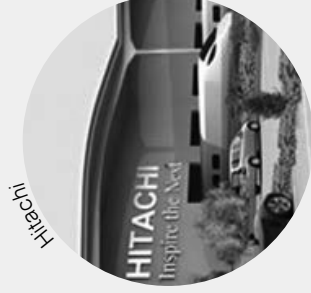


Priority Theme Altogether Wealthier

The Altogether Wealthier theme remains the top priority of the council, with its main aim to improve the economy and job prospects across the county. The Council has a vision for a higher value, sustainable economy and strong ambitions for further inclusive growth. Working with a range of partners and business we aim to capitalise on our assets in order to improve our economic performance and the prospects of our people. The key driver for a vibrant economy is to increase the level of productivity and higher value employment across the county; improving this will increase levels of disposable income and demand for goods and services, increasing the numbers of businesses and providing the opportunities to help tackle economic deprivation. As a county we need to utilise our assets to stimulate investment and achieve growth whilst equipping residents with the skills and access to opportunities to increase prosperity.

Achievements 2015-2016

- Established 'Chapter Homes' a new housing delivery company which will build new housing for market rent and sale commencing with Phase 1 in Newton Aycliffe which will provide 125 homes.
- Hosted the 4th Lumiere festival in November 2015, which attracted around 200,000 visitors to the City, along with the Magna Carta exhibition in the summer of 2015 which attracted 25,000 visitors from across the globe.
- Supported the development of Bishop Auckland as a major tourist destination including a medieval open air night show which will create employment in the town and visitors to the area.
- Supported the opening of Hitachi rail manufacturing in Newton Aycliffe and the creation of thousands of high value employment opportunities.
- Secured £20m of additional funding to provide additional infrastructure in Newton Aycliffe and Sedgfield to support additional high tech and manufacturing employment opportunities.



- Successful completion of traffic projects in Durham City; Sunderland Bridge Roundabout and Milburbgate Bridge which was completed ahead of schedule.
- Secured over £18m of European and external funding to support a major employment support programme for young people in the County.
- Delivered physical regeneration improvements to enhance the economic viability of major town centres, including; footpath, lighting, signage and seating at Peterlee, Seaham, Crook and Consett.
- Delivered superfast broadband through the Digital Durham programme with over 63,040 premises able to access improved broadband services since the programme began in April 2014.
- Durham County Council was awarded the PATROL Annual Report Award (Parking and Traffic Regulations Outside London) for proactively publishing information about traffic management to help the public better understand parking regulations. This good practice approach has been adopted by other local authorities.
- Transferred our remaining housing stock to the Durham Housing Company.

