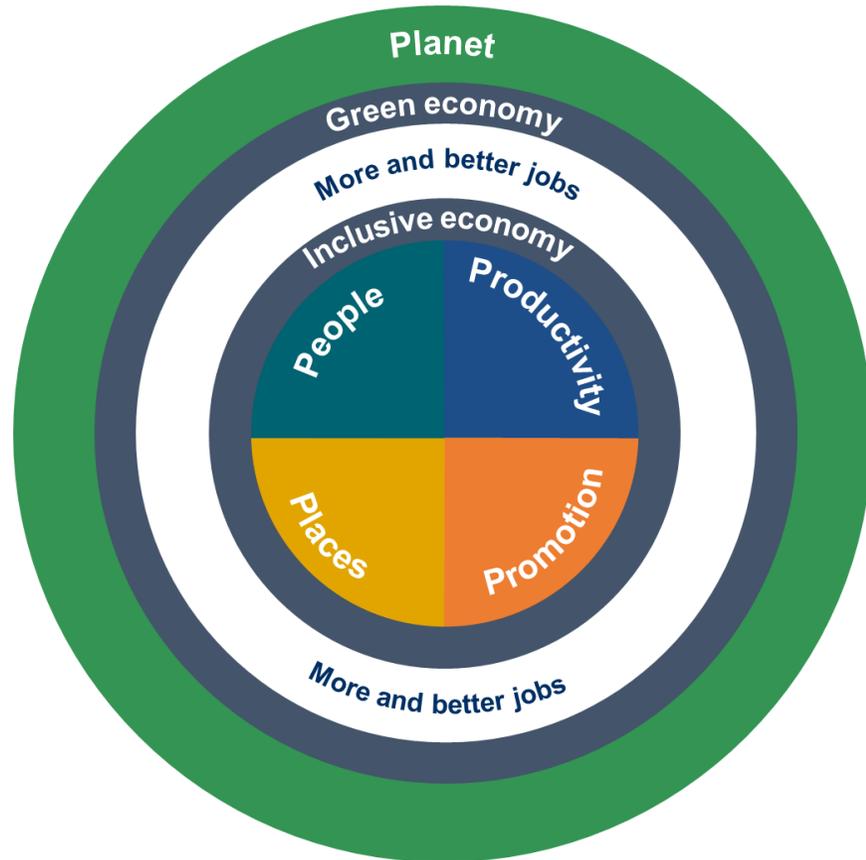
2035 Vision – key points

- A sustainable, inclusive economy with a diverse range of jobs to meet all skill levels
- Targeted training and learning programmes tailored to our employment specialisms and needs of business
- Our industrial heritage and landscape providing the green jobs of tomorrow
- Innovation, from our world leading university to R&D in all our jobs to increase productivity, fuel growth, and to create more and better-quality jobs.
- Inward investment targeted in emerging green jobs, electronics, digital, fintech, life sciences and satellite
- An inter-connected economy of headquarters, research, supply chains, logistics creating a range of jobs at all levels
- Improving access to employment through improved health, transport links, flexible working, and digital connectivity
- Growth in high value tourism that underpins jobs and services for local communities

Inclusive Economic Strategy

Focus and delivery

The focus



- **More jobs**, in the county's broad business base
- **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 amongst our people and places
- **Green**, to ensure that activity contributes to the 2045 goal of net zero carbon County Durham

Delivery Framework - The 5 “P’s”



People - priorities

We will support people into education, training, jobs, and to excel in business and their careers.

Priorities

- 1. Raising skills levels, including higher and green skills, linked to what employers need**
- 2. Overcome barriers into employment, including work readiness, skills, improved careers advice and guidance, and addressing poor health**
- 3. Increase in-work progression and upskilling linked to new opportunities**
- 4. Harness economic growth to improve health and wellbeing and transform life chances**

People – key measures

Residents with high level skills (NVQ Level 4 & 5)

Residents who are economically inactive but want a job

Residents in employment

18-24 year old residents in employment

Disabled residents in employment

Healthy life expectancy of residents

GVA per capita

Employee jobs earning Real Living Wage or higher

Productivity - priorities

We will support business innovation, growth, and higher levels of productivity

Priorities

- 1. Harness the power of our major employment sectors and accelerate our opportunity sectors**
- 2. Provide excellent support at all stages for businesses to start-up, sustain, thrive and grow in County Durham**
- 3. Expand the thriving innovation ecosystem**
- 4. Drive good business practices, including improving health in the workplace**

