

5 April 2013

**Council Plan 2013-2017 – Refresh of the
Work Programme for the Economy and
Enterprise Overview and Scrutiny
Committee**

Report of Lorraine O'Donnell, Assistant Chief Executive

Purpose of the Report

1. The purpose of the report is to provide Members with information contained within the Council Plan 2013 – 2017 that is relevant to the work of the Economy and Enterprise Overview and Scrutiny Committee. This allows the opportunity for Members to refresh the Committee's Work Programme to reflect the five objectives and subsequent outcomes identified within the Council Plan for the Council's "Altogether Wealthier" priority theme.

Background

2. The current work programmes of the Council's Overview and Scrutiny Committees focus on the priority areas identified within the context of the Council Plan, Cabinet's Notice of Key Decisions, Sustainable Community Strategy, Partnership plans and strategies, performance and budgetary control data and changes in Government legislation.
3. In relation to the Economy and Enterprise Overview and Scrutiny Committee, Members will recall that the Work Programme was refreshed at the Committee meeting held on the 6 July 2012, ensuring that areas of focus were in line with current and forthcoming priorities within the Committee's remit. Further areas of focus for the Committee have been added throughout 2012/13 to reflect changing Government policy and at the request of Members.

Council Plan 2013- 2017

4. The Council Plan is the overarching high level plan for the County Council, which covers a four year period in line with the Medium Term Financial Plan and is updated on an annual basis. The plan sets out how the Council will consider the corporate priorities for change and the key actions the Authority will take in delivering the long term goals in the Sustainable Community Strategy (2010 – 2030) and the Council's own change agenda. Attached as Appendix 2 is the "Altogether Wealthier" section of the Council Plan for Members' consideration.

5. Within the Council's "Altogether Wealthier" priority theme, the focus is on creating a vibrant economy and putting regeneration and economic development at the heart of what we do. In comparison with the region and nationally, County Durham's economy is underperforming.
6. To help address this issue of the underperforming County Durham economy the Council has identified 5 objectives which are set out in the Regeneration Statement together with outcomes to achieve the overarching objectives. They are set out below. Some of the outcomes are new or have been amended to those included in the 2012 – 2017 Council Plan.
 - Thriving Durham City
 - Improved retail, business and tourism in Durham City and its immediate locality (W1).
 - Improved Housing choice to support sustainable growth (W2).
 - Vibrant and successful towns
 - A co-ordinated investment in housing infrastructure, employment, retail, leisure, education and health (W3).
 - Competitive and successful people
 - Increased numbers of people in employment with a focus on young people (W4).
 - Improve employability and skills (W5).
 - Sustainable neighbourhoods and rural communities
 - An Improved housing offer across County Durham (W6).
 - Improved access to employment and welfare services (W7).
 - Strengthened cultural and tourism offer across the County (W8).
 - A top location for business
 - Increased business creation, development and growth, aligned with key wealth creating sectors (W9).
 - Durham is recognised as a world class place to invest in (W10).
7. Over the next four years, the Council will strive to deliver a step change in the economy of County Durham by focusing on the actions required to achieve the above objectives.
8. The Council Plan contains a series of High Level Action Plans detailing the work which needs to be undertaken by the Authority in order to deliver the outcomes identified above, see Appendix 2 (copy attached).

Current Work Programme

9. During 2012 – 2013, the Economy and Enterprise Overview and Scrutiny Committee has undertaken budgetary and performance monitoring, in depth Scrutiny Reviews, systematic six monthly reviews of progress against recommendations and overview presentations in relation to the following areas:

*** Denotes inline with Council Plan 2013-2017.**

In depth Scrutiny Reviews

- * ● Increasing young people's employment opportunities (18-24 years) in County Durham (Objective – Competitive and successful people - Action – Increased numbers of people in employment with a focus on young people).
- * ● Empty Homes (Objective – Sustainable neighbourhoods and rural communities – Action – An improved housing offer across County Durham).
- * ● Impact of public sector funding changes on the economy of County Durham (Covers all objectives and actions) – Member's Reference Group - Ongoing.

Systematic Review

- * ● Increasing young people's employment opportunities (18-24) in County Durham - Review of recommendations (Objective – Competitive and successful people – Action – Increased numbers of people in employment with a focus on young people).

Areas of Overview Activity

- * ● Refresh of Regeneration Statement - (Covers all objectives and actions)
- * ● Master Plans for County Durham - (Objective - Vibrant and successful towns - Action – A co-ordinated investment in housing, infrastructure, employment, retail, leisure, education and health) - Ongoing.
- * ● County Durham Infrastructure Delivery Plan – (Objective - A top location for business – Actions - Increased business creation, development and growth, aligned with key wealth creating sectors – Durham is recognised as a world class place to invest in).
- * ● Community Infrastructure Levy (CIL) - (Objective - A top location for business – Actions - Increased business creation, development and growth, aligned with key wealth creating sectors – Durham is recognised as a world class place to invest in).
- * ● The County Durham Plan - (Objectives - Vibrant and successful towns – Action – A co-ordinated investment in housing, infrastructure, employment, retail, leisure, education and health) - Ongoing.
- * ● Overview of the work of the County Durham Economic Partnership – (covers all objectives and actions).

