

# INCLUSIVE ECONOMIC STRATEGY DELIVERY PLAN

COUNTY DURHAM PARTNERSHIP  
23 JANUARY 2024



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# IES '5P' FRAMEWORK

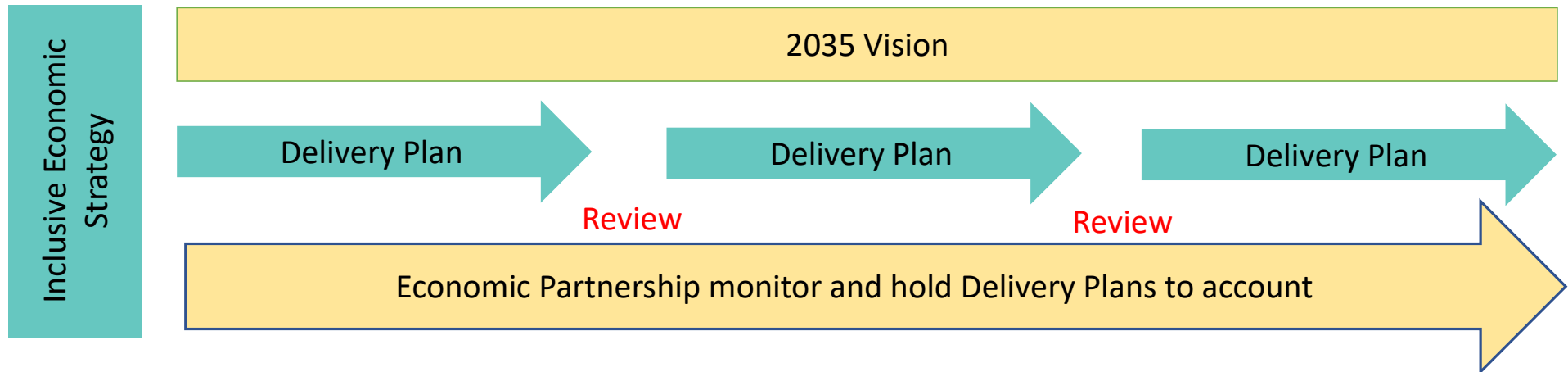


**Delivery plan framework**

County Durham  
**Economic**  
Partnership

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# DELIVERING THE IES



- Live document that will be updated and responsive to change
- Captures the big items that we are delivering over the next 2-3 years, including:
  - significant projects currently in delivery or development
  - new activities that fill a gap and leads to transformative action
- Collective Strategy - in both development and delivery



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Ambitions	Action No.	Actions	Lead Partner	Links to other Priorities
<b>1.1 Skills levels:</b> Raise skills levels, including higher and green skills, directly targeted to what employers need				
Address skills gaps and raise skills levels	1.1.1	Commission and deliver a new training support programme through County Durham’s UKSPF programme, including delivery of short courses, bootcamp programmes and the delivery of employment routeways	Durham County Council  £4m of UKSPF secured until the end of March 2025.	<b>Productivity:</b> These actions will support actions to grow opportunity sectors, innovation, business start-ups, and business growth
Raise skill levels to meet business needs	1.1.2	Ensure residents skills needs are articulated in emerging regional Skills strategies and AEB commissioning programmes for devolved skills funding	Durham County Council and North East Mayoral Combined Authority  Regional allocation of £64m per annum from 2024/25 academic year	<b>Promotion:</b> These actions will improve our ability to attract inward investors  <b>Places:</b> These actions will drive the demand for local premises in town and village centres and employment land.  <b>Planet:</b> These actions will increase green skills attainment.