Productivity – key measures

Number of jobs and proportion of higher level jobs

Job density

Number of businesses

GVA

GVA per filled job

County Durham Procurement Family budget spent in the county

Places – priorities

We will improve places and plan infrastructure so that people and businesses can access opportunities

Priorities

- 1. Build vibrant and diverse towns and villages**
- 2. Unlock employment land for high quality premises**
- 3. Improve physical connectivity between places in the county**
- 4. Enhance digital infrastructure and connectivity**

Places – key measures

Proportion of
neighbourhoods
in the 10% most
deprived
nationally

Town centre
vacancy rate

Public
transport
connectivity

Employment
land take-up

Occupancy
rate of council
business
premises

Premises with
gigabit
connectivity

Promotion - priorities

We will promote our county, assets and opportunities to businesses, investors, visitors, developers and residents

Priorities

- 1. Develop a clear brand and place marketing**
- 2. Attract more inward investment in the sectors and places it make sense**
- 3. Grow a year-round visitor economy**
- 4. Enhance cultural and creative infrastructure**

Promotion – key measures

Visitor
expenditure

Number of
visitors

Number of
inward
investment
projects secured
and value

Planet

Delivering our ambition for more and better jobs in an inclusive, green economy by reaching net zero by 2045 through a just transition that creates good jobs

Priorities

- 1. Promoting green skills and jobs pathways within the countywide Careers priority, with a focus on preparing young people for careers at an early stage**
- 2. Develop a Green Park with Enterprise Zone status**
- 3. Encourage the adoption of circular economy approaches amongst businesses**
- 4. Build the retrofit evergreen fund to support more businesses to adapt their premises**
- 5. Promote Durham as a compact county by exploring the development of 20-minute neighbourhoods**
- 6. Encourage biodiversity and protecting nature by enhancing green space and supporting woodland expansion and urban greening**
- 7. Encourage active travel as part of the visitor economy offer**

Inclusive Economic Strategy

How does the strategy drive change?

How does the strategy drive change

Clear understanding of County Durham's economy – strengths, weaknesses and opportunities

- Provides a robust and comprehensive evidence base
- Has listened and responded to businesses, partners and our communities
- Understands that our economy as inter-connected and outlines how investment in one area or sector benefits the whole county

Provides a clear focus for future economic development

- Gives a single place that brings together what we are going to do to create a step-change in our economic growth
- Identifies clear sectoral strengths and areas to focus all our activity to achieve growth
- Adopts a delivery plan model to drive tangible and transformative actions

How does the strategy drive change

Prioritises inclusive and green growth

- Targets our objectives through an inclusive lens – for County Durham to be economically successful, all our communities need to be
- Harnesses the economy as both a tool in tackling climate change, and uses that to drive economic growth
- Brings together the role of place branding, culture and tourism to maximise the benefit and in a way that celebrates our people and heritage

Focuses on health and well-being

- Unifies the approach to tackling economic and health inequality
- Understands the impact poor health has on wellbeing and economic growth and seeks to address these challenges

How does the strategy drive change

Ownership and accountability

- Gives ownership, accountability and delivery to partners - all working collectively together
- Provides a clear strategic focus for the whole of Durham County Council to work towards and a blueprint for the Economic Development service function
- Lays the ground work for the transition from European funding to UK Shared Prosperity Funding

Builds aspiration in our young people

- Gives aspiration, ambition and focus to young people about their future job opportunities and well being

Summary

- The draft Inclusive Economic Strategy is based on robust evidence and extensive engagement
- It is the County's strategy, and is owned by the County Durham Economic Partnership
- It provides a clear vision for the future and sets the framework for delivering the vision
- It will be delivered through a series of short to medium term Delivery Plans
- We welcome scrutiny's support in considering and helping to shape the draft strategy
- Once the strategy is adopted the first Delivery Plan will be developed with stakeholders, led by the Economic Partnership
- This next stage will run alongside existing economic development activity and the ongoing delivery of major projects and strategic employment sites

Questions / comments