- * ● Homelessness Strategy – (Objective – Sustainable neighbourhoods and rural communities – Actions - An Improved housing offer across County Durham – Improved access to employment and welfare services).
- * ● Durham Key Options - Choice Base Lettings Policy (Objective - Sustainable neighbourhoods and rural communities - Action – An improved housing offer across County Durham).
- * ● Housing Solutions Service - (Objective - Sustainable neighbourhoods and rural communities - Action – An improved housing offer across County Durham).
- * ● Empty Homes Strategy - (Objective - Sustainable neighbourhoods and rural communities - Action - An improved housing offer across County Durham).
- * ● Stock Options Appraisal – (Objective – Vibrant and successful towns – Action – A co-ordinated investment in housing, infrastructure, employment, retail, leisure, education and health) – Ongoing.
- * ● Performance monitoring of Durham City Homes and the 2 ALMO's - (Objective - Sustainable neighbourhoods and rural communities - Action – An improved housing offer across County Durham).
- * ● Family Intervention Project (FIP) - (Objectives – Competitive and successful people - Sustainable neighbourhoods and rural communities - Actions – Improved employability and skills – improved access to employment and welfare services).
- * ● Adult Learning Strategy – (Objective - Competitive and successful people – Actions – Increased numbers of people in employment with a focus on young people – improved employability and skills).
- * ● Tourism - (Objectives – Thriving Durham City – Sustainable neighbourhoods and rural communities – Actions – Improved retail, business and tourism in Durham and its immediate locality – Strengthened cultural and tourism offer across the County).
- * ● Business Support – Business Durham – (Objective – a top location for business – Actions – Increased business creation, development and growth, aligned with key wealth creating sectors – Durham is recognised as a world class place to invest in).
- * ● Update on the LEP – (Objective – A top location for business – Actions – Increased business creation, development and growth, aligned with key wealth creating sectors – Durham is recognised as a world class place to invest in).
- * ● Overview of statistical bias report produced by Sheffield Hallam University – (Covers all objectives and actions).

Budgetary and performance monitoring

- *
 - Quarterly budgetary and performance monitoring for RED Service Group.
10. The Economy and Enterprise Overview and Scrutiny has also considered the following cross cutting items:
- *
 - County Durham Plan – The County Durham Plan - (Objectives - Vibrant and successful towns – Action – A co-ordinated investment in housing, infrastructure, employment, retail, leisure, education and health) - Ongoing.
 - *
 - Library Strategy Consultation – (Objective – Vibrant and successful towns – Action – A co-ordinated investment in housing, infrastructure, employment, retail, leisure, education and health).
 - *
 - Empty Homes - (Objective – Sustainable neighbourhoods and rural communities – Action – An improved housing offer across County Durham).
11. In addition, the Altogether Wealthier section of the Council Plan for 2013 – 2017 identifies the following new high level actions which have not already been considered by committee that could be included in the 2013 – 2015 work programme:
- *
 - Local Transport Plan 3 – (Objective – Vibrant and successful towns Action - A co-ordinated investment in housing, infrastructure, employment, retail, leisure, education and health).
 - *
 - Transit 15 – (Objective – Vibrant and successful towns - Action - A co-ordinated investment in housing, infrastructure, employment, retail, leisure, education and health).
 - *
 - Digital Durham – (Objective – A top location for business – Actions – Increased business creation, development and growth, aligned with key wealth creating sectors – Durham is recognised as a world class place to invest).
 - *
 - Affordable Homes Policy - (Objectives – Vibrant and successful towns – Sustainable neighbourhoods and rural communities – Actions – A co-ordinated investment in housing, infrastructure, employment, retail, leisure, education and health – An improved housing offer across County Durham).
 - *
 - Market Strategy for County Durham – (Objectives – Vibrant and successful towns – Action - A co-ordinated investment in housing, infrastructure, employment, retail, leisure, education and health).
 - *
 - Skills Development – (Objective – Competitive and successful people – Actions – Improved employability and skills – Increased numbers of people in employment with a focus on young people).