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# IES DELIVERY PLAN: PRODUCTIVITY



## **Harness the power of our major employment sectors and accelerate our opportunity sectors**

- Develop targeted growth plans for opportunity and growth sectors
- Implement a semi-conductor sector action plan
- Deliver the North East space cluster programme
- Develop an approach to join-up support for inward investors



## **Provide excellent support at all stages for our businesses to start up, sustain, thrive and grow**

- Implement the Enterprising Durham Framework
- Pilot a hub & spoke model for enterprise support
- Productivity and Growth programme
- Improve access to growth finance
- Establish an annual business conference programme
- InTUNE programme



## **Expand the thriving innovation ecosystem**

- Research barriers to innovation (COM-B model)
- Expand venture capital access
- Maximise supply chain opportunities with multinational manufacturers
- Deliver the Northern Accelerator programme
- Expand VentureFest
- Deliver the Accelerating the Circular Economy (ACE) programme



## **Drive good business practices, including improving health in the workplace**

- Capitalise on the new Procurement Bill
- Investigate the potential to promote the BCorp model
- Improve engagement with the County Durham Workplace Health Programme
- Promote the Durham Living Wage

BCorp



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# IES DELIVERY PLAN: PEOPLE



## **Increase in-work progression and upskilling**

- New Workplace Skills Development Programme
- Skills for Jobs Programme
- Local Skills Improvement Plan rollout to support skills in growth / emerging sectors



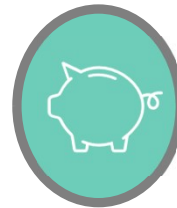
## **Raise Skills level to meet tailored to our employment specialisms and needs of business**

- New Training Support Programme
- Digital Inclusion Skills Strategy
- Multiply and Communicate Programmes
- Low Carbon Skills – Skills Bootcamp for Green Skills



## **Overcome barriers to employment**

- New Careers Framework and development of all age careers resource
- Devolved Adult Education Budget
- Reaching Out Across Durham
- Durham Help employment support programme



## **Improve personal well-being and life chances**

- Community Wealth Building
- New Employment Support programme
- Better Health at Work scheme



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# IES DELIVERY PLAN: PLACE



## Build vibrant and diverse towns and villages

- Towns and Villages Programme
- Place Labs Programme
- Programme of Masterplans and delivery frameworks
- Durham City Vision
- Refresh of the County Durham Housing Strategy
- Major settlement infrastructure improvements, including Horden, Bishop Auckland



## Unlock employment land for high quality premises

- Development of nationally and regionally significant sites – NETPark and Durham City Innovation District including Aykley Heads
- Infrastructure and development of Jade Business Park, Forrest Park and Integra 61
- North East Mayoral Combined Authority Investment Zone – Clean Energy and Green Manufacturing
- Undertake employment land review



## Improve physical connectivity between places in the county

- Develop Connectivity Strategy
- Deliver park and pedal scheme
- Pilot on demand bus services
- Promote bus REALtime and ticketing scheme
- Implement Local Electric Vehicle Infrastructure (LEVI) Programme



## Enhance digital infrastructure and connectivity

- Delivery Digital Durham Programme and Project Gigabit
- Develop digital data collaboration model with social housing providers
- Digital Inclusion Steering group
- Develop Microgrid pilot and digital community hubs programme
- Drive 5G innovation regions



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# IES DELIVERY PLAN: PROMOTION



## **Develop a clear brand and place marketing about County Durham to engage and attract investors, business and visitors**

- Place Branding – undertake perceptions survey, deliver brand activation programme & cultural amplification for County Durham
- Work with NEMCA to develop a regional brand narrative



## **Enhance Cultural and Creative Infrastructure**

- Lead NEMCA Devolution Portfolio for Culture, develop ambitious cultural development framework
- Feasibility for a new Culture and Creative Zone
- Heritage X project
- Delivery of sector specific skills bootcamps and creative tech innovation
- Inform the development of a regional Cultural Observatory



## **Grow a year round visitor economy**

- Support North East development of the Local Economy Visitor Partnership Status
- Undertake feasibility for a new family attraction
- Complete major visitor infrastructure projects, including Beamish, Raby Castle, The Story, Stockton to Darlington Heritage Railway
- Establish a biannual Sci-Art Festival
- Undertake feasibility into tourist transport services within the county
- Deliver carbon exchange pilot project for Lumiere
- Develop plan for reaching carbon neutrality in the visitor economy