Priority Theme Altogether Wealthier

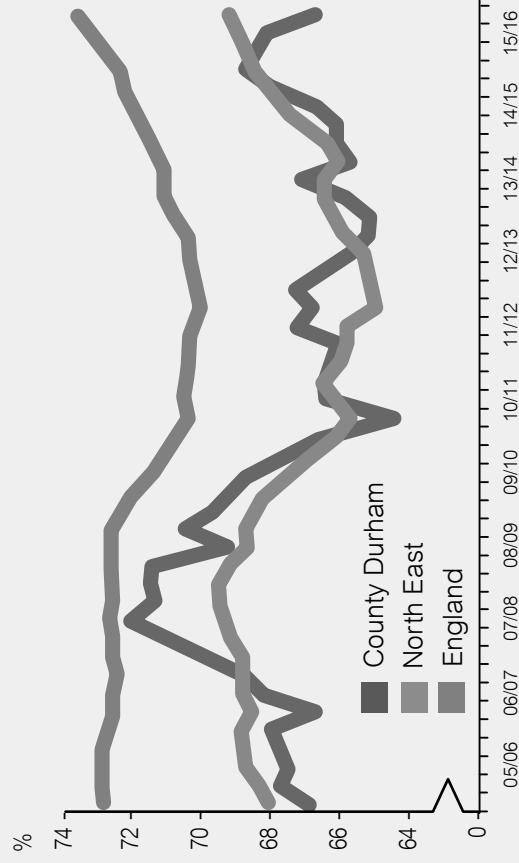
Issues to address

- Gross disposable household income has steadily increased from £8,799 to £14,659 per head since 1997, which is in line with neighbouring authorities but well below the national average. Within this theme are a number of key projects to improve the economy and job prospects across the county.
- Following on from the success in rolling out the Digital Durham programme, we need to stimulate demand activity in order to drive up take up by premises of an improved broadband service, this to include leafleting villages and road signage.
- Employment levels in County Durham show there are currently 229,100 people defined as in employment, 68.1% of the working age population but levels remain low and are still behind the regional (68.9%) and national (73.1%) rates (Figure W1). In relation to unemployment the number of Job Seekers Allowance (JSA) claimants have steadily decreased, in line with the national picture. In order to address this we are looking at providing a variety of programmes to improve people's employment potential across the county.
- Whilst the county has one of the largest business parks in the region, the business base for the county is characterised by a large number of smaller businesses. Supporting higher productivity and business growth will provide significant employment opportunities. We will provide infrastructure to capitalize on recent inward investments and grow supply chain activity to support local procurement as well as to help manufacturing to grow and innovate. The relatively higher paid employment opportunities will support the local economy and increase the wealth generated in the area.

- Durham City including Ayclay Heads, provides a major opportunity for high value development and employment opportunities. We are working with a number of developers to bring forward key sites in the city as well as working on an integrated package of measures to improve traffic flows and promote sustainable transport.
- One of our main priorities for 2016/17 is to support the adoption of a new statutory plan for County Durham to help guide development and stimulate investment in sustainable locations. The plan will identify the quantity and location of new development across the city, towns and villages of the county.

Figure W1.

Working age population in employment 2005/06-2015/16



NOTE: The axis on this graph does not start at zero

Priority Theme Altogether Wealthier

Issues to address

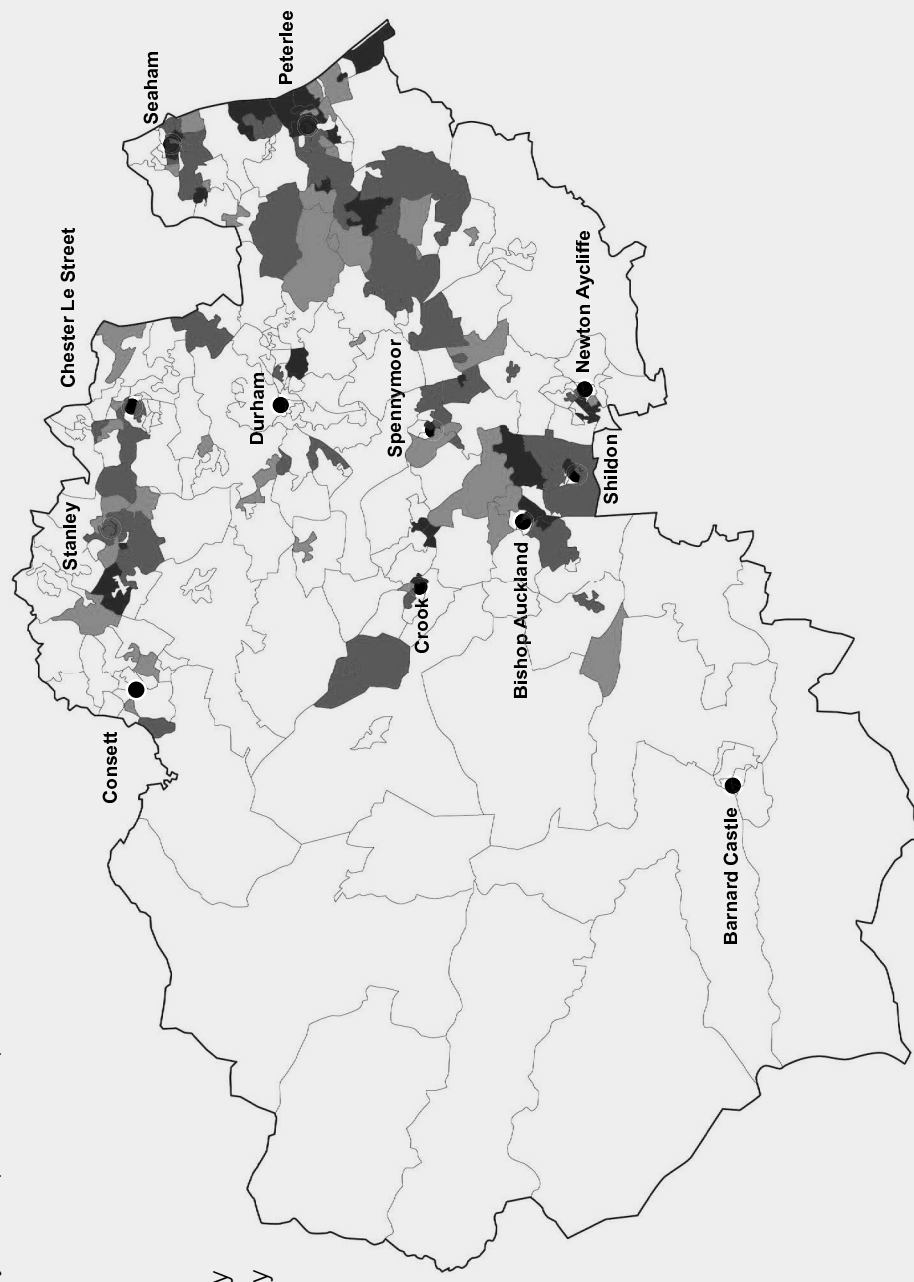
- Although levels of deprivation in County Durham have improved we are ranked the 75th most deprived area out of 326 local authorities in England (Figure W2) and we have developed a poverty action plan in response (see Altogether Better Council theme).