Cross Cutting Themes

12. Identified below are cross cutting issues which cut across the Altogether Wealthier, Altogether Better for Children and Young People, Altogether Greener, Altogether Healthier, Altogether Safer and Altogether Better Council themes of the Council Plan for 2013 – 2017:

Altogether	Objective	Outcome	Link to Altogether Wealthier
Children and Young People	Children and Young people realise and maximise their potential.	<p>C1 Children and young people are supported to achieve and attain to prepare them for adulthood.</p> <p>C4 A range of positive activities are available for children and young people.</p> <p>C7 Early Intervention and prevention services improve outcomes for families.</p>	<p>W4 Increased numbers of people in employment with a focus on young people.</p> <p>W5 Improved employability and skills.</p>
Greener	Enhance, conserve and promote Durham's built environment	<p>G6 Reduced number of vacant and derelict buildings.</p> <p>G7 Enhanced and accessible historic environment and heritage.</p>	W3 A co-ordinated investment in housing, infrastructure, employment, retail, leisure, education and health.
Healthier	Improve the quality of life independence and care and support for people with long-term conditions.	H8 Improve independence and rehabilitation.	W6 An improved housing offer across County Durham.

Better Council	Working with our communities.	ABC 6 The effects of the Welfare Reform agenda are effectively managed.	W7 Improved access to employment and welfare services.
Safer	Casualty reduction.	S11 Improved safety of roads and pavements.	W3 A co-ordinated investment in housing, infrastructure, employment, retail, leisure, education and health.

Next Steps

13. The Economy and Enterprise Overview and Scrutiny Committee is asked to consider the appropriate section from the Council Plan, Appendix 2 (copy attached) to inform the Committee's Work Programme for 2013 – 2015, reflecting on the current work programme detailed in paragraphs 9 and 10 and the new high level actions identified in paragraph 11 above.
14. Members will receive a further report at the next Economy and Enterprise Overview and Scrutiny Committee confirming/agreeing the Committee's Work Programme for 2013 – 2015 based on today's discussion.

Recommendations

15. That the Economy and Enterprise Overview and Scrutiny Committee note the information contained in Appendix 2 (copy attached).
16. That the Economy and Enterprise Overview and Scrutiny Committee refresh the Work Programme for 2013 – 2015 by discussing and considering those actions identified, under "Altogether Wealthier" priority theme of the Council Plan 2013 – 2017, Appendix 2 (copy attached) and reflected in paragraphs 9, 10 and 11 of the report.
17. That the Economy and Enterprise Overview and Scrutiny Committee at its meeting on the 24 June 2013, receives a further report detailing the Committee's Work Programme for 2013 – 2015.

Contact:	Feisal Jassat	Tel: 03000 268 139
Author:	Diane Close	Tel: 03000 268 141

Appendix 1: Implications (The following implications are taken directly from the report to Cabinet on 6 February 2013: The Council Plan and Service Plans 2013 – 2017).

Finance

The Council Plan sets out the corporate priorities of the Council for the next 4 years. The Medium Term Financial Plan aligns revenue and capital investment to priorities within the Council Plan.

Staffing

The Council's strategies are to be aligned to achievement of the corporate priorities contained within the Council Plan.

Risk

Consideration of risk is a key element in the corporate and service planning framework with both the Council Plan and Service Plans containing sections on risk.

Equality and diversity

Individual equality impact assessments have been prepared for each savings proposal within the Council Plan. The cumulative impact of all savings proposals in total has also been presented to Council and will be updated as savings proposals are further developed. In addition a full impact assessment has previously been undertaken for the Council Plan. The actions in the Council Plan include specific issues relating to equality and aim to improve the equality of life for those with protected characteristics. The Plan has been influenced by consultation and monitoring to include equality issues. There is no evidence of negative impact for particular groups.

Accommodation

The Council's Corporate Asset Management Plan is aligned to the corporate priorities contained within the Council Plan.

Crime and disorder

The Altogether Safer section of the Council Plan sets out the Council's contributions to tackling crime and disorder.

Human rights

None

Consultation

Council and partnership priorities have been developed following an analysis of available consultation data including an extensive consultation programme carried out as part of the development of the interim Sustainable Community Strategy and this has been reaffirmed by subsequent consultation on the budget and through the Residents' Survey. Results have been taken into account in developing our resourcing decisions.