## **Attract more inward investment**

- FDI International Strategy
- Develop Regional Business Events Programme
- NE Creative Industries Plan



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# PERFORMANCE MANAGEMENT



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# What does success look like - Headline Targets

- **More jobs:** 11,600 more people in employment or self-employment (5% increase)
- **Better jobs:** 32,900 more people in managerial, professional and associate professional occupations (35% increase)
  - Close the £14,264 gap with national performance on Gross Value Added Per Filled Job (up to 23% improvement)
- **Inclusive growth:** Higher levels of employment or self-employment in all parts of the county (particularly in the Bishop Auckland, Easington, Durham City, and Sedgefield constituencies)
- **Green growth:** Approximately 400,000 tonnes of CO2 emitted from transport, heat, and electricity (80% reduction)



# PERFORMANCE SCORECARDS

Indicator	Employment ( <i>more jobs</i> )							Unemployment						Skills ( <i>better jobs</i> )					
	Jobs <sup>a</sup>	Economically active residents <sup>b</sup>	Jobs per worker <sup>a/b</sup>	Economically active residents (%)	Employment (%)	Full time employment (%)	Self-employment (%)	Unemployment (%)	Claimant Count (%)	Aged 18 to 24 (%)	Aged 25 to 49 (%)	Aged 50+ (%)	Ec. Inactive: Long-term sickness*	Highest skilled jobs (%)	Lowest skilled jobs (%)	NVQ4+ qualifications (%)	NVQ3+ qualifications (%)	No qualifications (%)	Weekly pay (£)
England	29m	32m	0.9	79	76	68	10	4	4	5	4	3	26	52	15	43	61	6	646
<b>Co. Durham Compared to Eng.</b>	182k	252k	0.7	75	72	65	8	4	3	5	4	2	36	39	20	33	53	8	575
NEMCA	820k	937k	0.9	74	71	66	7	5	4	5	5	3	32	43	18	35	54	9	580

- Grey cells highlight where performance is lower than the national average
- NEMCA data included for reference



Indicator		Employment (more jobs)						Unemployment						Skills (better jobs)						
		Jobs <sup>a</sup>	Economically active residents <sup>b</sup>	Jobs per Worker <sup>a/b</sup>	Economically active residents (%)	Employment (%)	Full time employment (%)	Self-employment (%)	Unemployment (%)	Claimant Count (%)	Aged 18 to 24 (%)	Aged 25 to 49 (%)	Aged 50+ (%)	Long term sickness*	Highest skilled jobs (%)	Lowest skilled jobs (%)	NVQ4+ qualifications (%)	NVQ3+ qualifications (%)	No qualifications (%)	Weekly pay (£)
<b>Co. Durham Compared to Eng.</b>		182k	252k	0.7	75	72	65	8	4	3	5	4	2	36	39	20	33	53	8	575
<b>Compared to Co. Durham (inclusive growth)</b>	Bishop Auckland	30k	39k	0.8	72	68	67	15	6	4	6	4	2	48	26	20	32	56	7	563
	City of Durham	58k	51k	1.1	82	81	64	6	4	2	1	3	2	24	50	17	44	65	9	574
	Easington	25k	36k	0.7	68	64	68	7	5	5	8	5	2	42	38	21	28	49	11	561
	North Durham	21k	41k	0.5	77	74	67	9	n/a	3	6	4	2	39	38	16	27	47	9	593
	North West Durham	23k	50k	0.5	78	75	65	10	4	3	6	3	2	36	46	23	35	55	5	593
	Sedgefield	35k	44k	0.8	72	68	74	6	5	3	6	4	2	40	37	24	28	43	7	605

# NEXT STEPS



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# Next Steps

- Implementation of the Delivery Plan
- Completion of Investment Framework
- Continued engagement with partners
- Review, evaluate and update the Delivery Plan
- Influence