LSOA ranking within:

- the top 10% most deprived nationally
- the top 10-20% most deprived nationally
- the top 20-30% most deprived nationally
- not deprived

Figure W2.

Index of deprivation 2015 linked with the most deprived LSOAs nationally



Key Facts and Figures

Figure W3.

Housing in County Durham 2014-2015

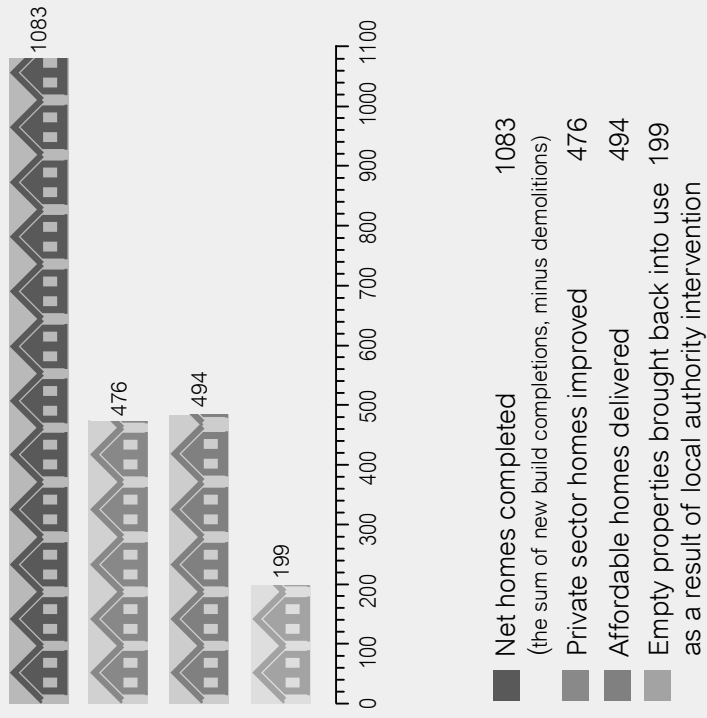
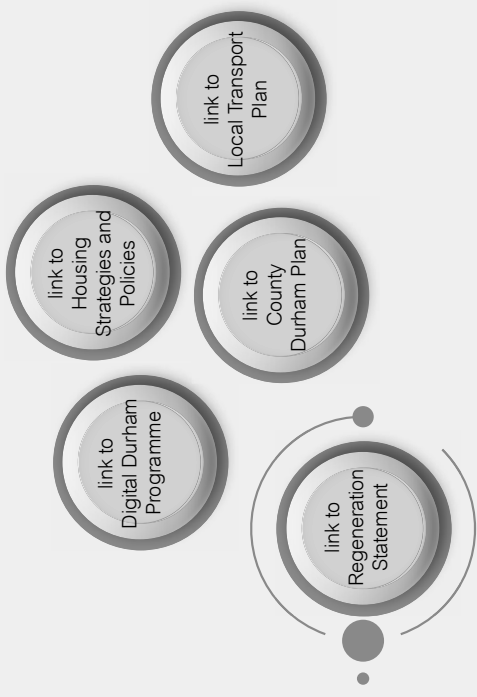
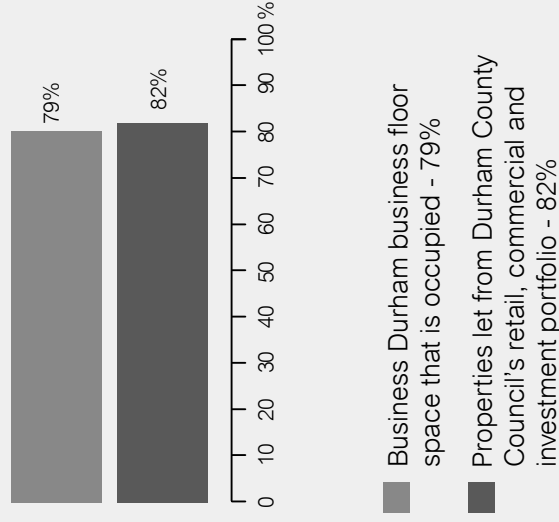