Procurement

None

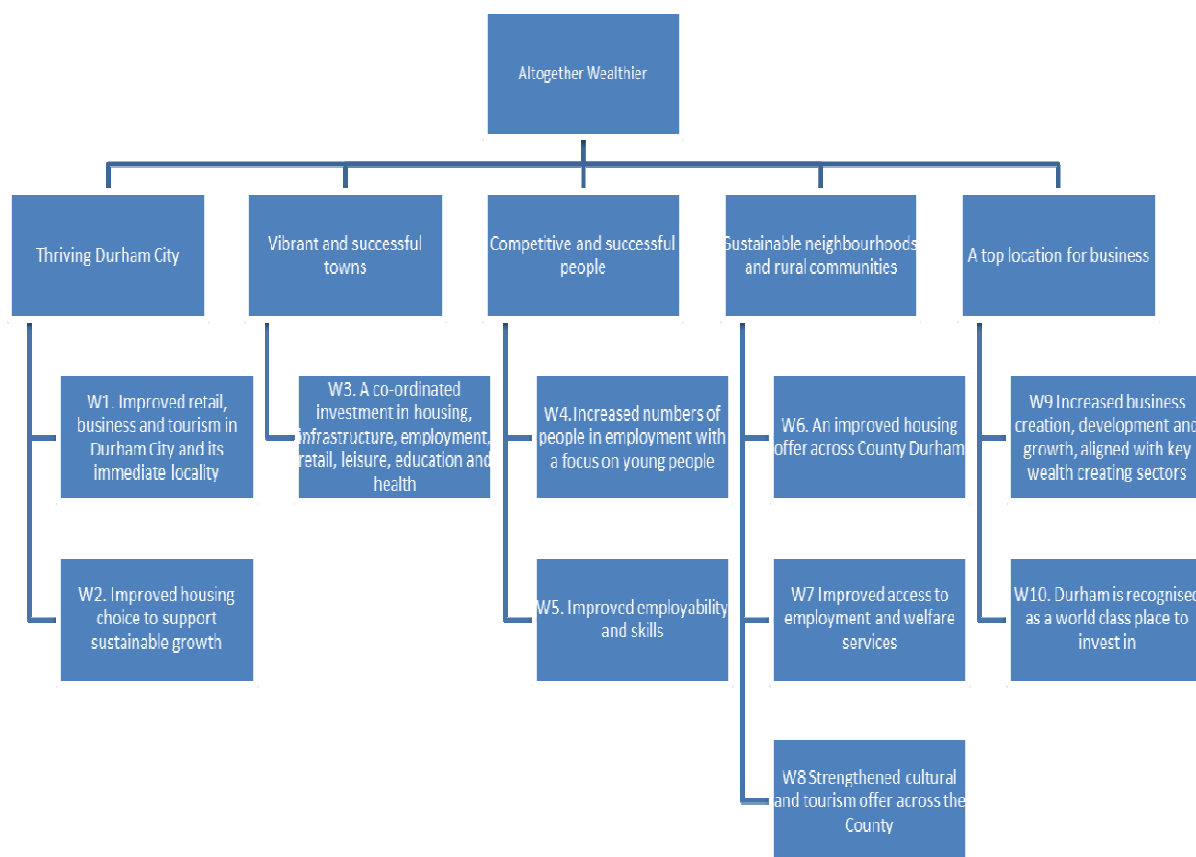
Disability

None

Legal Implications

None

Altogether Wealthier



Our ambition underpinning the vision of an Altogether Wealthier Durham is to shape a county 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 the county, shared across public and private stakeholders and supported by residents. Placing Durham City as our key driver for growth, success will require us to capitalise on untapped potential in order to narrow the productivity and employment gap between the county, the region and the UK.

The County Durham Regeneration Statement looks over the next ten years to a challenging integrated programme of activity which takes advantage of our key assets and tackles constraints to growth. Our partnership Regeneration Statement has five key ambitions and objectives to drive forward activity; Thriving Durham City; Vibrant and Successful Towns; Competitive and Successful People; Sustainable Neighbourhoods and Rural Communities; and a Top Location for Business. We will strive to deliver a step change in the local economy by lifting the constraints on development and stimulating investment in infrastructure within a time of limited resources and significant national policy shifts. We have identified five long term measures of success to help steer and focus this challenge.

The key driver to stimulate an economic renaissance within the county is the employment rate; for improving this will increase levels of disposable income, increase the number of businesses, and should, as a result, begin to reduce the chronic levels of relative deprivation. As a county we need to aim to achieve an increase of 30,000 jobs over the next 20 years, through business growth, inward investment and business creation.

It is also important that we continue to invest in our human capital through skills development and by supporting our residents to access and maintain employment opportunities. We must continue to address the needs of our most vulnerable residents and mitigate the impact of welfare reform, in order to improve people's quality of life and improve economic prosperity.

1. Thriving Durham City

At the heart of the North East, Durham City is a hub of economic and cultural activity and stands out as a key economic driver to the county and region. The city has enormous potential and will help to deliver a significant share of a step change in the growth of the region and the largest contribution from the county as a whole. The city needs a critical mass of employment, population and visitors to build on the assets already inherent to become a city of regional, national and international significance. We aim to exploit Durham City's potential and what the city has to offer. By maximising the development opportunities of the city we will help to stimulate retail, business and housing growth, which will lead to job creation and increased business confidence. Durham City offers the potential to boost tourism performance across the entire county.

Going well

- 78.7% of residents can access Durham Market Place by 8.30am using public transport, with a total journey time of one hour or less including walking time.
- Good usage numbers on the three park and ride sites with extension due at Sniperley to further improve parking availability.
- We are on target to deliver transport modelling for northern and western relief roads which would serve to ease traffic congestion in Durham City.
- Improvements to the public transport corridors across the county are ongoing and will deliver a range of improvements into 2013 that will provide better accessibility.
- The driver information project was launched in November 2012 which is aimed at helping drivers plan their journeys across the city.
- Durham City Homes are on track to achieve 0% performance against their social housing non decency target.
- We have delivered a new customer access point in a shared building with the library.

Cause for concern

- The economic climate continues to make it difficult for the private sector to invest in schemes in the city.
- The number of new homes being built is at an all-time low.
- Traffic congestion in the city remains a concern, especially at Neville's Cross.
- The number of the top 20 retailers represented in Durham City has fallen from 15 to 13 as at December 2012.

Did you know?

- The 'Lumiere' event in 2011 was a huge success and attracted over 150,000 people into the city over four days, which had an economic impact of £4.3 million and raised the profile of County Durham nationally and internationally.
- A World Heritage Visitor Centre for Durham Castle and Cathedral has been developed.

- The Olympic Torch relay spent three days in County Durham. Over 175,000 local people turned out to watch this event.

Look out for:

- The Lindisfarne Gospels will visit Durham City in July 2013. The exhibition is a must see contemporary interpretation of the North's most enduring story, the tale of our famous saint Cuthbert.
- Lumiere will return to Durham City in November 2013.
- The development of the old ice rink site next to the river into a mixed-use development.
- Flood lighting on the Cathedral.

High level Action Plan

Action	Responsibility	Timescale
Support existing businesses and encourage improvements to the overall retail offer in the City Centre through the development and implementation of the Business Improvement District (BID) Board.	Head of Economic and Housing Development	March 2014
Optimise the potential of Durham City by increasing the number of visitors to the City making it a viable 48 hour stay for tourists.	Head of Economic and Housing Development	March 2015
Delivery of Durham City Regeneration Schemes including; <ul style="list-style-type: none"> Aykley Heads (a mixed use development for employment – twin tracked with the County Durham Plan) <ul style="list-style-type: none"> ○ Business case and accommodation strategy ○ Site allocated, upon adoption of the County Durham Plan 	Head of Economic and Housing Development	March 2017 September 2013 July 2014
<ul style="list-style-type: none"> • Freemans Reach (former ice rink site), mixed use space including office and leisure <ul style="list-style-type: none"> ○ To commence on site 		2013

<ul style="list-style-type: none"> • North Road (major regeneration, gateway to the City) <ul style="list-style-type: none"> ○ Options appraisal, outlining the potential of North Road ○ Works to commence (subject to private investment) • Flood alleviation project to allow redevelopment of river bank brown field sites, <ul style="list-style-type: none"> ○ works on-going with the Environment Agency, options appraisal completed 		<p>September 2013</p> <p>2016</p> <p>December 2013</p>
<p>Deliver traffic priorities in Durham City including, linking traffic signals to develop more effective flows of traffic, including:</p> <ul style="list-style-type: none"> ○ the use of technologies to reduce congestion on the network by 2015 	<p>Head of Transport and Contract Services</p>	<p>March 2017</p> <p>Dec 2015</p>
<p>Enable new homes to be built in Durham City through the implementation of the County Durham Plan including:</p> <ul style="list-style-type: none"> ○ the allocation of sufficient sites ○ identification of infrastructure needs including water, utilities sewerage, school and social provision 	<p>Head of Planning & Assets</p>	<p>To commence 2015</p> <p>2014</p> <p>2015</p>

2. Vibrant and successful towns

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. County Durham has a dispersed settlement pattern with a large number of distinct towns, not all of which are meeting the needs of local communities.

Through our 'Whole-Town' approach we will increase the vitality and vibrancy of our main settlements. This 'Whole-Town' approach is specific to each settlement and enables tailored solutions and coordinated investment for each place depending on its needs and service potential for its locality. Creating vibrant and successful towns is a complex task, dealing with interrelated issues and driven by wider economic and environmental factors. Each town is different, with its own opportunities to take advantage of and needs and issues to tackle. However, we aim to create places that are attractive, well managed, and well designed with a range of amenities and facilities for that given community.