Figure W4.

Businesses in County Durham 2014-2015



15,155

Number of registered businesses in County Durham

1,053,745

Passenger journeys recorded by the Park and Ride service - 2014/15

1567

Gross jobs created or safeguarded as a result of Business Durham activity - 2014/15

42

Full time equivalent jobs were created through business improvement grants - 2014/15

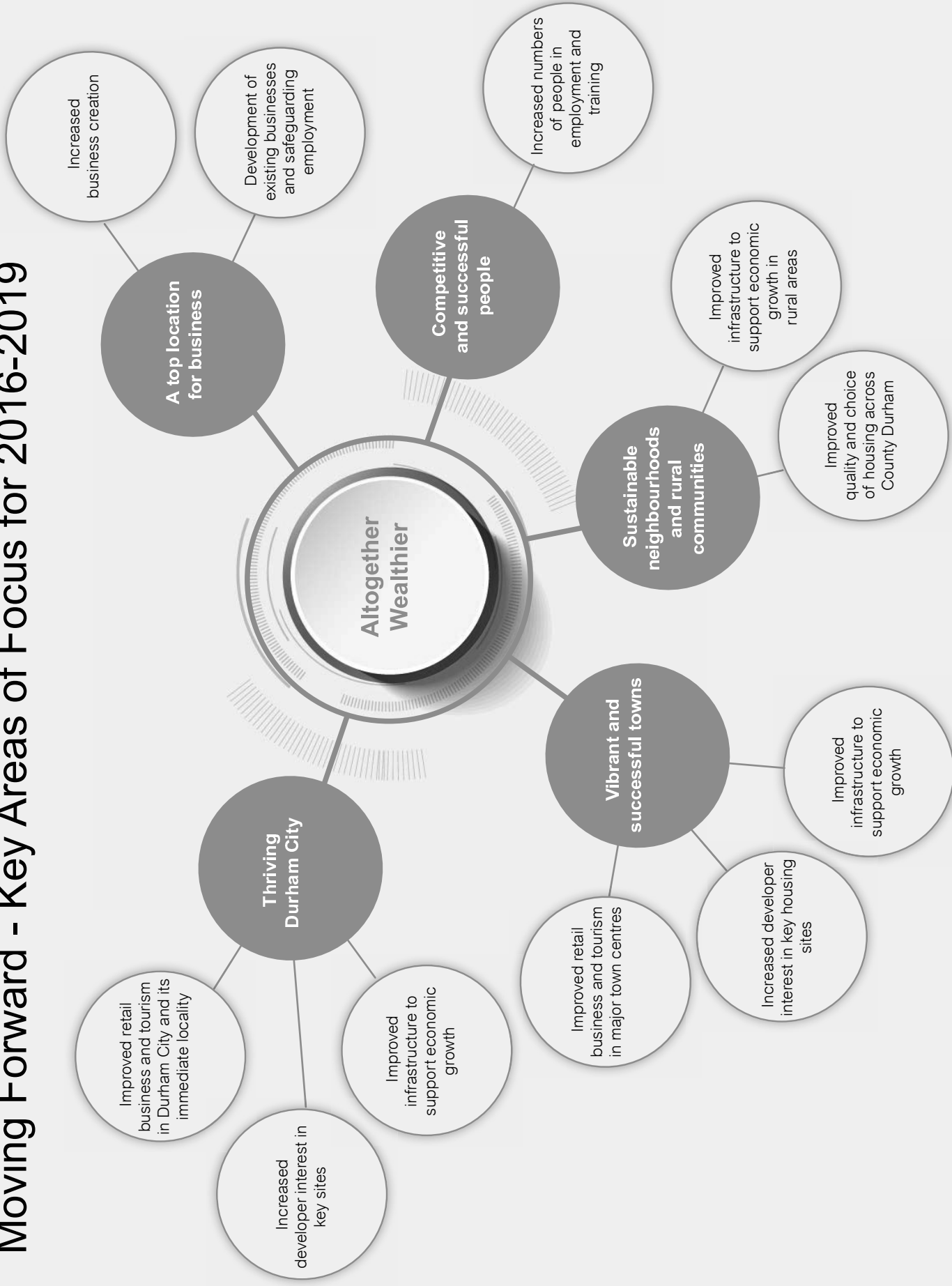
17.9m

Visitors generated £728m in County Durham - 2014/15

494

Affordable homes delivered of which 130 were delivered through Help to Buy - 2014/15

Moving Forward - Key Areas of Focus for 2016-2019



Moving Forward - Key Areas of Focus for 2016-2019

<p>Objective 1 Thriving Durham City</p> <p>Improved retail business and tourism in Durham City and its immediate locality We will:</p> <ul style="list-style-type: none"> • Redevelop North Road in Durham City to provide significant retail investment. • Strengthen our cultural offer including new visual art space in Durham City and the wider county; a new cinema and improved visitor experience at Durham Town Hall. <p>Increased developer interest in key sites We will progress the Aykley Heads site project, which aims to deliver a regeneration opportunity that will provide new jobs and investment.</p> <p>Improved infrastructure to support economic growth We will:</p> <ul style="list-style-type: none"> • Prepare for the planning consent for the Western Relief Road in Durham, which would provide an alternative route from A690 and A691 on the west of Durham and relieve the congestion at Nevilles Cross. • Carry out traffic flow improvements in Durham City at Gillesgate/Leazes Bowl roundabout and A1(M)/A690 Junction Improvement. 	<p>Objective 2 Vibrant and successful towns</p> <p>Improved retail, business, and tourism, in major town centres We will:</p> <ul style="list-style-type: none"> • Carry out regeneration to develop retail areas and other works in the key towns of Seaham, Peterlee, Consett, Crook and Spennymoor. • Enable development activity at Bishop Auckland including the Kynren open air night show, and the transformation of Auckland Castle. • Take forward the adoption of the County Durham Plan. • Support development of North East Plans such as the Local Transport Plan and the Economic Plan. • Complete