Going well

- Regeneration frameworks for Spennymoor, Newton Aycliffe, Durham City, Chester-le-Street, Peterlee, Consett, Stanley, Seaham, Bishop Auckland, Barnard Castle, Crook and Stanhope are progressing well.
- The Bishop Auckland Food Festival was very successfully held on the 20th April 2012.
- New joint Customer Access Point and Library opened to the public in Crook Civic Centre in July 2012, on time and within budget.
- Improvements have been made to the Durham Dales Centre in Stanhope, including a new business lounge.
- As part of the consultation on the preferred options for the County Durham Plan, over 100 consultation events were held to speak to local people and organisations about their views on where new housing, business, retail and infrastructure should be located over the next 15 to 20 years, over 1500 written responses have been received in relation to the consultation.

Cause for concern

- The number of planning applications has fallen again this year due to the current economic climate and is expected to continue to decrease as a result of changes in the planning legislation regarding development rights.

Did you know?

- The County Durham Plan will be published in the summer of 2014.
- The Chester le Street masterplan has now been approved.
- The Seaham Colliery housing site redevelopment will be put out to public consultation in January 2013.

Look out for:

- Renovation plans for Auckland Castle are in place to turn the site into a cultural visitor centre.
- Regeneration Frameworks will be developed for Peterlee, Shildon, Newton Aycliffe and Spennymoor.
- The final phase of the redevelopment of Seaham Dock which already includes a marina, new dock gates and small business space. Shop front improvement schemes in Church Street coupled with streetscape works have also improved the town centre.
- The works to Witham Hall in Barnard Castle to redevelop this valuable community hub.
- Improved roundabout (installation of signals) at Northlands, Chester-le-street which will improve traffic flows to and from Stanley, Birtley and the A1.
- The completion of the highway works at Durhamgate near Spennymoor and further regeneration at this site where Black & Decker were once based.
- St Johns Square, Seaham will be complete by May 2013.

High level Action Plan

Action	Responsibility	Timescale
Development of the County Durham Plan by 2014 which includes:	Head of Planning & Assets	July 2014
<ul style="list-style-type: none"> Completion of statement of consultation for preferred options 		May 2013
<ul style="list-style-type: none"> Consultation on preferred options 		October 2013 April 2014
<ul style="list-style-type: none"> Preparation for examination in public, including mock examination and pre-enquiry meeting 		July 2014
<ul style="list-style-type: none"> Full Council adoption 		
Delivery of regeneration projects and associated action plans from 2013 to 2017 in the towns of:	Head of Economic Development and Housing	March 2017
<ul style="list-style-type: none"> Seaham Stanley Consett Chester-le-Street Bishop Auckland Crook Barnard Castle 		
This will include physical improvements to town centres, transport priorities and housing investment		
Complete Regeneration Frameworks for the key towns of:		July 2013
<ul style="list-style-type: none"> Durham City 		Sept 2013
<ul style="list-style-type: none"> Peterlee 		June 2013
<ul style="list-style-type: none"> Sildon 		Sept 2013
<ul style="list-style-type: none"> Newton Aycliffe 		June 2013
<ul style="list-style-type: none"> Spennymoor 		

Deliver a programme of Transport Head of Transport and March 2017
 Capital works across the County, Contract Services
 including:

Road schemes	2015
<ul style="list-style-type: none"> • A167 Sunderland Bridge junction at Durham 	2014
<ul style="list-style-type: none"> • A167 Northlands roundabout at Chester-le-Street 	March 2014 2013
<ul style="list-style-type: none"> • Belmont Business park junction A690 	2013 2014
<ul style="list-style-type: none"> • Horden link road 	2015
Public transport	2017
<ul style="list-style-type: none"> • Bishop Auckland rail stations • Chester-le-Street rail station • East Durham rail station • Amazon Park/Heighington rail station at newton Aycliffe • Transit 15 bus priority improvements on key transport corridors 	

3. Competitive and successful people

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. County Durham has below national average employment and higher skills attainment levels, and above regional and national average economically inactive residents claiming benefits. We need to encourage people to develop their skills and recognise transferable attributes for current or future employment in order to increase individual success, improve life chances and to ease the progression into work or within work. At a time of uncertainty, compounded with the onset of significant welfare reform and limited resources, we continue to work with partners, employers and employability support providers to ensure support for County Durham residents and to help them access employment opportunities.

It is important that we work closely with employers and continue to raise aspirations, participation and attainment of our young residents so they can make the most of available opportunities and have the best chance of being competitive and successful.

Going well

- An Apprenticeship Strategy and action plan has been completed which aims to increase learning, progression and employment to boost the numbers of young people able to gain work experience within the private and public sector.
- The Durham County Council Apprenticeship Programme has assisted in the creation of 160 places and plans to launch phase two of the programme are well developed. Over 145 apprenticeship starts have been recorded in 2012/13.
- The Durham County Council work programme has assisted over 1,300 people with over 300 people progressing into employment.
- The European Social Fund Families Project, which helps families with multiple problems overcome barriers to employment, has received in excess of 180 referrals and over 60 families have started on the programme.

Cause for concern

- Youth unemployment is a concern with 32.60% of all JSA claimants being aged 18-24, which is equivalent to 5270 people as of December 2012. Additional measures have been launched in 2012/13 which focuses on supporting this age group into employment.
- A slow rate of new job creation set against continued large scale job losses, particularly in Central and East Durham are contributing to a larger proportion of unemployed clients spending longer claiming JSA.

Did you know?

- The Awards Ceremony of 'Future Business Magnates' was held on 6th July 2012, which celebrated the end of a six-month competition in which 22 schools and 160 young people participated from across County Durham.
- The Family Intervention Team has prevented homelessness in 100% of the cases that have been referred to them (based upon Q3 2012/2013).
- 2011 saw 7808 apprenticeships starts by County Durham Residents, a 15.2% increase in the number from the previous year. The increase was above the rate of increase at a regional and national level.

Look out for:

- The development of a multi operator ticketing scheme across County Durham, making it easier for people to access training and employment.

High level Action Plan

Action	Responsibility	Timescale
Implement the Apprenticeship Strategy and Action Plan to increase learning, progression and employment and to boost the numbers of people able to gain work experience within the private and public sector.	Head of Economic Development and Housing	March 2014
Sustain and develop family projects (for example the Family Intervention Project and Familywise Project) to improve the lives of those families with multiple needs.	Head of Economic Development and Housing	March 2014

Work with the welfare to work programme contractors to coordinate employability support delivered by partner agencies for County Durham residents with a focus on 18-24 year olds, this includes:

- Delivery of the Work Programme contract to meet Avanta Job Entry rate and Job Outcomes/Sustainable targets
- Exploring opportunities for further funding

Head of Economic Development and Housing

March 2016

March 2014

March 2014

Work with employers to co-ordinate skills development to ensure appropriate alignment to future employment opportunities, some key projects will include:

- County Durham Employment gateway - a collaboration of key employability partners and providers responding to a small and large scale recruitment needs in the County
- Business Enterprise and Skills Working Group - providing a local approach to supporting and shaping the delivery of Business, Enterprise and Skills (BES), including Market intelligence, Promotion of Opportunities and Influencing of Key Partners
- Job Brokerage initiative in response to redundancy in partnership with Job Centre Plus

Head of Economic Development and Housing

March 2017

March 2014

March 2014

March 2014

4. Sustainable neighbourhoods and rural communities

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, through appropriate infrastructure. However, deprivation and inequalities persist between communities in County Durham and between County Durham, the region and the nation. Industrial restructuring and job losses in manufacturing have disproportionately affected some of our communities within the county. The county's dispersed settlement pattern, low car ownership, low job density and rurality can compound deprivation and inequalities.

This can have damaging effects upon an individual's life chances in a number of ways. 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. We will continue to provide tailored and appropriate solutions for our neighbourhoods. Investment in housing and transport is an essential component to regenerating our communities and improving our economic performance.

Going well

- Over 332 homes have been adapted using Disabled facilities Grant (DFG) in 2012/13 (as at December 2012).
- Housing regeneration area schemes at Craghead, Wembley, Esh Winning, Wheatley Hill, Ferryhill Station, Chilton, Dean Bank and Dawdon are progressing well.
- The Local Authority New Build Scheme at Park Avenue Close, Crook has been completed, delivering a further 16 units over and above those already delivered.
- The average relet times for a Durham City Homes property is currently 22 days. This is a huge improvement compared to June 2011 when it took 46 days.
- In excess of 188 affordable homes have been completed in 2012/13, against a profiled target of 165 (as at December 2012).
- Over the past year we have seen an increase in the usage of Link 2 service.
- The percentage of council housing classed as non-decent has continued to decline, with Durham City Homes achieving 0% non-decency at the end of 2011/12. East Durham Homes also deserve recognition, as their non-decency level has fallen from 74.57% in June 2011 to 45.51% in December 2012. However, overall there are still approximately 22.2% of properties classed as non-decent (as at December 2012).
- Delivery of high profile events:
 - The Halfords Cycle Race in Durham City attracted 8,000 people with average TV viewing figures of 305,000 for each of the 11 live TV shows and 65,000 for each of the repeated shows. The estimated economic impact was £126 per overnight visitor and £86 per day visitor.
 - The Marie Curie Cancer Care Etape Pennines mass participation cycling event reached its maximum capacity of 2,500 competitors.
 - 200,000 attendees watched 101 people carry the Olympic Torch throughout Durham spending on average £14 each.
 - BRASS: Durham International Festival and Durham Book Festival both proved to be a huge success.

Cause for concern

- The number of homelessness presentations, statutory applications and acceptances have increased compared to last year, although the number of homelessness preventions has also increased.