the Killhope Lead Mining Museum development and implement our Events and Festival programme. <p>Increased developer interest in key sites We will:</p> <ul style="list-style-type: none"> • Undertake improvements at the A19/A179 Sheraton junction. • Secure a developer for the North East Industrial Estate in Peterlee. <p>Improved infrastructure to support economic growth We will:</p> <ul style="list-style-type: none"> • Develop the road and power infrastructure for Forrest Park business space development, Newton Aycliffe. • Progress with the project for a new railway station in Horden. 	<p>Objective 3 Sustainable neighbourhoods and rural communities</p> <p>Improved quality and choice of housing across County Durham We will:</p> <ul style="list-style-type: none"> • Deliver and manage new build housing for market rent and sale via Chapter homes to meet market demand. • Develop a private landlord accreditation scheme to improve property condition in the private rented sector. • Develop the existing home loans scheme to assist private landlords and home owners. • Work in partnership with social housing providers and public health to introduce a number of housing and health initiatives. <p>Improved infrastructure to support economic growth in rural areas We will continue with the Digital Durham programme to provide homes, businesses and communities with access to fast, fibre broadband.</p>	<p>Objective 4 Competitive and successful people</p> <p>Increased numbers of people in employment and training We will:</p> <ul style="list-style-type: none"> • Deliver a wide variety of programmes to support people into work including Adults Skills training and the apprenticeship programme. • Deliver programmes to sustain and improve people's employment potential. <p>Objective 5 A top location for business</p> <p>Increased business creation We will:</p> <ul style="list-style-type: none"> • Improve access to finance to help businesses grow. • Provide infrastructure to support high value manufacturing floor space. <p>Development of existing businesses and safeguarding employment We will support existing growing key sectors, including manufacturing and science by providing opportunities to drive forward the county's economy.</p>
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