Did you know?

- Durham County Council delivers the Care Connect service to over 17,000 customers, helping vulnerable people to remain in their own homes.
- There are over 20,000 people registered for social housing on the Durham Key Options, Choice Based Lettings scheme.
- County Durham is a 'film friendly' area: George Gently and The Paradise are both filmed in the County.

Look out for:

- Funding has been made available to reduce the number of empty homes in the County.
- The refurbishment of Gypsy Roma Traveller sites across the County.
- A preferred option for the future of council housing across County Durham.
- A new Durham Key Options policy will start in April 2013. This policy explains how over 40,000 homes owned by social landlords will be let across County Durham.
- A new tourism marketing campaign 'This is Durham, This is Dramatic', funded through a grant from Visit England.
- Improvements to Bishop Auckland Train Station and lobbying work to improve the frequency of services at Chester-le-street train station.
- Halfords Cycle Race, Durham City (May 13).
- Lindisfarne Gospels, Palace Green, Durham City (Jul – Sep 13).
- Marie Curie Cancer Care Etape Pennines mass participation cycling event (Oct 13).
- Lumiere Light Festival, Durham City (14 – 17 November 13).
- Brass: Durham International Festival.
- Durham Book Festival.
- Highlights rural touring scheme: a network of volunteer groups delivering high quality professional, theatre, music, dance and craft events in village halls, schools and community centres.

High level Action Plan

Action	Responsibility	Timescale
Work with a wide range of partners to manage and deliver the Lumiere Light Festival.	Head of Culture & Sports	November 2013
Develop a varied programme of major events, educational programmes and exhibitions to commemorate the anniversary of World War 1.	Head of Culture and Sports	December 2013
Develop and deliver a co-ordinated Events Programme for the County.	Head of Culture and Sports	March 2014
Accelerate the delivery of housing to meet need and demand.	Head of Economic Development and Housing	March 2017
Help residents with housing needs through the delivery of the Homelessness Strategy action plan, which aims to <ul style="list-style-type: none">• Increase internal and external funding streams to maximise service delivery• Deliver a consistent, prevention focussed housing solutions service across County Durham to cope with increased demand	Head of Economic Development and Housing	March 2017 March 2014 March 2014

5. A top location for business

County Durham is home to a wide range of businesses from micro rural businesses to large multinationals, from small scale engineering to large scale manufacturing and from business services to internationally leading research companies. The county offers businesses support and development opportunities and these must be sustained to serve the diversity that exists. Building on local circumstances and our assets we are taking an approach that builds on indigenous potential.

County Durham's business base grew reasonably strongly during the sustained growth of the last decade up to the start of the recession. However, we did not experience the same gains as other areas during a period of expansion and we have been harder hit in regards to employment since the economic downturn. Public sector contraction and government cuts since 2010 have compounded the issues. It is important we continue to take a balanced approach to growing and sustaining existing businesses, developing our labour force, establishing new businesses and attracting inward investment. Investment must embed with our local supply chains and networks to boost our economic potential. To become a top location for business we are supporting innovation, removing constraints to investment and growth, and enabling infrastructure development to improve our business offer.

Going well

- £7m of Broadband Delivery UK money has been secured which will enable roll out to cover up to 90% of the county.
- The County's Business Enterprise and Skills Strategy is complete.

Cause for concern

- The number of enquiries received for new business start ups has fallen considerably compared to last year. This has been attributed to the end of the Be Enterprising scheme last year.

Did you know?

- More than 900 jobs will be created as part of a £4.5bn contract to build and maintain new inter-city trains at the Hitachi factory in Newton Aycliffe. Construction will start in 2013 and the facility will be operational from 2015.

Look out for:

- After consultation involving 17 groups and 205 individuals, the Durham Tourism Management plan has been updated and circulated to all stakeholders.
- the council is working hard with Hitachi to ensure that many local residents and local businesses are able to access opportunities with the development. As construction begins on-site this year, more opportunities will arise and details will be available on the Business Durham website.

High level Action Plan

Action	Responsibility	Timescale
Increase business creation, development and growth.	Head of Economic Development and Housing	December 2014
Develop sustainable travel plans for the key employment sites across County Durham including: <ul style="list-style-type: none"> <li data-bbox="240 439 767 562">• The development of a sustainable travel plan for County Hall <li data-bbox="240 595 767 674">• Improved transport links to the Hitachi site at Sedgefield <li data-bbox="240 707 767 786">• A travel plan for NET Park at Sedgefield 	Head of Transport and Contract Services	March 2015 Sept 2013 2015
Support the growth and profile of Durham as a place to visit, work and invest in including a targeted place marketing campaign and support for major festivals and events.	Head of Economic Development and Housing	March 2015